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HAPPY VALLEY VIOLET FARM

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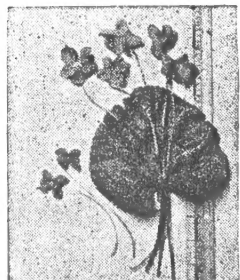
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U. S. Department of Agriculture



"HOME OF THE GIANT VIOLETS"

4150 OLD SAN JOSE ROAD, ROUTE 2
SANTA CRUZ - - - CALIFORNIA

TO A VIOLET

Thou little elf of Flowerdom,
Peeping from thy leafy bed,
Gently kissed by morning dew,
Lift thy dainty little head.

And tell me what far distant dell
First sheltered thee and all thy kind.
Did fairy wings flit over thee
In shimmering dance with hands
entwined?

Did fairy queen bestow on you
To hold in secret bliss,
Her cloak of royal purple hue
And the perfume of her kiss?

Canst hope to hide from mortal eyes
Thy purple velvet sheen,
Nor smother 'neath thy verdant leaves
The perfume of a queen?

Cast off thy shyness, dainty one,
In thy child-like innocence
Thy mantle in our garden spread,
And fill the air with sweet incense.

Teach us to know thy Maker's love,
Who guides each passing shower,
Brings forth the warmth of Spring to
give
Thee strength, each fleeting hour.

Spread Love and Joy into a world
Gone mad with Lust and Greed,
Give Comfort to some weary soul,
And heal some heart in need.

C. R. M.

Happy Valley Violet Farm

(FORMERLY PAWLA'S)

4150 Old San Jose Road, Route 2 - Santa Cruz, California



The Giant Royal Elk

A MONARCH IN ROYAL PURPLE

1.

MAJESTIC IN COLOR AND BEARING. The blossoms grow to 2 inches across with heavy velvet petals. Sturdy stems stand erect 9 to 12 inches tall. Leaves up to 7 inches across, radiant green all year. Fragrant, prolific blooms keep well. Strong plants resist frost and disease; long blooming season; multiply abundantly by sections or seed; obliging; thrive in any good soil, sun or shade. (DON'T LET THEM CROWD) Give plenty of water while blooming.

One plant will cover 1½ sq. ft., and a dozen will make a glorious purple carpet—a sight to behold!

(The blossoms, leaves and roots are medicinal when made into a tea. Blood purifier, relieves tired eyes and reduces inflammation. Also good in a Salad).

One Giant Royal Elk Plant50c
3 plants for \$1.00
1 dozen for \$3.50

2.

ROSINA
ROSE RED

Delightfully Fragrant! Almost ever-blooming, willing and easy to grow, hundreds of perky blooms, a real delight! 6 inch stems; a succession of pretty new little leaves. 25c each, 5 for \$1.00, \$2.00 dozen.

5.

WHITE CZAR

One of largest hardy showy violets. Fragrant very long-stemmed blossoms with orchid spur; blooms early and prolifically; grows in sun or shade; desert or Iceland. 35c each, 3 for \$1.00, \$3.00 dozen,

3.

FASHION OR SWEET
PURPLE

A serene old-fashioned favorite, deserving a space in every garden; for it blooms from September to June, Excellent for ground cover; takes care of itself; fills the air with perfume. Medium size flower of deep violet. 25c each, 5 for \$1.00, \$2.00 dozen.

6.

WILD YELLOW
REDWOOD VIOLET

Dainty lemon yellow blossoms stand well above evergreen clusters of round leaves which creep and root frequently covering a space of a foot or more in diameter. When grown in rock gardens festoon gracefully over the surface. Bloom five months. 25c each, \$2.00 doz.

4.

RED AMERICAN BEAUTY

LARGEST OF REDS. Luminous red with petals of velvet. Stand erect on long stems. Bloom in spring and fall good in any climate. Accommodating, but grow taller in shade—plants 16 to 18 inches tall; heart shaped leaves. A PERFECT VALENTINE. 35c each. 3 for \$1.00, \$3.00 dozen.

7.

DE PARME
DOUBLE - THE PERFUME VIOLET

Blossom extremely fragrant. Lavender, lighter center, full ruffly petals. Grown in France by the tons for perfume. Its lasting fragrance and endurance make it most popular for corsages and bouquets. Long blooming season; blossoms stand 6 inches above small shiny leaves, multiplies rapidly in rich shady soil. 35c each, 3 for \$1.00 \$3.50 dozen.

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8.



PRINCESS OF WALES
IMPROVED - LAVENDER

This violet has a personality and dignity of its own! Growing almost as large as the Elk, it has exquisite silky lavender blossoms, very, very fragrant (even fragrant foliage of soft green), Ideal for corsages. If you love violets, every desire is gratified in this variety. 35c each, 3 for \$1.00.

9. BLUE BIRD
CUSPIDATA

This radiant, clear sky-blue violet stands erect on 6-8 inch stems; soft green leaves; equally beautiful in garden or bouquet. Grows from seed or section, in sun or shade. 25c each, 6 for \$1.00.

10. FREY'S BEAUTY

Flowers of deep purple on medium length stems. This variety has a very compact habit of growth; rich glossy leaves. Not as fragrant as some, but well deserving a spot with other violets 25c each, 5 for \$1.00.

11. LOVELY BIRD'S FOOT

Alert as a robin! Comes in colors varying from true violet to wisteria violet or paler. Bloom from spring on into summer. Leaves resembling a bird's foot. 8-10 blossoms on one tiny plant. Very attractive and unusual. Prefers sun and sandy soil. 35c each, 3 for \$1.00.

12. TWO-TONE BIRD'S FOOT
BUNNY VIOLET

IDEAL EASTER GIFT

Two long pointed upper petals of deep velvety purple stand erect above the three rounded lower petals of lilac hue which are penciled with deeper markings. Just like a saucy Easter Bunny greeting the world—a promising message of cheer. Also likes sun and sandy soil. 50c each.

13. AVALON

Deep purple, large sized blooms with long stems. Favored commercially because of hardy strong growth, productivity, and keeping quality. Luminous green foliage. Grows prolifically with little or no care. 25c each, 5 for \$1.00.

14. LE LILAS

A demure fragrant blossom of dainty lilac with white center. An early and profuse blooming season lasting nine months. Very easily grown. 35c each, 3 for \$1.00.

15. WHITE PALUSTRIS

Strong good-sized plant with pure white petals—short tracings of dark purple on three lower petals. Stems 4-6 inches. Blooms early, 35c each, 3 for \$1.00.

16. LADY DONNA

Fragrant lilac hued violet on long bluish stems. Lovely large soft green leaves. A pleasure to grow—takes so little care. 35c each, 3 for \$1.00.

17. WILD RED AND WHITE
OREGON

"Two-Eyed Violet"

Two demure eyes on the side petals cast irresistible shy upward glances. Lower center petals of white is gaily penciled with purple lines, and the two upper petals are gay with a tinting of deep maroon which shows through from the back. Bloom in clusters on stems 6-12 inches high from early spring well into August. 25c each, \$2.00 dozen.

18. RIVINIANA ALPINE

The Daintiest of All! It's rosy-dawn blossoms lasting all through the spring and summer months prove most satisfactory. A lovely splash of color in rock gardens. And its adorable foliage makes a cheery potted plant. 35c each, 3 for \$1.00, \$3.50 dozen.

19. PRINCESS MARY

A beautiful semi-double mauve violet, cupping a tiny double violet in the center. Fragrant, blooms twice a year; runner variety. 50c each, 3 for \$1.00.

20. TRUE MEDERA ALPINE

An abundant fragrant bloomer; petals shaded from snowy white at center to delicate purple. Low, compact plant of rapid growth. 25c each, 5 for \$1.00.

21. PRINCE OF WALES

Similar to Princess of Wales in color, fragrance and habits, but somewhat smaller. 25c each.

22. PRICEANA OR BUTTERFLY

Known in southern gardens as "the confederate violet" because of its coloring—glistening silvery white shading into cadet blue at center with deep lines radiating to outer edge of petals. Hardy; blooms profusely; multiplies abundantly. Tuberous-like root. 35c each, 3 for \$1.00, \$3.50 dozen.

23. MT. RAINIER ROSEA
SILVESTRIS

Serene orderly plant; medium size blossom of wisteria shading to deep mulberry with two white tracings on lower petal. Stems 4-5 inches. Its delightful fragrance and long blooming season more than justify it a place in every garden. Compact habit makes it good for low borders or potted plants. 35c each, 3 for \$1.00.

24. IMAGINATION
EMARGINATA

It takes a vivid imagination to believe this plant, with its tall narrow sentinel-like leaves, can possibly be a violet plant! But all doubt is cleared away by the appearance of the many sky blue blossoms standing proud and high. Long season. Ideal for neat border. Prefers sun. 35c each, 3 for \$1.00.

25. SWISS VIOLET
BLUE-PAPILIONACEA

Outer margin of deep blue; beautiful markings radiating from light greenish yellow eye which is surrounded by margin of pure white. Tall up-standing clean foliage. 25c each.

26. ROYAL ROBE

Vies with the Royal Elk in sturdy size and beauty. The majestic poise of the large deep purple blossoms on strong stems makes it outstanding. 50c each, 3 for \$1.00, \$3.50 doz.

27. GOLD OF PACIFIC
PEDUNCULATA

Most prized of all yellow violets. Large petals $\frac{1}{2}$ to $\frac{3}{4}$ inch long of golden or pure cadmium yellow. The three lower petals are beautifully veined with deep brown; the two upper are velvety reddish brown on back. Prefers sun. SPRING SHIPPING ONLY. 50c each.

28. BLUE VIOLET
EASTERN

Old-fashioned native of the East. Neat medium size with two blooming seasons a year. Makes nice fragrant bouquets; also good for borders. 35c each, 3 for \$1.00.

29. ENGLISH

Well known fragrant English violet. Has blossoms of light purple with pinkish tinge on strong stems. Stands well above leaves. Many blooms; grows in bunches in sun or shade. 25c each, 5 for \$1.00.

30. PURPLE GEM

In early spring with no warning a mass of tiny purple violets blanket the ground, not even waiting for their leaves! About three weeks later tardy leaves appear and grow into beautiful tall foliage. Then the true large blossoms of lovely purple shoot up on stems 6-9 inches. Plant in shade. Make beautiful bouquets. 35c each, 3 for \$1.00.

31. TALL YELLOW
PUBESCENS

Nine to twelve inch stems are showered with small delicate chrome-yellow blossoms which are pencilled with black. A spot from wonderland in your garden. Float blossoms with leaves for a dainty floral arrangement. 25c each, 5 for \$1.00.

32. PANSY

Indigo blue petals, round and full like a pansy, have orange centers and white pencilings on lower petals. Grows in clumps with innumerable blossoms. 35c each, 3 for \$1.00.

33. MAMMOTH WHITE
SHASTA

The hardiest of all whites, even where other violets cannot withstand cold. Very best pure white. Rampant growers. 35c each, 3 for \$1.00.

34. AUSTRALIA RED

Humble little violet of blush pink shading to deep red in center; lower petal marked with deep red center line. Multiplies with neat runners making it a coveted plant for rock gardens. Fragrant: 35c each, 3 for \$1.00.

35. **EXTRA SPECIAL** Have a real violet garden. Royal Elk, Royal Robe, American Beauty, Riviana Lady Donna.
15 for \$4.00.
3 EACH

PACKING INFORMATION

Your 20% for Packing and Mailing insures a safe trip for your new plants. Each plant is dug, washed thoroughly, packed in the best grade of white sphagnum moss and clean fine excelsior, and wrapped in oiled or parchment paper. Each variety is labeled with a printed slip telling its name.

If possible we always give you an extra plant for HAPPY GARDENS.

Then the plants are boxed, wrapped, sealed and tied; and the printed mailing tag is glued on, ready for its journey.

VIOLET FACTS

"DOUBLE VIOLETS" do not have to be cut back to rest and dry out but should be kept damp in summer. They must be protected in cold places. They will stand light freeze, but NOT hard long spells. Also they can have the water from cow, sheep, or commercial fertilizer poured around their roots but not on their foliage.

* * * * *

CANDIED VIOLET BLOSSOMS

Boil one cup of sugar and one-half cup of water until two threads float from spoon. Have one cup of double violets clean and dry; dip in the syrup and lay on oil paper to dry. Put a few drops of violet coloring in the syrup and use on ice cream, cakes, or in candy.

* * * * *

VIOLETS ARE HARDY. All varieties listed grow with proper care in any climate. In extreme cold they must be covered. Use cold frame or straw mulch. In extreme heat they must be shaded and watered.

Our violets are all field grown; have strong green foliage; good root system.

Remember that violets respond to loving care and gracious unselfish giving.

No other plant in the garden responds more willingly, giving so much pleasurable perfume, such a long blooming season, for so many successive years.

If your Violets do not bloom, perhaps you have planted them in too much shade or in alkaline soil. Try one teaspoon fish meal to two gallons of water poured around but NOT on the plants.

* * * * *

If you have no compost heap, use a good commercial fertilizer such as: 6-9-6 or Gaviota. For sow bugs and pill bugs Destrol is best, KEEP OUT ANTS!

Please indicate a second choice so that we can fill your order promptly.

ORDER BLANK

Name	Number of Plants	Price
		\$
1. Giant Royal Elk		
2. Rosina		
3. Fashion		
4. Red American Beauty		
5. White Czar		
6. Wild Yellow (Redwood Violet)		
7. De Parme (double)		
8. Princess of Wales		
9. Blue Bird		
10. Frey's Beauty		
11. Lovely Bird's Foot		
12. Two-Tone Bird's Foot		
13. Avalon		
14. Le Lilas		
15. White Palustris		
16. Lady Donna		
17. Wild Red and White (Oregon)		
18. Riviniana Alpine		
19. Princess Mary		
20. True Medera Alpine		
21. Prince of Wales		
22. Priceana or Butterfly		
23. Mt. Rainier Rosea		
24. Imagination		
25. Swiss Violet		
26. Royal Robe		
27. Gold of Pacific		
28. Blue Violet (Eastern)		
29. English		
30. Purple Gem		
31. Tall Yellow (pubescens)		
32. Pansy		
33. Mammoth White (Shasta)		
34. Australia Red		
35. Extra Special (3 of each)		

SEE OTHER SIDE FOR SHIPPING AND POSTAGE INSTRUCTIONS

DIRECTIONS FOR ORDERING

Price of violet plants ordered is \$.....

PACKING and MAILING charges:

California add 15% of total cost: \$.....
(This includes sales tax)

States OUTSIDE of California add 20% of total cost \$.....

Canada, Alaska and Islands add 25% of total cost \$.....

Add 10c if you wish order insured \$.....

TOTAL \$.....

CHECK..... M. O.CASH..... amount enclosed to cover order is \$.....

PLEASE BE SURE to include full amount to COVER PACKING and MAILING charges; so your order can go forward WITHOUT DELAY, Please do not send stamps.

PRINT

Name

Street

City State.....



HAPPY VALLEY VIOLET FARM

4150 Old San Jose Road, Route 2 - Santa Cruz, California

SHIPPING INFORMATION

WE ARE NOT RESPONSIBLE IN ANY WAY FOR YOUR RESULTS.

We ship to Alaska, South America, the Hawaiian Islands, and all the U. S. The plants are carefully selected and packed to keep two weeks or more in moss, oil paper, and boxes. If the leaves are yellow, cut them off and follow instructions under VIOLET CULTURE.

All plants are opened for State inspection; so we cannot guarantee that they will reach you in the same condition and packing in which we origin-

ally packed and shipped them. We always ship the best we have.

Your orders will be shipped within ten days unless you give a desired date.

EASTERNERS please give date. (for spring shipping).

We shall enclose your card if you wish the plants sent as a gift.

NO SHIPPING IN AUGUST.

Please enclose 10c if you wish an extra catalog for yourself or friend.

VIOLETS

The earliest mention of the violet is found in an ancient legend, which tells us that the Princess Io, a maid beloved of Jupiter, was changed by him for a time into the form of a cow in order to protect her from the anger of Juno. And to provide Io with fitting food, Jupiter caused myriads of violets to spring up in the surrounding pasture.

And today, too, violets seem to radiate romance. They vie with faded old love letters in their ability to bring back fond and loving memories of years gone by, turning back the pages of Time itself, recalling events that through the haze of years seem half forgotten.

The culture of violets has been continuous for centuries; so it is no wonder they are sometimes referred to as "old fashioned flowers", for many of the varieties have been in existence for a long period of time. However, many of these have been vastly improved in recent years; and today some of the new creations bear little resemblance to their ancestors, being larger in blossom and larger and sturdier stemmed. Various new shadings and markings have been created which, to lovers of violets are intensely interesting.

It is a thrilling hobby to try to find the eighty or more species that are native to North America north of Mexico, and occasionally add one of the 300 species distributed in the Old World and the New. To the vast majority the violet is pictured as an insignificant small purple flower with a sort of heart-shaped leaf. But amazingly there are some for almost every color of the spectrum—white, orchid, lavender, mauve, lilac, blue shades from light silvery through sky-blue to indigo, pink, rose, cerise, maroon, many shades of yellow, deep purple; some two-tones of red and white, gold and brown, two shades of lavender, or yellow and lavender. And there is every conceivable shaped leaf of dif-

ferent shades, texture and size. There are round leaves, saw-edged, leaves cut or cleft into from three to five parts. The methods of propagation are a study of deep interest. Some grow from seeds formed from the large maturing blossoms; some from seeds from small flowers that never open and are self pollinating; some are formed from runners; some from joints; divisions; and root sections; and some grow from a leaf.

For centuries it has played a part in the ancient folklore and medical tradition of many peoples.

"The leaves and flowers can be used both as emollients and as a restorative."

"The flowers are employed for all sorts of internal inflammation."

"Dried violets are useful as a tonic."

"Violet leaves taken as a salad make a good stomachic."

"The leaves may be used as an outward application for inflammation of the eyes."

Violets have been used for generations in the expression of love and gentleness. In a corsage they have enhanced the beauty of many a bright eyed young daughter at graduation exercises, parties, and weddings. Nothing expresses more love and sympathy to a "shut-in" than a bouquet of violets. They are used profusely as a last tribute to many a loved one; and many a hand forever stilled has been born to its final resting place holding a bouquet of violets. Their use is legion, and no flower is so adaptable to the many forms of floral expression as the violet.

DON'T WORRY if the first blossoms are small. Pull them off; and the second will be large. In the fall seed pods come up out of the ground.

In the second season after the plants get well established, you will be amazed at what they really can do.

If you plant a number of varieties, you can have violets blooming all through the year.

THE HOME OF THE GIANT VIOLETS

THE HOME OF THE GIANT VIOLETS

Happy Valley Violet Farm, largest commercial Violet planting in the United States, where our plants are grown, is situated on the old San Jose Road, a beautiful rural section about 10 miles north east of the charming little seaside city of Santa Cruz, California, located on the northern shore of Monterey Bay, approximately 70 miles south of San Francisco. The cool breezes wafting in from the blue Pacific provide a delightful summer climate. Soquel Creek, which flows through our farm is a little mountain stream winding its way through tall groves of giant redwoods, oaks, madrones and sycamores. Here in our meadow, partly in shade and partly in sun, thousands of violet plants thrive and grow to perfection.

VIOLET CULTURE

Most violets accommodate themselves and thrive in sunlight or shade. Their natural food is leaf mould, the mulch of which also protects them in their dormant period.

Violet plants, once established in a garden are hardy plants, and grown under proper conditions, their verdant leaves and exquisite dainty blossoms are a source of delight during many months of the year to garden lovers throughout the world.

When new plants are unpacked, gently remove wrappings, moss, and excelsior (so that no tender shoots will be broken) and immerse the whole plant—leaves and roots into deep water for several hours. While the new plants are absorbing water, dig holes in good mellow damp soil, working several large handfuls of rich leaf mould, preferably oak, into each hole.

A handful of bone-meal and sulphur is excellent plant food. Dig the holes deep enough so that the longest roots can spread out fanwise. Then cover and press the pulverized soil gently around the roots, keeping the crown of the plant level with the soil. If the

soil is dry, fill holes with water and let settle; then cover as above, spreading leaf mould around plant to prevent the soil from drying out.

In the large type of violet it is best to cut back the leaves to about four inches from the crown when newly planted. This will send the vitality down to the roots, and new little leaves will soon appear. If new plants are set out in direct sunlight, they should be shaded for several days until they get a good start. Allow plenty of room especially for the larger ones such as Royal Elk Giant and Royal Robe which under good conditions should have a spread of one and one-half square feet. The smaller type should be planted eight inches apart. Crowding will result in stunted plants and much smaller blossoms as a result.

Soil should be kept well cultivated and free from weeds and pests such as snails, cutworms, sowbugs, etc. (Wood ashes and soot good preventative).

During the blooming period the more the blossoms are picked, the longer the plants will bloom. The more you give away the more will you be repaid.

Through the hot summer months the single violets should be covered with leaf mould, cultivated occasionally, and allowed to rest. Then in September water the plants well, cultivate deeply, and cut off all the old dried leaves. Feed again with good homemade compost or bone-meal and some sulphur added to neutralize the soil, counteract alkalinity, check fungus and disease.

If you wish an abundance of blossoms, keep runners cut off; but if you wish new plants cover the hardest runners with pulverized soil till they root. Then cut them from the mother plant and root in well prepared mixture of leaf mould and pulverized loam, watering till well established.

Violets can be transplanted any time if the leaves are cut back and the plants well shaded and watered.

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32. Pansy		
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35. Extra Special (3 of each)		

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VIOLET Do:

Grow in every climate.
Like plenty of room.
Enjoy plenty of leaf mould.
Grow in part shade.
Need lots of water when blooming.
Bloom longer if picked often.
Thrive on bone-meal twice a year.
Need to rest three months under leaf mould.
Prefer acid soil.
Grow in deep pots.

VIOLETS Do Not:

Like a lot of runners.
Like strong fertilizers.
Thrive in small shallow pots.
Grow well in hard ground.
Like to be watered when resting—just cultivate.
Like unclean surroundings.

Most violets will bloom the same season they are transplanted.
Very seldom do violets mix.

APRIL PRAYER

"Dear Lord, if there be those who doubt
Thy laws—who seeking, bring
Uncertain hearts—Oh, give them, Lord
A garden in the spring!
Let them be witnesses, dear Lord,
To every growing thing.
One can not be a skeptic with
A garden in the spring."

* * * * *

"The violet in her greenwood bower,
Where burchen boughs with hazel
mingle
May boast itself the fairest flower
In glens or copse or forest dingle."
Sir Walter Scott

* * * * *

DAYS TO REMEMBER WITH VIOLETS
Easter, Valentine's, Mother's Day,
Decoration Day, May Day, Birthdays,
Graduation, Wedding Anniversaries.

We do enjoy your personal letters so much, for everyone who loves violets is prectically "kin folk" and we extend a hearty invitation to you to visit our HOME of HAPPY VIOLETS whenever you have the opportunity to be in our vicinity.

Laura A. Carlson
