

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

02.09
BODGER
Seeds Ltd.
+ EL MONTE, CALIFORNIA

- 1950 -



RALPH R. SHAW
U. S. DEPT. OF AGRICULTURE
LIBRARY
WASHINGTON, 25, D. C.



NEWSLETTER

When the Spanish Conquistadores first entered Peru four centuries ago they found more than Inca gold—for this equatorial highland country abounded in plants new to Europeans, among them the brilliant *Tithonia* (Ty-tho'ni-a). The explorer Pizarro found the *Tithonia* to be Peru's national flower, with many images of it wrought with exquisite workmanship in pure virgin gold. It had religious significance due to its resemblance to the sun, and priestesses of the temples wore the flowers on their bosoms. Pizarro seems to have taken the flower to Spain, where all trace of it was lost.

Rediscovered in Mexico in the 18th century, the flower was given its present name, from Tithonius, son of Laomedon the King of Troy. Tithonius was so handsome that Aurora, Goddess of the Dawn, is supposed to have fallen in love with him and persuaded the gods to make him immortal. *Tithonia*'s ancient history was soon unearthed, and the flower acquired its best-known common name: Golden Flower of the Incas.

This wild *Tithonia* (*Speciosa*) came North before the time of Pancho Villa, but northern frosts cut it down before it flowered, and its popularity was confined largely to the warm Southwest—much as the famous Heavenly Blue Morning Glory before Clarke's early strain made it one of the world's most popular flowers. By the early thirties some progress had been made toward an early strain of *Tithonia*, but plant habit was unsatisfactory.

Some late strains had good flower color. Most important, however, was the discovery in Hawaii of plants which had adapted to a strange climate by producing a compact, bushy plant form which unfortunately had very insignificant flowers. Here the story of TORCH *Tithonia* really begins.

All the elements of a prize-winning novelty existed: earliness, good flower color and dwarf plant habit, but they were in three different packages. The very real accomplishment of combining these 3 into one distinctly new and superior strain was begun at Bodger Seeds Ltd. breeding grounds in 1939. It took eleven years to produce the novelty which was top winner in All America Selections for 1951—a Silver Medal Award and flower of the year.

Like the *Zinnia*, which also came from Mexico, TORCH thrives on hot weather. The hotter it is, the more flame-red outflowers you can pick for the house. Like the *Zinnia*, TORCH is so easy to grow you can be a "porch-hammock gardener". Cultural directions are just the same—put out seed or small plants when all frost is past; thin to 1½ or 2 feet apart. Plant in full sun and water by deep irrigation (never sprinkle). Avoid high-nitrogen fertilizers or overwatering, or the plant will grow taller than its normal four feet. TORCH will bloom in July in warm climates, August elsewhere; and if flowers are kept picked will continue to bloom well into Autumn.

EVERYTHING YOU
NEED TO SELL

TORCH TITHONIA

- ★ PUBLICITY RELEASE!
- ★ DISPLAY MATERIAL!
- ★ NEWSPAPER MATS!
- ★ SAMPLE PACKETS!
- ★ MAILING STUFFERS!
- ★ FLAT MARKERS!



Flash!

Better Homes & Gardens, House & Garden and Popular Gardening have just advised they will feature TORCH in their January issues in color! Sunset, Flower Grower and Holland's will feature and recommend TORCH editorially and you know what all this means:

National Publicity

... backed up by nation-wide All America newspaper coverage. They create the demand; YOU sell the seed. Be sure you have it!

BODGER
Seeds Ltd.

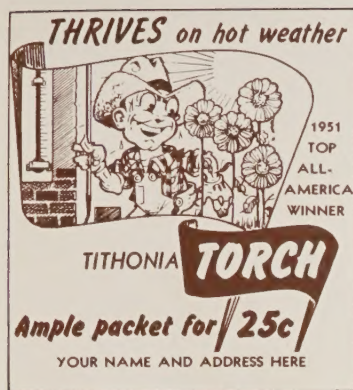
★ EL MONTE, CALIFORNIA

Selling Material AVAILABLE WITHOUT COST

To help you make those extra profits on TORCH this Spring, we've prepared a kit of display material which is yours without cost. This kit includes:

1. One 14" x 20" poster, showing TORCH in full color.
2. One 9" x 12" three-dimensional counter display showing TORCH almost life size, in full color.
3. Two sets attention-getting flags, one strung.
4. Two T-shaped cards in color, to call attention to TORCH packets in your packet-rack.
5. Three 1-column x 2" mats for use in advertising in your own newspaper (illustrated above). They may be used as complete ads, or with lower line removed, used as part of a larger ad. The 25c packet price is our suggested minimum. If you plan to charge more, this can be removed.

Also enclosed are two 9" x 12" full color cards, two 7" x 22" full color streamers and two T-shaped cards to help you sell more of FIRE CHIEF Petunia, our 1950 Gold Medal All America winner, and one T-card for Darling Morning Glory. If your kit is incomplete, please tell us about it. Additional copies of most of the above available; large quantities at cost.



Selling Material AVAILABLE AT COST PRICE

From Bodger Seeds Ltd. Service Department, El Monte, California

— a non-profit trade service:

- Electro (illustrated at left) #1194G
(4 1/4" x 2 3/4")..... \$ 4.00 ea.
- Color plates TORCH (same pose as illustrated
electro, but larger) #3147H (3 7/8" x
6 1/4") \$40.00 set
- Color plates TORCH (various poses, not illus-
trated).....\$35.00 & \$40.00 set
- Color plates DARLING Morning Glory (one
flower close-up) \$35.00 set; others vari-
ous prices.)

- 8" x 10" black-and-white photographs..... \$ 1.00 ea.
- 8" x 10" true color photographic prints..... \$ 6.50 ea.

For your mailing list: 3 1/2" x 8 1/2" envelope stuffers or circulars. Just the thing to include in the envelope when mailing out statements, club bulletins, etc. Announces TORCH and invites customer to visit your store to buy their seed. Sample on request. Minimum quantity 200: \$1.00. 500 for \$2.00. 1000 for \$3.50.

Choice OF TWO

PACKETS FOR "TORCH"

Schmidt Lithograph Co., 461 Second St., San Francisco 7, Calif. (packet with single flower) and Stecher-Traung Lithograph Corp., 274 W. Goodman St., Rochester 7, N. Y. (two flower packet) have kindly supplied sample packets so we can show you what is available. WE DO NOT SELL THESE PACKETS. PLEASE CONTACT THE MAKERS DIRECT.

Colorful SEEDLING FLAT MARKER FOR PLANT SALES



As illustrated above, available from G&M Exchange, 2012 Sepulveda Blvd., Los Angeles 25, Calif., for very moderate cost. WE DO NOT SELL THESE. PLEASE CONTACT G&M DIRECT.

THE BIG TOP WINNER!

