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62,17

John's

PLANTS SEEDS BULBS

APOPKA, FLORIDA

JOE'S FLORIST SHOP



"YOU ARE A KIND, THOUGHTFUL PERSON -
BUY FLOWERS FOR SOMEONE TODAY!"

LIBRARY RECEIVED
★ OCT 6 - 1953 ★
U. S. Department of Agriculture

Ra

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1 1/2c PAID
APOPKA, FLA.
PERMIT NO. 4
U. S. POSTAGE

RETURN POSTAGE GUARANTEED

ABF OCT. NOV. DEC. '53

PRINTED IN U. S. A.

LOW COST PLANTS AVAILABLE YEAR AROUND

 <p>NEPHTHYTIS (Liberica)</p>	 <p>(Variegata) (Green) PEPEROMIA</p>	 <p>PHILODENDRON (Cordatum)</p>	<p>(Marble Queen) (Aureus) POTHOS (Scindapsus)</p> 	
 <p>CACTUS (Cereus Peruvianus)</p>	 <p>IVY (Hahn)</p>	 <p>IVY (Grape)</p>	 <p>AGAVE (Sisalana) (Decepens)</p>	
 <p>NEANTHE BELLA PALM (Chamaedorea)</p>	 <p>CRASSULA (Aborescens)</p>	 <p>SERRISA (Foetida-Variiegated)</p>	 <p>DRACAENA (Godseffiana)</p>	
 <p>CHINESE EVERGREEN (A. Simplex)</p>	 <p>PLANT COMBINATION</p>	 <p>PODOCARPUS (Maki)</p>	 <p>ARDISIA (Crenulata)</p>	 <p>SANSEVIERIA HAHNII</p>
 <p>PHILODENDRON JOHNSII (Selloum)</p>	 <p>PHILODENDRON PERTUSUM</p>	 <p>SANSEVIERIA ZEYLANICA SANSEVIERIA LAURENTII</p>		
 <p>PHILODENDRON DUBIUM</p>	 <p>PHILODENDRON HASTATUM</p>	 <p>PHILODENDRON MONSTERA</p>		

DESCRIPTION AND PRICES

Jo
PLANTS S

NAME	DESCRIPTION	PAPER POT	CLAY POT	
NEPHTHYTIS —	Large dark green leaves.	2" pot (1 plant)	9c	10c
		2½" pot (2 plants)	18c	20c
		3" pot (3 plants)	25c	29c
VARIEGATED NEPHTHYTIS —	Very colorful, smaller, crinkled leaves.	2" pot (1 plant)	15c	16c
PEPEROMIA —	Many waxy, dark green leaves	2" pot (1 plant)	9c	10c
		2½" pot (2 plants)	18c	20c
		3" pot (3 plants)	25c	29c
VARIEGATED PEPEROMIA —		2" pot (1 plant)	20c	21c
PHILODENDRON —	Number 1 in sales. (Cordatum) (Either long or short vines)	2" pot (1 plant)	9c	10c
		2½" pot (2 plants)	18c	20c
		3" pot (3 plants)	25c	29c
POTHOS AUREUS —	Golden Variegation	2" pot (1 plant)	9c	10c
		3" pot (3 plants)	25c	29c
POTHOS MARBLE QUEEN —	Snowy white variegation.	2" pot (1 plant)	20c	21c
		3" pot (1-3 plants)	35c	39c
CACTUS —	FROM 2-5" tall in special soil.	2" pot (1 plant)	9c	10c
IVY —	Hahn's	2" pot (1 plant)	9c	10c
		2½" pot (2 plants)	18c	20c
IVY —	Grape—Large plant	2½" pot (1 plant)	18c	20c
AGAVES —	Sisalana (Smooth edge) Order either Decepens (Rough edge) or Both.	2" pot (1 plant)	9c	10c
NEANTHE BELLA PALM		2" pot (1 plant)	9c	10c
	"Perfect for Dish Gardens or Growing on." — Likes shade.			
CRASSULA —	Small, bushy and well shaped.	2" pot (1 plant)	9c	10c
		2½" pot (1 plant)	18c	20c
SERRISA —	Very dainty, woody plant with perfect white margined leaves.	2" pot (1 plant)	9c	10c
DRACAENA —	Slender woody plant—Large dark green leaves with white spots.	2½" pot (1 plant)	20c	22c
CHINESE EVERGREEN —	4-6 leaves, 5-8" tall, Barerooted 5-8 leaves, 8-16" tall, 3" pot (1 plant) For Every Use—Soil or Water—Planter or Pot	25c 45c	49c	
ARDISIA —	Woody, compact. Used in Juvenile stage. 5-8 wavy margined leaves.	2" pot (1 plant) 2½" pot (1 plant)	9c 18c	10c 20c
PLANT COMBINATION —	3 pot grown assorted plants frequently varied for best arrangement.	3" pot (3 plants)	25c	29c
PODOCARPUS —	Dark green with light green top growth	2" pot (1 plant)	9c	10c
S. LAURENTII —	(Gold Banded) The Special, 3-5 leaves, 12-20" tall. The Regular, 2-3 leaves, 15-20" tall. The Rosette, 3-5 leaves, 4-8" tall.	} Bare } Rooted. } Roots in } Sphagnum } Moss.	WAX WRAP 18c 15c 15c 9c	
S. ZEYLANICA —	3-4 leaves, 6-10" tall			
S. HAHNII —	The New Patented Rosette. Pot Grown—Excellent Color.			2" pot 2½" pot 1 plant)

LARGE "CUT-LEAF" PHILODENDRONS

P. JOHNSII — featured on back of circular.

P. PERTUSUM — 4-6 leaves, 16-24" tall
This vining beauty is similar to P. Monstera; but has smaller leaves and vines in juvenile stage.

P. DUBIUM — 3-5 leaves, 10-18" tall

P. HASTATUM — 4-6 leaves, 10-15" tall

P. MONSTERRA — 3-4 leaves, 15-24" tall

} 4" Paper Pots } Minimum order of 12 for \$20.

Order an Assortment.

John's SPECIAL AND SEASONABLE PLANTS

Selected Ferns--- 20 Years of Experience Behind Them

			WAX WRAP	PAPER POT	CLAY POT
10c 20c 29c 16c	BOSTON FERN (Compacta)	For a 4" pot	Bare rooted. Roots in	12c	
	TRUE BOSTON FERN (Bostonensis)	For a 3" pot	Sphagnum Moss.	15c	
10c 20c 29c 21c	LACE TABLE FERNS A delicate beauty with golden edged leaves.	Pot grown	2 1/2" pot	20c	22c

ASSORTED Hidden Beauty

Ready Oct 15th to Feb. 15th

Hybrid AMARYLLIS BULBS

You will receive 8 COLOR DISPLAY & DIAGRAM with every

with each order - COUNTER CARD plus "CULTURAL" SHEET 5 Bulbs.

SIZE BY DIAMETER	PRICE EACH
2 1/4" Bulbs	12c
2 1/2" Bulbs	15c
2 3/4" Bulbs	35c

Minimum Order 25 Bulbs

"Heirloom" Planters

Handmade of Real FLORIDA CYPRESS

FREE DISPLAY AIDES!

AS SHOWN HERE

These beautifully grained Planters come complete with Planter and Philodendron (as pictured)

.. PLUS ..

"Christmas" Your orders placed now (for delivery after NOV. 15 will include a Red Satin Bow on each Planter and an exotic, attractive Cypress Knee with each order.

MINIMUM ORDER: 24 assorted planters \$21.60
F.O.B. APOPKA, FLORIDA

Planters are Handmade so Xmas orders must be in by Nov. 10th
(Please give date you want them to arrive)

A Z A L E A S

FOR FORCING KURUME TYPE FOR GROWING ON

	PAPER POT	CLAY POT
Strong bushy plants grown in scientifically prepared soil.	3" pot 25c	29c
	4" pot 45c	50c

The following varieties are available: Hexe, Pink Pearl, Snow, Sweetheart Supreme, Mme. Pericat, Christmas Cheer, Salmon Beauty, Hinodegiri, Coral Bell.

SHIPPED ONLY IN FULL BOXES

Ship us as checked, F.O.B. Apopka, Florida, Express Collect

PLANTS IN WAX PAPER WRAP OR WAXED PAPER POT

Quantity Wanted	Pot Size	Description	Cost Each
_____	2"	NEPHTHYTIS	9c
_____	2"	PEPEROMIA	9c
_____	2"	PHILODENDRON	9c
_____	2"	POTHOS	9c
_____	2"	CACTUS	9c
_____	2"	AGAVE _____ or _____	9c
_____	2"	ARDISIA	9c
_____	2"	SANSEVIERIA HAHNII	12c
_____	2"	POTHOS MARBLE QUEEN	20c
_____	2"	IVY—HAHN'S	9c
_____	2"	CRASSULA	9c
_____	2"	SERRISA	9c
_____	2"	VARIEGATED NEPHTHYTIS	15c
_____	2"	NEANTHE BELLA PALM	9c
_____	2"	VARIEGATED PEPEROMIA	20c
_____	2"	PODOCARPUS	9c
_____	2½"	DRACAENA	20c
_____	2½"	NEPHTHYTIS	18c
_____	2½"	PEPEROMIA	18c
_____	2½"	PHILODENDRON	18c
_____	2½"	LACE TABLE FERN	20c
_____	2½"	SANSEVIERIA HAHNII	20c
_____	2½"	IVY—HAHN'S	18c
_____	2½"	IVY—GRAPE	18c
_____	2½"	ARDISIA	18c
_____	2½"	CRASSULA	18c
_____	3"	NEPHTHYTIS	25c
_____	3"	PEPEROMIA	25c
_____	3"	PHILODENDRON	25c
_____	3"	POTHOS	25c
_____	3"	CHINESE EVERGREEN	45c
_____	3"	PHILODENDRON JOHNSII	60c
_____	3"	PLANT COMBINATION	25c
_____	3"	POTHOS MARBLE QUEEN	35c
_____	4"	PHILODENDRON JOHNSII	1.25
_____	4"	P. MONSTERA	} Minimum 12 plants 20.00
_____	4"	P. DUBIUM	
_____	4"	P. HASTATUM	
_____	4"	P. PERTUSUM	

Quantity Wanted	Description	Cost Each
_____	W TRUE BOSTON	15c
_____	A BOSTON COMPACTA	12c
_____	X	
_____	W	
_____	R CHINESE EVERGREEN	25c
_____	A S. ZEYLANICA	9c
_____	P S. LAURENTII (REGULAR)	15c
_____	E S. LAURENTII (SPECIAL)	18c
_____	D S. LAURENTII (ROSETTE)	15c

YOUR BULB ORDERS

Quantity Wanted	Diameter	Description	Cost Each
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

YOUR AZALEA ORDERS

Quantity Wanted	Pot Paper	Size Clay	Variety	Cost Each
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

FOR GROWING ON

_____	4-5 leaf NEPHTHYTIS	7c
_____	4 leaf PEPEROMIA	7c
_____	4-5 leaf PHILODENDRON	7c
_____	Thous. PHILODENDRON EYES	\$15.00
_____	Thousand POTHOS EYES	\$20.00

CYPRESS WOOD PLANTERS

Assts. of { _____ # 15 Rocking Chairs
 _____ # 16 Wheelbarrows
 _____ 24 planters and plants

\$2160

DETACH ON DOTTED LINE

**PLANTS IN CLAY POTS
 TO BE SHIPPED UNDER SEPARATE COVER.**

Quantity Wanted	Pot Size	Description	Cost Each
_____	2"	NEPHTHYTIS	10c
_____	2"	PEPEROMIA	10c
_____	2"	PHILODENDRON	10c
_____	2"	POTHOS	10c
_____	2"	CACTUS	10c
_____	2"	AGAVE _____ or _____	10c
_____	2"	ARDISIA	10c
_____	2"	SANSEVIERIA HAHNII	14c
_____	2"	POTHOS MARBLE QUEEN	21c
_____	2"	IVY—HAHN'S	10c
_____	2"	CRASSULA	10c
_____	2"	SERRISA	10c
_____	2"	VARIEGATED NEPHTHYTIS	16c
_____	2"	NEANTHE BELLA PALM	10c
_____	2"	VARIEGATED PEPEROMIA	21c
_____	2"	PODOCARPUS	10c
_____	2½"	DRACAENA	22c
_____	2½"	NEPHTHYTIS	20c
_____	2½"	PEPEROMIA	20c
_____	2½"	PHILODENDRON	20c
_____	2½"	SANSEVIERIA HAHNII	22c
_____	2½"	IVY—HAHN'S	20c
_____	2½"	IVY—GRAPE	20c
_____	2½"	ARDISIA	20c
_____	2½"	CRASSULA	20c
_____	2½"	LACE TABLE FERN	22c

Quantity Wanted	Pot Size	Description	Cost Each
_____	3"	NEPHTHYTIS	29c
_____	3"	PEPEROMIA	29c
_____	3"	PHILODENDRON	29c
_____	3"	CHINESE EVERGREEN	49c
_____	3"	PHILODENDRON JOHNSII	65c
_____	3"	PLANT COMBINATION	29c
_____	3"	POTHOS	29c
_____	3"	POTHOS MARBLE QUEEN	39c
_____	4"	PHILODENDRON JOHNSII	\$1.30

Ship to _____

John's

PLANTS SEEDS BULBS
APOPKA • FLORIDA

LIBRARY
RECEIVED
★ OCT 6 - 1953 ★
U. S. Department of Agriculture

*A Special Offer to a
Selected Group of Customers!*

We have especially grown for you:

3,000 3" pot size Plant Combinations

1,500 4" pot size Plant Combinations

Each pot has been planted with selected plants of the more expensive type, well arranged to give height, color composition, and growth characteristics designed to please even the most critical customer.

These items should be shipped in the clay pot, and are further described below:

Item No.	Description	Price Each F.O.B., Apopka.	Packing Units
C-850	<u>PLANT COMBINATION</u> in 3" clay pot.	50¢	25 (Approx. wt. 30 lbs.)
C-880	<u>PLANT COMBINATION</u> in 4" clay pot.	80¢	12 (Approx. wt. 25 lbs.)

Because clay pots need special packing they can only be shipped in the units listed above.

Sincerely,

JOHN'S

John

JOHN'S,
Apopka, Florida.

I am enclosing a check in the amount of \$ _____.

Please ship me: _____ Special PLANT COMBINATIONS, 3" pot size.
 _____ Special PLANT COMBINATIONS, 4" pot size.

Signed: _____

Address _____

(ABF)

the
take
Only
Rem
you

Please Notice: SHIPPING RESTRICTIONS TERMS OF SALE

SHIPPING UNITS AND WEIGHTS:

The below listed shipping units are the result of years of experience and incorporate the best packaging of plants in order to insure the best arrival condition and also take advantage of the best express weight rates.

Only full boxes of potted plants travel well and your ordering should be so based. Remember that small orders boost the prorated express cost per plant and cut into your profits.

<p>Plants wrapped in WAXED PAPER</p> <p>Best shipped in units of:</p> <p>Box of 60 (Approx. wt. 14-19 lbs.)</p> <p>Box of 100 (Approx. wt. 25-35 lbs.)</p> <p>Box of 120 (Approx. wt. 30-38 lbs.)</p>	<p>Plants potted in PAPER POTS</p> <p>Shipped only in the following units but can be assorted as to varieties.</p> <p>2" pots — 60 or 120 to a box (wt. 15 or 28 lbs.)</p> <p>2½" pots — 50 or 75 to a box (wt. 18 or 26 lbs.)</p> <p>3" pots — 50 to a box (wt. 28 lbs.)</p> <p>4" pots — 25 to a box (wt. 28 lbs.)</p>
<p>Plants in CLAY POTS</p> <p>Shipped only in the following units but can be assorted as to varieties</p> <p>2" pots — 50 to a box (Approx. wt. 25 lbs.)</p> <p>2½" pots — 40 to a box (Approx. wt. 33 lbs.)</p> <p>3" pots — 25 to a box (Approx. wt. 30 lbs.)</p> <p>4" pots — 12 to a box (Approx. wt. 19 lbs.)</p>	

TIME OF SHIPMENT: Unless otherwise specified by you, your order will be scheduled for immediate shipment.

TERMS OF SALE: The savings of extra bookkeeping expense and credit losses helps me to maintain my present low prices in the face of increased production costs. Please send check or money order with your order or it will be shipped C.O.D. For those who wish credit I ask for three weeks to communicate with references.

CLAIMS: Every precaution is taken with regard to transit regulations to prevent losses, therefore, in the event of losses due to transit conditions, it is imperative that the consignee file a claim immediately with the carrier.

10% DISCOUNT: I can offer you bigger plants, grown especially for you, at a 10% discount if you order 5,000 or more and if you let me know 60 days in advance of shipping date.

Frankly, I add the 5,000 extra cuttings to my regular production quota and set them aside for you. This eliminates risk and is worth the 10% discount. Production planning is a job and a 5,000 order without advance notice is no saving on my part over an order of 100 or 500.

Let me hear from you as to how I can work with you on this.



STANDING ORDER PLAN

SAVE TIME, MONEY and CORRESPONDENCE

Have weekly or bi-weekly shipments coming in. Don't have too many plants on hand one time and not enough on another. You can always cancel!

Weekly _____
Bi-Weekly _____
Monthly _____

Quantity	Description	Price	From:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Stock Available For GROWING ON —

NEPHTHYTIS	Bare Rooted	4-5 leaves	7c each
PEPEROMIA	Bare Rooted	4-5 leaves	7c each
PHILODENDRON	Bare Rooted	4-5 leaves	7c each

PROPAGATING VINES (For Eyes)

PHILODENDRON—\$15.00 per 1000 eyes. POTHOS—\$20.00 per 1000 eyes.

HERE IS A FOLIAGE PLANT GOOD ENOUGH
TO STAKE OUR NAME AND REPUTATION ON!



PICTURE,
COURTESY OF
BRAZILIAN MINISTER OF AGRICULTURE

Yes, from out of
the rich green
beauty of the
BRAZILIAN
JUNGLES
comes the newest
most fascinating
of all Philodendrons

PHILODENDRON
(Sellow)

JOHNSII



This new-fast-selling
JOHNSII is The "Non-Vining"
Philodendron with large
"Cut-leaves"

It's beautifully balanced erect
growth and dark green color have
captured the Public's desire for
contrasting foliage plants and
structural design in the home and office.

3" paper pot	4-6 leaves, 8-12" tall	60¢
3" CLAY POT		65¢
4" paper pot	5-7 leaves 12-20" tall	\$1.25
4" CLAY POT		\$1.30

(4" Clay pot shipped 12 only to box)