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VICTOR JOHANSEN
SEED CO. 1917

LINE
RECORDED
★ OCT 30 1917
U. S. Department of
AGRICULTURE



California
Grown

Flower
Seeds

Giant Comet
Branching Asters

Electrotype \$2.00 ea.

326-328-330 SOUTH MAIN STREET

LOS ANGELES





QUEEN OF THE MARKET ASTER, EARLY FLOWERING

Electrotype \$2.00 ea.

SEASON 1917

VICTOR JOHANSEN SEED COMPANY

Established 1898

Incorporated 1909

M. L. GERMAIN
President

O. W. JOHANSEN
Vice-President and General Manager

M. W. JOHANSEN
Secretary

HUGO T. JOHANSEN

VICTOR W. JOHANSEN

THREE FARMS UNDER CULTIVATION

Contract Price List

Foreword



HIS Company enjoys the distinction of being the only seed firm in the United States which makes a general line of flower seeds its exclusive industry.

The business was founded at Arroyo Grande in 1898 by Victor Johansen, who entered the work with a splendid knowledge and experience gained in the culture centers of Europe. From the beginning it has been a unique organization through the active interest of all the members of the family, who have become experts in the work; and since the death of Mr. Johansen the roguing and selecting of stock seed have been done under the personal supervision of Mrs. Johansen and her three sons.

“QUALITY”

is our motto, and no expense nor care is considered too great to produce seeds of the strongest germination, true in every respect, and that will give satisfaction to the most critical trade.

This catalog is presented covering our exclusive lines, and is illustrated from photographs, many of them taken in the field, to show the high standard of the stock. We will furnish electrotypes of the engravings shown at prices as given under each.

Office: 326-328-330 South Main Street
Los Angeles, California



FIELD OF ALYSSUM, VICTOR JOHANSEN SEED CO. FARM

Electrotype \$1 25 ea.

ANTIRRHINUM
(Snapdragon)

	Lb.	¼ Lb.
Grandiflora. Tall mixed.....	\$3.00	\$1.00
Tom Thumb. Choice mixture.....	4.00	1.60

ALYSSUM

A very fragrant, hardy annual, useful for borders or early bedding flowers.

	Lb.	¼ Lb.
Sweet White. One foot high.....	\$1.00	\$0.40
Little Gem. Four inches high.....	1.25	.50
Little Dorrit. Very compact, about 3 inches high.....	1.25	.50
Compactum Lilacinum. Lilac Queen.....	4.00	1.60
Compactum Lutescens	4.00	1.60

ASTERS

We are making a specialty of the following varieties, constantly improving the strain in regard to size and doubleness.

	Lb.	¼ Lb.
Semples Branching. Pure white.....	\$3.50	\$1.40
Semples Branching. Flesh pink, Mary Semples.....	3.50	1.40
Semples Branching. Rose.....	3.50	1.40
Semples Branching. Crimson.....	3.50	1.40
Semples Branching. Lavender.....	3.50	1.40
Semples Branching. Purple.....	3.50	1.40
Semples Branching. Choice mixture.....	3.00	1.30
Vicks Branching. White.....	4.00	1.60
Vicks Branching. Rose.....	4.00	1.60
Vicks Branching. Lavender.....	4.00	1.60
Vicks Branching. Choice Mixture.....	3.50	1.40
Comet Upright Branching. White.....	5.00	2.00
Comet Giant Branching. Pure white.....	5.00	2.00
Comet Giant Branching. Rose.....	5.00	2.00
Comet Giant Branching. Flesh pink.....	5.00	2.00
Comet Giant Branching. Crimson.....	5.00	2.00
Comet Giant Branching. Lavender.....	5.00	2.00
Comet Giant Branching. Purple.....	5.00	2.00
Comet Giant Branching. Choice mixture.....	4.50	1.50
Queen of the Market. White, early flowering.....	3.50	1.40
Queen of the Market. Flesh.....	3.50	1.40
Queen of the Market. Pink.....	3.50	1.40
Queen of the Market. Lavender.....	3.50	1.40
Queen of the Market. Dark Purple.....	3.50	1.40
Queen of the Market. Mixed.....	3.00	1.30



CENTAURIA IMPERIALIS

Electrotype \$1.25 ea.

CANDYTUFT
(Iberis)

	Lb.	¼ Lb.
Giant Hyacinth or Improved Empress	\$1.50	\$0.60
White Rocket. Candytuft Coronaria	1.00	.40
Flesh Color. Umbellata Carnea	1.00	.40
Creamy White. Umbellata Albida	1.50	.50
Carmine. Umbellata Carminea	1.00	.40
Crimson. Umbellata Purpurea	1.00	.40
Lilac. Umbellata Lilacina	1.00	.40
Mixed. Umbellata75	.30
Pure White. Dwarf Empress	2.50	.50

CARNATION

Carnations are one of the Johansen Seed Co.'s specialties. Infinite care is given to the culture and selection, and the strongly established colors have been remarked by many buyers of our seeds.

	Lb.	¼ Lb.
Chabaud's Everblooming. Earliest French type, of perpetual flowering in four to five months after seed is sown. Very double flowers. Superb mixture.....	\$10.00	\$4.00

Marguerita. These are very early, of delicious fragrance and bloom most abundantly. We are increasing the size each year and our strain is now considerably larger than any other of the same variety we have seen.

	Lb.	¼ Lb.
Marguerita Perfection. Scarlet, very choice.....	\$8.00	\$3.20
Marguerita Perfection. White, choice large flowers.....	8.00	3.20
Marguerita Perfection. Yellow, choice large flowers.....	8.00	3.20
Marguerita Malmaison. Very choice mixture, high doubleness.....	7.00	2.80
Marguerita. Ordinary mixture.....	5.00	2.00



CELOSIA, PLUMOSA THOMPSONI MAGNIFICA

Electrotype \$1.50 ea.

CELOSIA

	Lb.	$\frac{1}{4}$ Lb.
Cristata. Coxcomb, dwarf crimson.....	\$4.00	\$1.60
Cristata Nana. Empress, extra choice dwarf.....	10.00	4.00
Aurea. Dwarf golden yellow.....	8.00	3.20
Dwarf. Choice mixed.....	6.00	2.40
Plumosa Thompsoni Magnifica. Crimson.....	3.00	1.20
Plumosa Thompsoni Magnifica. Yellow.....	3.00	1.20
Plumosa Thompsoni Magnifica. Mixed.....	2.75	1.20



CELOSIA, CRISTATA COCKSCORB

Electrotype \$1.25 ea.



COSMOS, EARLY FLOWERING DAWN

Electrotype \$1.25 ea.

CENTAUREA IMPERIALIS
(Royal Sweet Sultan)

These flowers are particularly large and especially fine for cut flowers.

	Lb.	¼ Lb.
Alba. White.....	\$3.00	\$1.20
Rose and White.....	3.00	1.20
Purpurea.....	3.00	1.20
Lilacina.....	3.00	1.20
Suaveolens. Yellow Sweet Sultan.....	2.75	1.00
Marguerita. Pure white.....	3.00	1.20
All varieties mixed.....	3.00	1.20
Choice mixture, grown as mixture.....	2.50	1.00

COREOPSIS

	Lb.	¼ Lb.
Lanceolata. Golden yellow.....	\$2.50	\$1.00
Grandiflora. Large flowering, golden yellow.....	2.00	.80

COSMOS

	Lb.	¼ Lb.
Mammoth. White.....	\$0.70	\$0.30
Mammoth. Crimson.....	.70	.30
Mammoth. Pink.....	.70	.30
Mammoth. Choice mixture.....	.65	.20

The Lady Lenox is especially commended, bearing large blossoms on long stems. They are most desirable as cut flowers and are very effective for decorative purposes.

Lady Lenox. Large flowers, shell pink.....	1.00	.40
Lady Lenox. Large flowers, pure white.....	1.50	.60
Early Flowering. White.....	1.50	.60
Early Flowering. Pink.....	1.50	.60
Early Flowering. Crimson.....	1.50	.60
Early Flowering. Choice mixed.....	1.25	.60



KOCHIA TRICHOPHYLLA

Electrotype \$1.50 ea.

DAHLIA

We have been improving our large double Show Dahlias, so they have reached a point of perfection in size, doubleness as well as most beautiful colors, and we can guarantee them perfect.

	Lb.	¼ Lb.
Large Double. Mixed	\$5.00	\$2.00
Single Giant Perfection. Choice mixed	2.75	1.10

DAISY

	Lb.	¼ Lb.	Oz.
Burbank's Shasta Alaska. Very large, flowers reaching easily 5 inches in diameter	\$12.00	\$4.80	\$1.20

DIANTHUS OR PINKS

Characteristic for the most brilliant colors and that they bloom in profusion all summer. The height being only 1 foot, they are excellent for borders.

	Lb.	¼ Lb.
Heddewigii. Finest single mixed	\$2.00	\$0.80
Crimson Belle. Finely fringed, rich crimson	2.25	1.00
Eastern Queen. Beautifully marbled	2.25	1.00
The Bride. White, purple center	2.25	1.00
Japan. Choice mixed, double	2.50	1.00
China. Double mixed	2.50	1.00

ESCHSCHOLTZIA

A truly Californian production and a hardy annual, producing beautiful bedding effects with their generous bloom. These strains are large flowering, true to color and vigorous.

	Lb.	¼ Lb.
California. Pure white	\$0.85	\$0.40
California. Golden West, large golden yellow flowers85	.40
California. Yellow85	.40
California. Rose cardinal	1.00	.40
California. Crimson King	2.00	.80
California. Beautiful maroon colored, fine novelty	2.00	.80



HELICHRYSUM, MONSTROSUM

Electrotype \$2.00 ea.

HOLLYHOCK

	Lb.	¼ Lb.
Double. White.....	\$8.00	\$3.20
Double. Crimson.....	8.00	3.20
Double. Rose.....	8.00	3.20
Double. Scarlet.....	8.00	3.20
Double. Sulphur yellow.....	8.00	3.20
Double. Choice mixed.....	7.00	2.80
Mammoth Allegheny. Semi-double, fringed, best mixed.....	5.00	2.00
Annual. Single mixed.....	3.00	1.20

HELICHRYSUM

	Lb.	¼ Lb.
Monstrosum. Fl. l., double mixed.....	\$2.25	\$0.85



MARIGOLD, AFRICAN TALL DOUBLE

Electrotype \$1.50 ea.

KOCHIA TRICHOPHYLLA

Otherwise known as Summer Cypress or Ball of Fire. It is pyramidal in habit and grows to 2 feet in height

Lb.	¼ Lb.
\$0.50	\$0.20

LARKSPUR

Tall. Branching mixture.....

Lb.	¼ Lb.
\$1.75	\$0.80

MIGNONETTE

	Lb.	¼ Lb.
Machet. Improved large flowering.....	\$2.00	\$0.80
Machet. Golden.....	2.00	.80
Machet. White Pearl, very fine.....	4.00	1.60
Allens Defiance. Very large, long spikes.....	2.00	.80
Goliath. Large spikes of beautiful red.....	5.00	2.00
Victoria Crimson. Very true, color deep red.....	2.00	.80
All varieties mixed.....	1.00	.40
Sweet Scented. (Reseda Odorata).....	.60	.20

MARIGOLD

	Lb.	¼ Lb.
African. Tall, double, lemon color.....	\$1.70	\$0.45
African. Tall, double, orange.....	1.70	.45
African. Tall, double, mixed.....	1.50	.35
French. Dwarf, double, selected mixed.....	1.50	.35

NASTURTIUMS

	Lb.	¼ Lb.
Tall Chameleon	\$0.30	
Tall Lobbianum, Lucifer. Dark scarlet, dark leaved.....	.50	
Tall Lobbianum, Spitfire. Fiery scarlet.....	.50	
Tall. Very choice mixture.....	.28	
Dwarf Chameleon33	
Dwarf. Very choice mixed.....	.30	

PETUNIA

	Lb.	¼ Lb.
Hybrida. Finest mixture.....	\$4.50	\$1.80



CARNATION FLOWERED POPPY, DOUBLE FRINGED

Electrotype \$1.25 ea.

These flowers are 4 to 5 inches in diameter

PHLOX DRUMMONDI

A hardy annual, bearing beautiful brilliantly colored flowers, in bloom all spring and summer. Our strain of this popular old annual has been enthusiastically admired by Eastern visitors in the trade.

	Lb.	¼ Lb.
Grandiflora. Alba White.....	\$7.00	\$2.80
Grandiflora. Buff-yellow.....	7.00	2.80
Grandiflora. White, purple eye.....	7.00	2.80
Grandiflora. Choice mixture.....	6.00	2.40
Dwarf Nana Compacta. Mixed.....	10.00	4.00
Dwarf Nana Compacta. Snowball.....	10.00	4.00
Dwarf Nana Compacta. Fireball.....	10.00	4.00

POPPY

	Lb.	¼ Lb.
Admiral. Peony-flowered, red and white.....	\$0.75	\$0.25
Carnation-Flowered. Double fringed mixture.....	.65	.25
Carnation-Flowered. "White Swan".....	.75	.25
Improved Shirley. Very fine, large flowering, delicate shades.....	1.50	.35
Miss Sherwood. Single white, rosy-edged, large, beautiful flowers.....	.75	.25
Danebrog. Brilliant scarlet with white center.....	.75	.25
Tulip Glaucum. Intense scarlet.....	1.50	.35



BEAUTY OF NICE STOCK
Height 2 feet, bearing spikes 16 to 18 inches long

Electrotype \$1.50 ea.

SCABIOSA

Also called Pin Cushion flower

	Lb.	$\frac{1}{4}$ Lb.
Grandiflora. Choice mixed.....	2.50	1.00
Dwarf. Choice mixed.....	2.00	.80

STOCKS

Stocks have for years been one of the favorites of the Johansen Company, and the resulting care is plainly shown in the splendid strains offered. Although strictly field grown and hardy, they have never been excelled, even when grown under glass.

	Lb.	$\frac{1}{4}$ Lb.
Choice Mixed. Ten weeks German.....	\$4.00	\$1.60
Princess Alice. Pure white, very high doubleness.....	6.00	2.40
Deep Red. Beautiful large flowering.....	6.00	2.40
Beauty of Nice. Winter flowering, selected delicate flesh color, very high doubleness.....	12.00	4.80
Queen Alexandra. Rosy-lilac, large flowers, very double.....	12.00	4.80



SALPIGLOSSIS

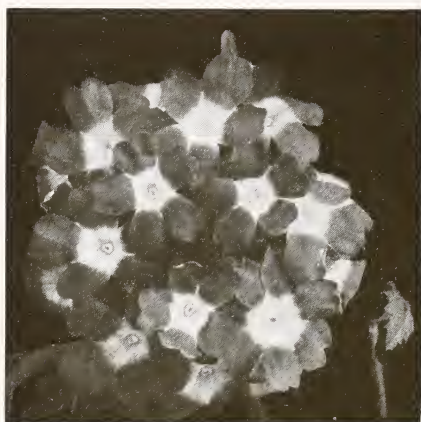
Electrotype \$1.50 ea.

SALPIGLOSSIS

	Lb.	$\frac{1}{4}$ Lb.
Emperor. Finest mixed	\$8.00	\$3.20
Variabilis. Finest mixed	6.00	2.40

SUNFLOWER

	Lb.	$\frac{1}{4}$ Lb.
California. Chrysanthemum flowered, yellow.....	\$1.00	\$0.40
Red. (New) Single, large, red flowers merging to yellow at tips of petals, height about 6 feet	3.75	1.20



MAMMOTH VERBENA, ROSE AND PINK SHADES
Single plants 3 to 4 feet in diameter

Electrotype \$1.50 ea.



Electrotype 75c.
ZINNIA, GRANDIFLORA PLENISSIMA



Electrotype 75c.
ZINNIA, VERY CHOICE DWARF

VERBENA, MAMMOTH HYBRIDA

We are continually improving our strains of Verbenas, and they have reached a point of perfection where we can guarantee them to be true to name. They are of hardy, vigorous stock and a credit to California.

	Lb.	¼ Lb.
Auriculæflora. Gigantea, mixture in which rose, red and carmine shades with large white center predominates	\$6.50	\$2.50
Defiance. Brilliant scarlet, very true	7.00	2.80
Italian Striped. Very fine strain	6.50	2.50
Rose and Pink Shades	6.50	2.50
Purple Mantle, dark purple	7.00	
Purple and Blue Shades	6.00	2.40
Lutea. Yellow, very fine	7.00	2.80
White. Extra choice	6.50	2.50
Named varieties mixed, extra choice blended	6.50	2.50
Splendid mixture, grown as mixture, selected strains	5.00	2.00

ZINNIA—MAMMOTH

Tall Robusta. Grandiflora Plenissima.

We feel safe in believing that Johansen Zinnias will soon be recognized the country over, having reached the highest standard of perfection. The flowers have been developed to an immense size, perfectly double and absolutely true to name.

	Lb.	¼ Lb.
White	\$5.00	\$2.00
Flesh	5.00	2.00
Buff Yellow	5.00	2.00
Sulphur Yellow	5.00	2.00
Scarlet	5.00	2.00
Crimson and Purple Shades	5.00	2.00
Special selected, Mammoth mixed	1.00	an oz.
All varieties mixed	5.00	2.00
Choice mixture, grown as mixture	4.00	1.60
Elegans. Large flowering, double		
White	3.00	1.00
Scarlet	3.00	1.00
Sulphur Yellow	3.00	
Crimson	3.00	1.00
Burnt Orange	3.00	
Deep Maroon	3.00	
Old Rose	3.00	
Flesh Color	3.00	
Lilac	3.00	
Elegans choice double mixed	2.00	.80
Dwarf. Very choice, double small flowers, fine mixture	3.00	1.00
Gracillima Coccinea. Red Riding Hood, miniature, flowers double, bright scarlet	5.00	2.00

SWEET PEAS

(Grandiflora Type)

	Lb.
Dorothy Eckford. Large white blossoms	\$0.30
Hon. Mrs. E. Kenyon. Cream or light yellow30
Prima Donna. Soft pink30
Blanche Ferry. Pink and white30
King Edward VII. Especially fine, scarlet30
Lady Grisel Hamilton. Lavender30
Navy Blue. Deep blue30
Othello. Beautiful maroon30
Choice Mixture25

Spencer Type

Choice Mixture75
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FIELD OF CANDYTUFT. GIANT HYACINTH, IMPROVED TYPE

Electrotype \$2.50 ea.