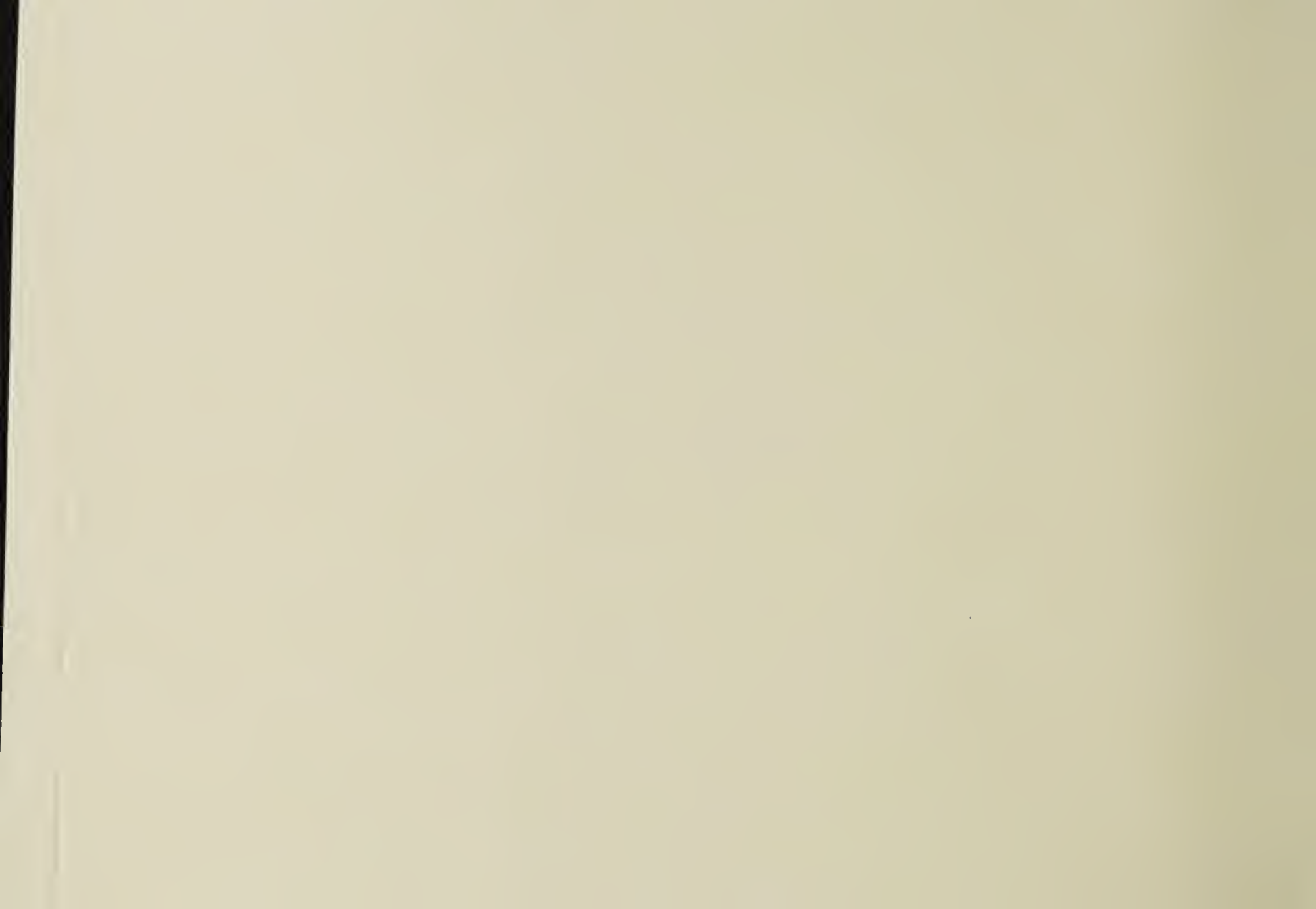


Historic, archived document

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



6300

PAID
U.S. AIR MAIL
CALIF.
10 CENTS

Paul J. Howard's SPECIAL LIST

FLOWER SEEDS

ROSES

FRUIT TREES

▲ JANUARY, 1936 ▲

From **PAUL J. HOWARD'S**
HORTICULTURAL ESTABLISHMENT

250 So. La Brea Ave., LOS ANGELES, CALIF.

Return Postage Guaranteed.

POSTMASTER: If addressee has removed and new address is known, notify sender on Form 3547, postage for which is guaranteed. In case of removal to another postoffice, do not notify addressee, but hold the matter and state in Form 3547 amount of forwarding postage required, which sender will promptly furnish.

CITRUS FRUITS

Oranges

WASHINGTON NAVEL. World famous. Fruit large, solid and heavy; very juicy; seedless. Skin smooth and of very fine texture. Tree vigorous and heavy bearer. December to May.

VALENCIA. Large, oval, solid and heavy; flesh is exceedingly juicy; skin thin and of a strong texture. Keeps well on the tree throughout the summer and maintains its fine quality as late as September. Ripens when all other varieties are gone.

Grapefruit

(POMELO)

MARSH SEEDLESS. The best and most popular variety; sweet, juicy and almost seedless; can be eaten without sugar when fully ripened. Lemon yellow; rind thin and smooth; flesh dark and rich. Bears early and keeps late.

Lemons

EUREKA. The celebrated California lemon and favorite shipping variety. Medium size; smooth, glossy, heavy, juicy and well flavored. Keeps well. Tree is vigorous grower, almost thornless and a prolific bearer. Greatly in demand because flowers, green and ripe fruit, are borne almost the entire year. Especially heavy crop in the middle of the summer when lemons are much in demand. Prune only enough to keep the tree shapely as the extra foliage protects the fruit from sunburn.

PRICES OF ORANGES, LEMONS AND GRAPEFRUIT

Heavy caliper, 2-year-old trees

\$2.00 each; 10 for \$17.50

For orchard planting write for our low quantity Prices.

INDEXED

RECEIVED
★ MAY 8 1936 ★

U. S. Department of Agriculture.

*Div. of Fruit & Veg. Crops & Diseases
Bureau Plant Industry*

U. S. Dept Agri.

Wash. D. C.

PAUL J. HOWARD'S SUPERIOR ROSES

FLOWER SEEDS

FRUIT TREES



MERMAID

FOR
1
9
3
6



AUTUMN

Paul J. Howard's Rose bushes are noted for their extreme vigor and robust growth. This is because our carefully selected bud-wood is grown on special root-stocks which impart extra strength to the tops. We then select from our fields the two-year-old bushes which have made the greatest development—the ones that have the most vitality and will continue to be the most robust when transplanted to the Rose-garden.

Order Your Roses Early

Dormant Roses should be planted as early as possible. January and February, their naturally dormant period, are the best months for planting; after March 1 they should be allowed to make their growth, as after that date they will lose much of their vitality unless planted either in the ground or in large containers. If you cannot plant before that date, be sure to obtain our large bushes established in large containers. They are the superior bushes, selected early in the season and planted in especially prepared soil before they have started to make new growth, and are the finest established roses obtainable. They cannot be compared to the ordinary bushes usually offered after the dormant planting season is past.

Those who prefer to select their roses while in bloom may obtain Paul J. Howard's superior established bushes at prices only slightly more than for the best dormant plants.

PLANT PAUL J. HOWARD'S BETTER ROSES
FOR LASTING JOY AND SATISFACTION

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

250 South La Brea Avenue

LOS ANGELES, CALIF.

Telephone WHitney 1141

The World's Finest New Roses

Exquisite novelties from the world's leading hybridizers. One of the greatest thrills to the rose-lover is the reward of magnificent blooms of new types and colors he receives from planting the latest introductions of great rosarians. Experience the joy of growing the finest creations of world-famous rosarians in your own garden.

CARRIE JACOBS BOND. (Howard & Smith, 1935. Pat. Applied For). A magnificent creation of California's famous Hybridist, a rose that will win its way into gardens throughout the world. Ideal in form, the buds and large flowers are a rich deep rose color, enhanced with a coral sheen, a color that typifies the glory of the most popular flower in every garden. The flowers are born singly on long upright stems, in abundance on bushes of exceptional vigor. The form and color of the flowers are good at all seasons and are moderately fragrant. \$1.50.

CONDESSA DE SASTAGO. Brilliantly Spanish in coloring this rose will stand out in any collection. The petals are pronouncedly two toned, deep golden on the outside of the petals, copper-rose and scarlet on the interior, in contrast and intensity much more pronounced than the coloring of Talisman. \$1.00.

COUNTESS VANDAL. (Plant Patent No. 38). An exceptionally free producer, in all weather conditions, of long, tapering buds of copper-salmon and bronze, and large, fragrant flowers of rose, salmon, and gold. A most dependable variety. \$1.00.

CRIMSON GLORY. (Plant Patent No. 105). Here is a deep velvety crimson rose that promises to succeed to the leadership of all others of its color. The large buds, perfect in form, open into large, full flowers with exquisite fragrance, holding the vivid crimson color without fading or turning blue. The vigorous plants produce a great abundance of superb blooms. Crimson Glory is the outstanding red rose of today. \$1.50.

GLOWING SUNSET. (Plant Patent No. 104). The coloring and petal formation of this new rose is exceptional. The long pointed buds open to full double flowers of most artistic form with the inner petals lengthened and twisted in the manner of a choice Cactus Dahlia. The color is an indescribable combination of orange-buff and rose-pink presenting a unique effect, not unlike the popular variety Feu Joseph Looymans. In addition to its unique form and coloring it has exceptional keeping qualities and an alluring fragrance, and is a free and continuous bloomer. \$1.50.

GOLDEN RAPTURE. (Geheimrat Duisberg). Among all other yellow roses this new variety is outstanding in purity of color—rich deep golden yellow without markings or shadings. This pure soft coloring, combined with perfection of bud formation and unfading open blossoms, vigorous growth, and fragrance will give Golden Rapture prominence in the garden. \$1.50.

HEINRICH WENDLAND. Buds large long pointed; very large full double high centered flowers of brilliant nasturtium red, the reverse of petals brightest gold. Because of its striking color, large size and intense fragrance this is an outstanding rose. \$1.00.

HINRICH GAEDE. Of all the highly colored roses this is the most prominent. The long-pointed, shapely buds are almost unbelievably brilliant orange-vermilion, and the open flowers fairly glow with color. They are borne on long wiry stems, with handsome glossy, disease resistant foliage on vigorous bushes. Truly an irresistible rose, with a rich fragrance. \$1.00.

KATHERINE PECHTOLD. Exquisitely pointed buds of old gold and bronzy orange, opening to fragrant coppery orange flowers streaked with rose and gold. \$1.00.

KIDWAI. An attractive flower of unique coloring, creamy yellow suffused old rose. 75c.

MRS. MABEL V. SOCHA. (Patent Applied For). A new yellow rose that undoubtedly will rival the popularity of Mrs. E. P. Thom, with which variety it is quite similar, but a slightly lighter shade of soft yellow. The coloring is pure and exquisite and the flowers have a most luscious fragrance. The foliage is exceptionally glossy and disease resistant and the bushes are very vigorous and upright. The buds, of superb form open into flowers of enormous size, each borne on long, rigid stems. A cut flower par-excellence. \$1.00.

MALAR ROS. A new German rose with large, pointed oval buds, carried on rigid stems. The large, rich crimson flowers are fully double. Remarkable for its intense old rose perfume, tall robust habit and free flowering. \$1.50.

MARY HART. Of the same form and habit as Talisman, buds and flowers deep blood red, with an amber glow. (Plant patent No. 8). \$1.00.

MRS. J. D. EISELE. For rich perfume alone this lovely rose would win a place in every garden. A few flowers will scent a whole room with fragrance reminiscent of old time Tea Roses. The flowers are of magnificent size, the luscious shade of cherry rose being illuminated with a glow of scarlet especially brilliant under artificial light. \$1.00.

NIGRETTE. (Plant Patent No. 87). The so-called "Black Rose of Sangerhausen." The flowers are intensely deep maroon, with blackish sheen, and deliciously fragrant—the darkest of roses appearing almost black from a little distance, small, and not strong growing but very free flowering. \$2.00.

PRESIDENT BOONE. A new deep crimson rose of mammoth size and perfect form. It promises to be as reliable in habit as the Radiance Roses. A glorious addition to the desirable dark red roses. (Patent applied for). \$1.50.

SISTER THERESE. Beautiful rich yellow, outside of the petals marked carmine, splendid long stemmed flowers on bushes of upright growth. \$1.00.

TEXAS CENTENNIAL. Strong growing, like the most popular variety Pres. Hoover. The blood-red flowers are toned with cerise, fragrant and lasting. An improved Red Hoover. (Patent applied for). \$1.00.

VICTORIA ADELHEID. Exceptionally large, well formed double flowers of a rich golden yellow suffused with vermilion shading deeper toward the edges of the petals. An effective free flowering variety. \$1.00.

YOSEMITE. (Plant Pat. No. 109). A new coppery orange variety with erect stems and glossy foliage. \$1.25.

3% Sales Tax must be added to all orders to be delivered in California. To avoid delay, add the correct amount to your remittance.

Heidekind

(Plant Patent No. 78)

A veritable bouquet of bloom from Spring until late Fall—literally hundreds of flowers in bloom at one time.

These flowers are a distinct new type, beautifully formed and double, 2 to 4 inches across. They are borne in great clusters on long-branched sprays; the whole spray may be cut, forming in itself a lovely bouquet for floral decoration, or the individual flowers may be cut separately for table use—you will find no end of attractive ways to use these charming blossoms.

The color of the buds is brilliant coppery rose; the flowers as they open are glowing bright rose, changing as they develop to clear rose-pink, so that one spray of flowers contains a wonderful blend of pink and rose shades.

To produce flowers in such great abundance shows the extreme vigor of the bush, which has healthy, large, leathery, rich green foliage. Plant Heidekind in prominent spots in your garden, as specimens, as well as in the rose garden. We can imagine nothing more effective as a hedge than this bright-colored rose. \$1.00.

Crown of Jewels

(Howard & Smith, 1935, Pat. Applied For)

Like Heidekind, this is a new type of rose—one that will bring this glorious flower into many new uses in the garden and for cutting. Practically thornless, the Camellia shaped flowers are produced in astounding abundance in a color that is entirely distinct and difficult to describe—clear and brilliant rose red with a coral glow. Cut them any day in the year for small vases or luxuriant large decorations. They have wonderful keeping qualities. \$1.00.



THREE OR FOUR SPRAYS OF HEIDEKIND BLOSSOMS

MAKING A GORGEOUS DISPLAY IN A BOUQUET

A Rose of entirely new color—SYMPHONY

(Plant Patent No. 79)

Refreshing indeed is the soft flesh pink tone, deepening to Venetian pink at the center of this marvellous rose of huge size and substance. The flowers average five inches in diameter under good garden and weather conditions and the form of the bloom is perfect, resembling that of Frau Karl Druschki, which is one of its parents. The flower has ample petalage which are full and rounded, appearing cut from the finest silk of soft pink glow. The buds are of great length and are pro-

duced on extremely long, straight shoots. The plant is vigorous and upright, with rich, dark green leathery foliage. While in habit and formation Symphony resembles its parent plant, it blooms throughout the season. So magnificent are the blooms in perfect condition that a single flower alone is a sensation and a bouquet of the long stemmed beauties is priceless. One authority says about Symphony—"Undoubtedly this is one of the finest exhibition roses in commerce today".

Price \$1.50

NOVELTIES AND VARIETIES OF RECENT INTRODUCTION

75c each; 10 for \$6.50; 50 for \$27.50

This group contains many of the finest Roses in existence.

AUTUMN. The glorious combination of burnt orange and gold, streaked with red is true Autumn coloring. The buds are shapely, the flowers double, very lasting and fragrant. The brilliance of coloring, fine stems, free blooming habit and beautiful foliage make this one of the most popular roses.

CECIL. A single bright golden yellow rose of charming simplicity.

DAINTY BESS. A fascinating single rose. Soft blush pink, with conspicuous crimson stamens.

ESSENCE. This new deep red rose has proven to be outstanding, in vigorous growth, fine stems large size and fine color which is identical with Etoile de Hollande but the flowers are more double. We highly recommend Essence for all gardens.

FRAU E. WEIGAND. A huge full flower, high centered and very lasting, soft golden yellow in color with fine fragrance.

INNOCENCE. One of the most fascinating single roses, pure white with prominent stamens.

LULU. We believe that Lulu has the prettiest buds of any rose in existence, long, slender and graceful, with the edges of the petals charmingly reflexed. A group of these bushes will keep you supplied with the loveliest of table flowers throughout the year.

MRS. G. A. VAN ROSSEM. A vivid blend of orange, apricot, bronze and gold.

MRS. SAM MCGREDY. Dazzling coppery orange flushed with scarlet. So free flowering and magnificent in color and size that it is an outstanding variety in any collection.

POLLY. Like the old favorite Ophelia, but much more fragrant; indeed one of the sweetest scented of all roses. Long pointed buds and full petalled flowers, dainty golden yellow flushed pink. 75c.

RED HOOVER. A lovely sport of one of the most popular roses ever produced because of its exceptionally strong growth, freedom of bloom, perfection of flower and because every flower comes on such long stems. In this new form the red tones are predominant. \$1.00.

Roses Offered Under Patent

All patented, or applied for patent roses in this catalog are sold by us under license from the patent owners and it is understood and agreed to by the purchaser that the asexual reproduction of patented plants is reserved by the patenters and is strictly prohibited under the provisions of the Plant Patent Act.

The Everblooming Shrub Rose

MRS. DUDLEY FULTON. A new kind of rose, valuable as an everblooming shrub. The myriads of single white flowers cover a shapely bush, set off by evergreen, glossy foliage. This rose will fit into innumerable places in the landscape planting. (Patent No. 122). \$1.00.

Special Quantity Prices

(Quantities of one kind or assorted varieties. Except roses offered under U. S. Plant Patent)

All roses listed at 50c are 45c in quantities of 10 or more; 35c for 50 or more.

All roses listed at 75c are 65c in quantities of 10 or more; 55c for 50 or more.

All roses listed at \$1.00 are 90c in quantities of 10 or more; 80c for 50 or more.

Postage or Express Prepaid to 4th Zone (up to 599 miles)



CAROL HOWARD

Garden Roses of Hot-house Form

CAROL HOWARD

A Paul J. Howard Introduction

Carol Howard is a splendid new garden rose, particularly for cutting. The flowers are bright, pure, glowing rose-pink, a most pleasing color that will win favor everywhere as a cut flower. They are perfect in all stages of bloom: the very large buds are long and pointed, opening to beautifully formed flowers with thick petals of fine substance. Even when full-open the flowers are very attractive, of peony form, pleasantly sweet-scented. The long smooth stems, with few thorns, are one of the many desirable qualities of this rose which place it at the head of the list of deep pink varieties. The bush is vigorous, erect with large, dark green foliage, and is continuously in bloom. For an eminently satisfactory all around garden rose choose Carol Howard. \$1.00.



GLOWING SUNSET

Paul J. Howard's Select List of Popular Roses

All Varieties in this group, 50c each; 10 for \$4.50; 50 for \$17.50

AMERICAN BEAUTY. This famous red hybrid-perpetual rose is especially suited to warm interior sections of the southwest, growing beautifully in Imperial County and Arizona.

ANGELE PERNET. Vivid orange-flame.

CALEDONIA. The finest pure white rose. Exquisitely formed flowers on tall stems.

COLUMBIA. One of the best pink roses for the warmer districts of California and Arizona.

CRIMSON QUEEN. Long pointed buds of deep crimson, a rose which does wonderfully in warm interior sections.

CUBA. Brilliant vermilion-scarlet.

DAME EDITH HELEN. Very large, full and fragrant; deep pink.

DUCHESS OF ATHOLL. Vivid bronze-orange flushed old-rose.

E. G. HILL. One of the best red roses. Rich velvety scarlet-crimson; does not fade or turn purplish.

ETOILE DE HOLLANDE. One of the leading dark red roses.

FEU JOSEPH LOOYMANS. Extremely long, shapely buds of fiery apricot-yellow. Merits a place in all rose gardens.

FRAU KARL DRUSCHKI. Hybrid Perpetual. The largest pure white rose we know.

GEN MAC ARTHUR. Rich carmine-scarlet.

Dormant (Bare-root) Rose bushes shipped prepaid within the 4th Zone during January, February and March.



MRS. LOVELL SWISHER

GLOIRE DE CHEDANE GUINOISSEAU. Hybrid Perpetual. Large globular flowers of deep crimson-scarlet with velvety shadings.

GOLDEN EMBLEM. Rich golden yellow.

HADLEY. Velvety crimson.

HOOSIER BEAUTY. Velvety crimson-scarlet.

IMPERIAL POTENTATE. Free-blooming; rose-pink.

IRISH CHARM. This rose of Irish origin is indeed charming. The buds are perfectly formed, deep blush-pink, tinted apricot. The flowers are large and beautifully shaped; the bushes vigorous and free flowering. Be sure to include this splendid rose in your collection.

IRISH ELEGANCE. Single. Bronzy apricot.

IRISH FIREFLAME. Single. Rich deep orange-flame.

ISOBEL. Single. Orange-terra-cotta.

J. OTTO THILOW. We consider this one of the best roses of its color—clear rose-pink.

KAISERIN AUGUSTE VIKTORIA. Pearly white.

LA FAYETTE. The most valuable of the Polyantha roses for our gardens. It continually produces showy sprays of bloom resembling those of Paul's Scarlet Climber. Invaluable for brilliant budding effects and borders.

LADY FORTEVIOT. Orange-yellow, flushed with apricot and red. Free blooming and fragrant.

LADY MARGARET STEWART. Deep yellow, splashed with scarlet.

LA FRANCE. Pink tinted silvery blush. An old favorite which will be welcomed back in many gardens for its unique color and fragrance.

LOS ANGELES. No garden should be without this flame-pink rose.

L. C. BRESLAU. Coppery orange; a distinct type.

LUCY MARIE. Its exceptionally strong habit of growth, healthy glossy foliage, and the freedom with which it produces its lovely yellow flowers splashed with rosy red, on long stems, are characteristics for which we consider it one of the best garden roses.

MAMAN COCHET. Large buds and full flowers; pink.

MARGARET MCGREDY. Brilliant orange-red flowers emphasized by the abundant glossy foliage which combined with the brilliance of color, and the strong growth of the bush makes it an ideal variety for bedding and hedge planting.

MCGREDY'S SCARLET. Extremely long shapely buds of brilliant velvety carmine touched with crimson and gold. The flowers retain their beauty until ready to drop.

MISS ROWENA THOM. Very free flowering. Large, well-formed, bright carmine-rose blooms, with a golden suffusion.

MME. JULES BOUCHE. Free blooming; white.

MRS. LOVELL SWISHER. Delightful flesh-pink flowers, shaded salmon.

MRS. WAKEFIELD CHRISTIE MILLER. The large two-toned flowers, bright pink with lighter reverse are very freely produced on the very vigorous plants. Excellent for bedding, especially for massing.

OLYMPIAD. Brilliant oriental-scarlet accentuated by the golden color at the base. The color varies at different seasons but is always beautiful, and the shape of the buds and flowers is exquisite. This rose has given such good account of itself in many locations, particularly in warm sections and in the Fall seasons that it is fast gaining in popularity.

PRES. HERBERT HOOVER. First offered in 1931, this rose has won front rank. It is one of the strongest growers, most reliable, and produces its flowers freely, every one on long stems. A wonderful combination of cerise-pink, flame-scarlet, and orange-yellow. Rich fragrant.

RADIANCE. Produces fine flowers under the most adverse condition. Bright carmine-pink.

RED RADIANCE. A red counterpart of Radiance.

ROSE MARIE. Clear deep pink.

SOUV. DE CLAUDIUS PERNET. Bright yellow.

TALISMAN. Among the most popular cut-flower roses. Pink and gold.

VILLE DE PARIS. One of the best yellow roses.

Paul J. Howard's Established Roses

Careful buyers know that Paul J. Howard's extra strong Rose Bushes produce more vigorous growth and a greater profusion of finer flowers.

We have selected from our fields only the heaviest, strongest two-year-old plants, budded on special root-stocks which form vigorous branching root systems supplying extra strength to the well developed tops.

For planting throughout the year, and when dormant plants are not available, these superior bushes, too large to put in the commonly used gallon cans, we have planted in large containers with especially prepared soil to bring to your garden the best roses obtainable.

These larger bushes may be selected in full bloom. From them you may gather flowers for your table immediately, and throughout the season.

Notwithstanding the greater expense of producing these far superior roses, their price is scarcely more than you would pay for ordinary bushes.

Prices of Paul J. Howard's SUPERIOR Established BUSH ROSES

Varieties listed at 50c bare-root, are 75c established

Varieties listed at 75c bare-root, are 85c established

Varieties listed at more than 75c are supplied at catalog prices.

Paul J. Howard's Climbing Roses

The Climbing Rose is the Glory of the California Garden

It adds immeasurably to the colorful beauty of the garden when freely planted in prominent positions on trellises, arbors, pergolas, and fences.

Our many new varieties of Everblooming Climbers bring you numerous novel forms and colors hitherto not obtainable in Climbing Roses, which, in addition to their effectiveness in the landscape, furnish a wealth of flowers for cutting.

WONDERFUL NEW CLIMBING VARIETIES

BLARNEY. A climbing sport of the lovely free-blooming bush variety, Irish Charm, and a welcome and valuable addition to the list of Climbers, producing quantities of beautiful form blush pink buds tinted apricot. \$1.50.

BLAZE. (Plant Patent No. 10). The counterpart of the popular Paul's Scarlet Climber, producing a marvellous display of fiery scarlet in the spring and some flowers at intervals throughout the season. \$1.25

CL. CHAS. P. KILHAM. Imagine the effectiveness of the climbing form of this brilliant-colored rose! Rich oriental red flushed orange-scarlet. 75c.

CL. DAME EDITH HELEN. The climbing form of this popular bush rose produces continuously huge double deep pink blossoms, intensely fragrant on marvellous long stems. 50c.

CL. DUCHESS OF ATHOLL. Another color rare in climbers—rich, bronzy orange, flushed old-rose. 75c.

CL. ETOILE DE FEU. A vigorous climbing sport of the brilliant, flaming orange-colored bush rose, producing a wealth of large, cup-shaped blossoms, in form like Louise Catherine Breslau, but more brilliant in color. Foliage unusually clean and glossy. \$1.25.

CL. ETOILE DE HOLLANDE. Good climbing forms of really excellent dark red roses are not great in number, so this new form of one of the best red bushes will be heartily welcomed. Stock very limited. \$1.00.

CL. FEU JOSEPH LOOYMANS. An outstanding bush variety now in climbing form which undoubtedly will become one of the most popular climbers. The Apricot-yellow flowers are even larger than the bush variety which is notable for the size of its long pointed buds, and long, smooth stems. \$1.00.

CL. MRS. E. P. THOM. Just about the best yellow garden rose there is, now in climbing form. An abundance of golden yellow, perfectly formed flowers produced throughout the year. 75c.

CL. MRS. W. C. EGAN. The beautiful long tapering buds and splendid open flowers are very similar in color to Belle of Portugal and are produced throughout the year. \$1.00.

CL. MRS. LOVELL SWISHER. Long-pointed, beautifully shaped buds of coppery salmon, opening to perfectly formed flowers of delicate salmon-pink, borne on long stems. Resembles Belle of Portugal in color, but is everblooming. A most desirable climber. 75c.

CL. PRESIDENT HOOVER. Now—the rose that has rapidly become one of the most popular of all—in climbing form. The colorful flowers will bring you joy and satisfaction, both in the garden and for cutting, the year round. 75c.

CL. THE QUEEN ALEXANDRA. A strong new climbing form of this gorgeous vermilion and gold rose. If you desire bright color, choose this variety. \$1.00.

CL. SHOT SILK. The lovely, large flowers are pure bright rose, overlaid with a golden sheen, giving the petals the appearance of silk. Flowers of great beauty for cutting. 75c.

CL. TALISMAN. This new climber is destined to become as popular as the bush; the flowers are identical. 75c.

GOLDEN CLIMBER. (Plant Pat. No. 28). A vigorous climber with glossy foliage and deep golden yellow flowers. \$2.00.

PRINCESS VAN ORANGE. (Plant Patent No. 106). Everyone admires the great clusters of brilliant orange-red flowers of the fine Polyantha variety "Gloria Mundi". Here is a climbing sport of that variety, which will make a great display of its large trusses of blazing flowers. An excellent climber for pillars, porches, pergolas, or trellises \$1.25.

MRS. PAUL J. HOWARD. A new deep crimson climbing rose. The handsome flowers are rich and glowing in color and make showy, fragrant flowers for cutting. We have had displays of bloom in our store which won the admiration of all who saw them. A choice novelty for planting against fences or pillars. \$2.50.

Roses For Bedding

While roses are to be found in practically every garden, grown for cut-flowers, their importance for lovely bedding effect is often overlooked. There is nothing more continuously pleasing than a solid planting of one variety for color effect. For this purpose they should be planted closer together and pruned back severely each Winter. The Polyantha varieties are all beautiful for bedding and the following list of other types are especially suitable.

Cecil	*Margaret McGredy
Countess Vandal	Mme. Jules Bouche
*Crown of Jewels	Mrs. E. P. Thom
*Gen. MacArthur	*Mrs. Sam McGredy
*Heidekind	*Mrs. Wakefield Christie-Miller
Imperial Potentate	Radiance
Lady Forteviot	Red Radiance
Lady Margaret Stewart	*All of the Polyantha
Los Angeles	Roses.

* Particularly outstanding for bedding purposes for their abundant all-year blooming, ease of culture and splendid habit of growth.

MOSS ROSES

Along with period decorations comes a returning appreciation of these favorite old-time roses, with their mossed buds and stems and sweet fragrance. They are extremely hardy. Dates of introduction are given.

ELIZABETH ROWE. Deep pink.

HENRI MARTIN. 1863. Shining crimson, semi-double.

Price of any of the above Moss Roses
75c each.



CL. MRS. E. P. THOM

Large Specimens of CLIMBING ROSES

Superb large plants, in bloom from Spring throughout the season. These large, well developed climbers will give immediate effect in covering fences, pergolas, pillars, etc.—there is no long period of waiting for the plants to come into bloom as is necessary when setting out smaller plants.

4 to 6 ft. high in 5-gal. containers,
\$1.25 each

Boxed specimens 8 to 12 feet in
immediate landscape effects,
\$3.50 each



CL. CHAS. P. KILHAM

GENERAL LIST OF FINE CLIMBING ROSES

50c each; 10 for \$4.50

(Except where noted)

BANKSIA. A rampant climber, practically thornless, producing masses of small flowers in clusters. The white variety has the fragrance of violets. White or Yellow.

BELLE OF PORTUGAL. The first to bloom, beginning in midwinter when other varieties are bare. Beautiful, long buds of soft salmon-flesh desirable for cutting. A rampant grower with handsome foliage.

BLACK BOY. An Australian rose with long stemmed deep crimson buds and flowers. Vigorous and healthy. 50c.

CHAPLIN'S PINK. The flowers, in clusters of 8 to 12, are extremely lasting, clear soft pink, with golden stamens, and produced in great abundance.

CHEROKEE. The favorite single roses for covering banks, trellises, and arbors. Pink, White, or Red.

CL. CECILE BRUNNER. Always popular because of its perfect little pink roses borne in clusters.

CL. CLAUDIUS PERNET. Deep sunflower-yellow.

CL. GENERAL MAC ARTHUR. Splendid, large red flowers freely produced.

CL. GOLDEN EMBLEM. Ranks as one of the best yellow climbers.

CL. HADLEY. The large, fragrant, deep crimson flowers make this equally as popular as the bush form.

CL. HOOSIER BEAUTY. We esteem this the very best deep red climber.

CL. IRISH FIREFLAME. This lovely single rose gives a beautiful effect on trellis, pergola, or fence, with its clusters of exquisite buds and single flowers. 75c.

CL. KAISERIN AUGUSTE VIKTORIA. Very fine pearly white flowers.

CL. LOUISE CATHERINE BRESLAU. The climbing form of this fine variety is one of the showiest of all, with its immense cup-shaped flowers of tawny orange. 75c.

CL. LOS ANGELES. The same luminous flame-pink flowers as the bush form.

CL. MME. EDOUARD HERRIOT. The brilliance of the coral-red flowers and freedom of bloom make this one of the showiest climbers.

CL. RADIANCE. Just as good as the bush.

CL. RED RADIANCE. The same as Radiance, except for color.

CL. ROSE MARIE. There is no better climber of its color; pure rose-pink.

CL. SUNBURST. An ever-popular golden yellow climbing rose. 50c.

EDNAH THOMAS. A splendid rose which is winning its way into popularity because of its exceptional hardiness, beautiful evergreen foliage and the profusion of fine large, double, glowing rose-pink flowers of perfect form on long smooth stems. In many regards it is superior to the climbing Rose Marie. 75c.

GOLD OF OPHIR. An old-time favorite, especially suited to warm localities, becoming covered with old-gold and apricot blossoms.

KITTY KININMONTH. A brilliant climber, more popular each year because of its huge, decorative, semi-double flowers of soft, even, carmine-rose—a most pleasing shade.

MARECHAL NIEL. An old variety prized for the fragrance of its yellow flowers.

MERMAID. It seems impossible to grow enough of this charming climber since its appealing loveliness and simplicity of form captivates all who once see it. The single, open flowers are 5 to 6 inches across, pale sulphur yellow, deepening at the base of the petals and set off by amber stamens. The flowers are fragrant and the whole vine is most beautiful, with deep green shining foliage. 75c.

MME. GREGOIRE STAECHELIN. A truly handsome rose of iridescent pearl-pink with splashes of carmine on the outer petals.

PAUL'S SCARLET CLIMBER. The latest of the spring-blooming roses and a solid mass of red for a long period. Unequaled for covering fences.

PHYLLIS BIDE. Dainty blossoms produced continuously in long, loose sprays, with small buds of exquisite form, opening with gracefully reflexing petals, pale gold at the base, flushed and shaded lovely pink at the edges. 75c.

SCORCHER. One of the newer Australian roses, with glowing vermilion-red, semi-double flowers produced abundantly throughout the season. Brilliantly effective as a pillar rose or on a fence. 75c.

SILVER MOON. The large, waxy white, single flowers with golden stamens make this a climber of rare beauty.

TAUSENDSCHON. The old favorite, "Thousand Beauties", with clusters of rich pink flowers in great profusion in spring.

PAUL J. HOWARD'S TREE ROSES

Price of Paul J. Howard's Superior Tree Roses, established in containers, complete with permanent green stakes.

\$2.00 each; \$17.50 for 10.

(5 or more Tree Roses at the 10 rate)

The tree-shaped or standard roses are most valuable in garden decoration in many ways. They are particularly fitting in formal plantings, along walks and drives, and also may be used with beautiful effect in groups in the lawn or flower beds and among shrubbery. They are easily cared for and make a lovely display of flowers throughout the year.

AUTUMN. Immensely popular bronzy crimson and gold.

CALEDONIA. The finest white tree rose.

DAME EDITH HELEN. Clear, deep pink, enormous flowers on stems of great length.

DR. HENRY LUMPE. A marvellous glowing rose-pink variety, one that may well rival the popularity of Rose Marie.

E. G. HILL. Large, fragrant bright crimson flowers in showy profusion.

ETOILE DE HOLLANDE. A favorite deep crimson, of perfect form.

FEU JOSEPH LOOYMANS. This apricot yellow rose, with buds of great length has had a sensational increase in popularity.

GOLDEN EMBLEM. One of the very best bright yellows.

HADLEY. The ever-popular deep velvety crimson.

HINRICH GAEDE. Unbelievably brilliant orange-vermilion.

HOOSIER BEAUTY. Velvety crimson-scarlet, preferred by many.

HEIDEKIND. One can imagine nothing more effective than a row of these lovely roses, in bloom from Spring until late Fall—hundreds of flowers in bloom at one time. Heidekind is destined to become the most favored of roses in tree form, with coppery rose buds and glowing rose open flowers on long-branched sprays. Although a valuable novelty, we offer this lovely variety at the same price as our other Tree Roses.

IMPERIAL POTENTATE. We consider this one of the best varieties in tree form, as the crowns are most continuously a veritable bouquet of clear rose-pink flowers with rich fragrance and fine form.

IMPRESS. The perfectly formed crowns are covered with camellia-shaped flowers of salmon-cerise. An ideal tree rose.

KAISERIN AUGUSTE VIKTORIA. Pure white.

LADY FORTEVIOT. Orange-yellow flushed with apricot. Extremely effective, and free flowering.

LOS ANGELES. Luminous flame-pink, probably the most widely planted of all.

LULU. Exquisite coral pink buds; a gem for cutting.

MARGARET MCGREDDY. Its shapely growth, glossy foliage and freedom of bloom make this brilliantly colored rose one of the best in tree form. Bright orange-red.

MRS. LOVELL SWISHER. Flesh-pink shaded salmon.

PRESIDENT HOOVER. In great demand for its excellence and the great size of the crowns which this variety makes. There is nothing more effective than a solid row or group of this sensational rose.

RADIANCE. This pink variety and the Red Radiance are two of the most satisfactory tree roses.

RED RADIANCE. Popular carmine-red. Shapely.

ROSE MARIE. Clear rose-pink.

SYMPHONY. Sensational indeed are the huge soft flesh pink flowers of this marvellous rose, entirely different in color from any other variety.

TALISMAN. Perfection in rose and gold.

MRS. E. P. THOM. An unexcelled rich golden yellow.

For our Tree Shaped Roses we have selected varieties which have outstanding qualities essential for making them most adapted to their purpose—1. Symmetry of growth, 2. Freedom of bloom, 3. Attractive healthy foliage, 4. Desirable color, 5. Quality of bloom. We believe the above selection represents the Acme in Tree Roses.

Our tree roses this year are unusually fine, having sturdy standards, straight and smooth, and are budded to a uniform height (40 to 42 inches). The crowns are well developed and symmetrical.

Tree roses may be handled successfully while dormant, during January or February, which time is the best if they are to be shipped to any distance. For local plantings we prefer to deliver the trees when established in 5-gallon containers. In this manner they are very readily transplanted to the ground in full growth.

Permanent, neat, green stakes with which our tree roses are delivered are a distinguishing mark of the Better Quality of Paul J. Howard's Tree Roses.

Seeds of Perennial Flowering Plants

AGATHEA. Blue Marguerite. For borders and edging. Small blue daisy like flowers with yellow centers. **Packet, 15c.**

ALYSSUM. Saxatile Compactum. Basket of Gold. Fragrant golden flower heads in masses on low growing plants. **Packet, 15c.**

ANCHUSA. Dropmore Variety. Rich dark blue flowers on tall spikes. **Packet, 15c.**

AQUILEGIA. Columbine. Paul J. Howards Long Spurred Hybrids. Absolutely the finest strain in existence. Huge flowers on plants from three to four feet high.
Long Spurred Blue Shades.
Long Spurred Orange and Scarlet Shades.
Long Spurred Pink Shades.
Long Spurred Silver Queen. White.
Long Spurred Rose Queen. Soft Rose.
Long Spurred P. J. Howard Hybrids Mixed. **Packet, 25c.**

BEGONIA. Semperflorens. Bedding type.
Prima Donna. Clear Pink.
Luminosa. Scarlet.
Albert Martin. Large. Deep Red.
Snowball. Pure White. **Packet, 25c.**

BELLIS. English Daisy. Giant Double. Rose, Red, White or Mixed. **Packet, 25c.**

CACTUS. All types and forms both large and small and easily raised from seed. **Packet, 25c.**

CALCEOLARIA. Large Hybrid Types Mixed. Elegant pot plants for greenhouse or conservatory. **Packet 15c.**

CARNATION. Chabauds Enfant de Nice. See Novelty List.

COREOPSIS. Golden Daisy. Fine for cutting. A long flowering perennial.
Mayfield Giant. Large flowered. Deep Golden yellow. **Packet 15c.**
Double New Gold. The best All Double strain introduced. **Packet 25c.**

DAHLIA. California grown Prize Winning Strains.
Decorative and Cactus Mixed. From selected flowers. **Packet 50c.**
Show and Hybrid Show. Mixed. (Double) **Packet 25c.**
Pompom. (Lilliput) Mixed. From named varieties. **Packet 35c.**
Single Flowered Mixed. **Packet 25c.**
Collarette Mixed. **Packet 25c.**
Coltness Hybrids Mixed. Distinctive colors. **Packet 25c.**
Unwins Dwarf Hybrids. Reselected. Double and Semi-double. **Packet 25c.**

DELPHINIUM. Carefully selected from the finest American and European strains.
Wrexham Hybrids. Hollyhock strain. Large double flowers in all shades of blue, lavender and violet. Tall growing. Heavy flower spikes. **Packet 50c.**
Flowerland Hybrids. Tall plants with many graceful side sprays of large flowers. Splendid variety for cutting. The colors beautiful, including all shades of blue, some blended with delicate rose, producing exquisite two-toned effects. **Packet 50c.**
Belladonna Improved. Clear light blue. Strong grower. **Packet 25c.**
Bellamoosum Improved. Large deep blue flowers. **Packet 25c.**
New White Delphinium. SUMMER CLOUD. See Novelty List.

DIANTHUS PLUMARIUS. English Clove Pinks. Double and Single varieties in a splendid mixture of colors. **Packet 15c.**

DIGITALIS. Foxglove.
The Shirley. A very large flowered variety in many rich colors spotted with brown. **Packet 15c.**

DIMORPHOTHECA EKLONIS. Star of the Veldt. Blue African Daisy. Bluish white petals, center of flower deep blue. A splendid perennial and almost ever-blooming. **Packet 25c.**

GAILLARDIA. Blanket Flower.
Portola Hybrids. Shades of bronze red, golden tipped. Very robust grower. **Packet 25c.**
Burgundy. New Coppery red, tall growing. **Packet 25c.**

GAZANIA SPLENDENS. The plants are low growing, long stemmed daisy flowers in brilliant shades of orange, yellow, cream and white, marked at the base of the petals with black or brown spots. Fine for borders, doing best in a sunny location. **Packet 25c.**

GERBERA. New Flowerland Hybrids. See Novelty List.

GEUM. Mrs. Bradshaw. Double Scarlet. **Packet 15c.**
Lady Stratheden. Double Golden Yellow. **Packet 15c.**
Prince of Orange. Semi-double, reddish orange. **Packet 25c.**

GYSOPHILA. Baby Breath. For mixing in bouquets.
Paniculata. Single white. **Packet 15c.**
Double Snow White. **Packet 25c.**

HELIANTHUS. Autumn Glory.
Angustifolius. Tall growing. Showers of golden yellow flowers with black centers. Very showy and fine for cutting or display in the garden. **Packet 15c.**

HELIOTROPE. Fragrant lilac and purple flowers. Seed from choicest new varieties. **Packet 15c.**

HEUCHERA. Coral Bells.
Sanguinea Splendens. Vermillion Red. **Packet 25c.**

HUNNEMANNIA. Mexican Tulip Poppy. **Single Yellow.** **Packet 15c.**
SUNLITE (New). Semi-double. Yellow. **Packet 25c.**

HOLLYHOCK. English Doubles. Chamois, Deep rose, Maroon, Newport Pink, Salmon, Scarlet, Yellow, White. **Packet 15c.**
Single Early Flowering. Chamois, Maroon, Pink, Rose, Scarlet, Yellow, White, Mixed. **Packet 25c.**
New Dwarf Double. A splendid Hollyhock growing only three to four feet high. Mixed colors. **Packet 15c.**

LAVENDER. Munstead Strain. Dwarf compact early flowering variety with deep lavender flowers. One foot high. A good rock garden plant. **Packet 25c.**

LINUM PERENNE. Sibericum. Blue Flax. Graceful plants for rockery or borders. Sky blue flowers. Height 2 feet. **Packet 15c.**

LUPINUS POLYPHYLLUS. Perennial Lupin. Blue, Rose, White and Mixed. **Packet 15c.**

MIMULUS. QUEENS PRIZE. A large flowering variety of Monkey flower in shades of yellow, orange and pink, spotted maroon. For shady and half shady places. **Packet 25c.**

NEPETA MUSSINI. Small leaf catnip. Used as a ground cover and border in the rock garden. Spikes of lavender flowers. **Packet 15c.**

PENTSTEMON. Hybrid Gloxinioides. Large flowering type. Carmine shades. Red Shades. Violet Shades. **Packet 25c.**
Southgate Gem. Glowing Scarlet. **Packet 25c.**
Miniature Hybrids. A new strain with graceful sprays covered with miniature flowers in a wider range of colors than Gloxinioides. Very early flowering. **Packet 25c.**

PHLOX DECUSSITA. Perennial Phlox. Finest mixed from the newest named varieties. All the best colors. **Packet 25c.**

PHYSALIS FRANCHETTI. Chinese Lantern Plant. Decorative burnt orange lantern-like pods. **Packet 15c.**

PHYSOSTEGIA VIRGINICA. False Dragon Head. Close set flower spikes. Rosy lilac or white. **Packet 25c.**

PLATYCODON. Baloon Flower. Pretty Campanula like flowers. Blue or White. **Packet 15c.**

POPPY. ORIENTAL. Hugh flower heads. Colors: White, Salmon, Scarlet or Mixed. **Packet 25c.**

PYRETHRUM. Persian Daisy. A handsome perennial. Double and single Daisy like flowers in bright colors of deep red, carmine, shades of pink and pure white. An excellent cut flower; pretty fern-like foliage. **Packet 15c.**

PRIMULA CHINENSIS. Chinese fringed primrose. Mixed Colors. **Packet 50c.**
Obconica. Large Flowered European type. Mixed. **Packet 50c.**
Polyanthus. Giant Munstead strain. Mixed. **Packet 25c.**
Vulgaris. True English Primrose. Creamy yellow. **Packet 25c.**

REHMANNIA ANGULATA. Pink Perfection. Bright Rose Pink. **Packet 25c.**

RICINUS. Caster Bean Tree. Used as a screen and ornamental purposes.
ZANZIBARENSIS. Tall Mixed.
All varieties Mixed. **Packet 10c.**

RUDBECKIA. Cone flower.
HIRTA. Black eyed Susan. Golden Yellow. Dark center. **Packet 25c.**
BICOLOR SUPERBA. Large Golden yellow. Petals spotted brown. **Packet 25c.**

SALVIA SPLENDENS. Scarlet Sage.
Harbinger. Compact plants with bright green foliage producing long spikes of dazzling bright scarlet flowers from June to late fall. **Packet 25c.**
Farinacea. Long spikes of lavender blue flowers. **Packet 15c.**
Azurea Grandiflora. Spikes of bright blue flowers. **Packet 25c.**
Patens. Large Pea-shaped flowers of deep rich blue. **Packet 25c.**

SHASTA DAISY. ALASKA. The most popular of all the Shasta types. Height 2½ Feet. **Packet 15c.**
New Double Giant. Selected seed producing a good percentage of double flowers of varied type of petals and form. Some singles will appear, but will be of large size. **Packet 25c.**

SCABIOSA CAUCASICA PERFECTA. Light blue. Splendid cut flower. **Packet 25c.**
New Giant Hybrids. Large ruffled and fringed flowers in various shades of blue. **Packet 25c.**

SCABIOSA COLUMBARIA. A long lasting cut flower and very dainty. Large flowers on heavy wiry stems. Pink, Lavender and Mixed. **Packet 25c.**

STATICE PEREZII. Panicles of rich blue everlasting flowers. Everblooming, large decorative deep green leaves. **Packet 15c.**
Caspia. Showers of misty and tiny pale lavender flowers on graceful stems. Splendid to mix with cut flowers. **Packet 25c.**

SWEET WILLIAM. Favorite old fashioned perennials. Separate colors, Crimson, Scarlet, Pink, Turkey red, White and Mixed. **Packet 15c.**

THALICTRUM DIPTEROCARPUM. Meadow Rue. A beautiful plant with maidenhair fern-like foliage. Bears tall stems crowned with sprays of small lilac-rose flowers. **Packet 25c.**

TRITOMA. Red hot poker. Will bloom the second year from seed, producing flowers in many shades of red, orange and yellow. Narrow evergreen foliage. Finest Hybrids Mixed. **Packet 15c.**

VALERIANA RUBRA. Sometimes called Garden Heliotrope. Very hardy with mauve-rose flowers in spikes. **Packet 15c.**

VERBENA ERINOIDES. Moss Verbena. Excellent for ground cover. Free flowering, Purple or White. **Packet 15c.**

VERBENA HYBRIDA GRANDIFLORA. (Giants) A magnificent strain of Verbenas, of robust compact habit and free blooming. Giant Salmon Pink, Lavender Glory, Etna. (Geranium Red) White, Royale (Royal Blue). Finest Mixed, (Gigantea). **Packet 15c.**
Royal Bouquet. Bushy upright plant. Large flowers on long stems. Brilliant colors. 12 to 15 inches high. Mixed. **Packet 15c.**

VINCA ROSEA. Bush Vinca. Bright evergreen foliage, with bright eyed flowers resembling Phlox blossoms. A splendid perennial border subject blooming many months. White. White with crimson eye. Rose, and Mixed. **Packet 15c.**

WALLFLOWER. English Type. Very fragrant brown or yellow flowers. Plants adapted to shade or half shade. Single or double Mixed. **Packet 15c.**

PAUL J. HOWARD'S "Flowerland" Novelties for 1936

We search the world for new and better strains of flower seed for use in our seed packets, and bring to you the finer creations of specialists who have devoted their lives to the improvement of flowers. Many of our varieties are imported from England, France, and Germany, while others are grown for us on the Pacific Coast.

DWARF AGERATUM

AGERATUM Dwarf compactum Blue Cap New Miniature. A very dwarf Ageratum, 4 to 5 inches high. Very uniform and free flowering, and true blue. Packet, 25c.

ASTER LOS ANGELES

ASTER Super Giant Los Angeles. (Award of Merit, All American selection, 1934). This is the largest and most fully double Aster known. The flowers are from 6 to 8 inches across, full petaled and artistically graceful in the feathery effect of the interlacing ostrich feather type petals. The color is a lovely soft shell pink, blending to a creamy pink at the center. Packet, 25c.

BIRD OF PARADISE

STRELITZIA REGINAE. Bird of Paradise Flower. We offer live fresh seed of this well known rare plant which produces bird-like flower heads of brilliant orange and blue. Hand pollinized seed which are sure to grow. 3 seeds for 50c; 100 seeds for \$12.50.

CALENDULA

CALENDULA. Orange Shaggy. A distinct new Calendula. The petals are long, narrow and deeply fringed, giving the shaggy appearance of some Chrysanthemums. The blooms are of great grace and beauty. Packet, 25c.

NEW CARNATION

CARNATION Chabaud's Enfant de Nice. The result of a cross between Carnation Chabaud's Giant Improved and Carnation Perpetual. Plants of robust habit with long stemmed flowers 2½ to 3 inches across. The strain is magnificent and about 90 per cent of the plants come double. Red, Rose, Salmon, White, Mixed. Packet, 25c.

COSMOS ORANGE FLARE

COSMOS Klondyke Orange Flare. Now at last we may grow the lovely orange colored Cosmos and be assured of having flowers before frost. This selected early strain comes into bloom less than five months from sowing. The color is the same vivid orange of the ordinary variety Klondyke. Packet, 25c.

CANTERBURY BELL

New Annual Canterbury Bell. WEDDING BELL. This new pure white color makes a very desirable addition to the group of annual Canterbury Bells. Less than five months after the seed has been sown, this Campanula starts blooming and continues until fall. The plant is of compact base branching habit. Packet 25c.

WHITE DELPHINIUM

New White Delphinium. SUMMER CLOUD. The finest of the whites that has been introduced. Pure clear glistening white, the habit of the plant, six feet tall, vigorous and strong.

Note: These white seeds will produce some ten to fifteen per cent of blues, but of remarkable colorings; some blue-white and mother of pearl colors. Packet 50c.

GODETIA

New Dwarf Single Compact Godetia. DELICATA. Delicata is a dwarf light rose-pink shading to blush pink. The plants are eight inches tall and twelve inches in diameter covered with a mass of rose-pink flowers. Packet 25c.

NEW PINKS

DIANTHUS Laciniatus Splendens. Free flowering and easily grown. A popular border subject and the most striking Dianthus we have ever offered. The flowers are very large, over 2 inches across, in a brilliant strong crimson, with a large, boldly contrasting glistening white eye. A sterling novelty. Packet, 25c.

LACE FLOWER

Texas Queen Anne's Lace Flower

Large heads of lacy white flowers borne on long stems. Plant of branching habit three feet high. Fine for cutting. Packet, 15c.

LARKSPUR

New Giant Imperial Blue Bell

A fine medium blue flower, comparable in shade to Delphinium belladonna. Habit upright, and a splendid cutting flower. The finest larkspur we have ever seen. Packet, 25c.

TRANSVAAL DAISY

GERBERA. New Flowerland Transvaal Daisy. The Flowerland Gerbera is a new selected strain producing flowers four to five inches in diameter on stems two to two and one-half feet long. This strain contains many new shades not found in the ordinary Gerberas: pastel shades of Salmon, Rose, Pink, Carmine, White, Cream, Straw, Yellow, Orange, Crimson, Scarlet, Terra Cotta, etc. The plants are of very robust habit. Packet of 35 seeds, 25c.

We have a limited amount of seed from our selected stock bed, of choicest and largest flowers, surplus over the amount we will replant for our own growing. Packet of 35 seeds, 50c.

NEW GLEAM HYBRID NASTURTIUM

The true strain from the originator of the now famous Golden Gleam, the result of several generations of selection, giving a higher percentage of true types than less carefully selected seed. While all will not have the identical form of the Golden Gleam, all variations are beautiful.

DOUBLE NASTURTIUM SCARLET GLEAM. The individual blooms are of immense size; the color comparable to the brilliance of scarlet geranium. The sweet fragrance is most pronounced. Packet, 15c; per ounce, 50c.

DOUBLE NASTURTIUM GOLDEN GLEAM. The large double sweet scented golden yellow flowers are borne profusely, well above the bright green foliage of the neat semi-dwarf plants. Ideal for any garden use. Packet, 15c; per ounce 50c.

DOUBLE NASTURTIUM GLORIOUS GLEAM HYBRIDS. The hybrids are a collection of gorgeously colored, large, well formed flowers of such dazzling beauty that the mind hesitates to credit the evidence of the eyes. They thrive under almost any cultural conditions. In the garden or for cutting no flower could be more lovely. Packet, 15c; per ounce, 50c.

New Double Nasturtium. ORANGE GLEAM. The flowers are very large, sweet scented and a deep glowing golden orange, deep shaded at the center. The plants are semi-dwarf having the habit of the GOLDEN GLEAM type. Packet 25c; Ounce \$1.50.

New Double Nasturtium. DWARF DOUBLE GEM MIXTURE. Dwarf compact plants, an ideal annual for border and edging use. The good sized sweet scented double flowers cover the plants in an excellent color range which includes shades of yellow, orange, scarlet, crimson, salmon, cerise, cream, maroon. Packet, 25c; Ounce, \$1.50.

DOUBLE MORNING GLORY

IPOMAEA. (Morning Glory) New Double Rose Marie. An early, free flowering form of Ipomaea. Flowers are a beautiful shade of deep rose of double and semi-double form. A fast climber. Packet, 25c.

New Ipomea HEAVENLY BLUE IMPROVED. Similar to HEAVENLY BLUE from which it was developed, this improved strain is in all respects superior to the old. The color is a deep intense blue, shading lighter towards the center. It is also a much earlier flowering strain and among the most notable characteristics, the flowers remain open until late afternoon. Called in many sections—The Blue Moon Flower. Packet 25c.

NEW PETUNIAS

New Double Giant Petunia. MADONNA. A very large pure white deeply fluted double flower, with much more fragrance than the type. Makes a large branching plant. The flowers are long stemmed, and used for cutting. Packet \$1.00.

New Miniature Petunia. ROSE GEM. Rose Gem is a charming addition to the new miniature group of Petunias which was started with PINK GEM. It is the rich deep rose pink that has made Petunia ROSE OF HEAVEN so popular. The plant is neat and compact, five to six inches high and smothered with rich rose colored blooms about two inches in diameter. Packet 50c.

New Ruffled Petunia. MARTHA WASHINGTON. A nana compacta type nine inches high and forms a perfect ball effect. Flowers a beautiful blush pink, the center portion strongly veined a rich wine red deepening in the throat to dark violet. The veining is so unique that the blooms resemble a Pelargonium. Suitable for borders, bedding, pots or window boxes. Packet 50c.

VENIDIUM. A new flower from South Africa. Rich orange in color, as large as a Gaillardia, with purple markings at base of each petal. Exceedingly striking in color. Pkt. 25c.

FLOWER SEEDS

New Phlox Drummondii. GIGANTEA ART SHADES. A new strain of Phlox drummondii with flowers an inch and a half in diameter. In addition to its enormous flowers it has a most wonderful range of color in soft art shades. The soft colors blended together make a most beautiful mixture and a color combination never before seen in annual Phlox. The plants are about 9 inches high. Packet 50c.

NEW DOUBLE RED POPPY

POPPY Shirley Double Begonia Flowered Cavalcade. The most attractive of the double Shirley Poppies. Immense flowers of flaming scarlet on stiff, strong stems. Packet, 25c.

Paul J. Howard's Rust Proof SNAPDRAGON

SNAPDRAGON. (Antirrhinum) New Rust Proof. This new rust proof strain has stood the tests over a number of years and is better than 75 per cent RUST PROOF. Very early flowering and exceedingly floriferous, carrying from six to eight spikes to a plant. It is a joy to see these plants with their clean, healthy foliage free from rust. This new Antirrhinum should be treated as a perennial and cut back after the blooming period, when new growth will start and later will produce another set of blossoms.

MAXIMUM TYPE

2½ to 3 Feet High

Alaska. Snowy white.

Campfire. Luminous pure scarlet.

Canary Bird. Bright yellow.

Copper Shades. Including deep rich coppery orange, and almost every possible coppery shade and old gold.

Defiance. Velvety scarlet-red, about 10 inches shorter than the others of this group.

Fair Lady. Lovely pearly pink.

Loveliness. Pure soft rose-pink.

Mixed. All of the above and many new shades.

MEDIUM TYPE

18 to 24 Inches High

Carmine Rose.

Indian Girl. Brownish orange, overlaid with bright yellow.

Red Boy. Deep, rich red.

Wildfire. Bright orange scarlet.

Mixed. Including the above and a wide range of other colors.

Price of any of the above

Rust-Proof Snapdragons: 25c Per Packet;
5 Packets for \$1.00

PAUL J. HOWARD'S MIXTURE. This superior mixture carries a good range of the most popular shades and colors. Packet (1,000 seeds) 25c.

COLUMN STOCKS

STOCK. New Double Giant Excelsior (Column Stocks). This is a magnificent stock, producing one giant spike of bloom resembling a glorified Hyacinth. The florets are 2 to 2½ inches in diameter and the spikes have as many as forty florets when in full bloom. The plant is non-branching, therefore may be planted closer than ordinary varieties and produce a wonderful display when in bloom. Deep Rose, Silvery Lilac, Purple, Scarlet Red, White, Mixed. Packet 50c.

MARIGOLD GOLDEN EMBLEM

MARIGOLD. Tall African Double Fistulosa. Golden Emblem. Golden Emblem is a rich lemon gold with very large flowers measuring from 4 to 5 inches in diameter. The color is a mid-shade between lemon yellow and orange. A very strong, robust grower; free flowering habit. Packet, 25c.

New Marigold. DIXIE SUNSHINE. This is an entirely new Chrysanthemum-flowered type of Marigold. It comes 100 per cent fully double and without the Marigold odor in the flowers. The brilliant golden yellow flower is actually a head of tiny five-petaled flowers; a lacinated effect. Tall bushy plants, rich foliage, strong long stems for cutting. Packet 25c.

NEW ZINNIAS

ZINNIA FANTASY. Mixed. This new Zinnia lends itself to flower arrangement splendidly. The rounded flowers are composed of a mass of shaggy ray-like petals which give a delicate and refined appearance to the medium sized double flowers. The color range includes the brightest shades of red and orange, as well as the popular pastel lighter shades. Packet, 25c.

ZINNIA SCABIOSA FLOWERED. Mixed. Plants attain height of 2-2½ ft., bearing numerous medium sized flowers, remarkably resembling the pincushioned annual Scabiosa. Brilliant colors in mixture, including Scarlet, Orange, Yellow, Pink, and White. Packet, 25c.

Seeds of Annual Flowering Plants

Many of the Choicest Strains of Seed which we could formerly only gather in sufficient quantities for the raising of our fine annual and perennial plants, and for limited distribution in Southern California, we now make available for gardens all over the world—for those who desire excellence in floral beauty. It costs much more to produce, but only little if any more to buy and no more to grow the best.

ACROCLINIUM. Immortelles. A pretty everlasting flower about 15 inches high with white or rosy-pink flowers which can be dried. **Packet 10c.**

AGERATUM. Floss-flower. Favorite bedding and border plant blooming nearly the year 'round. Easily raised from seed either in fall or spring.

Blue Perfection. 9 inches. The deepest blue bedding variety. **Packet 10c; 1/8 oz. 25c.**

Dwarf White. 6 inches. Fluffy white blossoms. **Packet 10c.**

Little Blue Star. 4 inches high—ideal for borders. Bright blue. **Packet 15c; 1/8 ounce 50c.**

BLUE CAP. See Novelties. **Pkt., 25c.**

ALONSOA WARSCEWIZCI. Mask Flower. Charming plants of bushy, much branched habit, about 15 inches high with feathery dark green foliage and quaint flowers in racemes, brilliant tomato-red. **Packet, 15c.**

ALYSSUM. Sweet Alyssum. Useful for beds, baskets, boxes, and edgings; very sweetly scented.

Little Gem. Dwarf, compact, the best for borders and low beds. **Packet 10c; 1/4 ounce 25c; 1 ounce 75c.**

Lilac Queen. Improved extra deep color. **Packet 15c; 1/4 ounce 35c; 1 ounce 85c.**

Carpet of Snow. A new very dwarf variety not over 2 1/2 inches high, exceedingly fine for low edgings, or among rocks, becoming a mass of pure white. **Packet 25c.**

LITTLE DORRIT. Very compact, 6-inches. **Packet 15c.**

AMARANTHUS. Caudatus. Love - Lies - Bleeding. Forms a large branched plant about five feet high with curiously drooping flower tassels which look like crimson chenille. **Packet 10c.**

Molten Fire. Makes the most brilliant beds imaginable during the summer. The color of the leaves is so bright the plants suggest molten fire. **Packet 25c.**

Sunrise. Foliage bronzy crimson. **Packet 15c.**

ARCTOTIS. Blue Eyed African Daisy. Very easily grown. Silvery foliage, and quantities of white daisies, the petals of which are blue on the back. **Packet 10c.**

NEW ARCTOTIS HYBRIDS

Another of the lovely flowers which have come to us lately from South Africa. The showy daisy-like flowers come in brilliant assortment of colors, orange and bronzy red shades predominating, but also containing many lovely shades of rose, cream, yellow, and salmon. A novelty for all gardens, of easy culture and great beauty, blooming for a long season. **Packet 25c.**

Paul J. Howard's ASTERS

IMPROVED GIANTS OF CALIFORNIA

The finest Asters yet produced. They are of strong sturdy habit and the immense fluffy flowers are borne on long sturdy stems, making them most desirable and attractive for floral decorations. White, peachblossom, pale pink, light blue, light purple, deep rose, dark purple, and mixed.

**Price 25c Per Packet; 5 Packets \$1.00
1 Ounce \$3.00**

PEONY FLOWERED ASTERS. Of the same habit of growth as the Giants of California, with equally large flowers, the petals of which are broad and flatter. White, carmine-rose, crimson, purple, lavender, rose-pink, flesh-pink (September Beauty), and mixed. **Price 25c per packet; 5 packets \$1.00; 1 ounce \$3.00.**

SINGLE GIANTS OF CALIFORNIA. The beautiful flowers resemble colored Shasta Daisies. White, rose, light blue, purple and mixed. **Price 25c per packet; 5 packets \$1.00; 1 ounce \$3.00.**

HEART OF FRANCE. An effective Aster for bedding purposes. Has medium sized flowers of a rich dark red, a color not found in any other. **Price 15c per packet; 1 ounce \$2.00.**

GIANT CALIFORNIA SUNSHINE ASTERS Improved

This grand novelty is one of the loveliest flowers produced in many years. They make the prettiest floral decorations imaginable, producing an effect of indescribable beauty and refinement. The flowers are composed of a single row of long graceful petals, surrounding a cushion center of creamy yellow color, which contrasts beautifully with the color of the petals. **Separate colors, Rose, Pink, Lavender, Light Blue, Purple, White, and Mixed.**

Price 25c Per Packet; 1 Ounce \$4.00

POMPON ASTERS

Pretty, small pompon blossoms on branching plants twelve to fourteen inches high. Excellent for beds or bordering larger asters, and especially fine for cut sprays. Blood red, red with white center, lavender, rose, violet, white, and mixed. **Price 25c per packet, 5 packets for \$1.00.**

SUPER GIANT ASTER LOS ANGELES

See Novelty List

NEW WILT RESISTANT IMPROVED

CREGO ASTERS

With the added feature of resistance to the Fusarium Wilt or Stem Rot, these Asters are of robust, branching habit, about 30 inches high; flowers large, double and well formed, one of the finest varieties both for bedding and cutting. **Packet 35c.**

CATTLEYA. Fascinating shade of orchid.

Deep Rose	Royal Purple	Peachblossom
Shell Pink	White	Mixed

Collection: 6 packets for \$2.00

KING OR NEEDLE ASTER. A very early, cut-flower type, with long narrow petals, very double. Mixed Colors. **Packet, 15c.**

BALSAM. Symmetrical, fleshy stemmed plants for shady beds or growing in pots. The waxy, double blossoms resemble camellias, and the colors are bright. Scarlet, rose, salmon, white, lilac, and mixed. **Packet 10c.**

BARTONIA aurea. Blazing Star. A native California annual with large brilliant yellow flowers. Grows in poor soil. **Packet 15c.**

BRACHYCOME. Swan River Daisy. The low growing plants are covered the entire summer with a profusion of pretty blue, white, rose, or mixed. **Packet 10c.**

BROWALLIA. A very pretty plant for borders, beds, window boxes, with deep amethyst blue or white flowers shaped like small gloxinias. **Packet 10c.**

CALENDULA

Pot Marigold, or English Marigold

An easily grown and free flowering annual, and a favorite for cut flowers.

ORANGE KING. Bright orange, dark eye. **Per packet 10c.**

LEMON QUEEN. Rich lemon yellow. **Per Packet 10c.**

METEOR. Creamy white striped orange. **Per Packet 10c.**

NANKEEN. Cream flushed apricot. **Per Packet 10c.**

SEEDS MAILED POSTPAID

3% Sales Tax must be added to all orders to be delivered in California. To avoid delay, add the correct amount to your remittance.

(See Order Blank)

BALLS GOLD. Large, very double golden yellow. **Per Packet 25c.**

BALLS SUPREME. Very large, flat flower, deep orange with dark brown center. **Per Packet 25c.**

CAMPFIRE. Extremely large on very long stems, orange with a scarlet sheen. **Per Packet 25c.**

RADIO. A new type with prettily quilled petals of bright orange with a golden tip. **Per Packet 25c**

GOLDEN BEAM RADIO. A bright golden yellow variety of Radio. **Packet, 25c.**

THE BALL. Very large, bright orange with a lighter center. **Per Packet 25c.**

BALLS APRICOT. A gorgeous new color in the large flowered calendulas. Rich apricot with orange picotéd edges. Strikingly beautiful. **Per Packet 25c.**

MIXED. All colors. **Pkt. 10c.**

CHRYSANTHA. The petals of this new calendula are more loosely arranged than in the other types giving the effect of a Chrysanthemum. Rich butter-cup-yellow. **Packet, 25c.**

ORANGE SHAGGY. Like Chrysantha; but deep orange. See Novelty List.

BALL'S WHITE. This white-flowered Calendula is a long desired addition to the other shades, making a wonderful cut-flower. **Packet, 15c.**

CALIFORNIA WILDFLOWERS

No. 1. For sunny locations. A mixture of twenty or more true native California Wildflowers. **Packet 25c; ounce 50c; lb. \$5.00.**

No. 2. For shady places. A splendid mixture. **Packet 25c; ounce 75c; lb. \$7.00.**

CALLIOPSIS. Similar to coreopsis, flowers in greater profusion, smaller, and marked with various shades of gold and brown.

Tall. Two to three feet high. Mixed colors. **Packet 10c.**

Dwarf. 18 inches. Splendid for low beds or borders. **Packet 10c.**

CANDYTUFT. Much prized for its fragrance. Carmine, crimson, white, lilac, flesh-pink, and mixed. **Per packet 15c.**

CENTAUREA. Favorites everywhere — wonderful as cut flowers.

Cornflowers, or Bachelor's Buttons (Centaurea cyanus), Double Blue, Double Rose, and Double Mixed. **Packet 10c.**

Sweet Sultans (Centaurea imperialis), rose, white, lavender, yellow, red, and mixed. **Packet 10c.**



NEW POMPON ASTERS
Very fine for cut flowers.

Paul J. Howard's
NEW ANNUAL CANTERBURY BELLS

With this valuable new annual you should be able to have Canterbury Bells in bloom at almost any time of the year. It blooms six months from time of planting of seed, growing 2 to 2½ feet tall, with six to eight spikes of bells, flowering continuously if cut.

Mixed colors containing light blue, dark blue, pink rose, and white. **Packet 25c.**

BLUE BELL. Beautiful Cambridge blue. **Packet 25c.**

MISSION BELL. Clear Pink. **Packet 25c.**

NEW CANTERBURY BELL. WEDDING BELL
See Novelty List

ANGELUS BELL. Beautiful deep rose. **Packet 25c.**

LIBERTY BELL. Intense violet-blue. **Packet 25c.**

CANTERBURY BELLS (*Campanula medium*). Old-fashioned favorite biennials.

SINGLE. White, rose, blue, lilac, and mixed. **Packet 15c.**

DOUBLE. White, rose, blue, and mixed. **Packet 25c.**

CUP AND SAUCER. White, rose, blue, lilac, and mixed. **Packet 25c.**

CELOSIA. Showy summer bedding plants. **Feathered Celosia** (*Celosia plumosa*). Dwarf. Crimson, yellow, and mixed. **Packet 15c.** **Cockscomb.** (*Celosia cristata*). Empress. Dwarf, with very large heads of deep crimson flowers. **Packet 15c.**

CHINESE WOOLFLOWER. The plants grow like the feathered Cockscomb, 2 to 3 feet high, with many branches, each terminated by a large flower head like a ball of woolly yarn. Crimson, Rose, Yellow, and Mixed. **Packet, 15c.**

CHRYSANTHEMUM (Annual). **Painted Daisies.** Bushy plants resembling Marguerites with flowers in many colors, with contrasting zones in the centers. Easily grown and excellent cut flowers.

Tricolor Mixed. Shades of yellow, bronze, scarlet, copper, rose, purple. **Packet 15c.**

Double Annual Chrysanthemums. Effective flowers, and something quite out of the ordinary, very lasting when cut. White, yellow, purple, scarlet, and mixed. **Packet 25c.**

ELDORADO. (New). Large Marguerite-like, bright yellow flowers with a large mahogany center. Very striking, and decorative cut-flowers. **Packet, 15c.**

CHIERANTHUS. Siberian Wallflower. **Chieranthus allioni.** A border or bedding plant with the most dazzling fiery orange blossoms imaginable, borne on spikes about one foot high. **Packet 15c.**



CLARKIA

Paul J. Howard's
PRIZE CINERARIAS

Our prize strains of Cinerarias are without a peer for glorious color and the huge size of their blossoms, which are borne in immense heads above compact, shapely plants. There is no other flower which will so brighten a shady place.

PAUL J. HOWARD'S PRIZE TALL. In addition to our unequalled mixture of gorgeous colors we put up the seed of these in separate color shades. Pink and salmon shades, crimson and red shades, blue shades, and mixed. **Packet 50c.**

PRIZE DWARF. Lower growing than the above. Large flowering. Mixed. **Price 50c per packet.**

STELLATA AND CRUENTA HYBRIDS. Star Cineraria. Profuse clusters of starry flowers on tall growing plants. Splendid in the background. **Price 25c per packet.**

CLARKIA. An easily grown annual becoming very popular for making graceful cut-flower decorations. **Appleblossom, Carmine, Copper-Scarlet, Orange-Scarlet, Scarlet, Purple, White, and mixed. Packet 15c.**

COLEUS. A marvelous strain of these beautiful foliage plants, for pot culture or bedding in spring and summer. The handsome leaves are marked with the richest colors imaginable. Ours is a superior mixture selected from the finest types and colors. **Packet 50c.** **Rainbow Mixture. Packet 25c.**

COSMOS

For early summer flowering or for planting in fall for winter flowering choose early varieties. The late varieties make larger plants before blooming and are best for late summer and fall flowering.

EARLY MAMMOTH. Fine large flowers, crimson, pink, white, or mixed. **Packet 10c.**

EXTRA EARLY DOUBLE. Crimson, pink, white, mixed. **Packet 25c.**

LADY LENNOX. Late: Pink and white. **Packet 10c.**

PERFECTION GIANT. Late: Crimson or mixed. **Packet 10c.**

KLONDYKE. Bright orange. **Packet 15c.**

LATE DOUBLE CRESTED. Pink, crimson, white, and mixed. **Packet 25c.**

NEW COSMOS ORANGE FLARE

See Novelty List

CHINESE FORGET-ME-NOT. (*Cynoglossum*). The dainty branched sprays resemble the true Forget-me-not but are much deeper blue, one of the richest blue flowers we know of. **Packet 15c.**

Pink Cynoglossum. A variety with pretty rosy-pink flowers. **Packet, 15c.**

DIANTHUS HEDDEWIGII. Chinese Pinks. Beautiful large double flowers in a mixture of rich hues of red, rose, pink and white. Mixed colors. **Packet, 15c.**

Splendens. A showy new variety. See Novelties.

DIANTHUS SWEET WIVELSFIELD. A new hardy annual, much like the Sweet William, but flowering sooner after planting. Cut flowers or bedding plants. Mixed. **Packet, 15c.**

DIANTHUS. Annual Sweet Williams. The old fashioned Sweet Williams, with all of their fragrance and bright colors in a new Annual strain. Mixed. **Packet, 15c.**

DIDISCUS. Blue Lace-Flower. The lacy blue blossoms on long stems are popular as cut-flowers. **Packet 15c.**

DIMORPHOTHECA. African Golden Daisy. Showy annuals for bright beds of color. **Packet 10c.**

Golden West. Bright golden yellow. **Packet, 10c.**

Aurantiaca. Rich Orange. **Packet, 10c.**

Salmon Beauty. Soft salmon-pink. **Packet 10c.**

Mixed. All colors. **Packet, 10c.**

GAILLARDIA. (Annual varieties, see perennials for such varieties as Portola, etc.) **Paul J. Howard's Double Gaillardias.** Very fluffy, large double flowers in the richest shades of orange, salmon, rose, scarlet, gold, and yellow, all mixed. **Packet 15c.**

Double Sulfur Yellow. Very showy. **Packet 15c.**

Indian Chief. Single flowers of rich bronzy mahogany. **Packet 15c.**



Bartonia Aurea



Centaurea Imperialis

**Better Seeds
 Are Not
 Obtainable
 Than Those
 Which
 You
 Purchase
 in
 Paul J. Howard's
 Seed Packets.
 Freshly
 Packeted
 in Our
 Own
 Establishment.**



Calliopsis Tall



Cosmos Early Mammoth

GLAUCIUM. Horned Poppy. Strikingly beautiful, large, glistening orange, and orange yellow flowers are produced in profusion on robust plants, 2½ to 3 feet high. They are lasting as cut-flowers. **Packet 25c.**

GODETIA. Becoming increasingly popular for their beauty as cut-flowers.

Tall Double Azalea-flowered. Carmine, crimson, flesh, lavender, rich pink, and mixed. **Packet 15c.**

Dwarf Double. For beds, borders, or pot culture. Pink, salmon, lavender, crimson, and mixed. **Packet 15c.**

SYBIL SHERWOOD. Bright salmon and Cham-ois pink. The petal coloring lighter at edge. **Packet 15c.**

DUKE OF YORK. Rich scarlet on white. **Packet 15c.**

MIXED. Finest tall single varieties. **Packet 15c.**

New GODETIA. DELICATA. See Novelty List.

COMPHERNA. (Globe Amaranth). For bright beds and borders, flowers in round heads resembling a clover bloom, an unusual shade of amaranth-red. **Packet 10c.**

GYPSOPHILA. (Baby's Breath). London market, extra large, pure white flowers. **Packet 15c.**

Elgans Rosea. Pink flowers. **Packet 15c.**

HELICHRYSUM. (Strawflowers). Large double flowers on tall plants, prized for everlasting bouquets. Crimson, rose, carmine, purple, and mixed. **Packet 15c.**

KOCHIA. Summer Cypress. Bright green plants resembling a compact Arborvitae, turning bright red in fall. Makes a splendid close-clipped hedge for the spring and summer season. **Packet, 10c.**

ORNAMENTAL GOURDS

Bright showy colored fruits used as table decorations in dishes etc. Very easily grown, requiring a trellis or frame for the vines to climb on.

We have the following varieties in separate packets.

TURKS TURBAN. A bright red-Orange fruit crowned with a Turkish turban of green striped cream.

ACORN. Large Ornamental. Yellow.

CALABASH. Pipe Gourd.

DIPPER. Used for dippers and birds nests.

PEAR. Striped yellow and green.

DISH CLOTH or BATH SPONGE.

WHITE EGG. Egg shaped.

SPOON. Ball shaped, slender neck.

BOTTLE. (Miniature)

WARTED. All shapes mixed.

SMALL VARIETIES MIXED.

LARGE VARIETIES MIXED. Price of all Varieties. **Packet 15c.**

Paul J. Howard's New Improved

Giant Imperial LARKSPUR

This is a new and distinctly improved type of double larkspur which sends out long spikes of double blooms directly from the base of the plant. This base-branching habit makes them ideal for cut-flower purposes.

BLUE BELL. A most desirable new color, like Delphinium belladonna. See novelty list.

BLUE SPIRE. Bright Oxford Blue.

CARMINE KING. Deep carmine-rose.

DAINTINESS. Delicate lavender.

EXQUISITE PINK IMPROVED. Soft pink shaded salmon.

EXQUISITE ROSE. Lovely rose-pink.

GLORIA. Pure, deep rose. A very rich color.

LILAC SPIRE. Lilac.

MISS CALIFORNIA. Deep pink shaded salmon.

PEACHBLOSSOM. A very delicate clear light pink.

WHITE SPIRE. Dazzling pure white. The whitest of all larkspur. Mixed—all colors.

Price of any of the above Larkspurs:
5 Pkts. for \$1.00, per pkt., 25c

DOUBLE STOCK-FLOWERED LARKSPUR. A favorite type with long sprays of double flowers. Dark Blue, Sky Blue, Rose, Salmon-pink, Pink, Lilac, Rosy-scarlet, Lustrous Carmine, White, and mixed. 6 Pkts. 75c; per packet 15c.

LAYIA elegans. (Tidy Tips). One of California's most dainty wildflowers. Yellow daisy flowers with white-tipped petals. **Packet 25c.**

LINARIA Maroccana. (Wild Snapdragon).

A pretty annual for bedding or cutting, growing like a Larkspur, in a wide variety of bright colors. Mixed. **Packet 15c; ounce 50c.**

Linaria. Fairy Bouquet. Compact larger flowering type. **Packet 25c.**

LUPINES. Paul J. Howard's New Giant

King Lupines, with enormous spikes of beautiful large flowers, on bushes three to four feet tall. A lovely garden plant, and perfect for cutting. **King Blue.** Rich oxford blue. **King White.** Glistening pure white. **Mixed,** including rose, white, sky blue, and dark blue. **Packet 25c.**

LUPINUS NANUS. The bright blue, dwarf California Lupin. **Packet 10c; 1 lb. \$3.00.**

LINUM. Flax. Brilliant and attractive annuals of long life, with flowers profusely produced on wiry stems.

Linum grandiflorum caeruleum. Blue Flax. **Packet, 15c.**

Linum grandiflorum rubrum. Scarlet Flax. Bright red flowers; when sown with California Poppies it makes a striking effect. **Packet, 10c.**

LOBELIA

For borders and low edgings of deep blue there is nothing that equals the Lobelias, which are always covered with flowers from early spring until frost. The trailing kinds are beautiful hanging basket, window box and pot plants.

LOBELIA COMPACTA CRYSTAL PALACE. Rich dark blue, dark foliage. **Packet, 15c.**

LOBELIA COMPACTA EMPEROR WILLIAM. Bright cornflower blue, light green foliage. **Packet, 15c.**

LOBELIA COMPACTA MRS. CLIBRAN. Bright blue with white eye, green foliage. A very desirable variety. **Packet, 15c.**

LOBELIA PENDULA HAMBURGIA. A graceful trailing type for baskets, boxes and pots. Sky blue, white eye. **Packet, 15c.**

LUNARIA biennis. Silver Moon Pod. Dried branches of pods are used in vases for interior decoration. **Packet 15c.**

Ruddy Moon Pod. Pods are red. **Packet 15c.**

MARIGOLDS

The many types and variety of brilliant shades of yellow, orange and russet and the ease of culture and freedom of bloom make the Marigolds one of our most useful garden flowers.

FRENCH MARIGOLDS. These are the smaller flowering types.

DWARF DIADEM. Showy single flowers, mahogany red edged gold. **Packet 15c.**

DWARF LEGION OF HONOR. Single, golden yellow marked with brown at the base of each petal. **Packet 10c.**

DWARF GOLDEN BALL. Double, golden yellow flowers. **Packet 15c.**

DWARF DOUBLE MIXED. All shades of yellow and brown. **Packet 10c.**

DWARF LEMON BALL. Plants of the same compact rounded habit as Golden Ball, with soft lemon yellow flowers. Both colors makes beautiful bed, edging, or pot plants. **Packet, 15c.**

TALL DOUBLE MIXED. All shades. **Packet 10c.**
Price of any of the above, 10c per packet

Paul J. Howard's

ALL-DOUBLE AFRICAN MARIGOLDS

This is a decidedly superior strain of the tall African Marigolds, producing the highest percentage of large, perfectly double flowers. **All-Double Orange; All-Double Yellow Packet 25c**

DWARF DOUBLE AFRICAN MARIGOLDS. A compact growing type, orange or yellow. **Packet 10c.**

TALL AFRICAN MARIGOLD. Mixed. A select strain. **Packet 10c.**

MARIGOLD GUINEA GOLD. A beautiful new type of pyramidal habit 2 to 2½ feet high, producing flowers smaller than the African with double ruffled graceful petalage. A valuable cut-flower. **Packet 15c.**

New MARIGOLD. DIXIE SUNSHINE.

New MARIGOLD. GOLDEN EMBLEM.
See Novelty List

MINIATURE MARIGOLD

TAGETES SIGNATA PUMILA. Very compact, bushy little plants, one of our best summer and fall flowering borders, literally covered with little-star shaped bright yellow flowers. **Pkt. 15c.**

MATTHIOLA Bicornis. (Evening Scented Stock). Deliciously fragrant lilac colored flowers. **Packet 15c.**

MIGNONETTE. Prized for its fragrance. Ours are the finest florists strain, for cut flowers.

Machet Golden. Rich yellow. **Packet 15c.**

Machet Goliath. Large red spikes. **Packet 15c**

New York Market. Unusually large spikes of bloom, creamy white and gold. **Packet 15c.**

MIRABILIS (Four o'Clocks). Bushy plants covered with flowers in red, rose, lilac, yellow, and mixed. **Pkt. 10c.**

MYOSOTIS. Forget-Me-Not. They bloom the first year if seed is sown early, in cool, moist situations.

Blue Bird. The finest variety, strong growing, free flowering, shapely and of the richest deep blue. **Packet, 25c.**

Alpestris. Royal Blue. **Packet, 15c.**

NEMESIA strumosa suttoni. A brilliant flowered low-growing bedding subject. Paul J. Howard's large flowered hybrids, containing beautiful shades of red, rose, orange, and yellow. The flowers remind one of little Snapdragons. **Packet 25c.**

Nemesia Blue Gem. A compact bedding or border type with small blue flowers in profusion. **Packet 25c.**

NEMOPHILA. Baby Blue Eyes. A dainty blue flower native to California. Sow the seed over bulb beds, as a ground cover, or in borders. **Packet 10c; 1 ounce 35c.**

NASTURTIUMS

DWARF TYPE

Compact plants with large blossoms, the best for bedding.

AURORA. Terra cotta.

CLOTH OF GOLD. Fiery red, golden leaved.

EMPRESS OF INDIA. Dark scarlet, bronze leaves.

CRYSTAL PALACE GEM. Yellow spotted maroon.

GOLDEN QUEEN. Yellow, golden foliage.

VESUVIUS. Salmon-rose.

MIXED.

6 packets for 50c; 10c per packet; 1 ounce 25c

TALL OR TRAILING TYPE

Indispensable in the garden to cover fences, etc., and for window boxes and pots.

DUNNETT'S ORANGE. A very rich color.

FIREFLY. Yellow spotted red.

GOLDEN QUEEN. Sunflower yellow.

ROSE.

SPITFIRE. Scarlet.

CRIMSON. A deep velvety color.

PAUL J. HOWARD'S TALL MIXED. A special mixture of all of the better colors.

6 packets for 50c; 10c per packet; 1 ounce 25c

Lilliput Nasturtium

LADY CHERRY

Very compact dwarf growing, with small dark leaves and small wine-red flowers. A valuable new border type and for bedding. **Packet 15c.**

DOUBLE NASTURTIUM

NEW GLEAM HYBRIDS. See Novelty List.

New Double Nasturtium. ORANGE GLEAM
See Novelty List

New Double Nasturtium. DWARF GEM MIXTURE
See Novelty List



Dwarf French Marigold—GOLDEN BALL

FLOWER SEEDS—ANNUALS

NICOTIANA. Sweet Scented Tobacco. An easily grown plant with large leaves and tall slender stems covered with star-shaped blossoms, somewhat like petunias. Very free flowering, opening in the afternoon when they are exceedingly fragrant.

Hybrids Mixed. Packet 15c.

Crimson King. Lower growing—bright crimson. Packet 15c.

White. The most fragrant. Packet, 15c.

NIGELLA. Love-in-a-Mist. Pretty blue or white blossoms nestle among the feathery foliage of these bushy plants. An old-fashioned garden annual. Packet 10c.

NOLANA. Chilean Bell-Flower. A low growing, rather spreading plant with Convolvulus—(Morning Glory)—like flowers of a beautiful sky blue with white center. Very showy and fine for rock gardens, hanging baskets etc. Packet, 15c.

OLD FASHIONED GARDEN FLOWERS. A surprise mixture of many kinds of hardy garden annuals which may be sown in the open ground and require very little care. Packet 10c; 1 ounce 25c; 1 lb. \$2.00.

Paul J. Howard's PRIZE PANSIES

Pansies from Paul J. Howard's Prize strain of seed have been sensational wherever shown. The huge size and rich colorings of their blossoms and the length of their stems have given them premier place among Pansies for cut flowers, and the vigor of the plants makes them unequalled for bedding. Realizing that the best flowers can be had only by planting the most carefully selected strains of seed we offer the finest obtainable in each of several types.

PAUL J. HOWARD'S SUPER SWISS GIANTS. This is becoming the most popular of all for show purposes, for gorgeous beds and for use as cut flowers in corsages or bowls. They are of huge size, with long stems, and display a range of color not found in any other type. This is the original true strain, highly improved, not to be compared with ordinary "Swiss Giants" usually offered. Packet 50c.

PAUL J. HOWARD'S GIANTS OF CALIFORNIA. The size of flowers in this fine strain is equal to any produced in Europe; the difference in colorings and shape of the flowers in this American type distinguishes them from the European. They contain a wider range of lighter blues, bronzes, yellows and mahogany shades, and the petals are more of solid colors, while the Swiss types usually have darker center petals, with brighter colored borders. Many gardeners and florists prefer the American types. Packet 50c.

FLOWERLAND BEDDING PANSIES. Although the flowers are not of the huge size of those of our Giant Strains, the color range is very wide and bright, and these bedding pansies are exceedingly free flowering and remain in bloom over an exceptionally long season, making them unexcelled for bright bedding effects. Packet 25c.

SWISS GIANT BLUE. (Thuner Sea). Immense deep blue flowers with blue-black centers. Packet 35c.

SWISS GIANT RED. (Alpenglow). Rich shades of cardinal and garnet. Packet 35c.

SWISS GIANT YELLOW. Rich yellow with dark brown blotches on the lower petals. Packet 35c.

PAUL J. HOWARD'S BRILLIANT BEDDING PANSIES. For beds of solid color their profusion of bloom makes them most desirable.

EMPEROR WILLIAM. Rich metallic blue. Packet 25c.

GOLDEN QUEEN. Brilliant yellow. Packet 25c.

ORANGE KING. Deep orange. Packet 25c.

WHITE QUEEN. Pure white. Packet 25c.

PHLOX

PHLOX DRUMMONDI. Unexcelled for a continuous show of color. Crimson, scarlet, flesh pink, rose, lilac, violet-blue, primrose, white, and mixed. Pkt. 15c; 6 pkts. for 75c. 1 ounce \$1.25.

New PHLOX GIGANTEA
See Novelty List

STAR-PHLOX. Clusters of star-shaped flowers in a wide variety of colors. Plants of same habit as P. drummondii. Finest mixed. Packet, 15c.



ICELAND POPPY

POPPIES

ICELAND POPPY

A lovely type, exceedingly fine for cut-flowers. Now in great demand by florists.

Giant Orange; Pink Shades; All colors mixed; Double Ranunculus flowered. All are exceptionally fine strains with large blossoms. Packet 25c.

DOUBLE-CARNATION FLOWERED POPPY

Very large flowers with fringed petals, on tall growing plants. Mixed colors. Packet 15c.

CALIFORNIA POPPIES

CALIFORNIA POPPY. Ramona. Beautifully frilled flowers of rich coppery gold. Packet, 25c.

CALIFORNIA POPPY. Native orange. Packet 10c; 1 ounce 35c; 1 lb. \$3.00.

CALIFORNIA POPPY NEW HYBRIDS. A mixture of wonderful new shades of orange, salmon, scarlet, yellow, cream, etc., many flowers beautifully frilled. Packet 15c; 1 ounce 75c.

NEW DOUBLE CALIFORNIA POPPIES

Very Striking Flowers of Double and Semi-double Form.

GOLDEN GLORY. A glorious profusion of golden yellow flowers deepened at the center with orange. This is indeed the brightest and showiest of all California Poppies, the glory of the garden. Packet, 25c.

SALMON BEAUTY. Light salmon. Packet, 25c.

DOUBLE ALL COLOR MIXED. Packet, 25c.

SHIRLEY POPPIES

SELECT SHIRLEY. Large poppies in shades of pink and red. Packet 15c; 1 ounce 35c.

AMERICAN LEGION. Brilliant scarlet, large flowers. Packet 15c.

ANNUAL ORIENTAL POPPIES

The gorgeous oriental type poppies, in bright red. Grows 3 feet high. Packet, 15c.

DOUBLE BEGONIA-FLOWERED POPPIES

A new type of Shirley poppy with double and semi-double flowers with beautifully crinkled, crepe-like petals, excellent as cut-flowers.

ELDORADO. A mixture of lovely salmon shades. Packet 15c.

DAZZLER. Orange scarlet. Packet 15c.

SWEET BRIAR. (New) An unusually beautiful shade of wild-rose pink. Packet 25c.

DOUBLE BEGONIA FLOWERED MIXED. Packet, 15c.

NEW DOUBLE CAVALCADE. See Novelty List.

Paul J. Howard's PETUNIAS

IMPROVED STRAINS

To obtain the finest petunia seed, true to type, size and color, requires careful selection and hand pollenization, otherwise the strains will deteriorate and produce many inferior flowers. Paul J. Howard's Petunia Seeds are carefully selected from the finest types of flowers, and represent the most highly improved strains.

BALCONY PETUNIAS. Of trailing habit, especially valuable for window boxes, hanging baskets and pots. Crimson, rose, violet, and mixed. Packet 25c.

PAUL J. HOWARD'S GIANT DOUBLE PETUNIAS. A highly select strain of finest petunias producing an exceptionally high percentage of heavily ruffled and frilled double flowers in the most desirable colors. Packet 50c.

New Double White Petunia. MADONNA.
See Novelty List

NEW DWARF COMPACT PETUNIA

Very compact plants, particularly fine for edgings and pots.

PINK GEM. Rounded plants not over six inches high, smothered with small light pink blossoms. Packet, 25c.

New Dwarf Compact Petunia. ROSE GEM
See Novelty List

FLORIFEROUS BEDDING PETUNIAS

Smaller flowered than the giants, very free flowering, unexcelled for bright bedding effects.

ROSY MORN. Pink with white throat. An improved strain. Packet 15c.

ROSE OF HEAVEN. Bright rose-pink. Packet 15c.

GENERAL DODDS. Bright crimson. Packet 15c.

BLUE BEE. Violet blue, the nearest to a true blue of any petunia. Packet 15c.

NORMA. Deep blue with white star. Quite dwarf and compact. Packet, 25c.

SILVER BLUE. Light blue. Packet 15c.

VIOLACEA. Velvety deep violet. Packet 15c.

SNOW QUEEN. Pure white. Packet 15c.

Collection of 6 Packets of Any of the above 75c

GIANT FRILLED PETUNIAS

GIANTS OF CALIFORNIA. A compact growing strain with very large beautifully ruffled flowers in a wide variety of colors. Packet 35c.

PAUL J. HOWARD'S RUFFLED MAMMOTH. A mixture of rich colors, with darker veined throats. The immense flowers are heavily ruffled and frilled. This is the finest strain of Giant frilled petunias. Packet 50c.

COPPER RED. (Ruffled Mammoth). A beautiful and unusual shade. Packet 50c.

New Ruffled Petunia. MARTHA WASHINGTON
See Novelty List

STEEL BLUE. (Ruffled Mammoth). Powder blue with deeper veinings in throat. Packet 50c.

PINK TRIUMPH. Bright rose-pink, beautifully frilled. Packet, 25c.

PINK RUFFLED MAMMOTH. Rich rose-pink with deeper veined center. Packet 50c.

SCARLET BEAUTY. Large flowered fringed. Packet 25c.

SETTING SUN. Large flowering, single fringed. Dwarf compact habit. Brilliant Coppery rose. Packet 25c.

THEODOSIA. Bright pink with golden throat. A lovely fringed type, excellent for beds, pots and boxes. Packet 25c.

VIOLET FRINGE. Immense velvety violet with fringed edges. Packet 50c.

WHITE BEAUTY. A beautiful snowy white with ruffled edges. Packet 25c.

PORTULACA. A brilliant ground cover for banks and parkways for summer flowering. Single mixed, Pkt. 15c. Double mixed, Pkt. 25c.

PRIMULA

PRIMULA malacoides. Fairy Primrose. A free flowering little annual for shady places. Beautiful mixed with ferns, cinerarias and larger Primroses.

Lilac or Rose, Pkt. 25c.

Princess Mary. An improved larger flower with deeper coloring. Pkt. 50c.

Snow Queen. Pure white. Pkt. 35c.

PAUL J. HOWARD'S ROSEA COMPACTA. Beautifully formed plants, and unusually numerous stems of large deep rose-pink flowers, the whole plant and flower-clusters of pyramidal form, making them particularly desirable for pot culture, or edgings in the partially shaded garden. Packet, 50c.

RHODANTHE. An everlasting flower with bell shaped blossoms in pink and white. Mixed. Pkt. 10c.

SALPIGLOSSIS. Velvet Flower or Painted Tongue. These lovely flowers are coming into great favor for cutting. Paul J. Howard's strain of these lily-like flowers have the richest, velvety colorings and are larger on stronger stems. Golden yellow, velvety red, black, bright blue and gold, violet and gold, rose and gold, scarlet and gold, crimson and gold, brown and gold, or all colors mixed. Pkt. 15c.

SCABIOSA

Pincushion Flower

SCABIOSA GRANDIFLORA. New hybrids, of vastly improved size, form and colors, decidedly superior for cutting. Very easily grown from seed in a sunny bed, in almost any soil. Packet, 15c.

Azure Fairy	Ageratum Blue
Blue Cockade. Bright blue.	Blackish Maroon
Crimson	Salmon Shades
Rose	Peach Blossom Pink
Snow-white	Mixed

SCHIZANTHUS. Butterfly Flower. One of the daintiest flowers imaginable, effective in lightening the effect of taller, heavier planting, and valuable for pot-culture, blooming in a few weeks after sowing.

Paul J. Howard's Giant Flowering Hybrids. An extra select strain containing a perfect blending of amber, carmine, mauve, pink, purple, and rose shades. Pkt. 25c.

STATICE sinuata. Sprays of everlasting flowers much used for drying. Blue, rose, lavender, yellow, and mixed. Pkt. 10c.

STEVIA. Pure white sprays, used for mixing with other flowers as one uses Baby's Breath. Pkt. 15c.

Paul J. Howard's Prize STOCKS

Noted for the high percentage of double blossoms which they produce, Paul J. Howard's Prize Stocks represent the highest selection of this most valuable of winter flowers.

GIANT IMPERIAL OR IMPROVED BISMARCK. An especially desirable class for cut flower purposes producing robust plants, branching freely, with heavy spikes of large double flowers. **Antique Copper, Blood Red, Chamois Rose, Buttercup** (an improvement on Canary Yellow), **Dark Blue, Royal Purple, Golden Rose, Flesh Pink, Lavender, Lilac, Old Rose, Rose, Santa Maria** (a new, superior glistening white) or all colors mixed.

BEAUTY OF NICE STOCKS. A lovely strain of winter-flowering Stocks, with more graceful flower stems, and more compact habit, making them especially fine for bedding effects. **Aurora, cream tinted pink; Canary Yellow; Flesh; Light Blue; Blood Red; Old Rose; Rose Pink;** (a very fine, clear color, not found in any other strain of stocks); **White, and Mixed.** Packet 15c; 6 packets for 75c.

GIANT COLUMN STOCKS. See Novelty List.

VIRGINIA STOCK. An unusually effective low growing annual for borders or for covering bulb beds. Covered with blossoms resembling stocks. White, Rose, Red, and mixed. Pkt. 15c; 1 ounce 50c.

SUNFLOWERS (Helianthus). Excelsior, shades of red, purple and reddish brown. 4 feet. Pkt. 10c.

Double Chrysanthemum Flowered. Large bright yellow. 5 feet. Pkt. 10c.

Russian. Giant flowered, large seeded. Pkt. 10c.

TITHONIA speciosa. Mexican Orange Daisy. Brilliant flame-orange flowers resemble a single Zinnia. Reputed to be one of the flowers of the ancient Aztecs; blooms in fall and is wonderful for Hallowe'en decorations. Plant grows from 5 to 6 feet high, much branched. Pkt. 25c.

PAUL J. HOWARD'S

WINTER FLOWERING SWEET

PEAS

Orchid Type

A superior highly perfected strain of the Winter Spencer type, noted for the large size of its wavy blossoms, the extra number of flowers on each stem, longer stems, clearer colors and fragrance. Paul J. Howard's Orchid Type Sweet Peas are preferred by those who wish to grow the best.

Our list of varieties is chosen from the outstanding novelties and the finest of the older varieties, each we consider the best existing variety of its particular color.

	Pkt.	Ounce
American Beauty. Rich crimson rose	.25	\$1.00
Amethyst. Royal purple	.25	.75
Aviator. Dazzling crimson scarlet	.25	.75
Annie Laurie. Richest tone of pure rose pink	.25	1.00
Blue Bonnet. Best clear deep blue	.25	.75
Cattleya. Rich rosy lilac, waved and ruffled	.25	1.00
Eileen. Rich begonia-rose. Choice novelty	.35	1.50
Eleanor Blue. Light delphinium-blue	.25	1.00
Exposition Pink. Gorgeous rich pink	.25	1.00
Fascination. Salmon rose pink	.25	.75
Fragrance. Mammoth clear lavender	.25	1.00
Glitters. Attractive cerise	.25	.75
Grenadier. Brightest scarlet	.25	.75
Hope. Mammoth pure white. (Black Seed)	.25	.75
Lady Gay. Soft shrimp pink	.25	.75
Lavanda. Large clear pure lavender	.25	1.00
Majestic Rose. Rose pink. Extra-long stems	.25	.75
Othello. Large flowering maroon	.25	.75
Ramona. Luminous coral rose with yellow and pink shadings. Flowers ruffled and duplexed	.35	1.50
SHIRLEY TEMPLE. (New). The flowers are the largest we have ever seen on any Sweet Pea. The color is a rich soft pink, daintily frilled and fluted. Packet, 35c; Ounce, \$2.50.		
Susanna. Rich carmine red	.25	1.00
Valencia. Sunproof orange	.25	.75
White Harmony. Clear pure white. (Black Seed)	.25	.75

Paul J. Howard's Special Mixture Early Flowering, containing nothing but the above unsurpassed varieties. Packet, 25c; Ounce, 75c.

SUMMER FLOWERING SPENCER SWEET PEAS

BARBARA. Fine salmon.
BON-BON. Rich pink and amber.
CATTELEYA QUEEN. Rich rosy mauve.
DAFFODIL. Deep cream.
DEL MONTE. Salmon cerise pink.
DEBUTANTE. Salmon shaded coral.
ELFREDA PEARSON. Large shell pink.
FIRE. Scarlet cerise.
GIANT WHITE. Fine white (black seeded).
HEAVENLY BLUE. Delphinium blue.
LEVIATHAN. Rich maroon.
POWERSCOURT. Clear lavender.
ROSIE. Deep rose pink.
ROYAL PINK. Clear pink.
TANGERINE IMPROVED. Glowing orange.
THE CARDINAL. Poppy scarlet.
MIXED. All colors.

Price of above Sweet Peas: per packet, 15c; 6 packets, 75c; one ounce, 50c.

Two Outstanding Novelties

PREMIER. A fusion of salmon and rose. Packet, 25c.

YOUTH. Large white, pink picotee edge. Packet, 25c.

One ounce of either of the novelties, 75c.

SPECIAL MIXTURE. Superior mixture of above named varieties only. Packet, 15c; one ounce, 50c.

VIOLA. In beds, borders, and marginal plantings the charming Violas display a brilliance of color from late fall till midsummer.

Blue Perfection. Porcelain blue.

White Perfection. Pure white.

Apricot Queen. Orange-apricot.

Lutea splendens. Bright golden yellow.

Primrose Dame. Sulfur yellow.

Mauve Queen. Clear mauve.

Papilio. Light blue, white lower petal.

Papilio Dark. Deep violet. white lower petal.

Per Packet 25c

ZINNIAS

Gold Medal Dahlia Flowered Zinnias

This is the original true strain of this finest of all Zinnias. The mammoth flowers are often 6 inches across and 3 to 4 inches in depth. Similar in shape to a double decorative dahlia.

ELDORADO. Fascinating shades of rose and salmon.

LUMINOSA. Enormous flowers; bright salmon-rose.

GOLDEN DAWN. A distinct and beautiful golden yellow.

OLD GOLD. A mixture of light and dark shades of old gold.

CANARY BIRD. Delicate shade of primrose yellow.

CRIMSON MONARCH. Largest of the red shades.

DREAM. Light and deep lavender.

EXQUISITE. Light rose with a deep rose center.

GIANT ATTRACTION. Brick red.

GOLDEN STATE. Orange-yellow shading to burnt orange.

ILLUMINATION. Brilliant Tyrian rose.

LEMON BEAUTY. Lemon yellow.

OLD ROSE. Soft old rose color.

ORIOLE. Orange and gold.

POLAR BEAR. Pure White.

SCARLET FLAME. Bright scarlet.

Price 25c per packet, 5 packets for \$1.00, 1 ounce \$2.50.

Collection Price: 1 packet each of the above 12 varieties \$2.50.

SPECIAL DAHLIA FLOWERED MIXTURE. Containing all of the above varieties. Price 25c per packet, 1 ounce \$2.50.

DWARF ZINNIAS

These dwarf types are especially fine for bedding, and for cutting they are particularly useful, being adapted to smaller vases than the large flowered type. They are also very pretty mixed with the larger flowered Zinnias.

ZINNIA LILLIPUT. Pretty little Pompon flowers in the following colors: Canary, flesh-pink, orange, scarlet, salmon, rose, white, and mixed. Price 15c per packet, 1 ounce \$1.00.

NEW DWARF PICOTEE ZINNIA

(Delight)

A new type with ruffled and curled petals, each with a beautifully picoted edge, giving a light and dainty appearance.

SALMON-ROSE.

MIXED. Including salmon shades, cream, buff, golden yellow, and lavender. Price 25c per packet, 1 ounce \$3.00.

ZINNIA HAAGEANA. Especially adapted to edgings where they make an effective and gorgeous showing in their many variations of color. Each plant when in bloom is literally covered with flowers. Mixed, all colors.

Price 15c per packet, 1 ounce \$2.00

Seeds of Climbing and Trailing Vines

Quick-covering Vines for Fences, etc.

Australian Pea Vine. 15c

Lathyrus latifolius. 15c

Lathyrus splendens. 25c

Canary Bird Vine. 15c

Cardinal Climber. 15c

Cobaea scandens. 25c

Convolvulus mauritanicus. 25c

Hyacinth Bean. 10c

Hop Vine. Japanese variegated. 10c

Kenilworth Ivy. 15c

Kudzu Vine. 10c

Mina lobata. 25c

Moonflower. 15c

Morning Glory. Japanese fringed mixed. 15c

Morning Glory. Heavenly Blue. 15c

Passiflora edulis. 15c

Gourds. Fancy. 15c

Thunbergia alata. Black Eyed Susan. 10c

Smilax. 15c

Paul J. Howard's Specialties for the Vegetable Garden

Choice newer types and varieties, and novelties for the home garden. Varieties difficult to find in the market, and flavors impossible to duplicate, when grown in your own garden.

TWO NEW ENGLISH BEANS

SCARLET RUNNER PRINCEPS. A most prolific variety, producing large clusters of tender beans. This new bean makes an attractive vine for trellises or to screen unsightly places, as the bright scarlet flowers are very decorative. The beans are delicious in flavor. **Packet, 25c; 1-lb., 75c.**

BROAD WINDSOR BEAN. The Wonder. Similar to the American lima bean but with a richer, marrow-like flavor. Bushy plants, 14-16 inches with pods 12 inches long filled with plump, delicious beans. **Packet, 10c.**

BROCCOLI

ITALIAN SPROUTING. A delicious variety recently introduced from Italy. Forms a green cluster of buds which should be cut before opening, cooked and served buttered in the same manner as Asparagus. Delicious. **Packet, 10c; Oz. \$1.50.**

CABBAGE

NEW EARLY RED. Deep red and remarkably solid. Excellent for Slaw and pickling. **Packet 10c; Oz., 50c.**

CORELESS CARROT

IDEAL. The new coreless Carrot. Quick, vigorous growing with sweet, tender flesh of rich color. The finest variety where quality is the main consideration. **Packet, 10c; Oz., 40c.**



PAUL J. HOWARD'S GARDEN KING TOMATO

CELERIAC

THE TURNIP ROOTED CELERY. Giant Prague. The large smooth root, cooked, has a delicate celery flavor. Used as a vegetable, or sliced cold for a distinctive, delicious salad. **Packet, 10c; Oz., 50c.**

CRESS

CURLED PEPPER CRESS. The crisp, curled leaves make an appetizing garnish, and impart an indescribable piquancy to salads, with crisp lettuce. Sow in shallow drills every two or three weeks, and cut often. **Packet, 10c.**

CUCUMBER

IMPROVED LEMON CUCUMBER. Similar in shape and color to a lemon, this tender cucumber has a flavor unequalled by any other variety. **Packet, 10c.**

JAPANESE CLIMBING. Equal to others in quality, larger in size, and more economical to grow in a small garden by planting near a fence or trellis, where the plant climbs by tendrils, producing very long cucumbers in great quantity. **Packet, 10c.**

ENDIVE

GREEN CURLED. An attractive and appetizing salad-greens for fall and winter months; by repeated sowing a supply may be had the year 'round. Sow in rows, and give plenty of water. **Packet, 10c.**

WALTON MAMMOTH LEEK

An English fancy strain, very large, tender and mild. A delightful addition to lettuce salad; also as a soup vegetable. **Packet, 15c.**

ROMAINE LETTUCE

PARIS WHITE COS. A splendid self-folding variety of leaf-lettuce for salads and soups. Crisp and of delicious nutty flavor. Easily and quickly grown. **Packet, 10c.**

MUSTARD

SOUTHERN GIANT. The true curled-leaf variety of the South. The young plants make delicious greens. **Packet, 10c.**

TURNIP ROOTED PARSLEY

HAMBURG. Fleshly roots for flavorful soups and salads. **Packet, 10c.**

RADISH

EARLY FRENCH BREAKFAST. A new early strain medium sized, olive shaped, very crisp and tender of beautiful scarlet color with white tip. **Packet, 10c; Oz., 20c.**

ROSELLE

QUEENSLAND JELLY PLANT. Easily grown from seed planted in spring when ground is warm. Bushy plants grow from 4 to 5 feet high. The fleshy calyx surrounding the seed pod is used as soon as the flower drops for making jelly, equal to gauva or current. **Packet, 10c; Oz., 50c.**

FRENCH SORREL

FRENCH BROAD LEAF. One of the leafy vegetables which make French Salads so famous for flavor is Sorrel. Thick fleshy leaves of acid taste used either for salad or greens. The true French stock, a perennial of easiest culture giving an abundance of soft, edible leaves. **Packet, 10c.**

SPAGHETTI SQUASH

From Persia comes this remarkable, valuable, and delightful addition to the American garden. Thrives in any ordinary fertile soil. Fruits bright yellow about 8 inches long and will set 5 to 8 to a plant. When fully ripe cook the whole fruit for 20 minutes in boiling water. Cut in half and out comes the spaghetti-like interior. Season with butter and pepper and you have a delicious new dish with rich, marrow flavor. Can be served hot with catsup, or as a cold salad with mayonnaise. The plant may be grown on fence, or without support. **Packet, 25c.**

ENGLISH VEGETABLE-MARROW

PROLIFIC. An extremely delicious squash. Steamed when quite young, or fried like eggplant it is equal to eggplant itself; with richer quality. **Packet, 10c; Oz., 35c.**

TOMATO

Paul J. Howard's Garden King

A wonderful new variety that we thoroughly recommend for the home garden. Of strong growth, producing fruit very early, which are borne in clusters of 6 to 14 on long fruit stem, and are of medium size, bright red, firm fleshed, and wonderful flavor, comparable only to the finest hot-house grown tomatoes. We consider it one of the best. **Packet, 25c.**

YELLOW TOMATO

GARDEN QUEEN. A large yellow tomato, non-acid, of delicious flavor. Ideal for salads, imparting a novel color, as well as flavor. With a little sliced lemon makes excellent preserves. A heavy yielder. **Packet, 15c.**

PEPPER TOMATO

The originator says this fruit resulted from a cross between a Bell Pepper and Tomato, and certainly the flavor combines the two. Egg-shaped fruit, very solid, from 4 to 6 ounces in weight, with a unique spicy taste the pepper flavor added to the tomato. **Packet, 25c.**

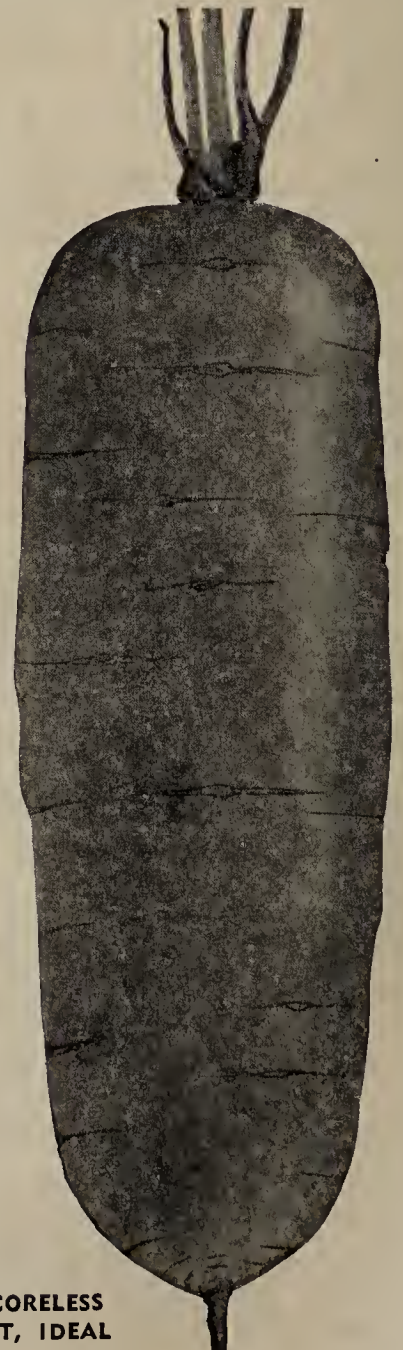
EDIBLE POD PEA

DWARF SUGAR PEA. Unsurpassed for sweetness and flavor, these Edible Pod Peas will bring a luscious new dish to your table. Extraordinarily heavy yielding. Cook without shelling. **Packet, 10c; 1/2 lb., 25c.**

SWEET CORN

NEW EARLY GOLDEN. An early maturing light golden colored table corn maturing earlier than Oregon Evergreen. Ears of extra fine flavor being sweet and tender, qualities not usually found in early corn. **Packet, 10c; 1/2 lb., 25c; 1-lb., 40c.**

Paul J. Howard's Vegetable seeds are all packed at "Flowerland", insuring fresh, quality seed. In addition to our specialties we carry a complete line of the standard garden vegetables, of highest, select, quality.



NEW CORELESS CARROT, IDEAL

DECIDUOUS FRUITS AND NUTS

Paul J. Howard Quality for the Home Garden and Orchard

Extra large, heavy, 4 to 6-foot trees, especially chosen for reliability in growth and bearing.

Prices on all varieties except where noted. Oversize, 4 to 6-foot grade—60c each;

\$5.00 for 10; \$35.00 per 100

ALMONDS

Plant two or more varieties for pollen-ization.

I.X.L. Soft shell medium sized, with plump kernels.

NONPAREIL. Regular bearer of good crops. Nuts of very high quality.

TEXAS PROLIFIC. A very heavy bearer of fine quality, soft-shelled nuts.

APPLES

60c each; \$5.00 for 10; \$40.00 per 100
(Listed in order of ripening)

WINTER BANANA. The name applies to the waxy golden color, not to the flesh, which is crisp with high flavor and aroma. One of the best throughout Southern California. September.

DELICIOUS. Highly flavored beautifully colored red apple, splashed with yellow. November.

YELLOW BELLFLOWER. Large greenish yellow. The leading cooking apple. October.

WHITE WINTER PEARMAN. High quality, crisp yellow-green. November.

TRANSCENDENT CRAB. Heavy bearing, sprightly, subacid flavor. Wonderful for cooking and preserves. August.

APRICOTS

NEWCASTLE. Light yellow, of good quality. May.

ROYAL. The most widely planted variety. A heavy bearer of richly flavored, highly colored fruit. June.

CHERRIES

BING. Very large red cherry, fine for eating fresh or canning.

MORELLO. This is a rich flavored, sour cherry, and succeeds in most sections of Southern California.

FIGS

Figs can be easily raised in almost any section, and are a very valuable fruit for the back yard or orchard.

BLACK MISSION. The leading black variety, fine for eating fresh, canning, or drying.

BROWN TURKEY. A very large, purplish brown fig with red flesh. This is sold extensively on the market, and brings a good price. It is very satisfactory because it is a heavy and certain bearer.

KADOTA. The most popular white fig with pale amber flesh, very rich and sweet.

WHITE ADRIATIC. Large green fig with rich flavored, red flesh.

WHITE GENOA. Large, pear shaped white fig, with finely textured amber pulp. Bears large crops.

NECTARINES

Smooth skinned fruits with very highly flavored crisp flesh.

GOLD MINE. One of the largest and finest Nectarines. Red and yellow skin, with white juicy flesh of excellent flavor. Heavy bearer.

STANWICK. Pale green, with maroon cheek. Flesh white and delicious.

PEARS

BARTLETT. The most popular variety in California, and a large, beautiful fruit of delicious flavor.

WINTER BARTLETT. Popular late variety.

WINTER NELIS. Small russet fruits, with reddish cheeks. Rich, highly flavored.

POMEGRANATE

Ornamental bushy trees, with beautiful scarlet flowers and handsome red fruits. Sometimes used for hedges, especially in desert regions. The flesh around the seeds is very juicy and makes a delightful beverage.

WONDERFUL. Very large, rich crimson fruits. Flesh rich garnet, juicy and highly flavored.

PEACHES

Listed in order of ripening.

BABCOCK. A fine new white-fleshed variety with distinctive, delicious flavor, very juicy. The medium sized fruits are almost as smooth as a nectarine of a beautiful deep red color. Especially valuable for its regularity of bearing heavy crops, and for the remarkable keeping quality of the fruits. Early June. Each 70c; 10 for \$6.00.

C. O. SMITH. A richly flavored white peach of the same parentage as Babcock, with the same reliability. Fruits larger than Babcock and a week later. Each 70c; 10 for \$6.00.

EARLY IMPERIAL. For an early peach, this is the best, ripening in late June. Yellow freestone of rich flavor.

EARLY CRAWFORD. A good early variety for home gardens, freestone, rich yellow, ripens in late July.

LUKENS HONEY. The most delicious white peach we know, and for home use it is unexcelled. The skin is white, with a pink cheek; the flesh is white, juicy and very sweet, with a delightful flavor. August.

J. H. HALE. The best yellow freestone for home use. Fruit very large, rich yellow in color with a red cheek, and yellow flesh. Firm, yet tender, juicy and sweet. Excellent for canning and delicious when fresh. Ripens in August.

ELBERTA. One of the most widely known yellow freestones, of excellent quality. August.

SALWAY. The most popular late yellow peach. September.

MILLER'S LATE. Fine quality, late yellow peach, sweet and richly flavored. November.

CLINGSTONE PEACHES

WHITE HEATH. The finest home canning peach. Large, creamy white, delicious. September.

PHILLIPS. Large, yellow, with pointed end. Fine canning variety. September.

PLUMS

CLIMAX. Large, heart-shaped, cherry-red. Juicy and delicious. June.

BURBANK. Heavy bearer. Red and yellow with yellow flesh. Late June.

SATSUMA. Large firm, and deep red from skin to pit. Late July.

RED ROSA. A new plum, similar to Santa Rosa but a month earlier. Purplish red. Late July.

WICKSON. Large, yellow, with red cheek. August.

GREEN GAGE. Yellowish green, rich, juicy and sweet. Late August.

SANTA ROSA. A large oval fruit of a purplish-maroon color, with amber flesh. Late August.

DAMSON. A tart, small plum, dark blue, popular for culinary use. August-September.

BECKY SMITH. Large, round, yellowish-red. Wonderful flavor, and ripens after all others are gone. Late September.

PRUNES

60c each; \$5.00 for 10; \$40.00 per 100

FRENCH IMPROVED. The leading California prune for drying.

PERSIMMONS

HACHIYA. The leading commercial variety and a large oblong fruit of high quality. The flesh is sweet and rich, and practically seedless. Price \$1.00 each.

PECANS

Very fine for shade, and becoming increasingly planted in Southern California for the wonderful crops of the finest nuts.

CALORO. For commercial and home use in the coastal regions, and San Fernando Valley, as well as in interior districts, producing heavy crops of nuts equal to the best Texan Pecans.

BURKETT. One of the best for California and Arizona, large almost round nuts very thin shelled.

SCHLEY. Very large nuts, of exceptional quality. One of the leading varieties in the Commercial districts and a fine home variety.

Prices of Pecans

Trees will be pruned back for planting, unless ordered otherwise.

Heavy two-year old trees, 8 to 10 feet high, 1 inch caliper \$2.00 each; \$17.50 for 10.

6 to 8 feet high, 5/8 to 3/4 inch caliper \$1.50 each; \$12.50 for 10.

QUINCE

The Quince forms an ornamental bush or small tree, and the fruit makes wonderful preserves.

PINEAPPLE. Very aromatic, large and smooth, of fine quality.

ORANGE. Large fruits of deep yellow color.

WALNUTS

Prices: 10 to 12 foot trees, \$2.00 each
6 to 8 foot trees \$1.10 each; \$10.00 for 10

PLACENTIA. The most profitable and popular walnut in Southern California. Kernels are plump, full white meated, and of excellent flavor and quality.

EUREKA. Very large, long nuts of highest quality. Valuable because it blooms later, avoiding frosts.

GRAPES AND BERRIES

Western or Sweet Grapes—25c each;
\$2.00 for 10; \$10.00 per 100

BLACK HAMBURG. Jet black, round, sweet, juicy. A fine trellis grape.

BLACK MOROCCO. One of the largest of all grapes, ripening in late fall. Large bunches of sweet, crisp berries.

RIBIER. Very large, crisp and delicious, black.

ROSE OF PERU. Large, round, black grape. Popular for growing on trellis.

MUSCAT. Very sweet, late white.

THOMPSON SEEDLESS.

TOKAY. The leading red table grape. Hardy Eastern Grapes, 30c each; \$2.50 for 10

CONCORD. Black.

NIAGARA. Best green.

BLACKBERRIES

15c each; \$1.25 for 10; \$8.00 per 100
CRANDALL. Very early, productive, large, firm and sweet.

Kosmo Blackberry

A new berry of the very finest quality, large, sweet, juicy, and with such few seeds that they are hardly noticed. Most delicious for eating fresh and in pies and preserves. Bears two heavy crops.

25c each; \$2.00 for 10;
\$15.00 per 100

LOGANBERRY. 15c each; \$1.25 for 10; \$8.00 for 100.

THORNLESS LOGANBERRY. All of the fine quality and free bearing habit and delicious flavor, without any thorns.

35c each; \$2.50 for 10; \$20.00 per 100

YOUNGBERRY. 15c each; \$1.25 for 10; \$8.00 per 100.

RASPBERRIES

15c each; \$1.25 for 10; \$8.00 per 100
CUTHBERT. Deep red, large and firm.
CUMBERLAND BLACK CAP. Delicious jet-black berries, sweet and juicy. 20c each; 10 for \$1.50.

STRAWBERRIES

BLAKEMORE. Beautiful large bright red berries firm and of good quality.

CAROLINA. (Missionary) A very heavy producer.

PROGRESSIVE. Most nearly everbearing of all Strawberries. Very rich flavored.

Prices on all Strawberries: 25 for 50c; 100 for \$1.50; 1000 for \$10.00.

The New Boysen Berry

A cross between a Blackberry and either the Loganberry or Raspberry, which has resulted in a delightfully flavored new berry of huge size. The taste is more like the Blackberry with a suggestion of Raspberry flavor. We believe this will rival the popularity of the Youngberry. Whether eaten fresh, or canned, made into pies, preserves, in any form which berries are used you will agree it is one of the most delicious things you have ever eaten.

One-year transplants, 3 for \$1.00; 10 for \$2.50; 100 for \$20.00

Strong rooted tips, 4 for \$1.00; 10 for \$2.00; 100 for \$15.00.

(Write for prices on larger quantities)

Paul J. Howard's Planting Guide for Spring and Summer

PLANT SEEDS OF	Feb.	Mar.	April	May	June	July	Aug.
Acroclium	X	X					
Ageratum	X	X	X	X			
Alyssum	X	X	X				
Amaranthus			X	X			
Antirrhinum (Snapdragon)	X	X					
Aquilegia (Columbine)					X	X	X
Arctotis	X	X	X				
Aster		X	X	X			
Balsam		X	X	X	X		
Bellis Perennis (English Daisy)	X					X	X
Calceolaria							X
Calendula	X						X
Calliopsis		X	X	X			
Candytuft		X	X	X	X		
Carnation	X	X	X	X	X	X	X
Celosia (Cocks- comb)			X	X			
Centaurea	X	X	X	X	X	X	X
Clarkia	X						
Chrysanthemum (Annual)	X	X					
Cineraria							X
Coreopsis	X						X
Cosmos		X	X	X	X	X	X
Daisies		X				X	X
Delphinium	X					X	X
Godetia	X						
Gypsophila	X	X					
Helechrysum		X	X	X			
Hunnemannia		X	X	X			
Larkspur	X	X					
Linum	X	X	X				
Lobelia	X	X					
Marigold	X	X	X	X	X	X	
Mignonette	X	X	X				
Mina Lobata			X	X			
Nasturtium	X	X	X	X	X	X	
Nemesia	X	X					
Nicotiana	X	X	X	X	X		
Nigella	X	X					
Pansy						X	X
Pentstemon	X	X				X	X
Petunia	X	X	X				
Phlox	X	X	X	X	X	X	X
Poppies	X	X					
Portulaca			X	X	X	X	
Primula				X	X	X	X
Salpiglossis		X	X	X	X		
Salvia	X	X	X	X			
Scabiosa	X	X	X	X			
Shasta Daisies	X		X	X			
Statice	X		X	X			
Stocks							X
Sunflowers		X	X	X			

SEEDS OF	Feb.	Mar.	April	May	June	July	Aug.
Sweet Peas	X	X	X	X			X
Verbena	X	X	X	X	X	X	
Viola						X	X
Wallflowers	X	X			X	X	X
Zinnias	X	X	X	X	X	X	

PLANTS OF	Feb.	Mar.	April	May	June	July	Aug.
Asters			X	X	X	X	X
Begonia	X	X	X	X			X
Calendula	X						
Candytuft	X	X					
Canterbury Bells	X	X	X	X			
Carnation	X	X	X	X			
Chrysanthemums				X	X	X	
Columbine	X	X	X				
Coreopsis	X	X	X	X	X		X
Daisies	X	X	X				
Delphinium	X	X	X	X	X	X	
Eupatorium	X	X	X	X	X		
Fuchsia	X	X	X	X	X	X	X
Gaillardia	X	X	X	X	X		X
Geum	X	X	X	X		X	
Gerbera	X	X	X	X	X	X	X
Heliotrope		X	X	X	X	X	X
Helenium	X	X	X	X			
Hollyhock	X	X	X	X			
Iris—German	X	X			X	X	X
Lobelia		X	X	X			
Marguerite	X	X	X	X	X	X	X
Myosotis	X	X	X	X			X
Pansies	X	X	X				
Pentstemon	X	X	X	X	X	X	
Petunia			X	X	X	X	X
Phlox	X	X	X	X			
Rosebushes	X	X	X	X	X	X	X
Salpiglossis			X	X	X	X	
Salvia	X	X	X	X	X	X	
Stocks	X						
Verbenas		X	X	X	X	X	
Viola	X	X					
Violets	X	X	X	X	X		
Zinnia		X	X	X	X	X	X

BULBS OF	Feb.	Mar.	April	May	June	July	Aug.
Cannas	X	X	X	X			
Caladium	X	X					
Dahlias			X	X	X		
Gladiolus	X	X	X	X	X		
Montbretia	X	X					
Tigridia	X	X	X				
Tuberous Begonia			X	X	X		
Tuberose	X	X	X	X			

Spring is the time for planting Citrus, Avocados, Cheremoyas, Feijoas, Guavas, Sapotes, and all tropical and sub-tropical fruit trees.

This is also the time to plant all ornamental trees, shrubs, and vines.

PAUL J. HOWARD'S
HORTICULTURAL ESTABLISHMENT
 250 South La Brea Ave., Los Angeles, Calif.
 Telephone WHitney 1141