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OFFICE: 778-798 Joaquin Avenue
SAN LEANDRO, CALIFORNIA
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Dear Flower Grower:

It seems good to write you again about Flower Seeds and Bulbs. Six months time passes rapidly when flowers are in bloom and we can enjoy our gardens, but the six winter months seem longer in the real gardener's calendar unless you are growing your garden plants, ready to put into the ground when Spring arrives.

For years we have urged that our customers NOT TRY TO IMPROVE ON NATURE'S WAYS too much. You know that Nature sows her seed in the Fall. When your garden flowers have bloomed and the seed pods have formed, a breeze usually breaks the pods and sows the seed of both Annuals and Perennials IN THE FALL. The seeds often lay dormant in the ground until Spring, but they are swelling and started at the first break of Spring days. This is the reason the "self-sown" seedlings in your garden always seem stronger plants than those from seed you plant in Spring.

You can take all perennials and almost any annual, sow the seed right up to freezing weather; mark the rows well; cover with leaves if freezing weather comes, and your stand of plants in the Spring will amaze you.

Or you can construct a simple cold frame and sow your seeds in it, for transplanting in Spring.

In any event, it is TIME TO ORDER SEEDS AND BULBS.

We are listing some of the things you need in the next three pages of this letter. You will find new and rare gems for your garden at prices which are based on quality and not on price, although some of our special offers of collections cannot be equalled by other dealers. You can also save money by ordering Spring Bulbs now.

We want to talk frankly to you about another matter: It cost us a certain sum to handle each order, whether it is for 10c or $10.00. This is a fixed charge. From years of experience we know that we lose money on an order amounting to less than $2.00. For that reason we are going to make you a very special offer - - - If your order for seeds and bulbs amounts to $2.00 or more we will include FREE - one packet of "Sensation" Calendula; one packet new Shirley Poppy "American Legion"; one packet Regale Lily Seed and one packet Australian Pea Vine - - a total of $1.00 value in free seeds with each order of $2.00 or more. This offer must be accepted NOW. PLACE YOUR ORDER AT ONCE.

Sincerely yours,

CHARLES G. DAVIS

NOTE: If you plan to order Dahlias or Gladiolus next Spring, send NOW for our "Trial Ground Price List" and see how much money you can save by placing your order this Fall.
Rare Hybrid Tritomas

GRANDMOTHER CALLED THEM "RED HOT POKERS" THEY STILL LOOK LIKE POKERS, BUT OUR NEW HYBRIDS RANGE FROM A CLEAR CANARY YELLOW TO MAUVE.

Tritoma, known as the "Red Hot Poker", "Devil's Poker", and by the correct botanic name "Kniphofia" have been highly developed in California, as well as in England in the last few years. Luther Burbank was working on them when he died, and one of his offerings was "The Tower of Gold" Tritoma. We imported 14 varieties from England to trial against our own "Chageda Hybrids" which we think are just about the best in the new everblooming type. They are so attractive as a cut flower that whenever we have blooms in our seed plot which we wish to "rogue" or discard we find a waiting demand from the florists. Our best types of blooms are always saved for seed.

Tritomas do well in any kind of soil, require little cultivation and stand dry locations. They bloom the first year from seed, but do not always come true to color. In cold locations they need protection and our suggestion is to winter them under sand in a cool cellar. They multiply rapidly and an established clump will have 40 to 50 spikes of bloom during one season.

Floricultural writers and visiting nurserymen agree that there is no better strain on this subject than the "Chageda Hybrids". SEEDS OF CHAGEDA HYBRID TRITOMA—per pkt $1.00; 1/8 oz. $2.50. STRONG ROOTS OF CHAGEDA HYBRID TRITOMA—assorted colors; seedlings 9 months old, in splendid condition for planting out in mild climates or in tubs in conservatories, $1.50 per doz. prepaid. DIVISIONS OF STRONG FIELD CLUMPS, TRUE TO COLOR, CHAGEDA HYBRID TRITOMA IN THREE COLOR GROUPS (Yellow, saffron and gold), (yellow base vsdth protection and our suggestion is to winter them under sand in a cool cellar. They multiply rapidly and an established clump will find a waiting demand from the florists. Our best types of blooms are always saved for seed.

The following varieties are "Early" or "Winter Flowering" Spencer Sweet Peas, the sorts which produce the blooms you buy in zero weather. This seed can be used in planting outside as well as under glass. Only the best varieties, which have been thoroughly tried, are listed here. All White, Amethyst, Aviator (Dazzling crimson-scarlet), Blue Bird, Chevalier (rose), Columbia (salmon-pink with white wings), Fair Maal (blush pink and salmon on white ground), Glitteries (erise-scarlet), Harmony (Standard lavender), Hercules (very large pink), Illumination (salmon-cerise), Miss Louise Gade (pink show type), Rose Dore, Snowstorm, The Beauty (firy rose), Torch (salmon-rose), True Blue, Vulcan (scarlet) and Zvolanek's Rose—any of above or mixed—pkt. 15c; 45c per 1/2 oz.; 75c per oz.

Winter Sweet Pea Seed

The following varieties are "Early" or "Winter Flowering" Spencer Sweet Peas, the sorts which produce the blooms you buy in zero weather. This seed can be used in planting outside as well as under glass. Only the best varieties, which have been thoroughly tried, are listed here. All White, Amethyst, Aviator (Dazzling crimson-scarlet), Blue Bird, Chevalier (rose), Columbia (salmon-pink with white wings), Fair Maal (blush pink and salmon on white ground), Glitteries (erise-scarlet), Harmony (Standard lavender), Hercules (very large pink), Illumination (salmon-cerise), Miss Louise Gade (pink show type), Rose Dore, Snowstorm, The Beauty (firy rose), Torch (salmon-rose), True Blue, Vulcan (scarlet) and Zvolanek's Rose—any of above or mixed—pkt. 15c; 45c per 1/2 oz.; 75c per oz.

Eldorado (new orange-salmon), Grenadier (new scarlet), Imperial Pink, New Blue, Orange King, Pink Cherokee—25¢ per pkt; 75¢ per 1/2 oz.; $1.25 per oz. One packet each of nine of the above varieties of our selection (value not less than $1.50)—OFFER C-38—$1.00

"Hits" at the Flower Shows

The Summer Flower Shows are over and our exhibits in them have been the center of attraction. In this manner we can tell our customers in distant points which of the new and old varieties of flowers have been the most popular and attractive in the shows.

For your convenience we list the seeds and bulbs of the following varieties, which we consider made the "hits" of the shows, both in our own exhibits, and those of other growers.

LUNARIA BIENNIS (Hardy Biennial). Known as "Honesty" and liked because of the silvery, transparent seed pods about the size of a silver quarter, through which the seeds may be seen. Pkt. 15c. THALICTRUM Dipsericarpum (HP). Tall growing plants, similar in flower to Gysophila, but more graceful and lilac in rose and color. Largely used as a filler in bouquets. Pkt. 25c; trade packet 50c.

ERYNGIUM Amethystinum (HP). A splendid plant three feet, with clover-like heads of hazy blue flowers which can be used as an everlasting. One of the most attractive in our display. Pkt. 25c.

BURBANK'S BLUE PETUNIA (HA). In mild climates this is a perennial, throwing thousands of blooms of a nearly blue purple and exceptionally attractive, with great perfume. As a bedding plant we know of no equal. Pkt. 25c; trade packet 50c.

GERALDINE FARRAR (Gladiolus). Because of the color and splendid placement of the flowers, it has been a decided feature in our Spring exhibits. Nearly blue in its lavender color, it has a violet spot on lower lip. The florists rave about it. Large bulbs 50c each; 50c per dozen. Medium sized bulbs 25c each; 25c per dozen; bulblets 25 for $1.00.

MARMORA (Gladiolus). Grayish lavender color with an old rose blotch. Flowers of great size with many open at once. Large bulbs $1.00 each; $1.00 doz.; Medium bulbs 50c each; 50c doz; bulblets 50 for $1.00.

THE ORCHID (Gladiolus). Almost every Corsage Bouquet we saw in the shows this summer used "The Orchid" Glad as the filler. It is a decided novelty of lavender pink on a paler flushed frosted surface, with edges beautifully lacinated and ruffled. Hard to tell from an orchid when made up. Large bulbs 25c; $2.50 dozen; medium bulbs 15c each; $1.50 dozen; bulblets 50 for $1.00.

SALPIGLOSSIS Velvety purple (HA). All of our Salpiglossis was much admired because of the unusual size and brilliant colorings, but the velvety-purple was the one shade folks lingered over more than the others. Pkt. 25c; mixed Salpiglossis, pkt. 15c.

CALENDULA Sensation (HA). Because of the long stems and very large blooms it attracted great attention. Flower is an orange with scarlet sheen. Flat, rather than ball. Much used in greenhouse forcing. Packet 50c; 1000 seeds 90c.

ECHIUM (Tower of Jewels). Half hardy biennial which attracted tremendous interest both in the garden and at the flower shows. The flowers are large, and exceptionally attractive, with great perfume. A foot through at base. The entire spike is covered with thousands of small rose pink flowers, making a most attractive planting for borders and can be used anywhere Foxglove is used. Likes dry, poor soil, but will bloom without it. Large bulbs come medium size. Sow seeds now for bloom next season. Pkt. 50c.

CELOSIA Plumosa (HA). Often used as a greenhouse crop. Great plumes of gold and crimson. Either color 25c pkt.

STATICE SINUATA (HA). One of the showiest of everlasting flowers having clusters or heads of bloom easily dried. Blue. Pkt. 25c.

AGAPANTHUS Umbellatus (FP). Blue Lily of the Nile. In mild climates this plant makes a fine clump for the lawn. In colder climates it is used for a conservatory plant, growing in tubs and almost constantly in flower. Strap-like leaves similar to the Amaryllis, which are evergreen. Bloom spikes 2 to 4 feet high, carrying clusters of 30 to 40 blossoms of a brilliant blue. Blooms last a long time on plant or when cut. Strong divisions of field grown roots. Large size $1.00 each; small size 50c each; large clumps $1.00 each. Bulbs 25c each; small clumps 50c each; large clumps 75c each.

STACHYS Lanata (HP). "Lamb's Ears". Attractive plant with woolly leaves useful in rock gardens and borders. Our strain is especially dwarf, seldom growing more than 5 inches. Pkt. 25c.

SAINTPAPAULIA (FP). African Violet. Three flowering plants and a leaf, 60c. Pkt. 25c.

GAILLARDIA Trailing (HP). A sport from the Grandiflora type which can be trained along the side of a building to about 5 feet high. Blooms resemble the Dazzler type. Pkt. 25c.
Gorgeous Delphinium

STATELY SPINES OF THE RAINBOW'S MOST GLORIOUS HUES.

Never have we seen such splendid spikes of Delphinium as those shown in the West Coast Flower Shows this year. The tremendous interest which the buyers of cut flowers have shown in Delphinium, have caused the commercial growers to plant it by the acre and to help in the development of new types and improved strains which are far ahead of the strains of a few years ago.

We have spent considerable time in selecting specimens of the new Wrexham Hollyhock Type for seed parents, and believe that in our new crop of seed, which is now ready will throw spikes of unusual combinations of color and great size of individual bloom.

WREXHAM HOLLYHOCK TYPE DELPHINIUM. Tall spikes, 4 to 6 feet, with individual flowers of great size. About 50% are doubles or semi-doubles. Seeds ready now—50c per pkt; $1.00 per 1000.

SPECIAL WREXHAM HOLLYHOCK TYPE Selected pastel shades doubling or semi-doubles. Seeds ready now—50c per pkt; $1.00 per 1000.

STRONG ROOT DIVISIONS WREXHAM HOLLYHOCK TYPE; 2 years old, and assorted colors—50c each; 3 for $1.00; 12 for $2.50 prepaid.

VANDERBILT HYBRID DELPHINIUM. This strain has come to be known as the Florists’ Strain because of the splendid spikes which open the full length at one time. The colors are exceptionally usual combinations of color and great size of individual bloom.

WREXHAM HOLLYHOCK TYPE DELPHINIUM. Tall spikes, 4 to 6 feet, with individual flowers of great size. About 50% are doubles or semi-doubles. Seeds ready now—50c per pkt; $1.00 per 1000.

VANDERBILT HYBRID DELPHINIUM SEED saved from double flowers only, and guaranteed to produce at least 85% double and semi-double flowers—$1.00 per pkt; $2.50 per 1000 seeds.

Strong roots 30c each; 12 for $2.50 prepaid. Baby seedlings $1.50 per dozen assorted colors.

Specimen and exhibition selected divisions of doubles—$1.00 to $10.00 each.

Gladiolus and Dahlias

Both our Gladiolus and Dahlia Lists are ready in temporary, or what we term “Trial Ground” Lists with prices which are very attractive. Do you know that you can save considerable money by ordering your bulbs of these two flower subjects in the Fall? All Dealers have a special Fall Discount and ours is always very attractive because we believe that Fall is the proper time for you to order both Dahlias and Gladiolus while the memory of the types and colors will enable you to make a selection which will bloom to your satisfaction next year. Send for our “Trial Ground List” of Dahlias and Gladiolus if you are interested in ordering now.

Alstroemeria Aurantiaca

Known as “The Chilian or Peruvian Lily” and one of the most popular of summer cut flowers in California—lasts a long time when cut, the spikes of orange-yellow flowers being spotted red, and carried on long and stout stems. Plants grow 2 to 4 feet high and bloom June to August. Tubers should be set 5 inches deep with sand surrounding. Sometimes do not bloom until second season. Require protection in cold climates. Ready for shipment now. Strong divisions 30c each; 3 for 75c; 12 for $2.50.

Amaryllis Hybrids

Intended for growing in pots and a splendid strain ranging in colors of bloom from white grounds with markings to self colors of cerise and scarlet. We have a choice mixture of assorted bulbs. 75c each; $7.50 per dozen postpaid in U. S.

Regale Lilies

This magnificent hardy lily from China has grown in popularity whenever grown. Thrives in any good soil where there is drainage; grows from 3 to 5 feet; blooms beautiful white with throat of primrose yellow and shell pink exterior. Large bulbs 75c each, $7.50 dozen; medium bulbs 50c each, $5.00 dozen; small bulbs 25c each; $2.50 dozen. October and November delivery postpaid in U. S.

Choice Iris Collections

THIS IS YOUR OPPORTUNITY TO START AN IRIS GARDEN AT VERY LOW EXPENSE.

EACH VARIETY IN THESE COLLECTIONS IS LABELED WITH NAME.

IF YOU BOUGHT THEM SEPARATELY THE COST WOULD BE MORE THAN DOUBLE.

Plant Iris for a lasting Garden Effect. They bloom among the first in the season, require little care and have a foliage which adds to the attractiveness of both Summer and Fall garden.

One of our collections of Iris planted this Fall will bloom abundantly next season, and will multiply so rapidly that in a year or two your Iris Garden will be quite extensive.

Your attention should be called to the many offers of Iris being made by other dealers at low prices. Not all, but in many cases the Iris shipped to you are seedlings which have been discarded by the dealer. In our case EVERY IRIS RHIZOME SHIPPED YOU IS A NAMED VARIETY WITH THE LABEL ATTACHED. Out of about 150 varieties we have selected a collection without equal for the price offered. A wide range of colors of the most modern types. Don’t confuse the modern Iris with the old “blue Flags” which were the gems of Grandmother’s Garden. Modern Iris has moved ahead in its development, and grows well in any section of the country.

OFFER #C-54—12 STRONG IRIS ROOTS, EACH DIFFERENT AND EACH WITH NAME ATTACHED. Sent prepaid in the U. S. —$2.00.

OFFER #C-55—15 STRONG IRIS ROOTS; 3 EACH OF 15 DIFFERENT VARIETIES WITH NAME ATTACHED. Prepaid in U. S. —$5.00.

OFFER C#-56—125 STRONG IRIS ROOTS; 5 EACH OF 25 DIFFERENT VARIETIES WITH NAME ATTACHED. Prepaid in U. S. —$10.00.
These Flower Seeds Should be Ordered Now

Half the sport in gardening is in raising your plants from seed, and the fortunate few who have greenhouses have done this for years. If you have a sunny corner in your yard or garden you can easily build a small Cold Frame at a cost of two or three dollars which will make a perfect place to start seed. To help you in this we have a special circular on constructing a Cold Frame which we will send on request when you order seeds from us. The following varieties are adaptable for immediate planting in the greenhouse or cold frame and will make fine plants, ready to set out in the garden in early spring. If you have a sunny window in your home you can also start seeds in pots or pans and get the same result.

ORDER THESE SEEDS AT ONCE.

Per 1000 Seeds

ACHILLEA Ptarmica, The Pearl (HP) Easy Double flowers. Pkt. 15c — .45

AGAPANTHUS Umbellatus, "Blue Lily of the Nile" (TP), Conservatory plant. Pkt. 25c — .75

ALYSSUM Saxatile, "Cold Dust" (HP) Rock garden. Pkt. 10c — .25

ALYSSUM Compactum (HA), Border plants. Varieties: Little Queen, Little Gem White, gray White, late blooming plant. Pkt. 10c — .25

ANCHUSA Capensis (HA) "Summer Forget-me-not". Pkt. 10c — .25

IBERIS (HP), Easy flowers. Pkt. 10c — .25

CAMPANULA (HP), Easy flowers. Pkt. 10c — .25

AQUILEGIA (HP) Columbine. Free blooming. Pkt. 10c — .25

ALYSSUM Compactum (HA). Border plants. Pkt. 10c — .25

AGAPANTHUS Umbellatus, "Blue Lily of the Nile" (TP), Conservatory plant. Pkt. 25c — .75

DASISIA SATIA (HA) Chrysanthemum Leon- themum, "Alaska". Pkt. 10c — .25

DIDSCUS COERULEA (HA) Blue Lace Flower. Pkt. 10c — .25

DIGITALIS (HP) Foxglove, Giant Shirley Strain. Pkt. 10c — .25

FORGET-ME-NOT (HP) Myosotis. The old favorite. Colors: Blue, Pink, White or Mixed. Pkt. 10c — .25

GAILLARIA (HP) The Blanket flower. Splendid for cutting. Scarlet center, golden tipped. Varieties: Grandiflora, Pkt. 10c — .25

DIGITALIS (HP) Foxglove, Giant Shirley Strain. Pkt. 10c — .25

GOSYPHOLIA (HA) Elegans, "Angel's Breath". Pkt. 10c — .25

HEUCHERA SANGUINEA (HP) "Coral Bells". Pkt. 10c — .25

DIGITALIS (HP) Foxglove, Giant Shirley Strain. Pkt. 10c — .25

GYPSOPHILA (HA) Elegans, "Angel's Breath". Pkt. 10c — .25

MIGNONETTE (HA) Grandmother's Favorite. Pkt. 10c — .25

LUPINUS Polyphyllus (HP) Perennial Lupine. Pkt. 10c — .25

POPPY Iceland Nudicale (HP). Splendid for cut¬

tings and a good greenhouse crop. Varieties: Lavender, Lavender, Mixed. Pkt. 10c — .25

PLUMBAGINACEAE (HA) Purple flowers. Pkt. 10c — .25

POSITANUS (HA) "Positano" purple flowers. Pkt. 10c — .25

PENTSTEMON (HP). "Sensation". New Hybrids much improved. Pkt. 25c — .75

PETUNIA (HA), Grown as a perennial in mild climates. For such locations it is best to sow about November. For greenhouse use sow from October to February. Varieties: Golden Eye Yellow, Mixed Mixed. Pkt. 10c — .25

POPPY (HP) Oriental, Mixed. Pkt. 10c — .25

PYRETHRUM Auricoum (HP) Golden Feather; Compact grower; golden foliage. Pkt. 10c — .25

PYRETHRUM ROSEUM (HP) Daisy like flowers. Pkt. 10c — .25

QUICKSILVER (HP) Easy flowers. Pkt. 10c — .25

RANUNCULUS (HP) Giant French Hybrids, making bulbs first year. Pkt. 25c — .60

SCABIOSA (HP) Easy flowers. These are improved strains, fully double and sweet scent¬

ed. Colors: Rose, Scarlet, Black, Flesh Pink, Lavender, White or Mixed. Pkt. 10c — .25

SCHIZANTHUS (hHA) Fringe flower. Used largely in pots under glass. Very choice strains: Grandiflora Strain. Pkt. 10c — .25

SERIUM (HP) Easy flowers. Pkt. 10c — .25

SIBERIAN CARNATION (hHP) Marguerite, Mixed. Pkt. 10c — .25

Stocks. Pkt. 10c — .25

SWEET WILLIAM (HP) Dianthus Barabus. Pkt. 10c — .25

VERBENA HYBRID GIANTS (HP). The new ver¬

CATHERINE (hHP) Easy flowers. Pkt. 10c — .25

CINERARIA (Greenhouse Plant) Suitable for out¬
door planting in late autumn. Gorgeously colored blooms. Varieties: Semi-Dwarf Hybrids, large flowering, excep¬

BELLIS Perennis (HP) English Double Daisy. Pkt. 10c — .25

CEANDELARIA (HA) Pot Marigold. Usually sown in the Fall in mild climates and more extensively grown in a greenhouse. Gives you color through the cold months. We have the following varieties: Orange King, Pkt. 10c — .45

Golden Queen, Pkt. 10c — .45

Lemon Queen, Pkt. 10c — .45

Adam's Gold, Pkt. 25c — .60

Lilium Regale (TP) "Regale". Pkt. 15c — .30

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ranunculuses, few very popular. Very useful in the Fall in mild climates and now extensively grown at a greenhouse. Gives you color through the cold months. We have the following varieties: Orange King, Pkt. 10c — .45

Lilium Regale (TP) "Regale". Pkt. 15c — .30

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CANDYTUFT—IBERIS Gibraltarae (HP) Perennial Candi¬

tufy, White. Gives you color through the cold months. We have the following colors: Blue, Pink, Lavender, White or Mixed. Pkt. 10c — .25

CANDYTUFT—IBERIS Gibraltarae (HP) Perennial Candi¬
tufy, White. Gives you color through the cold months. We have the following colors: Blue, Pink, Lavender, White or Mixed. Pkt. 10c — .25

Carnation (hHP) Chabaud's Giant Improved Strain. About 90 per cent double. We can furnish Salmon Pink, Pink, White, Yellow, Crimson or Mixed. Pkt. 15c — .30

Carnation (hHP) Marigold Improved Strain. Per¬
cutaneous blooming. Pkt. 10c — .25

CHEIRANTHUS ALLONI (HP) Hardy Siberian Wallflower, Brilliant yellow bloom; time for the Rock. Pkt. 10c — .25

CHILENE (HP) Barbata Torreyi. Brick red border flower. 4 feet. Pkt. 10c — .25

It should be a satisfaction for you to buy your seeds from the grower. WE GROW MOST OF THE VARIETIES WE SELL and in addition, extensive test gardens at San Rafael and Joaquin Avenues, San Leandro. This year we have six seed plots, where the varieties are widely separated to preserve quality of the strain. We grow flower seed and bulbs more than a thousand Seedmen and Florists. They are very particular buyers who have found that the best is cheap at any price. It would be well for you to follow the example of these experts. Buy your seeds HERE. If you are in our vicinity at any time, join the thousands of visitors who enjoy our test gardens, where there are flowers in bloom in the open every day of the year. Test rows of Gladious and Dahlias are grown here in San Leandro, but our stock is field grown at the Castro Valley Ranch, on new soil each year.