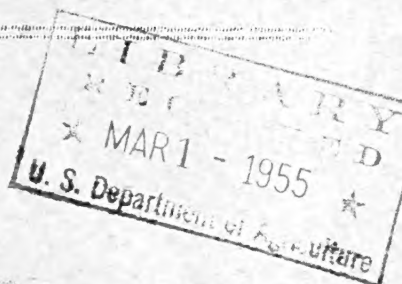


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Be

HAPPY VALLEY

VIOLET FARM



Season

1954-55

4150 OLD SAN JOSE ROAD
 Route 2
 SANTA CRUZ
 CALIFORNIA

Home
 of the
 Giant Violets



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

(4 miles north of Soquel)

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

FIELD GROWN VIOLETS

I

1. GIANT ROYAL ELK--Royal Purple
Majestic in color and bearing. Large blossoms with heavy petals and long sturdy stems. Beautiful, radiant green foliage all year. Fragrant, prolific blooms keep well. Strong plants resist frost and disease; long blooming season; thrive in any good soil, sun or shade.
50¢ each, 3 for \$1.00, \$3.50 doz.

3. FASHION OR SWEET--Purple
A serene old-fashioned favorite. Excellent for ground cover. Fills the air with perfume. Medium size flower of deep violet.
35¢ each, 3 for \$1.00, \$2.00 doz.

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. Ideal for corsages. Soft green foliage. If you love violets, every desire is gratified in this variety.
50¢ each, 3 for \$1.00, \$3.50 doz.

10. FREY'S BEAUTY--Deep Purple--Fragrant
Medium length stems, habit of growing compact, with rich glossy leaves. Well deserving a spot with other violets in your garden.
35¢ each, 3 for \$1.00, \$3.00 doz.

13. AVALON--Purple--Fragrant
Favored commercially because of hardy strong growth, productivity, and keeping quality. Green foliage and grows prolifically with little care.
25¢ each, 5 for \$1.00, \$2.00 doz.

26. ROYAL ROBE--Deep Purple--Fragrant
Almost a twin of the Royal Elk with same sturdy size and beauty. The majestic poise of the large deep purple blossoms on stems makes it outstanding.
50¢ each, 3 for \$1.00, \$3.50 doz.

29. ENGLISH -Light Purple -Fragrant
A well known fragrant English violet. Blossoms of light purple with pinkish tinge on strong stems. Grows in bunches in sun or shade.
35¢ each, 3 for \$1.00, \$3.00 doz.

II

7. DE PARME--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.
50¢ each, 3 for \$1.25, \$4.50 doz.

19. PRINCESS MARY--Blue *out*
A rare type. A beautiful semi-double mauve violet, cupping a tiny double violet in the center. Fragrant, blooms twice a year; runner variety.
50¢ each, 3 for \$1.25, \$4.50 doz.

35. DOUBLE ENGLISH BLUE--Light Purple
The largest of the doubles and very fragrant. Big ruffly blue blossoms make corsages and bouquets to satisfy the most exacting taste. Plant this violet in fertile shady soil and it will richly reward you.
50¢ each, 3 for \$1.25, \$4.50 doz.

36. DOUBLE RUSSIAN--Purple *out*
Rare. A lovely double blue violet. One of the most fragrant.
50¢ each, 3 for \$1.25, \$4.50 doz.

37. LE COMET de BRAZZA--White

The largest fragrant double white violet. It is a fluffy ball of white blossoms. It has big and showy dainty pointed leaves.

50¢ each, 3 for \$1.25, \$4.50 doz.

III

11. LOVELY BIRD'S FOOT- Summer-Purple

This unusual violet has leaves resembling a bird's foot. Blossoms vary in color from true violet to wisteria violet. Eight to ten pansy-like blossoms on one plant. Blossoms from spring into the fall. Very attractive and unusual.

35¢ each, 3 for \$1.00, \$3.00 doz.

12. TWO-TONE BIRD'S FOOT

Purple and Lilac--Not fragrant

Two long pointed upper petals of deep velvety purple stand erect above the three rounded lower petals of lilac blue which are penciled with deeper markings. This is one of the most unusual and beautiful of all violets. Don't miss this one.

50¢ each, 3 for \$1.25, \$4.50 doz.

IV

5. WHITE CZAR--White

A very hardy evergreen violet with pure white fragrant blossoms. Grows in sun or shade. Withstands heat or cold. Very good for ground cover.

35¢ each, 3 for \$1.00, \$3.00 doz.

33. MAMMOTH WHITE--White--Not fragrant

Hardest and largest of all single white violet. Very pure white on long stems. Wonderful for bouquets or corsages. Very hardy and withstands cold.

35¢ each, 3 for \$1.00, \$3.00 doz.

18. RIVINIANA ALPINE--Pink or Blue

The Daintiest of All! Its 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.

35¢ each, 3 for \$1.00, \$3.00 doz.

20. TRUE MEDERA ALPINE--Light blue

An abundant fragrant bloomer with petals shaded from snowy white at center to delicate purple. Low, compact plant of rapid growth.

25¢ each, 5 for \$1.00, \$2.00 doz.

VI

9. BLUE BIRD--Blue

This is a sky blue violet with soft green leaves. Equally beautiful in garden or corsages.

25¢ each, 5 for \$1.00, \$2.00 doz.

14. LE LILAS -Light Blue

A fragrant blossom of dainty lilac with white center. It has an early, profuse and long blooming season. It is also a lovely foliage plant. Exceptionally good for pots or boxes.

35¢ each, 3 for \$1.00, \$3.00 doz.

22. PRICEANA--White and Blue

Not fragrant

Glistening silvery white shading into cadet blue at center with deep lines radiating to outer edge of petals. Hardy; blooms profusely; multiplies abundantly. Tuberos-like root. Sometimes called Persian violet.

35¢ each, 3 for \$1.00, \$3.00 doz.

24. IMAGINATION--Sky Blue--Fragrant ^{out}

It takes a vivid imagination to believe this plant, with its tall narrow sentinel-like leaves, can possibly be a violet plant! It has many beautiful sky blue blossoms. Ideal as a border plant.

35¢ each, 3 for \$1.00, \$3.00 doz.

30. PURPLE GEM--Purple--Not fragrant

Heavenly purple with light pencilled center with long stems make lovely corsages. A very prolific bloomer. Does best in full shade.

35¢ each, 3 for \$1.00, \$3.00 doz.

38. BLUE CZAR--Blue

Very hardy; free blooming; fragrant flowers of clear deep blue. Exceptionally good as a ground cover.

35¢ each, 3 for \$1.00, \$3.00 doz.

23. ROSEA--Pink

Medium size blossoms of wisteria shading to deep mulberry with two white tracings on lower petal. 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.

35¢ each, 3 for \$1.00, \$3.00 doz.

VII

2. ROSINA--Rose Pink

Delightfully fragrant! Almost ever-blooming and willing to grow easily. Attractive evergreen leaves. Best in light shade. This is a fine variety for pot culture.

25¢ each, 5 for \$1.00, \$2.00 doz.

4. RED AMERICAN BEAUTY--Luminous Red

Not fragrant
Luminous red with petals of velvet. Stand erect on long stems. Very free bloomer. This is a very unusual

and beautiful violet. Both the flower and foliage thrive in sun or shade.

35¢ each, 3 for \$1.00, \$3.00 doz.

VIII

6. WILD YELLOW--Redwood Violet

Not fragrant

This is the California 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. A good variety to grow in shady rock gardens.

25¢ each, 5 for \$1.00, \$2.00 doz.

17. RED AND WHITE OREGON

Two-Eyed Violet--Not fragrant

Sometimes called Two-Eyed violet because of the two distinct spots in opposite of the sides of the two central petals.

35¢ each, 3 for \$1.00, \$2.00 doz.

27. GOLD OF PACIFIC--Yellow ^{out}

Not fragrant

Most prized of all yellow violets. Large petals 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. Should be planted so crown of plant is four inches below surface of ground. Planting season November 1 to March 1.

50¢ each, 3 for \$1.25, \$4.50 doz.

31. TALL YELLOW--Chrome Yellow

Not fragrant

Delicate chrome-yellow blossoms, which are penciled with black. This violet probably has the most beautiful foliage of all violets. Plant it in full shade. This one is sure to please you.

35¢ each, 3 for \$1.00, \$3.00 doz.

PACKING AND MAILING CHARGES

California Add 15% of Total Cost
(This includes tax)
Other States Add 20% of Total Cost
Alaska, Canada,
and Islands Add 25% of Total Cost
(Extra charge for airmail)

VIOLET FACTS

"DOUBLE VIOLETS" do not have to be cut back to rest and dry out but runners should be kept cut off. They 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.

VIOLET CULTURE

The culture of violets has been continuous for centuries. Many have been improved in recent years which bear little or no resemblance to their ancestors, being larger and sturdier stemmed.

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.

Before planting violets, prepare your soil, deep, at least twelve inches. Violets do best in slightly acid soil. It is a good practice to dust the soil lightly with sulphur about every six weeks. Mix a tablespoonful of bone meal with the soil in the bottom of the hole where you set the plant. Leaf mould or peat moss should be worked into the soil liberally.

When the plants arrive, if they are fresh and moist, you may dip the roots in water and plant at once. If they seem dry or wilted immerse them, tops and all in a pail of water and let them soak three to twelve hours. Always thorough-

ly soak the ground at once after planting. It is always good to mulch around the plants with two or three inches of leaf mould or peat moss. Violets need rich soil. You may use cow manure if available. If not, use any good commercial fertilizer but be careful not to put it on the foliage, and not closer than three inches to the plant.

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 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.

VIOLETS

Amazingly to note, there are some for almost every color of the spectrum, some two-tones of red and white. There is also every conceivable shaped leaf of different shades, texture and size.

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.

HAPPY VALLEY VIOLET FARM (formerly PAWLA'S)
 4150 Old San Jose Road, Rt. 2, Santa Cruz, California
 4 mi. north of Soquel on Old San Jose Rd. - Ph. 112-W-4

ORDER BLANK

	ea.		per doz.	
1. Giant Royal Elk (purple)	50¢	3/1.00	3.50	\$
2. Rosina (rose pink)	35¢	3 /1.00	3 .00	\$
3. Fashion (purple)	35¢	3 /1.00	3 .00	\$
4. Red American Beauty	35¢	3/1.00	3.00	\$
5. White Czar	35¢	3/1.00	3.00	\$
6. Wild Yellow	25¢	5/1.00	2.00	\$
7. De Parme (double blue)	50¢	3/1.25	4.50	\$
8. Princess of Wales (blue)	50¢	3/1.00	3 .50	\$
10. Frey's Beauty	35¢	3/1.00	3.00	\$
11. Lovely Bird's Foot (summer- purple)	35¢	3/1.00	3.00	\$
12. Two-tone Bird's Foot (purple and lilac)	50¢	3/1.25	4.50	\$
13. Avalon (purple)	25¢	5/1.00	2.00	\$
14. Le Lilas (light blue)	35¢	3/1.00	3.00	\$
17. Red and White Oregon	35¢	3/1.00	2.00	\$
18. Riviniana Alpine (pink or blue)	35¢	3/1.00	3.00	\$
19. Princess Mary (blue)	50¢	3/1.25	4.50	\$
20. True Medera Alpine	25¢	5/1.00	2.00	\$
22. Priceana (white & blue)	35¢	3/1.00	3.00	\$
23. Mt. Rainier Rosea (lilac)	35¢	3/1.00	3.00	\$
24. Imagination <i>out</i>	35¢	3/1.00	3.00	\$
26. Royal Robe (purple)	50¢	3/1.00	3.50	\$
27. Gold of Pacific <i>out</i>	50¢	3/1.25	4.50	\$
28. Blue Violet (eastern)	35¢	3/1.00	3.00	\$
29. English (purple)	35¢	3/1.00	3.00	\$
30. Purple Gem (blue)	35¢	3/1.00	3.00	\$
31. Tall Yellow	35¢	3/1.00	3.00	\$
32. Pansy (purple)	35¢	3/1.00	3.00	\$
33. Mammoth White	35¢	3/1.00	3.00	\$
35. Double English Blue	50¢	3/1.25	4.50	\$
36. Double Russian (purple) <i>out</i>	50¢	3/1.25	4.50	\$
37. Le Comte de Brazza (double white)	50¢	3/1.25	4.50	\$
38. Blue Czar	35¢	3/1.00	3.00	\$
39. Chandler (purple)	50¢	3/1.00	3.50	\$

SEE OTHER SIDE FOR DIRECTIONS FOR ORDERING
 AND SHIPPING INFORMATION

DIRECTIONS FOR ORDERING

Date

Price of Violet Plants Ordered is \$

PACKING AND MAILING CHARGES:

California add 15% of Total Cost. (This includes tax) \$

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

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

Add 10¢ if you wish order insured \$

TOTAL \$

Check ___ M.O. ___ Cash ___

Amount enclosed to cover order \$

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

SHIPPING INFORMATION

We are not responsible in any way for your results.

We ship to Alaska, South America, 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 originally packed and shipped them.

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

Please indicate a second choice.

EASTERNERS please give date (for spring shipping).

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

HAPPY VALLEY VIOLET FARM

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 ten miles northeast of the charming little sea-side city of Santa Cruz, California. Soquel Creek, which flows through our farm is a little mountain stream winding its way through tall groves of giant red-woods, oaks, madrones, and sycamores. Here in our meadow, partly in shade and partly in sun, thousands of violet plants thrive and grow to perfection.

"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	May Day
Valentine's	Birthdays
Mother's Day	Graduation
Decoration Day	Wedding Anniversaries

We do enjoy your personal letters so much, for everyone who loves violets is practically "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.

