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# Why Harrold's Pansies?

Once again we submit for your consideration our Annual which we trust will prove of much interest to you. We are offering herein what we believe to be the finest stock available in each item offered, and in the Pansies we have spared no care in growing for you the finest seeds we have ever produced.

Pansies, of course, are our major specialty, this being our 30th. year in specialized Pansy breeding. In this time we have gone far in our breeding and experimental work with this popular subject, and, if voluntary reports from our many patrons as well as increasing demand from season to season are to be taken at their face value, we certainly have built a strain of Pansies that is proving its value to the professional grower.

With a gross sales volume increase of 128% since 1929, backed by a resale percentage record of 76.2% in 1932 as against 61% in 1929, the only inference that can be derived is that increasing numbers of growers are realizing the values offered by the Harrold's Pedigreed Strain line of Pansies, not alone through a single year trial, but through year after year of use. These are points that you cannot afford to overlook in considering your investment in future profits.

In addition to the usual cultural technique of Pansy seed production, we have delved rather deeply into many subsequent subjects such as natural and artificial hybridization; special process seed curing, grading and storage; climatic and weather effects and soil requirements, as well as testing methods. We believe that we can, in addition to supplying superior seeds, offer you the benefits of much of this work that is not generally available elsewhere.

Last season, for the first time, we adopted a new process of grading our seeds to weight, limiting seeds shipped to our patrons to a grade weighing not less than one grain to 62 seeds. With average commercial grade seeds showing from 70 to 74 seeds per grain, it will be seen that this process limits the seeds we supply to only the plump and fully developed seeds that is full of vitality. Reports from last season bear out our own experience that this grading of the seeds increases the number of plants obtained from a given amount of seeds to such an extent that seeds so graded are from 10 to 20 per cent. more productive than ungraded seeds, and at our moderate prices you pay no more for Harrold's Pedigreed Strain seeds, for they cost little or no more than any really high grade Pansy seed.

Selection of seed producing plants is most carefully carried out considering size, texture, color and form of both plant and flower, and last season in the case of our Harrold's Pedigreed Giants 3,500 seed producing plants of this variety was selected from over 1½ million seedlings. That is less than 3 seed plants from each 1,000 seedlings sown.

In closing let us remind you that Harrold's seeds are obtainable only in packets as sealed in our warehouse. Each packet bearing a full record of variety, strain, crop and test numbers as appearing in our records. Any other seeds, although grown by others from seeds obtained from us, are not genuine. The use of the name "Harrold's" in connection with seeds not grown in our garden in such a manner as to lead the purchaser to believe that such seeds were grown by us is hereby expressly forbidden as being in violation of our property rights in this name and will be treated accordingly to protect these rights.

# The Florists' Review

MARCH 24, 1932

## PANSIES

### HARROLD'S PEDIGREED PANSIES.

If you are interested in ready-to-sell Pansy plants, write for our latest illustrated price list just out, and being mailed to our regular patrons.

**SEEDLING PLANTS:** Our demand has been so great for these that it will be late in March before our next block is ready for shipment. May we quote on your needs for these or transplanted stock?

**SEEDS:** We grow the largest assortment of these in America; specializing in the breeding of ultra-fancy varieties. 10 varieties of Harrold origin are outstanding, and we can supply ten other standard varieties, all at attractive prices. If you will let us know your requirements, we will gladly quote interesting prices for spot, or future delivery.

**HARROLD'S PANSY GARDENS,**  
Box 264-R, Grants Pass, Ore.

### 100,000 GIANT PANSIES.

Strong, stocky plants in bud and bloom. Coldframe September transplanted, Harrold's Azures, Rubies, Pedigreed Giants and Jumbos, blended with Steele's 400 and Super Swiss, \$15.00 per 1000. Cash.

Seedlings, also fall-sown, from coldframes, which will give quick-blooming plants, \$4.00 per 1000. Cash.

Try some of both and you will come back for more.

**SAINT CHARLES PANSY GARDENS,**  
Saint Charles, Ill.

### GIANT PANSIES.

Superb strain of Harrold's Pedigreed Giants, Steele's Jumbo and 400, fall transplanted, coldframe-grown; large, bushy plants full of bud and bloom, \$15.00 per 1000. Never before have we been able to offer such fine Pansies. You will experience no depression in Pansy business with this stock to offer your customers. Seedlings of above strain, \$3.50 per 1000. Satisfaction guaranteed.

**SWABY GREENHOUSES, ST. CHARLES, ILL.**

November sown Pansies, coldframe-grown; fine plants with long roots: Miracle Mixed, \$3.50 per 1000; Greater American Perfection Mixed, \$4.00 per 1000, postpaid; 3000 or more, 10 per cent less. November transplanted Swiss Giants, a few showing bloom, \$1.25 per 100, postpaid; \$8.00 per 1000, express collect. December transplanted Miracle Mixed, \$1.00 per 100, postpaid; \$6.00 per 1000, express collect. Prompt shipment. Satisfaction guaranteed. Lockwood Greenhouses, Lockwood, Mo.

### PANSY PLANTS.

Pitzonka's Giant-flowering Mixture, regular size plants, \$4.00 per 1000.

Extra large, bushy plants, in bud, unsurpassable in quality.

\$1.10 per 100, \$7.00 per 1000.

Pitzonka's Prize Mixture, \$1.75 per 100, \$12.00 per 1000.

**PITZONKA'S PANSY FARM,**  
Bristol, Pa.

Steele's Mastodon Pansies, strong transplanted plants, now ready for shipment, \$6.00 per 1000. Cash with order. Peter Schousboe, 5655 Ravenswood Ave., Chicago, Ill.

### PANSY SWISS GIANTS IMPROVED.

Transplanted from seedlings, grown cool; good foliage, well rooted and are ready to reset in the coldframes or pot them. You will be pleased with their size of blooms, also variation in colors. We tried them and know they are all one will ask.

\$1.25 per 100, \$9.00 per 1000.

See Cyclamen, Salvias, Petunias.

**H. J. POTOMKIN, MUNCIE, IND.**

### PANSIES, HARROLD'S SWISS GIANTS.

December-sown, transplanted plants, \$1.00 per 100, \$8.00 per 1000. Grown in heated coldframes, temperature carried low. These plants are strong and stocky, not crowded close together and pulled long and spindling. Sample sent on request. Cash, please.

### BURDICK BROS.,

R. F. D. 7, Rockford, Ill.

### PANSY PLANTS.

Improved Swiss Giants, mixed with our Super Giants, makes our strain of Pansies absolutely the finest strain for size and colors entirely new in Pansies. If you want Pansies just a little better than the other fellow, try our strain, and you will never grow any others; strong plants, 60c per 100, \$4.00 per 1000, \$17.50 per 5000.

**J. O. SCHMIDT, BRISTOL, PA.**

### PANSY STEELE'S GREENHOUSE SPECIAL.

Transplanted plants, coldframe-grown, \$1.00 per 100, \$7.00 per 1000. Cash.

### HARRIS GARDENS, MUSKOGEE, OKLA.

Pansy plants, Steele's 400, \$4.00 per 1000; Miracle Mixed, \$3.50 per 1000. Fall-sown seedlings. Herman Heinrich, Columbia, Ill.

Re-print of the complete classified column listing Pansies; from the popular trade journal "The Florists' Review," issue of March 24, 1932. Note the frequency Harrold's varieties are offered and featured in comparison with others. During the 1932 season more than 1400 commercial growers planted Harrold's Pedigreed Strain Pansies. You should find them a valuable addition to your present line.



## NOVELTIES

The following five varieties are recent Harrold introductions, bred either for special purpose or to special color needs. They will all be found useful. Several of these are types exclusive to the Harrold's Pedigreed strain Line.

### HARROLD'S GOLDEN GIANT

Our new 1933 introduction. A companion to our well known Harrold's Ruby, and Azure Giant varieties. only it is larger than either of these. The ground color is an intense golden yellow with a blotch covering almost a half of the petals. Blotch is of a rich brown or deep black color and usually appears in all five petals. Flowers quite early and over a long season, while it is of about the same hardiness as the rest of the "Swiss" family of which it is a progeny. Flower texture is quite heavy and the flowers are well rounded in form with well lapped petals. Seed prices for this variety are quoted on the attached colored price sheet.

The finest seeds are grown by specialists. No general seed growing organization can hire at a wage that personal study that the individual specialist so unfailingly endows his product with. Individual specialists are the master craftsmen of every industry.

# HARROLD'S PEDIGREED NOVELTIES

This mixture is composed of the surplus seeds from our experimental department. Much of it is from novelties not yet released to the trade. As it is mostly of hybrid origin no information can be given as to coloring or marking. Quantity is very limited, and this seed is sold only in packets of 500 seeds. See colored price sheet for prices.

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## HARROLD'S PEDIGREED POT PANSIES

This is one of our outstanding novelty varieties; having received much favorable comment from commercial growers, and winning several special awards at various prominent flower shows. The plant habit is the finest for pot culture ever obtained, and flower size is quite surprising to those who have grown it. The flower on the specimen shown in the illustration on the opposite page was just three inches across; which is not so very unusual with well grown specimens. The color mixture is varied enough to meet the most exacting taste, being mostly of the zoned type of marking. An ideal subject for the cold greenhouse or that cool corner. Cultural suggestions supplied. Prices of the seeds will be found on the colored price sheet.

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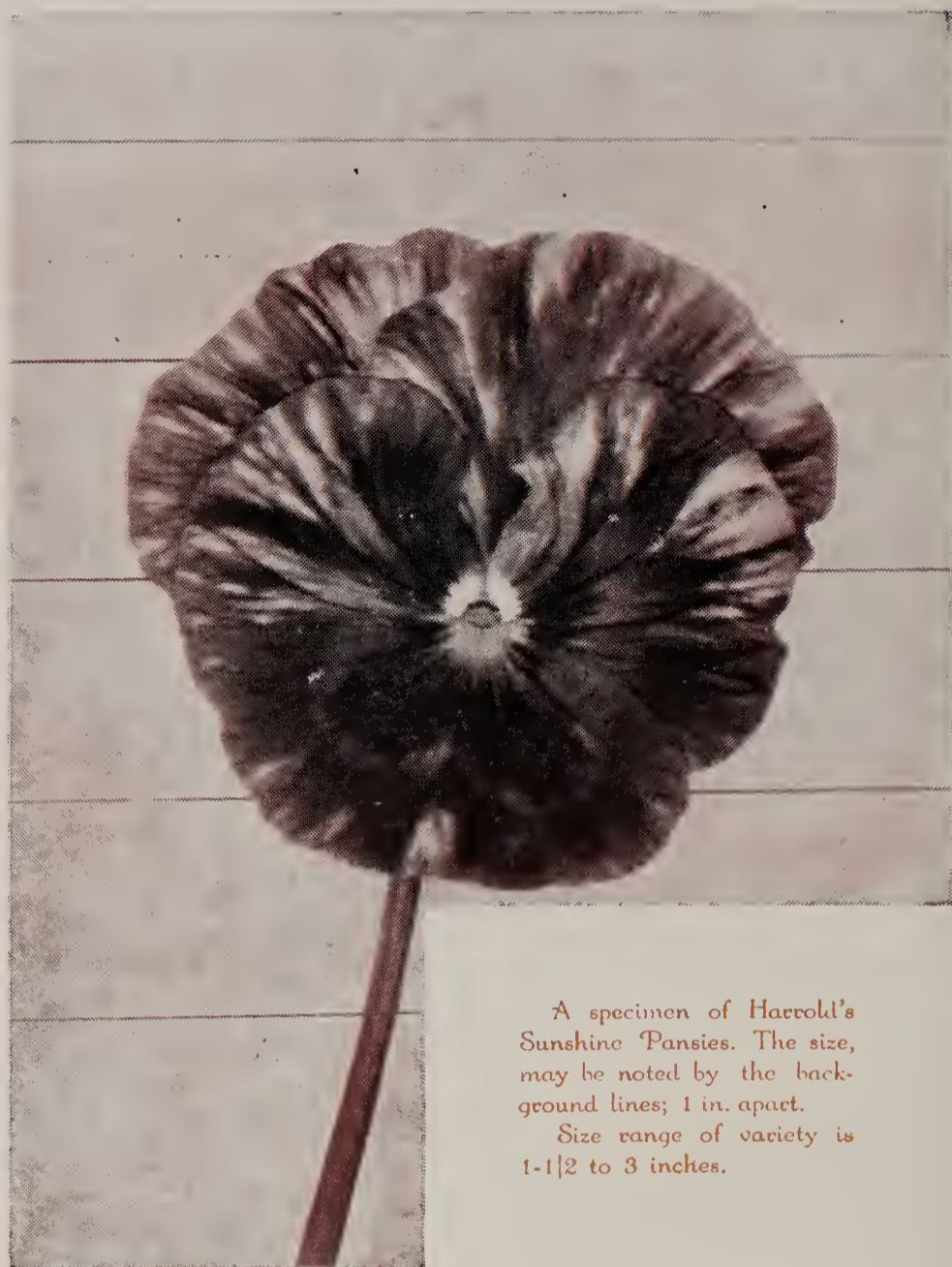
## HARROLD'S PEDIGREED CUT-FLOWER PANSIES

This variety has been bred to meet the demand for Pansies adaptable to cut-flower needs; especially under glass. While not of really super-giant size, they produce a large quantity of flowers averaging two inches and over in diameter on long stiff stems making them valuable for bouquets. When properly grown, stems of from 6 to 11 inches are produced. Our own experience has proven that these are not well adapted for outdoor bedding culture owing to the tall growing habits. Color mixture is designed to meet cut flower requirements, and is quite varied. Cultural suggestion supplied. See colored price sheet for prices.

SACRAMENTO, CALIF.  
October 5th, 1932.

We had wonderful luck with your seeds last season. Where other growers were selling their Pansies at 35c a dozen; 3 dozen for a dollar, we sold ours at 50c a dozen and people would come out to the nursery to pick them out. We also had some long stemmed ones in the lot, they were about 6 or 7 inches long. All plants were large, we sold no small ones. I wish you would take the same care with my order this year and don't forget to put in some of the large yellow ones.

I remain your booster.  
Henry C. Kattenhorn.



A specimen of Harrold's  
Sunshine Pansies. The size,  
may be noted by the back-  
ground lines; 1 in. apart.

Size range of variety is  
1-1½ to 3 inches.

## HARROLD'S AZURE GIANTS

This new Giant variety is the largest and earliest flowering of the brilliant blue sorts. Its deep glowing blue makes it an attraction wherever shown, and adapts it well for park or cemetery plantings. The three lower petals are marked with a deep black, well defined blotch; while the ground color is brilliant and full of life. In hardiness they are above average, withstanding freezing exceptionally well. You will want some of these this year. For prices see colored price sheet at end of Pansy section.

MORGANTON, N. C.  
JULY 23, 1932.

Please send me,

1 packet Harrold's Pedigreed Giants, pedigreed grade.

1 " " Azure Giants, pedigreed grade.

I would be glad to have a few seeds of your Harrold's Ruby Giants, but don't have room for a full trade packet. If you have a small packet, even 50 seeds, if you will send them and I will be glad to remit cost.

The seeds I bought from you last year were very satisfactory. The largest bloom was three and three-quarter inches across. It was excessively hot here but one of the plants from last year's sowing is covered with bloom; the rest of the lot have passed out.

Very truly yours,  
E. B. Claywell.



# HARROLD'S RUBY GIANTS

Classed among the Super-giant varieties, and of "Swiss" parentage, this variety is sure to appeal to you. As the name implies, this mixture is limited almost exclusively to the many wonderful red, wine, maroon, pink, salmon, and orange shades that are so outstanding. And, like the rest of this family, the large blotched marking over a brilliant ground color makes these a most compelling attraction.

Plant habit is good, while flower form and texture is as fine as we have ever seen in this class. Unfortunately they are not as hardy as some other types, and in severe climates should be given a little more protection than others. Natural attractiveness and good breeding makes this variety an almost 100% seller in its class, which well repays a little added care in its growing. Prices in colored price page.

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# HARROLD'S SUNSHINE PANSIES

While not of Super-giant size, this variety has become moderately popular, owing to its novel coloring. The zones of contrasting color instead of being in concentric rings about the center of the flower, radiates at right angles to the center giving a most pleasing, and novel ray effect. See illustration on the opposite page. The colors are mostly in the lavender, purple, apricot, orange, and cream shades, contrasted with many poly-chrome combinations. This variety prefers a semi-shaded position, as some of the flowers tend to sunburn when given all day sunlight. Do not plant this in too large quantity, as proportionate needs will seldom exceed 15% of total demand. Prices on colored price sheet.

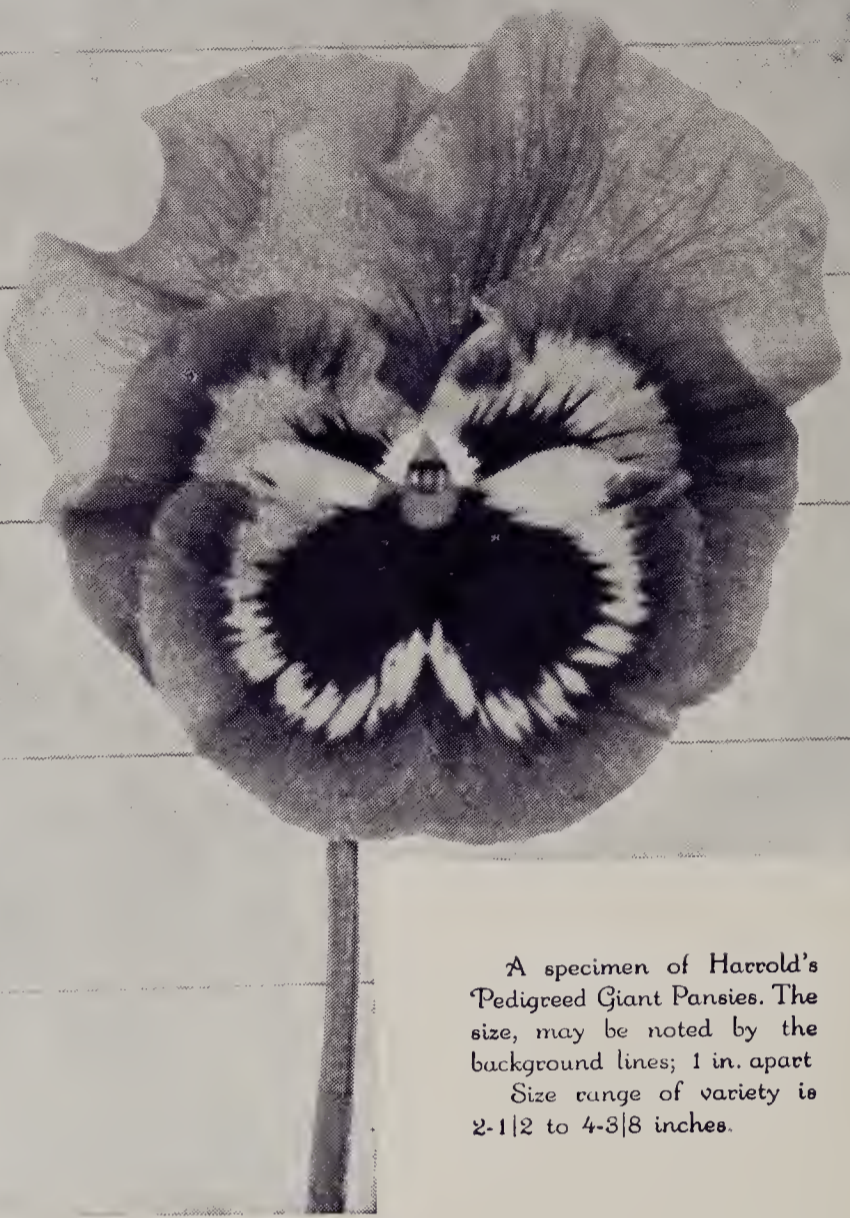
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## Visitors always welcome

Visitors are always welcome, and we feel honored in having our many trade friends remember us sufficiently to call upon us while in this section of the country. We're always glad to have you come and see what we have and discuss the many problems and topics that are always of mutual interest and value.

During the 1933 season our test gardens and trial plots will be open to the public; while, owing to extensive experimental work along production lines we are closing the producing units to visitors. Even so we have much of interest to show you, and we will be glad of the opportunity to do so.

Grants Pass being at the junction of the Pacific and Redwood Highways, it is almost impossible to travel from Portland, Oregon, to San Francisco, California, without passing within a mile of our gardens. Any one here, almost, can tell you how to reach The Pansy Gardens.



A specimen of Harrold's Pedigreed Giant Pansies. The size, may be noted by the background lines; 1 in. apart  
Size range of variety is 2-1|2 to 4-3|8 inches.

## HARROLD'S OUTSTANDING Mixed Color Varieties.

As more than 90% of our seed demands, as well as almost that proportion of plant sales, is for Pansy varieties of assorted or mixed colors, much care has been given to the breeding of the following varieties to meet this demand. The Harrold's Pedigreed Giants, Greater American Perfection, and Oregon Miracle Mixed varieties are all of the popular zoned type which makes such a wonderful showing in massed beds owing to the many bright, live colors contained in them. The Harrold's Improved Swiss is our leader in the blotched or "Swiss" type, and is especially recommended for specimen and rockery setting where individual effect, rather than mass effect is desired. Our Harrold's All American Bedding Mixture is offered as the nearest to a universal color and type mixture obtainable in a single variety or strain today as it contains selections from all of our other varieties.

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### Why mixed color varieties?

Commercial growers will find mixed color varieties by far the best selling, owing to the much more varied range of coloring they contain; brought about by the many natural hybrids these mixtures contain. These hybrids are never obtained in separate color, named sorts.

# HARROLD'S PEDIGREED GIANTS

Without doubt this is one of our most popular varieties, and without exception we believe it capable of producing the largest possible flower size. The percentage of exceptionally large flowers is also very high. Plant form is very compact with the flowers born well above giant foliage on strong stems. Flower form is most symmetrical with petals well overlapped as will be seen by the illustration on the opposite page. This is a variety that, while flowering earlier than most, holds well in the sales beds and does not over develop. Extreme hardiness and exceptional texture makes this variety most desirable for all bedding purposes.

Color mixture is of those bright, clear, live colors that show so well in mass plantings, and the attractiveness of the zoned type of marking of the flowers is sure to make these highly favored with your trade. The combination of super-giant size, coloring, and texture as exemplified by this variety is sure to prove profitable to you. For seed prices see colored price sheet.

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## How many seeds will be needed?

It is quite safe with reasonable care, and our Harrold's Pedigreed Strain seeds that are size graded, to estimate your requirements on a basis of 7,000 plants per ounce of seeds planted. This may seem rather high in view of recommendations made by many specialists and seedsmen, but in our commercial plantings last season our average production was slightly in excess of 10,000 plants per ounce of seed sown. Allow more seeds for a given production in July and August than later. For maximum production per seed dollar, insist on Harrold's Pedigreed Strain seeds that are graded to size and weight.

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## Make your Pansies advertise themselves.

Many growers of Pansy plants do not derive the full advertising benefit from the subject they wish to sell. Mere words will not describe Pansies to your prospective retail patrons. Neither will a few small baskets or flats attract the attention that a nice bed will. We have found it most profitable to set several thousand Pansy plants for advertising purposes only.

If you have a prominent location where you can place these beds - fine! If not, send out a few invitation cards inviting the public to visit your gardens and feature your Pansy beds. You'll be suprised at the response. In our own case, being located 278 miles from Portland in a rural county of less than 15,000 people, we regularly sell year after year, 20,000 to 25,000 Pansy plants at retail right at our gardens. Many of our patrons visit us season after season from towns over 150 miles away. If you are interested in developing this type of sales we shall be glad to help in any possible way.



ONE OF THE NOVEL  
TYPES FOUND IN OUR  
HARROLD'S ALL-AMERI-  
CAN BEDDING  
MIXTURE.

## HARROLD'S ALL-AMERICAN BEDDING MIXTURE.

In accord with its name, this mixture is the absolute cream of all the types of Pansies now being extensively grown by American Specialists. Eighty per cent. of this mixture is composed of Harrold original varieties, selections from all of which are included. The other twenty per cent. is seeds harvested from specimen plants, carefully selected from varieties originated by other American Specialists and grown by us each year in our test gardens. Without question this mixture offers the widest range of type and color to be obtained in any single mixture in the Pansy world today. Seed prices will be found quoted on the colored price sheet.

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### Why take chances?

You can easily underestimate the quality of stock your market will absorb. Why take chances? There is only a few cents difference between the cost of the highest quality seeds from a reputable specialist grower compared to the common commercial grades of seeds supplied by seed jobbers when figured on a basis of each thousand plants grown. Can you afford to run this chance for the few cents saved?

Remember the man who grows the seeds is your logical supply source.

# Cultural Suggestions.

## -Outdoor planting.-

Pansies, being a heavy feeding plant, will require soil that is rich and has good drainage. Beds should be worked well and deep before planting, and should be located in partial shade for July and August sowing, and in full sunlight for later sowings. Completely moisten the bed as deep as cultivated ( 6 to 8 inches ) before planting the seeds. Seeds should be planted in drills made with a pointed hoe at least 1½ inches deep and two inches wide at the top. Sow seeds in the bottom of this and cover only with what soil is washed over the seeds with a very fine spray. Now cover the beds with mulch paper, or a light weight building paper, which is cheaper, weighting down the edges to prevent blowing off.

In warm weather, when temperature is ranging above 75 degrees, care must be taken to hold down soil temperature during the heat of the day as well as keep the beds moist under the paper. This usually is best accomplished by spraying the top of the paper as needed. Beds under all conditions must be watched for dryness, which must never be permitted. In from 6 to 10 days seeds will have sprouted well and paper should be removed from the beds when the sprouts average 1-16 of an inch long. When paper is taken off, apply a light sifting ( sufficient to just cover the seeds when it is sprinkled ) of Granulated Peat Moss. Sprinkle well, and as soon as plants begin to turn green, hold slightly dry until danger of damping off is past.

Transplanting should be done but once, when plants have from 6 to 12 leaves. Transplanting when smaller is definitely proven to be damaging to the plant, as is the practice of some growers to transplant too deep. Fertilizing soil for Pansies is a most important problem that you will have to work out for your own soil to obtain maximum results. Generally, well rotted cow manure or composted fresh manure will prove best for all classes of soils and may be used in quite liberal quantities. Bonemeal and acid phosphate are two other elements that may be used to advantage, as they promote solid growth that winters well. If these are used, the addition of ammonium sulphate and potash in spring will round out the ration and produce a profusion of large bright colored flowers. These last elements, with the exception of bone meal, like all other full strength chemical fertilizers, will have to be used with some care, and usually experience is necessary for maximum results as well as to prevent damage to the plants by over application.

## Indoor planting.

This is best handled in flats in identically the same manner as with other annual and perennial seeding, and may be done at any time that is convenient. In northern districts, seeds sown indoors from January first to March first may be grown into good blooming stock for Memorial Day and general spring sales. Never, however, quite as good as fall sown, outdoor grown stock.

We will be glad to advise on any special cultural problem at any time. Just drop us a line giving full detail of information wanted.

In closing, however, we strongly recommend that, if you are obtaining good or satisfactory results from your present cultural method, that you do not abandon it unless you are sure of your ground. Suggestions made above are all based on method in use in our own gardens in large scale commercial plant production.



A specimen of Harrold's Improved Swiss Pansy. Actual diameter, 3-3/4 inches. Size range of variety is 2-1/4 to 4-1/8 inches.

## HARROLD'S IMPROVED SWISS

This variety and strain is truly one of the fine artists of the Pansy family. In no other variety will be found a duplication of the novel blend of colors. While predominant colors are a little on the dark side, sufficient light contrast is always found to show these colors to good advantage. Many red and toned shades of red and orange are found in this mixture while wonderful blues and yellows are quite outstanding. Flower size is quite excellent as will be seen from the above illustration. Plant habit of this Harrold strain has been bred to American climatic conditions giving in most cases a decided advantage with this variety over imported stock.

Both the three and five blotched types are found in this mixture in a proportion that is found most suitable for commercial sale. While private fanciers may desire these two types separated, the commercial grower will find that the combined growing of them has several advantages, the least of which is the elimination of separate growing details, while the most valuable is the many natural hybrid colors and forms not found in the separate types. For prices see colored price sheet.

### DID YOU KNOW?

That domestic Pansy, seeds compared with imported seeds, average around 25 per cent better producers from the standpoint of number of plants, plant and flower quality, as well as average flower size? That first year progeny from importation, under American growing conditions are better producers than the original importation. In buying American in Pansy seeds it isn't so much patriotism as good business.

# Marketing Pansies

Several outlets, as you probably well know, are open to the commercial grower for the sale of Pansy plants. Early sown seedlings (July and August) usually find good sale as seedlings in the southern and extreme northern sections, where they are used as winter flowering subjects in the first case, and as stock for sale the following Spring in the latter.

September and October seedlings find good sale during the late fall and winter months in many sections for spring flowering stock; while seeds may be sown indoors from December to March for plants that find sale through the spring months for flowering from mid-May throughout the early summer.

These are usually sold by the thousand when they have from 6 to 12 leaves, being packed lightly in damp moss and wrapped 50 plants to the bunch. Prices range from \$3.50 to \$5.00 and even \$6.00 per thousand plants F. O. B. grower's shipping point, and may be shipped to almost any section of the United States.

Transplanted plants are usually in demand in late fall and throughout the winter and spring months, if you are prepared to supply them. Southern districts want them earlier in the season than the north. These are usually wanted showing bud or in bloom and demand a wide range of prices. Seldom is a grower able to profitably grow this stock to sell at less than \$7.00 per 1,000, and in many cases during the spring season \$20.00 per 1,000 is not unusual for good stock. These plants are usually packed in damp moss, being wrapped in bunches of 12, 10 and even individual plants. Forgoing figures are all based on wholesale trade prices and demands, and in no way affect the prices obtained at retail.

In retail channels, most sales are made while plants are in flower; preferably while plants have from one to five flowers on them. Many methods are used in selling to this trade, such as wrapping plants individually so that the purchaser may make up from a lot any color assortment desired, as well as placing 3, 6, and 12 plants in a basket made up to sell in markets. We prefer to use our Pansy sales beds as an attraction to bring people to our gardens and greenhouses so we may sell them many other bedding items which we find profitable. Sales beds of a few thousand plants from which the patron may select just what he wants is a most compelling attraction, and with a little advertising will break down much store and market competition. It also creates a friendly feeling which promotes the sale of other stock with little effort. Prices of plants in these cases usually range from 25¢ a dozen to as much as \$1.00 each. We'll gladly discuss and offer suggestions on your marketing problems.

ALTADENA, CALIF.

March 20, 1933.

We are very well pleased with our Pansies from your seeds. One of my garden lover friends in Ohio has asked me where I got my seeds.

As a favor to me, will you please send your Pansy literature to the attached address, and tell them I recommend your seeds?

Respectfully,  
Howe Ridnour.

"Tis indeed a pleasure to make new friends and keep the old."



ONE OF OUR SEED PRODUCTION FIELDS IN MAY.

## HARROLD'S GREATER AMERICAN PERFECTION

This is a very popular moderate priced mixture of wide color range and good size. Color is about equally divided among light and dark shades, while predominant flower marking is of the zoned type. After 8 years, this variety is still one of our most popular in the lower price bracket. For prices, see colored price sheet.

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## HARROLD'S OREGON MIRACLE MIXED

The lowest priced Harrold variety. Very popular in many sections, and having a reputation of many years standing. Quite advisable for a low priced, competitive plant market where good quality and flower size at low price is essential. Makes a good plant to use as a price leader where such merchandising is necessary. Seed prices will be found on the colored price page.

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### May we help you contact your market?

We have found direct advertising to be of much value in selling Pansies. Floral Journals are of undoubted value in this field, especially in contacting new patrons. It is often advisable however, to contact your old patrons through the use of price lists sent direct by mail. We have so much of this work to do ourselves that we have found it necessary to maintain a complete printing plant for this work. It occurs to us that we could be of much help to many of our patrons in preparing and printing this type of advertising for them; offering them economies through the use of illustrative plates and other special materials which we have already available. This booklet, photography, compilation, typography, color process, and press work is all the work of our plant under the direction of M. E. Harrold.

We can also supply attractive business stationary printed to your needs, as well as shipping tags and many other items of printed materials you may find useful in the daily operation of your business. Any time you are in need of anything along this line, drop us a letter telling us what you want, and no doubt we can make suggestions or offer prices that will make this material more useful to you.



# Wintering Pansies

The unusual weather experienced in our locality the past winter, while causing some loss as it did in many sections, also pointed the way to advance practices which we are passing along to you for what it may prove to be worth.

To begin with, it was definitely shown that Pansies that were to be wintered outside should be given as good a start in the Fall as possible. Seedlings should be of fair size - 6 to 12 leaves - when transplanted and be in a firm condition of growth. Transplanted plants if to be wintered in the open must have good drainage, and sufficient time to become established before heavy ground freezes are to be expected. Those to be wintered in cold-frames with glass sash needn't be given so much attention on these points.

While glass frames in extremely cold climates are undoubtedly the best, they are by no means necessary for success. A loose mulch of small brush, or litter that will stand up off the plants so as not to smother them is good; but the most satisfactory method we have found is to plant in cold frames and cover in severe weather with lath shading frames. These are just lath nailed to cleats leaving an open space the width of a lath between each. On soils where texture is loose enough so as not to cause heaving of plants from freeze, these will provide all the protection necessary. On heavy soil, however, where there is danger of heave, glass protection is best; although mulch that will prevent quick and continual freezing and thawing will be sufficient.

While some varieties of Pansies are apparently more hardy than others, in that foliage will withstand more freezing, it is impossible to breed into a plant immunity from the purely mechanical condition of the soil commonly known as heave. This is caused by uneven contraction and expansion of the soil texture; creating pressure about the plant root that no plant can withstand regardless of breeding. This condition is most noticeable in heavy soils. Best preventative measure is to either add sand or manure to your soil to loosen it, or protect so that quick changes from a frozen condition are not likely to occur.

Another point of interest about freeze damage is that it affects the ultimate size of flower produced by plants so affected in much the same way that poor soil would. Also that the finer hybrids are the first affected, and in severe cases many of the rare colors are completely lost. In fact the more hardy a variety is past a certain point the smaller the percentage of really fancy stock it will produce. Ordinarily however no real danger of loss from cold exists until temperatures that will affect hardy shrubs and Roses are experienced.

It is not our intention in the foregoing paragraphs to lead you to believe the Pansy is difficult to winter properly. It is not! In the 30 years we have been growing them we have suffered minor losses but twice. This season being the second time, and losses this year were negligible.

We do, however, wish to point out what conditions might affect satisfactory results from our product so that you will know what to guard against. If any doubt should arise on any subject pertaining to Pansies and their culture on which you desire special information, we shall be most happy to offer any suggestions which may seem appropriate, giving due regard to your individual cultural conditions. In requesting such information, please let us have a complete description of all factors you think may affect the question.

# HARROLD'S PLANT-WRAP PAPER

Here is another Harrold specialty which has been worked out with much care to advance the safe delivery of plants when shipping over long distance. It is a specially prepared paper that is especially adapted to use for wrapping the roots of all kinds of plants for shipment. Being free from all forms of mould producing materials as nearly as possible, and specially "sized" to repel moisture; yet at the same time permit breathing of the roots, thus delivering plants over long distance with the added assurance that they will arrive in good condition.

It is most inexpensive to use, and is obtainable in all sizes of flat sheets up to 30 x 40 inches; as well as in rolls of several convenient widths. Finished wrappers made from it can be supplied in both printed and unprinted form with special shapes obtainable on order. Dress up your shipments and make them representative of a progressive firm. It has paid others. Why not you? Please remember the practicability and value of this product is no experiment. May we submit samples and quote on your special requirements. No obligation involved.

We can also supply a full line of light weight Sugar Pine box shok for use in constructing plant shipping cases in all the most useful sizes. Let us know your needs.

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## Separate Color Pansy Seeds

We are discontinuing the listing of these with the exception of our separate color novelties owing to the restricted demand for them. we can supply many colors however and will gladly supply these along with your order if desired. Prices the same as for Greater American Perfection.

SACRAMENTO, CALIF.  
February 6th, 1933.

I am interested to know where you got the cuts of those Pansies that are colored. I have the Ammonium Sulphate man boosting our Pansies and he wants me to have a nice card made and he thinks it will boost our business. I gave him that colored pamphlet you sent me and he goes from house to house showing it, so you see we are making a name for Harrold's Pansies in this city. If you have an extra one of the booklets I would appreciate another one.

I believe every Pansy seed I planted came up, and I have a wonderful crop of seedlings. The cold weather here has retarded those that I planted out in November, but with some warm weather I think they will pop up fast.

My sister sure is well pleased with the results she is obtaining also. She says she got about 98 percent germination, and they are doing wonderful, Thanking you if you can help me, I am.

Yours truly  
Henry C. Kattenhorn.

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NOTE:- We are greatful for the many letters like this we receive each season. Also for the few "brickbats" that creep in for one reason or another occasionally. We wish to express our thanks to each valued friend that has taken time to write us, and pledge to you our hearty co-operation in any way for the advancement of our mutual interest.

HARROLD'S

# HARROLD'S PEDIGREED STRAIN PANSY SEEDS

TRADE PRICES  
EFFECTIVE JUNE 10, 1933.

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SPECIAL! - FREE AIR-MAIL SERVICE

All orders for Pansy seeds reaching us by Air-Mail will be forwarded same day received by insured Air-Mail.

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## OUR STANDARD GRADE SEEDS

This grade is the bulk of our production, and will be found equally satisfactory with any of the usual commercial grades. Our production is about ninety-seven per cent. of this grade. Every care is taken to include in it only the finest types possible when grown on a basis of commercial quantity production. Plants from which this seed is picked are all first year progeny from our Pedigreed Grade seeds, and are from plants selected in the ratio of about 5 to 1 from the bed run of stock of the Pedigreed Grade.

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## OUR PEDIGREED GRADE SEEDS

This grade is from our breeding department, and we believe that we are the first commercial growers that have ever offered this class of stock, even in so limited a quantity. This grade is not recommended for average commercial growing, but only to those who want the absolute cream of the market with the cost of the seeds as a secondary consideration. Seeds of this grade are all saved early in the season from individually pedigreed plants, and mixed after curing. Each packet is accompanied by a copy of the lot pedigree certificate, giving the major points regarding the specific lot contained in each packet.

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### HARROLD'S PEDIGREED NOVELTIES. (1933 series.)

Pedigreed Grade only: \$2.00 per packet, 500 seeds.

### HARROLD'S PEDIGREED POT PANSIES.

Pedigreed Grade only: \$1.50 per packet; 3 packets for \$4.00-1000 seeds per packet.

### HARROLD'S PEDIGREED CUT-FLOWER PANSIES.

Pedigreed Grade only: \$1.50 per packet; 3 packets for \$4.00-1000 seeds per packet.

### HARROLD'S GOLDEN GIANTS. (NEW)

Standard Grade; Trade packet, \$1.00;  $\frac{1}{8}$  oz., \$1.75;  $\frac{1}{4}$  oz., \$3.25;  $\frac{1}{2}$  oz., \$6.25; 1 oz., \$12.00.

Pedigreed Grade: \$1.50 a packet; 1000 seeds.

### HARROLD'S AZURE GIANTS.

Standard Grade: trade packet, \$1.00;  $\frac{1}{8}$  oz., \$1.75;  $\frac{1}{4}$  oz., \$3.25;  $\frac{1}{2}$  oz., \$6.25; 1 oz., \$12.00; 2 ozs., \$22.00.

Pedigreed Grade, \$1.50 a packet. 1000 seeds.

### HARROLD'S RUBY GIANT.

Standard Grade: Trade packet, \$1.00;  $\frac{1}{8}$  oz., \$2.25;  $\frac{1}{4}$  oz. \$4.00;  $\frac{1}{2}$  oz., \$7.75; 1 oz., \$15.00; 2 ozs., \$28.00.

Pedigreed Grade, \$2.00 a packet. 1000 seeds.

### HARROLD'S SUNSHINE PANSIES.

Standard Grade. Trade packet, \$1.00;  $\frac{1}{8}$  oz., \$1.50;  $\frac{1}{4}$  oz., \$2.25;  $\frac{1}{2}$  oz., \$4.25; 1 oz., \$8.00.

PRICES CONTINUED ON NEXT PAGE

PANSY SEED PRICE LIST CONTINUED.

HARROLD'S PEDIGREED GIANTS.

Standard Grade: Trade packet, \$1.00;  $\frac{1}{8}$  oz., \$1.75;  $\frac{1}{4}$  oz. \$3.00;  $\frac{1}{2}$  oz., \$5.75; 1 oz., \$11.00; 2 ozs., \$20.00; 3 ozs., \$28.00. In quantities of 4 ounces and over, write for special quantity price list.

Pedigreed Grade, \$2.00 per packet; 3 for \$5.00.

HARROLD'S ALL-AMERICAN BEDDING MIXTURE.

Standard Grade: Trade packet, \$1.00;  $\frac{1}{8}$  oz., \$1.50;  $\frac{1}{4}$  oz. \$2.50;  $\frac{1}{2}$  oz., \$4.75; 1 oz., \$9.00; 2 ozs., \$16.00; 3 ozs., \$23.00. 4 ozs., or over, write for special quantity price list.

HARROLD'S IMPROVED SWISS.

Standard Grade: Trade packet, \$1.00;  $\frac{1}{4}$  oz., \$2.00;  $\frac{1}{2}$  oz., \$3.75; 1 oz., \$7.00; 2 ozs., \$13.00; 3 ozs., \$18.25. 4 ounces and over write for special quantity price list.

Pedigreed Grade, \$1.50 per packet; 3 packets for \$4.00.

GREATER AMERICAN PERFECTION.

Standard grade: Trade packet, \$1.00;  $\frac{1}{4}$  oz., \$1.75;  $\frac{1}{2}$  oz., \$3.25; 1 oz., \$6.00; 2 ozs., \$11.00; 3 ozs., \$15.00. 4 ounces and over, write for special quantity prices.

OREGON MIRACLE MIXED.

Standard Grade. Trade packet, 85¢;  $\frac{1}{4}$  oz., \$1.35;  $\frac{1}{2}$  oz., \$2.25; 1 oz., \$4.00; 2 ozs., \$7.50; 3 ozs., \$9.50. 4 ounces and over, write for special quantity prices.

OTHER STANDARD VARIETIES. We grow ten of these other popular American varieties on a contract basis. Every year, however, we have surplus stock of them, and most attractive prices can be offered on these. If you use Pansy seeds of any kind, in quantity of 4 ounces and over of a variety, it will pay you to ask for our current quantity price list before placing any order.

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CONDITIONS OF SALE

Prices, as quoted, are net on a basis of cash with order. All orders not accompanied by remittance, and from parties who have not established credit with us, will go forward C. O. D.

Remittance may be by any of the usual commercial methods, excepting that stamps are not accepted. Patrons outside the United States must remit in American funds by bank draft or money order. No C. O. D. or credit outside the U. S. A.

All orders are received subject to supply available and crop conditions that are beyond our control.

Shipments of seeds prepaid by insured post. See special Air-Mail delivery service above. All other stocks priced F. O. B. Grant Pass, Oregon.

Our responsibility: It has been our endeavor in compiling this catalogue to incorporate as much information based on over 30 years experience as possible. We do not, however, warrant absolutely the practicability of this information in every case or under every condition. Also, owing to contingencies that may occur to stock after leaving our hands, it is impossible for us to warrant results obtained from any stock offered herein. Therefore it is definitely understood that in no case, nor under any condition will we assume a responsibility greater than the actual amount received by us in the purchase of the seeds, bulbs, or plants. Ordering from this list will be considered as acceptance of these terms.

Our reference: The First National Bank of Southern Oregon; our city, or any of the major trade journals.



## GREENHOUSE DEPARTMENT

### HARROLD'S FLORIST STRAIN ANTIRRHINUM SEEDS -SNAPDRAGON-

Our entire thought in assembling this collection of stock has been to supply our patrons the finest varieties and seed quality available; at prices that are reasonable and in accord with the times. It will be noted that no price differential is made between the various varieties offered. And a guarantee of germination is given which is more favorable to you than the conditions under which these are usually sold

AFTERGLOW. Golden bronze. Early and popular.

CEYLON COURT. Canary yellow, Finest early long stemmed yellow.

CHEVIOT MAID. Strictly the earliest pink.

CHEVIOT MAID SUPREME. Darker than above.

CLAUDESPY. Gorgeous white.

EARLY COLUMBIA. Columbia rose pink.

Antirrhinum list continued on the next page.

Antirrhinum list continued from preceeding page.

- EARLY PREMIER. Premier rose pink.
- GENEVA PINK. Rich rose pink; medium early.
- GOLDEN PINK QUEEN. Color as named.
- HARROLD'S RED. New deep wine red; fairly early.
- HELEN. The standard Salmon.
- JENNIE SCHNEIDER. Columbia rose pink; early.
- KEYSTONE. Standard pink.
- LAURA. Deep rose; not very tall but early prolific.
- LAURENE HARROLD. New! Blended pink and yellow of sunset tints. Fairly early and very attractive.
- ORLANDO. Bronze; fairly early. An old favorite.
- PENN ORANGE. Extra early tangerine orange.
- PHILADELPHIA PINK. Light rose; medium early.
- ROMAN GOLD. Golden yellow suffused pink. Early.
- ROSE QUEEN. Large early dark pink.
- SILVER PINK. Light pink.
- SUNBURST IMPROVED. Sunburst rose color,
- SUN TAN. Rosey shade of tan, tinge of yellow on lip.
- WHITE ROCK. The standard white.

## All varieties at one price.

Single packet \$0.75;      3 packets \$2.00;      5 packets \$3.00;  
10 packets \$5.50;    15 packets \$8.00;    20 packets \$10.50.

### SMALL FLORIST ASSORTMENT.

One-fourth packet each of any four varieties listed above at \$1.50 per assortment. Sold only in units of 4 quarter packets.

### GERMINATION GUARANTEE

We guarantee that every packet of Antirrhinum, - Snapdragon seeds supplied by Harrold's Greenhouses will with usual care produce at least one thousand plants. Should for any reason they fail to do so, upon proper notification, we will replace packet for packet those failing to fulfill this guarantee FREE of charge. It is understood however, that in the event of the purchase of a number of packets of one variety, and they fail to conform to the terms of this guarantee, that replacement will be made on the aggregate and sufficient seeds supplied to make up any deficiency. It is also understood that Harrold's Greenhouses will in no case assume a responsibility greater than the original price of any stock supplied under this guarantee.

## CALENDULA SEEDS

VARIETY	Per $\frac{1}{4}$ Oz.	1 Oz.	4 Ozs.
BALL ORANGE IMPROVED.	\$ .50	\$1.50	\$4.00
BALL SUPREME. ....	.50	1.50	4.00
BALL LEMON QUEEN. ...	.50	1.50	4.00
BALL GOLD. ....	.50	1.50	4.00
GOLDEN RADIO. ....	.50	1.50	4.00
RADIO. ....	.50	1.50	4.00
SENSATION or CAMPFIRE.	.50	1.50	4.00

### Free Air-Mail Delivery.

Antirrhinum seeds like Pansy seeds will be delivered post paid by air-mail when order arrives the same way.

Calendula seeds sent streight mail only, post paid.



ONE OF OUR TULIP PLANTINGS.

## BULB DEPARTMENT

### WINTER BULBS

Domestic grown Dutch Bulbs from the Rogue River Valley, in southern Oregon have proven themselves to be of the highest type for every purpose. Our list is most complete in this class of stock and includes the following.

#### DUTCH IRIS

Nine most popular varieties.

#### LILY BULBS

Regale and Candidum. Also seeds.

#### BREEDER TULIPS

Nine standard varieties.

#### COTTAGE TULIPS

Four of the best sorts.

#### DARWIN TULIPS

The eight most popular standard sorts.

#### NARCISSUS

Fifteen varieties in the various types.

#### HYACINTHS

The three standard colors.

Our bulb list will be ready a little later. If you wish quotations however, before it arrives, we shall gladly quote on your requirements.



A FIELD OF ROGUE RIVER VALLEY GLADIOLUS

# GLADIOLUS

We have several hundred thousand of these that have been carried in storage to meet our usual demand for stock for summer planting. These bulbs are all in good shape, dormant and in prime condition for planting either outdoors or inside for flowers throughout the fall and early winter. The following varieties are available at date of going to press.

Per 1000	No. 1	No. 2	No. 3
ANNA EBERIUS. Velvety purple.	\$8.00	\$6.00	\$4.00
BETTY NUTHALL. Finest coral pink.	20.00	16.00	10.00
BYRON L. SMITH. Lavender pink.	10.00	8.00	6.00
CRIMSON GLOW. Fine commercial crimson.	8.00	6.00	4.00
LOS ANGELES. Fine salmon pink.	7.00	5.00	4.00
MIXED. Florists' commercial varieties.	8.00	6.00	4.50
MIXED. Fancy and novelty varieties.	15.00	11.00	9.00
MR. W. H. PHIPPS. La France pink.	10.00	7.00	5.00
MRS. FRANK PENDLETON. Early blotched pink.	7.00	5.00	4.00
MRS. FRANCIS KING. Light scarlet.	7.00	5.00	4.00
MRS. LEON DOUGLAS. Begonia rose.	10.00	8.00	6.00
NANCY HANKS. Rich apricot shading to orange.	10.00	8.00	6.00
ORANGE QUEEN. Apricot orange.	9.50	7.50	5.50
OSALIN. Coral pink.	11.00	8.50	6.00
PRINCE OF WALES. Salmon pink.	8.00	6.00	4.00
ROSE ASH. Ashes of roses.	9.00	7.00	6.00
VIRGINIA. Best scarlet forcer.	8.00	6.00	4.50

During the fall and winter season, we can supply over a hundred and twenty varieties of Gladiolus of the finest commercial sorts. We will be most happy to quote on your complete requirements at any time with delivery dates to suit your requirements.