

## **Historic, Archive Document**

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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*

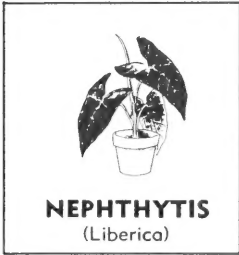
SEC. 562 P.L.&R.  
**1 1/2c PAID**  
**APOPKA, FLA.**  
PERMIT NO. 4  
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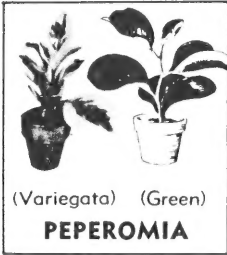
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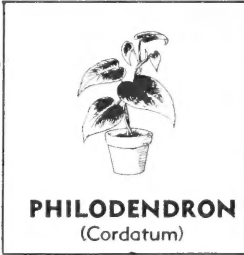
LOW COST PLANTS AVAILABLE YEAR AROUND



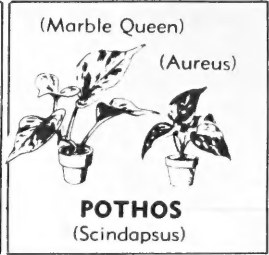
**NEPHTHYTIS**  
(Liberica)



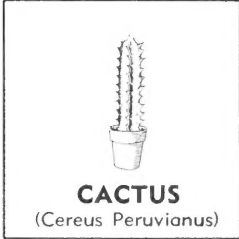
(Variegata) (Green)  
**PEPEROMIA**



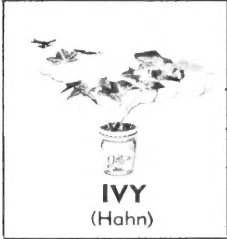
**PHILODENDRON**  
(Cordatum)



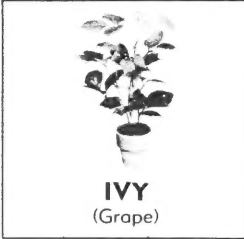
(Marble Queen) (Aureus)  
**POTHOS**  
(Scindapsus)



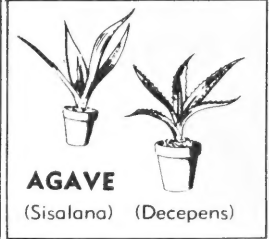
**CACTUS**  
(Cereus Peruvianus)



**IVY**  
(Hahn)



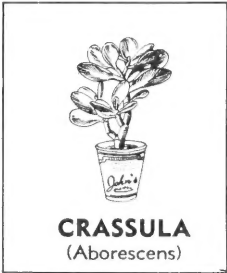
**IVY**  
(Grape)



**AGAVE**  
(Sisalana) (Decepens)



**NEANTHE BELLA PALM**  
(Chamaedorea)



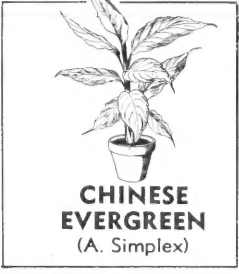
**CRASSULA**  
(Aborescens)



**SERRISA**  
(Foetida-Variegated)



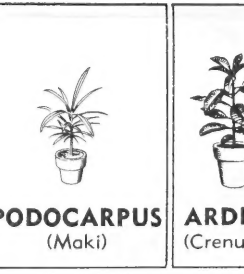
**DRACAENA**  
(Godseffiana)



**CHINESE EVERGREEN**  
(A. Simplex)



**PLANT COMBINATION**



**PODOCARPUS**  
(Maki)



**ARDISIA**  
(Crenulata)



**SANSEVIERIA HAHNII**



**PHILODENDRON JOHNSII**  
(Selloum)



**PHILODENDRON PERTUSUM**

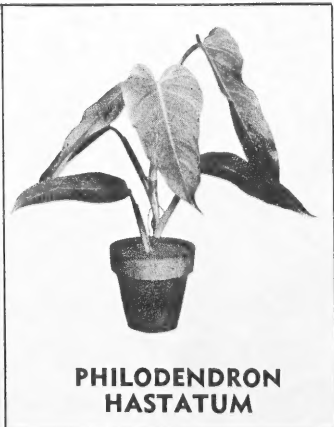


**SANSEVIERIA ZEYLANICA**

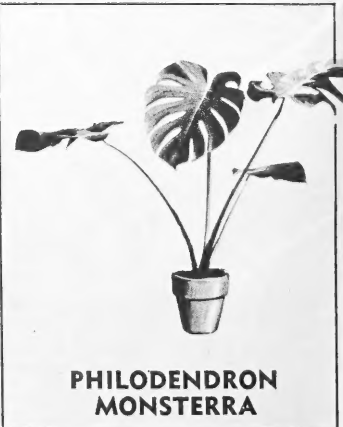
**SANSEVIERIA LAURENTII**



**PHILODENDRON DUBIUM**



**PHILODENDRON HASTATUM**



**PHILODENDRON MONSTERA**



# DESCRIPTION AND PRICES

*Jo*  
PLANTS S  
CLAY POT

NAME	DESCRIPTION	PAPER POT	CLAY POT	
<b>NEPHTHYTIS</b> — Large dark green leaves.		2" pot (1 plant)	9c	10c
		2½" pot (2 plants)	18c	20c
		3" pot (3 plants)	25c	29c
<b>VARIEGATED NEPHTHYTIS</b> —Very colorful, smaller, crinkled leaves.	2" pot (1 plant)	15c	16c	
<b>PEPEROMIA</b> — Many waxey, dark green leaves		2" pot (1 plant)	9c	10c
		2½" pot (2 plants)	18c	20c
		3" pot (3 plants)	25c	29c
<b>VARIEGATED PEPEROMIA</b> —	2" pot (1 plant)	20c	21c	
<b>PHILODENDRON</b> —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
<b>POTHOS AUREUS</b> —Golden Variegation	2" pot (1 plant)	9c	10c	
	3" pot (3 plants)	25c	29c	
<b>POTHOS MARBLE QUEEN</b> — Snowy white variegation.		2" pot (1 plant)	20c	21c
		3" pot (1-3 plants)	35c	39c
<b>CACTUS</b> —FROM 2-5" tall in special soil.	2" pot (1 plant)	9c	10c	
<b>IVY</b> —Hahn's	2" pot (1 plant)	9c	10c	
<b>IVY</b> —Grape—Large plant		2½" pot (2 plants)	18c	20c
		2½" pot (1 plant)	18c	20c
<b>AGAVES</b> —Sisalana (Smooth edge) Order either Decepens (Rough edge) or Both.	2" pot (1 plant)	9c	10c	
		9c	10c	
<b>NEANTHE BELLA PALM</b>	2" pot (1 plant)	9c	10c	
	"Perfect for Dish Gardens or Growing on." — Likes shade.			
<b>CRASSULA</b> —Small, bushy and well shaped.		2" pot (1 plant)	9c	10c
		2½" pot (1 plant)	18c	20c
<b>SERRISA</b> —Very dainty, woody plant with perfect white margined leaves.	2" pot (1 plant)	9c	10c	
<b>DRACAENA</b> —Slender woody plant—Large dark green leaves with white spots.	2½" pot (1 plant)	20c	22c	
<b>CHINESE EVERGREEN</b> —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		Wax Wrap 25c		
		45c	49c	
		45c	49c	
<b>ARDISIA</b> —Woody, compact. Used in Juvenile stage. 5-8 wavy margined leaves.	2" pot (1 plant)	9c	10c	
		2½" pot (1 plant)	18c	20c
<b>PLANT COMBINATION</b> —3 pot grown assorted plants frequently varied for best arrangement.	3" pot (3 plants)	25c	29c	
<b>PODOCARPUS</b> —Dark green with light green top growth	2" pot (1 plant)	9c	10c	
<b>S. LAURENTII</b> —(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.		WAX WRAP		
		Bare	18c	
		Rooted.	15c	
		Roots in Sphagnum Moss.	9c	
<b>S. ZEYLANICA</b> —3-4 leaves, 6-10" tall				
<b>S. HAHNII</b> —The New Patented Rosette. Pot Grown—Excellent Color.	2" pot	12c	14c	
		2½" pot 1 plant)	20c	22c

## 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


Minimum order of 12 — for — \$20.

4" Paper Pots

Order an Assortment.

**John's SPECIAL AND SEASONABLE PLANTS**

PLANTS SEEDS BULBS

	WAX WRAP	PAPER POT	CLAY POT
<b>Selected Ferns--- 20 Years of Experience Behind Them</b>			
<b>BOSTON FERN</b> (Compacta)	For a 4" pot	Bare rooted. Roots in Sphagnum Moss.	12c
<b>TRUE BOSTON FERN</b> (Bostonensis)	For a 3" pot		15c
			
<b>LACE TABLE FERNS</b> A delicate beauty with golden edged leaves.	Pot grown	2 1/2" pot	20c
			22c
			

**ASSORTED**  
*Hidden Beauty*

Ready Oct 15<sup>th</sup> & Feb. 15<sup>th</sup>


## 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



# 66 "Heirloom" Planters 99

## 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. 10<sup>th</sup>  
(Please give date you want them to arrive)

# A Z A L E A S

## KURUME TYPE FOR FORCING FOR GROWING ON



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

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

**SHIPPED ONLY IN FULL BOXES**

OCT. NOV. DEC  
Your 1953

# ORDER FORM

**John's**  
PLANTS SEEDS BULBS  
APOPKA, FLORIDA

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
_____	<b>W</b> TRUE BOSTON	15c
_____	<b>A</b> BOSTON COMPACTA	12c
_____	<b>X</b>	
_____	<b>W</b>	
_____	<b>R</b> CHINESE EVERGREEN	25c
_____	<b>A</b> S. ZEYLANICA	9c
_____	<b>P</b> S. LAURENTII (REGULAR)	15c
_____	<b>E</b> S. LAURENTII (SPECIAL)	18c
_____	<b>D</b> 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	
<b>\$2160</b>	_____	24 planters and plants

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 P.C.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)

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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><b>Plants wrapped in WAXED PAPER</b></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><b>Plants potted in PAPER POTS</b></p> <p>Shipped <b>only</b> 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><b>Plants in CLAY POTS</b></p> <p>Shipped <b>only</b> 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:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

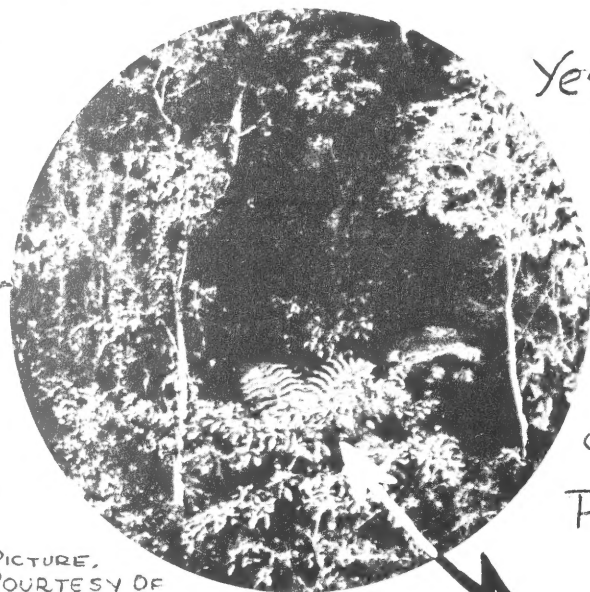
### Stock Available For GROWING ON —

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)