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# Fraser's Rare Seeds by Mail - - The House of Fraser

(58 Years in the Seed Business in California)



**ROBERT G. FRASER**  
Pioneer Seed Grower  
58 Years in Pasadena, California

We are sending you greetings in the form of One Packet of Sun-ripened California Seeds. Will you please give these a fair trial when soil and weather conditions are right in your section? In all honesty and fairness, we are reaching out for new business.

This is a direct mail order house — both wholesale and retail. We are the originators and growers of flower seeds, specializing in Giant Spring-Flowering Sweet Peas, Pacific Giant Delphiniums, Larkspurs, Marigolds, Pansies, California Giant Petunias, Tree Snappdragons, Crown Asters, Gardenia Stocks and Giant Frazinnias. Also Anemone and Ranunculus bulb seed. Our seeds will be found to be of strong germination and of the highest quality. Will you favor us with a trial order? See Other Side.

**FRASER & SON, CALIFORNIA SEED GROWERS,**  
1000 East Colorado Street,  
Pasadena 1, California.

# Flowers for Morale — Vegetables for Victory

It has long been an accepted fact that the finest flowers are grown from California sun-ripened seeds. This has been beautifully demonstrated for years by Pasadena's Annual Tournament of Roses Parade—the greatest floral display in the world.

Due to the war cancellation of the parade, we are in a position to supply seeds that normally have gone to large flower-growers who supplied flowers for the parade.

To aid in the conservation of paper, if, through error, you receive more than one catalogue, will you please pass on the extra copy to a neighbor who has a victory garden?

## FRASER'S NEW SUGAR-BEET SWISS CHARD

### VICTORY GARDEN VEGETABLE

#### EASY TO GROW — SOAK SEED OVER NIGHT

What the outstanding gardeners think of Fraser's New Sugar Chard: After growing Sugar Chard all over different sections of the United States, and comparing it with turnip tops, beet tops, spinach, the different gardeners say it is unexcelled. It has a dual purpose—tender, appetizing tops, and delicious beet bottoms.

LARGE PACKETS ONLY . . . . .

**50c**



## F R A Z I N N I A

### THE VICTORY GARDEN FLOWER

(Grows as easily as radishes from seed)

**FRAZINNIA.** We have originated and developed a Ruffled Giant Zinnia into an enormous full double flower rivaling the Chrysanthemum, with wonderful rich color combination never before seen in this flower. The strain for the first time will produce ruffled petals that are delightfully different.

LARGE PACKETS ONLY . . . . .

**50c**

**FRAZINNIA**