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e. Bodger Hybridist

JOHN BODGER, FOUNDER

CABLE ADDRESS

REGISTERED

BODGER ELMONTE, CALIF.

ALL CODES

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*Bodger
Seeds, Ltd.*

FLOWER SEED
GROWERS

WHOLESALE ONLY

EL MONTE, LOS ANGELES COUNTY
CALIFORNIA, U. S. A.

August 28, 1939

Gentlemen:

We presume that at this time you are seriously planning your 1940 seed catalog and are beginning to think about the novelties you will want to feature for next season. Our Novelty and General Price List is in the hands of the printers and we expect to have it ready to mail within the next three weeks' time.

In the meantime, however, we are enclosing herewith a listing with short descriptions of novelties we will have to offer this fall. We suggest that you look these over carefully and make tentative space allowances for those which you wish to feature on the novelty pages. We have black and white illustrations for all the various subjects in the standard or large sizes, approximately 3" width, and in the 1" x 1½" size as well. We have marked those for which we have color plates available.

While crops in general look good at this time, there is of course no overproduction on any of the novelty items and we very strongly urge the placing of orders at the first possible moment after you have come to your decision. Orders for seeds of the general line are coming in early in very satisfying quantities which leads us to believe that we will be booked to capacity before crops are actually in the warehouse.

Yours very truly,

Elizabeth M. Bodger
Hybridist

EMB:C
Enc.

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1939-40 BODGER NOVELTY INTRODUCTIONS

ASTER WILT RESISTANT EARLY GIANT ROSE MARIE - a fascinating, rich lively shade of rose in the popular Wilt Resistant Early Giant group, a fine cut flower and garden variety.
No. 30....Price per oz. \$2.55, per lb. \$30.00.

ASTER GIANT HARMONY MIXTURE - a new cut flower type, with long heavy stems and full-double rounded centers surrounded by several rows of broad short guard petals, blooms 4" to 4½" in diameter, full color range, not wilt resistant.
No. 888....Price per oz. \$1.70, per lb. \$20.00.

IPOMEA ALAMO VINE or MILE-A-MINUTE VINE - most attractive, quick growing covering for fences or trellises, dainty lacey foliage, inconspicuous creamy white, red throated flowers blooming over a long period of time.
No. 4358....Price per oz. \$.15, per lb. \$1.50.

LARKSPUR GIANT IMPERIAL PINK PERFECTION - outstanding new color introduction in the popular Giant Imperial cut flower type; luscious lively light pink, very heavy long cutting spike of closely placed 2" florets, early blooming.
No. 4464....Price per oz. \$1.30, per lb. \$15.00.

MARIGOLD HARMONY TYPE FRENCH DWARF DOUBLE SPOTLIGHT - showy companion to the popular Harmony Marigold, characteristic Scabiosa-like, Harmony flower formation, crested centers of dainty tubular petals in a bright, lively yellow shade which contrasts strikingly with the broad, velvety dark mahogany-red guard petals, early flowering, dwarf and compact.
No. 5090....Price per oz. \$2.55, per lb. \$30.00.

MARIGOLD HARMONY TYPE FRENCH DWARF DOUBLE HARMONY HYBRIDS - a very early free flowering dwarf compact Marigold, in the popular Harmony type and in a wide range of colors including Harmony, Spotlight, golden orange and golden yellow selfs, and many blotched and striped combinations of orange and yellow shades with mahogany-red. (Color plates available.)
No. 5094....Price per oz. \$2.15, per lb. \$25.00.

MARIGOLD HARMONY TYPE FRENCH TALL DOUBLE HARMONY MIXTURE - tall counterpart to the Dwarf Harmony Hybrids, grows 20" to 24", more robust growing plants.
No. 5098....Price per oz. \$1.30, per lb. \$15.00.

MARIGOLD HARMONY TYPE FRENCH TALL SINGLE FERDINAND - single flowered with a neat round, crested center of dainty tubular florets in a very striking shade of golden yellow surrounded by a single row of broad, mahogany-red guard petals, tall growing, semi-compact and upright, Ferdinand is one of the sauciest and sprightliest of the newer flowers. (Color plates available.)
No. 5084....Price per oz. \$2.55, per lb. \$30.00.

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MARIGOLD GIGANTEA FULL DOUBLE ORANGE - full double strain of the popular Orange Sunset, with very large sweetly scented flowers produced on 3' to 3½' semi-compact plants which are early flowering. (Color plates available.)

No. 4988....Price per oz. \$2.55, per lb. \$30.00.

MARIGOLD GIGANTEA FULL DOUBLE MIXTURE - full double form of the popular Sunset Giants, fine range of colors.

No. 4986....Price per oz. \$2.15, per lb. \$25.00.

STOCKS DOUBLE GIANT COLUMN GARDENIA - magnificent new Stock with superbly formed huge spikes composed of individual florets 2" to 2½" in diameter, on a spike 4" or 4½" in depth and 12" to 15" in length, extremely high percentage of doubles, the outstanding introduction for cut flower use.

No. 6816....Price per oz. \$8.50, per lb. \$100.00.

VIOLETTAS THE LITTLE DWARFS FINEST MIXED - a charming new type of miniature Viola with flowers which are small and perfect miniatures of Violas with broad, beautifully rounded petals in a lovely color range. We have been appointed exclusive agents for these Violettas for the Americas, Australia, New Zealand and the Asiatic countries by the introducers, Dobbie & Co. Ltd., Edinburgh, Scotland. (Color plates available.)

No. 8370....In introducers' packets only, in three sizes, priced at:

Per dozen	Per 100	Suggested minimum resale prices
\$2.00	\$16.50	\$.25
\$3.00	\$24.75	\$.40
\$5.00	\$41.25	\$.65

ZINNIA FANTASY WILDFIRE - rich, dazzling scarlet addition to the Fantasy type, medium-sized flowers, extremely showy in the garden, fine for cutting, early blooming and free flowering. (Color plates available.)

No. 1340....Price per oz. \$1.05, per lb. \$12.00.

ZINNIA EARLY WONDER PADRE - the most recent development in the Early Wonder type, bright dazzling scarlet, flowers of medium size, approximately 3" to 3½", produced in riotous profusion, extremely fine for cutting or garden use.

No. 1514....Price per oz. \$1.05, per lb. \$12.00.

ZINNIA HARMONY TYPE (Scabious Flowered) CAMPFIRE - vivid intense scarlet, very showy, fine addition to the Harmony type (previously known as Scabious Flowered), fine for cutting or garden use.

No. 1470....Price per oz. \$1.05, per lb. \$12.00.

ZINNIA SUPER CROWN O'GOLD PASTEL TINTS - previous introduction of ours that is being featured prominently this season, large showy blooms in delightful pastel mixture of soft yellow, old gold, light pink, apricot pink, various shades of salmon, peach and buff, lively cerise salmon, white and cream; extremely fine cutting or garden plant. (Color plates available.)

No. 1330....Price per oz. \$.90, per lb. \$10.00.



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PETUNIA GIANTS OF CALIFORNIA BODGER'S SUPREME FLORIST STRAIN - outstanding Petunia introduction from last year prominently featured this season, blooms 5" to 7" in diameter, shallow open throats surrounded by satiny petals which are so heavily ruffled that in the young flowers they are easily mistaken for doubles. Colors include pink, rose and salmon rose shades with light throats richly veined, many striped and bicolor combinations - fine for the garden, lovely in low bowl arrangements. (Color plates available.) No. 5718....
Price per 1/16 oz. \$4.00, per 1/4 oz. \$12.00, per oz. \$40.00.

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