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Return Postage Guaranteed
PAUL J. HOWARD'S
HORTICULTURAL ESTABLISHMENT
250 So. La Brea Ave.
Los Angeles

U. S. Dept. of Agriculture,
Bur. of Plant Industry,
Washington, D. C.

GIVE POINSETTIAS
They Carry the Real Christmas Cheer.

LIVING PLANTS MAKE LASTING GIFTS.

Our stock of Gift plants is complete, consisting of Azaleas, Cyclamen, Begonias, Ferns, Heather, Poinsettias and numerous other varieties. We have also arranged some combination baskets and birch boxes of attractive flowering Christmas plants.

Trees and Shrubbery

Rose Bushes and Climbing
Vines

Bulbs and Seeds

Garden Tools and
Pottery

MINIATURE CACTUS GARDENS

These are arranged in attractive bowls, suitable for use in the finest living room decoration, and are in great demand.

Priced from \$1.50 to
\$10.00 each.



What could make more acceptable presents
than neatly wrapped—carefully delivered flowering plants?

We take great pride in sending our Holiday plants out in artistic wrappers and deliver them to the recipient in a fresh, crisp condition.

"Your voiceless lips, oh flowers, are living preachers—each cup a pulpit, each leaf a book."

—Horace Smith.



GROWN TO PERFECTION
IN LARGE, WELL EQUIPPED GREENHOUSES

Cyclamen—in many dainty colors—white, pink, rose,
salmon and red

\$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$5.00 to \$7.50

SELECT YOUR PLANTS AT "FLOWERLAND"

and have them kept fresh in our spacious greenhouses—we keep them in perfect condition and deliver for you with your card attached.

SEND LIVING PLANTS, IN FULL BLOOM

The Appropriate, Appreciated Remembrance

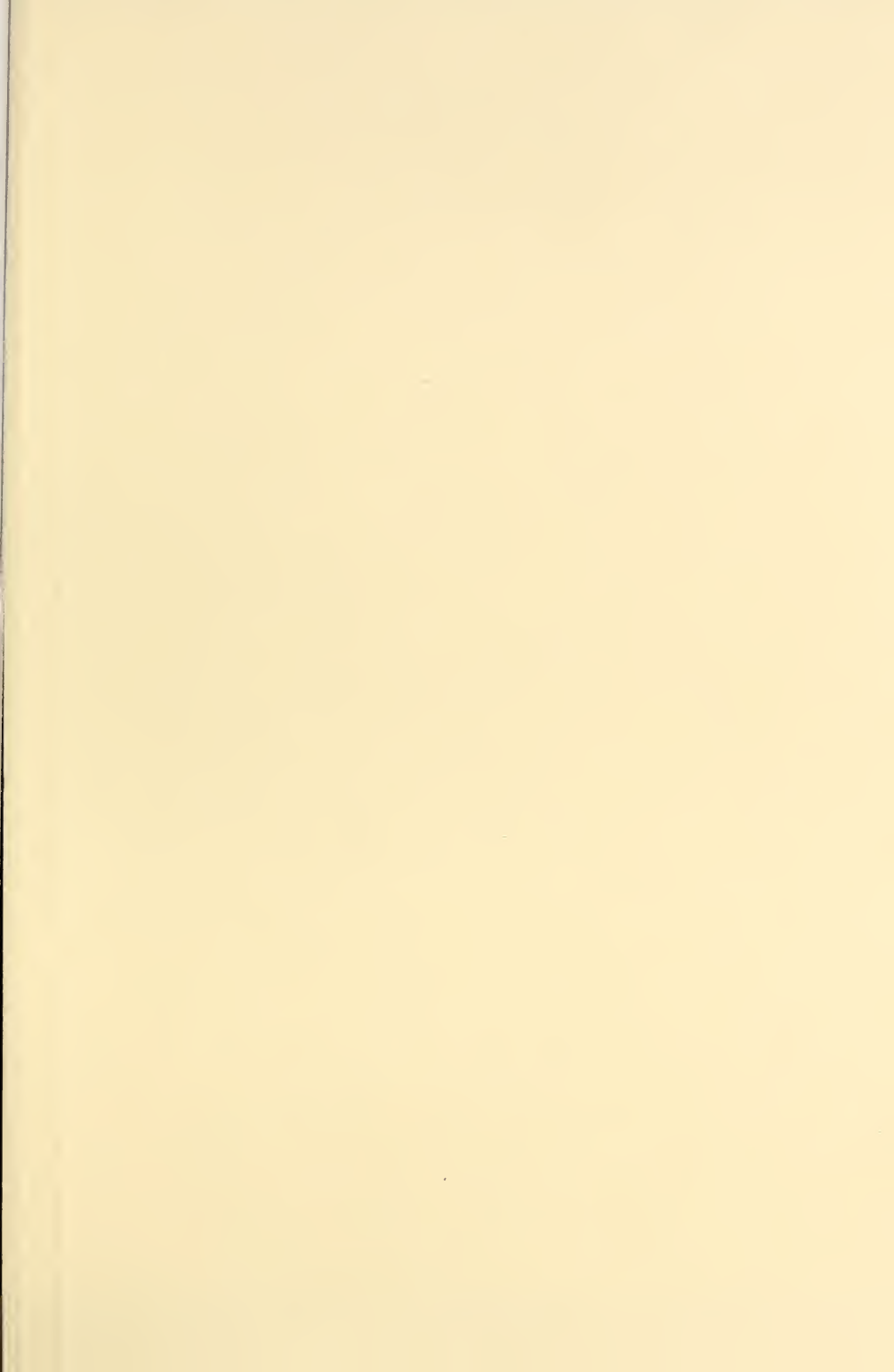
Whether modest or elaborate gifts are selected, Living Plants always answer the question, "What shall I give?"

FERNS IN MANY SIZES

75c, \$1.50, \$2.50,
\$4.00, \$5.50, \$7.50,
to \$10.00.



Heather
is always beautiful
and refreshing
\$1.50 to \$5.00
per plant.





Perfectly
Grown

Shop at "Flowerland"
out of the crowd—
Unlimited Parking Space
No Time Limit.



Artistically
Wrapped

Moderate
Prices

Large
Assortment

Courteous
Service

Telephone Orders
Carefully Selected
and Delivered.



Carefully
Delivered



IMPORTED DECORATIVE
ARTS
—IN—
FRENCH AND ITALIAN
POTTERY

Selected personally by Mr. Howard in Europe and imported direct from the makers. We have a beautiful collection from which you may choose.

Gifts of unusual beauty, and decorative value. They are different.

Suitable for interior as well as exterior use.

PAUL J. HOWARD'S
Horticultural Establishment

250 So. LaBrea Ave.

Phone Whitney 1141

