

62.09



PAUL J. HOWARD'S FAMED CALIFORNIA ROSES

lining our driveway, bloom from April until they are pruned for the next season's growth, in winter. Each plant produces hundreds of huge double roses, glowing ruddy orange in color.

BUSH, CLIMBING and TREE ROSES of many varieties available in containers, for local delivery only.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 National Boulevard, Los Angeles 64, California

RETURN POSTAGE GUARANTEED

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CARNATIONS

Plant these new florist type Carnations for lovely big fragrant blossoms of unique and new colorings.

Price of All Carnations: 3 for \$1.35, dozen \$4.50

- Arizona. Fine large scarlet.
- California. Orchid lavender, one of the most fragrant.
- Colorado. Light yellow, pencilled and edged maroon.
- Connecticut. Deep rose pink striped maroon.
- Delaware. Soft light yellow with pink markings.
- Georgia. Very large pure white.
- Louisiana. Buff yellow, striped carmine.
- Maine. Light maroon red with deeper red stripes.
- Massachusetts. Fine crimson with slate gray marking.
- Minnesota. Brilliant scarlet.
- Nebraska. White, edged carmine.
- Nevada. Fine white pencilled deep red.
- New York. Yellow and rosy scarlet.
- North Dakota. Daybreak pink, one of the best.
- Oregon. Rich crimson.
- Pennsylvania. Salmon rose, overlaid dark carmine.
- Wisconsin. Buff yellow, feathered carmine.
- Betsy. Fine white with crimson border.
- Cirrus Cloud. Pearl rose, marked rose and red.
- Dazzler. Bright scarlet.
- Hearthfire. Glowing deep crimson.
- Marchioness of Headford. Pink with silvery white edge.
- Melrose. One of the best deep rose pink.
- Northland. Immense crisp pure white.
- Pelargonium. Maroon red with white edges.
- Radiolite. Another fine scarlet.
- Royal Robe. Rich glowing purple.
- Springtime. Bright clear pink.
- Thelma. Salmon pink, fine cut flower.
- Topsy. Deep red.
- Unique. Old rose with purplish markings.
- Virginia Rose. Bright deep rose pink, one of the most free flowering.

CULTURE: Carnations should be planted in a sunny situation, in well prepared soil with good drainage. Keep plants pinched back until they are well branched and bushy. Feed with good commercial fertilizer in spring, and again in summer, and irrigate regularly.

FLORIST TYPE CARNATIONS

Paul J. Howard's CANNAS

Big trusses of brilliant bloom, luxuriant tropical foliage, and ease of culture make Cannas valued subjects for modern garden and patio planting. California Flowerland has a large collection of choice varieties, including the lovely new Opera Series of Pastel Cannas.

- Alemannia. Tall red with yellow margin.
- Copper Giant. Coppery orange, tall.
- Exquisite. Soft pink.
- Eureka. Creamy white.
- Forest Fire. Immense flame coral.
- Gustav Gumpber. Golden yellow.
- Hungaria. Pure pink.
- King Humbert. Scarlet blooms, bronze foliage, tall, massive.
- Morning Glow. Salmon pink shaded gold.
- Mrs. Alfred Conard. Salmon pink.
- Mrs. Pierre S. Dupont. Showy watermelon pink.
- Richard Wallace. Creamy yellow.
- Salmon Queen. Light salmon.
- The President. Giant brilliant red.

Price of above: 4 for \$1.00, Dozen \$2.50

NEW PASTEL CANNAS

A new strain with beautiful large open flowers in soft pastel tones; plants grow to medium height, excellent for massing and pot culture.

- Aida. Light salmon rose.
- La Boheme. Soft rosy peach.
- La Traviata. Lovely old rose.
- Mignon. Coral rose.
- Mme. Butterfly. Gold, overlaid soft pink.
- Rigoletto. Soft canary yellow.

**Price of Pastel Cannas:
Each 75c, 3 for \$2.00, Dozen \$7.50**

CULTURE: Give cannas rich soil, a sunny situation, plenty of water. They may be grown also in large pots or tubs, for colorful patio or garden decoration.

Paul J. Howard's FINE IRIS

- Agrippa. Copper yellow, falls garnet red. **Each \$2.50.**
- Always. Soft ivory, veined and shaded purple. **Each 75c, 3 for \$2.00.**
- Anne Marie Cayeux. Rosy heliotrope, amber and orange. **Each 50c, 3 for \$1.25.**
- Benjamin. Mauve purple and grey tones. **Each 75c, 3 for \$2.00.**
- Carved Ivory. Massive ivory white blooms. **Each 75c, 3 for \$2.00.**
- China Boy. Huge reddish bronze and brown, tall. **Each 50c, 3 for \$1.25.**
- Desirable. Fine white edged rosy lilac, early. **Each 75c, 3 for \$2.00.**
- Eclador. Free flowering golden yellow. **Each 50c, 3 for \$1.25.**
- Electre. Soft lavender, gold beard; low growing. **Each \$1.00, 3 for \$2.50.**
- Francheville. Giant lilac and reddish purple, shaded reddish brown. **Each \$1.00, 3 for \$2.50.**
- Indian Chief. Large showy red, falls deep crimson, standards rosy red. **Each 50c, 3 for \$1.25.**
- Mrs. Richard Gorham. Marvelous big fragrant flowers, falls flaring, campanula blue with white veining and golden beard; standards sky blue. Extremely vigorous, flowers of wonderful substance, sometimes 5 on the 40-inch stems. Blooms early to midseason. **Each \$5.00.**
- Mme. Louis Aureau. Rich cream and rosy mauve. **Each 50c, 3 for \$1.25.**
- Nemo. Outstanding showy violet blue, fragrant. **Each 75c, 3 for \$2.00.**
- San Gabriel. Lustrous lavender and rosy mauve, fragrant. **Each 50c, 3 for \$1.25.**
- Snow Flurry. One of the best whites, faintly flushed ice blue, deeply ruffled and frilled. Tall, early, fragrant. **Each \$1.25, 3 for \$3.25.**
- William A. Setchell. Immense, beautifully formed blooms, rich purplish blue, free flowering. **Each \$1.00, 3 for \$2.50.**

Paul J. Howard's BARGAIN IRIS COLLECTION

This popular Iris Offer includes many fine French Hybrids, also older popular ones, all grown in our own fields. For mass planting and extensive borders, and for cut flowers, you cannot find a better assortment.

12 VARIETIES for only \$2.50

Each Iris different, unlabelled.

100 Plants for \$17.50

Prepaid through 4th postal zone.

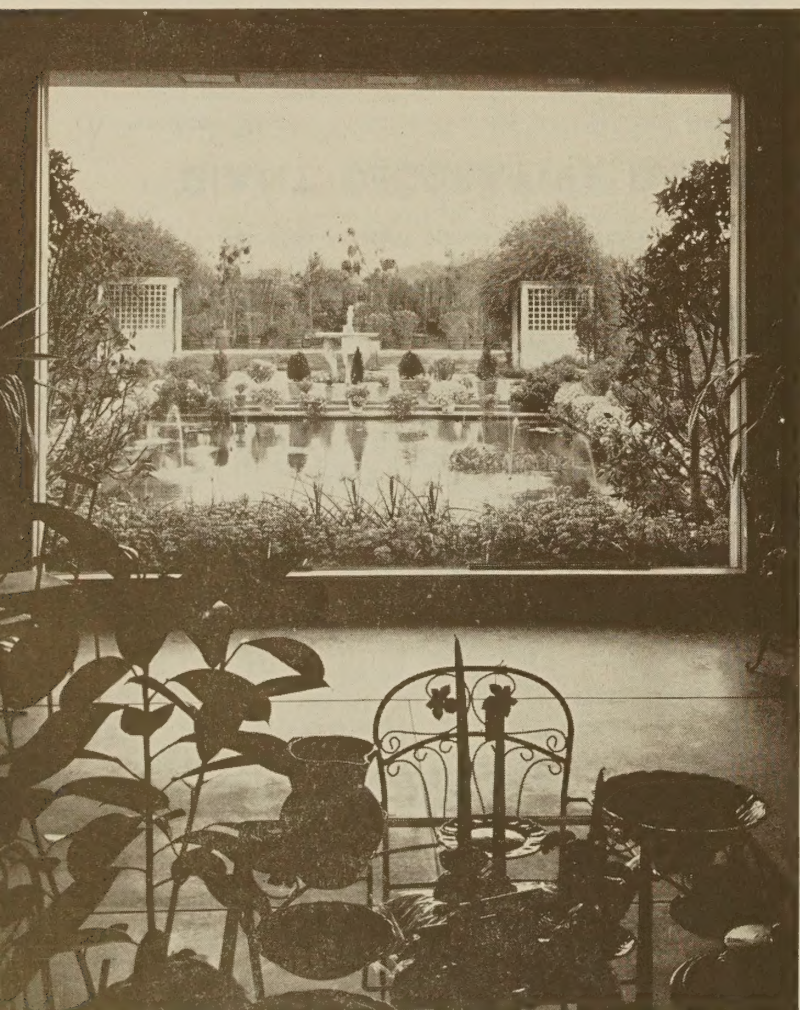
HERB PLANTS

- Lemon Balm.
 - Basil.
 - Catnip.
 - Chives.
 - Costmary.
 - Dill.
 - Lavender.
 - Sweet Marjoram.
 - Mint. Apple, pineapple, peppermint, spearmint.
 - Oregano.
 - Parsley.
 - Parsley — Emerald Isle. New plumed parsley, brilliant green.
 - Rosemary. Upright and Trailing.
 - Sage.
 - French Sorrel.
 - Summer Savory.
 - Tarragon.
 - Thyme.
- Plants established in pots, 3 for \$1.45, Dozen \$4.50



OUR ENTRANCE GATE FACES BARRINGTON AVENUE, AT NATIONAL BOULEVARD. WHEN YOU ENTER, A DELIGHTFUL EXPERIENCE IS IN STORE FOR YOU.

One of the niches in our store, an ever-inspiring display of arrangements of garden flowers.



OUR NURSERY DEPARTMENT features a most varied selection of Trees, Shrubs, Flowering Plants, for sun or shade—everything imaginable for a completely landscaped home.

OUR UNUSUAL GIFT SHOP filled with selections from all over the world, combining treasures for the garden with treasures for the home, includes many types of garden and sun room furnishings.

SEEDS, BULBS, TOOLS. Books on Gardening, Insecticides, complete the merchandise available to you in our beautiful store.

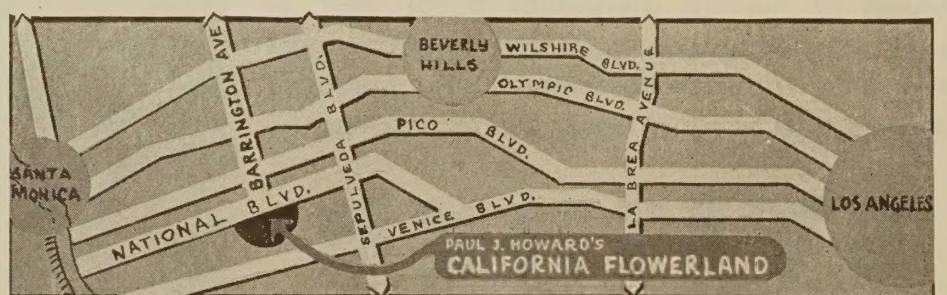
MAIL ORDERS

CANNAS, DAHLIAS, IRIS sent prepaid through the 4th postal zone.

ALL PLANTS are sent at purchaser's expense.

NO C.O.D. ORDERS, please.

Please add Sales Tax to all California Orders.



CALIFORNIA FLOWERLAND. Just 1/2 mile west of Sepulveda and 1/2 mile south of Pico Blvd., is easily reached from all points of Southern California.

(Above) The view from one of our store windows, like a charming framed picture.



(Left) Interior view of our spacious store, where we feature everything for your patio, garden and outdoor-indoor living; indeed an ideal location for your every shopping need when that "California touch" is desired.

(Right) A portion of one of our lath houses, which hold a vast assortment of plants in bloom—Camellias, Azaleas, Begonias, Fuchsias, in fascinating variety.



(Above) Greenhouses display an ever-changing array of colorful potted plants for indoor, porch and patio decoration.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

WEST LOS ANGELES 64

Telephones

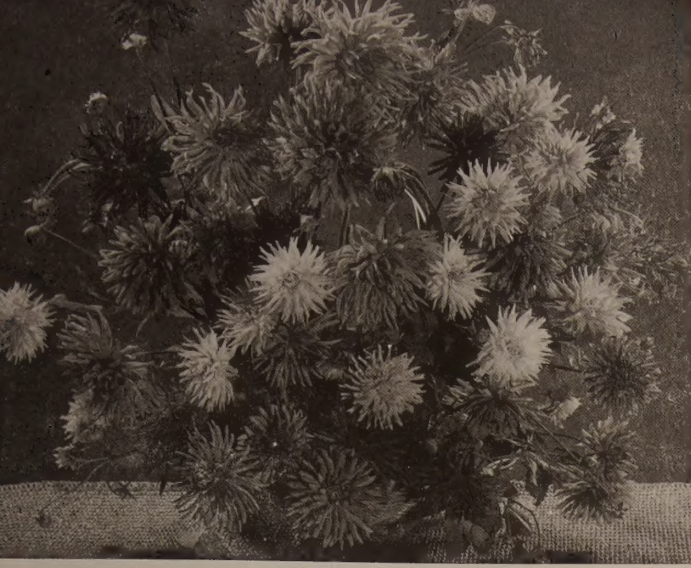
Los Angeles
TEexas 02951

West Los Angeles
ARizona 31171

Santa Monica
EXbrook 72118

(Right) A truly worthy complement to the natural beauty of Paul J. Howard's California Flowerland is the goddess, FLORA, whose grace is interestingly mirrored in the flower-pool at her feet and further enhanced by a shimmering water-pane background.





CACTUS DAHLIAS MAKE WONDERFUL FLOWER ARRANGEMENTS

GIANT DECORATIVE DAHLIAS

- Adirondack Sunset.** Massive flowers with twisted petals, rust orange and gold. 60c.
- Avalon.** Bright canary yellow; vigorous plants with dark foliage, blooms early. 60c.
- Bobby Dean.** Popular apricot pink, fine cut flower. 75c.
- Clarium Kelton.** Showy flame red blended with yellow. 75c.
- Croydon Lilac.** Big blooms of massive substance, true lavender. \$1.00.
- D'Arcy Sainsbury.** Formal blooms of pure white, on strong stems. 75c.
- Five-Star General.** Immense light pink, edged soft yellow; winner of many prizes. \$1.25.
- King George.** Broad curled petals of soft orange, with cream reverse. 75c.
- Mrs. George LeBoutillier.** Favorite bright red; compact, free flowering plant. 49c.
- Prince of Persia.** An outstanding Poinsettia red Dahlia in our display beds last summer; big bold flowers on tall stems. \$1.75.
- Real Glory.** Large symmetrical flowers of heavy texture, one of the finest white dahlias for cutting. \$1.00.
- The Universe.** Very large flowers with ruffled petals, dark maroon, one of the most striking in our growing grounds. 75c.
- Thomas Edison.** Rich royal purple blooms, 8 inches across. \$1.00.
- Wind Lassie.** A wonderful new white, huge waxy blooms with twisted petals. \$1.75.

POMPOM DAHLIAS

- Compact plants produce numerous slender-stemmed blooms with quilled petals, in bright, gay colors, that are long lasting in flower arrangements.
- Alice.** The best bright red, blooms constantly.
- Arthur Kerley.** Fine crimson.
- Amber Queen.** Buff yellow.
- Betty Ann.** Popular bright pink.
- Joe Fette.** Pure white.
- Mary Munns.** Deep mauve lavender.
- Tip Top.** Showy raspberry red.
- Yellow Gem.** Bright yellow.

Pompom Dahlias, each 45c

Paul J. Howard's

DAHLIAS

A collection of the finest Dahlias of all types, including many new and unusual ones, in a wide range of colors. Plant Dahlias from April to July, for a continuous display of showy blossoms in the garden and for cut flowers.

CULTURE OF DAHLIAS: Select a sunny location where they will have plenty of room to develop. Spade ground deeply, pulverize, and add bone meal. (Never use manure for dahlias.) Sprout tubers in moist sand before planting. When ready to plant, lay tuber at an angle so sprout points upward, and drive your stake in beside the tuber. Cover 4 inches with pulverized soil and water well. Do not water again until plants are several inches high. Pinch back plants several times to make them bushy. If you want to grow large, exhibition-size blooms, disbud so each stem has only one bloom.

DAHLIA TUBERS SENT PREPAID

CACTUS DAHLIAS

- Cactus dahlias produce beautifully formed double flowers, with graceful petals, sometimes incurved and twisted, not too large for artistic arrangements. They bloom freely for several months.
- Berger's Masterpiece.** A beautiful new Dahlia, and one of the finest. Soft smoky pink, darker at center; has a long blooming season. \$1.50.
- Comtesse.** Bright rose pink, a fine cut flower, long lasting. 60c.
- Faithful.** One of the largest and best of all white cactus types. 75c.
- Figaro.** Unusually showy, yellow with red markings; dwarf plant. \$1.00.
- Jane Lausche.** Large rosy mauve tipped white, outstanding in dahlia shows. \$1.00.
- Mustang.** Bright pink blooms of lovely form, vigorous plants with heavy foliage; blooms constantly. \$1.50.
- Nancy Ann Mitchell.** Long stemmed flowers of brilliant currant red; showy in the garden. \$1.00.
- St. Therese.** Exquisite pale flesh pink, changing to white; wonderful cut flower. \$1.25.
- Taiyo.** Striking bicolor, with deep red flowers tipped white. \$1.00.
- Yellow Spiral.** Golden yellow flowers with twisted petals, one of the most graceful for arrangements. \$1.00.

MINIATURE AND BALL DAHLIAS

- Flowers of medium size, ideal for decoration and arrangements.
- Gerrie Hoeck.** A lovely pink waterlily type, popular for cutting. 75c.
- Helly Boudewijn.** One of the most beautiful white, waterlily form. 75c.
- Miniature Jersey Beauty.** Fine rose pink cut flower, among the most free flowering. 49c.
- White Fawn.** Small, broad petalled flowers of artistic form; bushy plants are covered with bloom. 60c.
- Gypsy Girl.** Striking decorative dahlia of medium size, lavender pink marked with purple. \$2.00.
- Clara Clemens.** Unique deep maroon flowers, marked with white; ball type. \$1.00.
- I.K.E.** Showy scarlet ball-shaped flowers; fine for garden display. 60c.

California Flowerland FUCHSIAS

FUCHSIA DISPLAY. The Summer Display of Fuchsias and Tuberous Begonias at California Flowerland is one of the spectacular events in the Southland. Our lathhouses are filled with showy specimens, jewelled plants in pots and hanging baskets, all in lovely bloom, from mid-summer until fall. Come out and enjoy this beautiful show, and select varieties for your own garden.

CULTURE: Full shade or a location where they will have morning sun to best. Use a soil mixture composed of equal parts leaf mold and garden soil, with half as much well rotted manure added. Keep plants always moist but not soggy, and spray foliage daily with a fine spray in warm weather. Never disturb the roots of fuchsias by cultivating. Fertilize with liquid fertilizer or good commercial fertilizer every four to six weeks.



PAUL J. HOWARD'S FUCHSIAS

PAUL J. HOWARD'S NEW FUCHSIAS

- Bewitched.** Double flowers of deep violet purple with long spreading sepals, white tipped green. Vigorous willowy grower, fine foliage. Fine for hanging baskets. \$1.00.
- Carioca.** Lovely new trailing fuchsia, with large single flowers of bright rose. Long upturned sepals are tipped green, flaring petals are notched. Strong growing, free flowering, stands heat well; easy to grow. \$1.00.
- Purple Sage.** Single saucer-shaped corolla, deep purple, with deep red sepals and stamens. Medium size bush with deep green leaves, also a good hanging basket plant. \$1.00.
- Reverie.** Beautiful double flowers of soft self rose, with recurved sepals and waved petals. Bushy plant with small foliage, compact and free flowering. \$1.00.
- Streamliner.** A wonderful showy trailing fuchsia, with long slender buds, long semi-double corolla, and long twisted sepals, all of brilliant deep red. Long pendulous branches, loaded with bloom; thrives in warm areas. \$1.00.
- Trail Blazer.** Very long globular double flowers, with recurved sepals, brilliant magenta red; long willowy branches and bright green foliage make this one of the best for hanging baskets. \$1.00.

GENERAL LIST OF FUCHSIAS

"B" indicates bush type, "T" trailing or hanging basket type

- Amapola.** Large semi-double flowers of bright rose. T.
- Anna.** Double red and magenta purple. B.
- Autumnale.** Light purple flowers with magenta sepals. Foliage is bright orange, bronze and yellow in spring; B & T, the best fuchsia for trellis and espalier.
- Black Prince.** One of the fine older fuchsias, free flowering, with large single, broad-petalled blooms, deep rose pink. B.
- Butterfly.** Showy basket fuchsia with big flaring blossoms, rosy red; blooms constantly.
- California.** Large bright orange flowers with coral pink sepals; tall vigorous, shapely bush.
- Cascade.** Of perfect weeping form, branches are covered with large single flowers of exquisite pink, salmon and cerise.
- Catalina.** Showy double flowers, white with crimson sepals. Erect, compact plant to five feet, with handsome foliage.
- Claret Cup.** Very long pointed buds, sepals pinkish white, corolla deep claret red, fine trailing plant.
- Creole.** Large beautiful double flower, petals oxblood red with maroon markings, sepals dark crimson. Fine for baskets.
- Dr. John Galloway.** Long stemmed double flowers, creamy white with broad red sepals. B. & T.
- Fascination.** Large showy double flowers of heavy texture, petals soft rose pink, sepals deeper pink. B.
- Falling Stars.** Masses of striking single flowers, turkey red. B.
- Flying Cloud.** The finest all-white, makes an excellent bushy pot plant with strong arching branches. Flowers are semi-double to double, white with palest rose tint.
- Gay Senorita.** Charming bell-shaped single flowers of deep lilac, sepals deep red, waved and reflexed. T.
- Guinivere.** Single orchid and white flowers, free flowering, good as a bush or basket plant.
- Gypsy Queen.** An older fuchsia, and still one of the best shrub fuchsias. Double flowers of rosy mauve, sepals deep bright red; blooms constantly.
- Halloween.** Long pendant branches covered with huge single flowers, light plum colored petals and white sepals flushed pink. T.
- Henri Poincare.** Very large single flowers with long violet-blue petals and bright red sepals. One of the best for baskets. T.
- Joan Leslie.** Fine double red and purple, free flowering bush.
- Lindissima.** One of the best double flowered for baskets; flowers are rosy lavender with deep rose petals.
- Hollydale.** Bushy upright plant to four feet. Double pink flowers with deeper pink sepals.
- Marinka.** One of the showiest, most free flowering, for basket or trellis, with handsome glossy foliage. Large single or semi-double flowers, bright red, cover the plants for many months.
- Mme. Carnot.** Large double flowers, light pink with deep rose sepals, outstanding, low bush or basket.
- Molesworth.** Large double snow-white flowers with scarlet sepals; the best double white and red fuchsia for baskets.
- Mountain Haze.** An exquisite pastel, double lavender and pale rose flowers. B.
- Mrs. Victor Reiter.** Beautiful crimson flowers with long slender sepals and tube of creamy white. T.
- Muriel.** One of the showiest basket fuchsias, masses of pendant red and rose flowers.
- Nonpareil.** Showy, free flowering double violet blue with white sepals. Good as basket or espalier plant.
- Patty Evans.** Lovely double white with long white sepals tinted soft pink; vigorous bush.
- Purple Crystal.** Double flowers of glistening rich purple, sepals red, of heavy substance. B.
- Red Spider.** Very long single flowers of crimson red with bright red sepals; showy, free flowering basket type.
- Reiter's Giant.** Tall, vigorous plant, with immense double purple flowers, sepals very broad, bright red.
- Roulette.** Double rosy red, with white sepals shaded pale rose. Spreading basket type.
- San Mateo.** Double deep violet with pink sepals of heavy texture. Fine basket type.
- Seventeen.** Huge double flowers of true rose pink, long recurving sepals of heavy texture. An outstanding, vigorous bush.
- Uncle Jules.** Fine double violet blue with crimson sepals. Flowers of giant size, with dense foliage on arching branches. B & T.
- Valentine.** Large flowers, semi-double to double, of rich purple, with white sepals. Bush and trailing type.
- Victory.** Very free flowering compact plant, for pot or basket, with long single flowers of vivid scarlet, white sepals.
- Yuletide.** Upright plant with masses of double red flowers having creamy white sepals.
- Winston Churchill.** Free flowering, shapely compact bushes, double flowers of lavender blue with rosy sepals.

Price of Plants in 4-inch pots, each 75c

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 NATIONAL BOULEVARD, WEST LOS ANGELES 64, CALIFORNIA

California Flowerland

CHRYSANTHEMUMS

Masses of lovely showy flowers, richly colored and diverse in form, produced from early fall until winter, and ease of culture, make Chrysanthemums favorites everywhere.

Strong potted plants are ready in April. May is the best time to set out Chrysanthemums in Southern California. If planted too early, they will bloom before fall.

All Chrysanthemum plants are sent at purchaser's expense.

PRICE of All Chrysanthemums, in Plant Band Pots: 3 for \$1.00, Dozen \$3.50

Large Flowered, Exhibition Type

- Apert.** Deep bronze.
- Armistice Day.** Red and gold.
- Ben Tashima.** Purple with silvery reverse.
- Black Hawk.** Dark velvety red.
- Chattanooga.** Pure white.
- Dolly Dimple.** Soft yellow.
- Favorite.** Creamy white, fine.
- Golden Robin.** Bright golden yellow.
- Louisa Pickett.** Huge pure white.
- Mary L. Clark.** Light pink.
- Yellow Pickett.** Very large light yellow.



LARGE FLOWERED EXHIBITION CHRYSANTHEMUM

Pompom Chrysanthemums Flowers in sprays

- Algiers.** Bright bronze.
- Apricot Kramer.** Soft apricot.
- Christmas Red Improved.** Deep red, late.
- Diana.** Glistening white.
- Elsie Kramer.** Best light pink.
- Fire Bird.** Bright red.
- High Lights.** Bright pink, dark rose center.
- Red Doty.** Wine or purplish red, silver reverse.
- Yellow Fellow.** Bright gold.
- Yellow Treasure Island.** Light yellow.
- White Treasure Island.** Creamy white.

Single Chrysanthemums

- Bountiful.** Clear yellow.
- Bronze Rosalind.** Light bronze.
- H. Marie Totty.** Large red and gold.
- Illini Glory.** Pure white.
- Los Angeles.** Soft pink.
- Pink Skiff.** Large clear pink.

Spidery and Feathery Types

- Aiko.** Fine light pink.
- Albert Witt.** Fluffy bright yellow.
- Bunbu.** Free flowering lavender, outstanding.
- Butterfly.** Deep golden yellow, early.
- Bess Witt.** Salmon bronze, quilled petals.
- K. Tashima.** Early pure white, free flowering.
- Purple Princess.** Silvery purple, quilled petals.

Anemone Types

with several rows of petals around a quilled center

- Beautiful Lady.** Orchid pink, cream center.
- Catherine.** Soft lavender.
- Mrs. John Shields.** Fine pure yellow.
- Sincerity.** Pure white.
- Spotlight.** Bright red.



SPIDERY OR FEATHERY TYPE



SINGLE CHRYSANTHEMUM

Paul J. Howard's GERANIUMS

No other flowering plants bloom so freely for a long period, or require so little care. Give them a sunny situation with good drainage, water rather sparingly (once in two weeks is usually enough for plants growing in the ground, several times weekly for pot plants) and fertilize occasionally with a good plant food.

Ivy or Trailing Geraniums

Especially fine in coastal areas, where they are strikingly used as ground covers and to trail over fences, and for baskets. We have a fine selection of these showy plants.

- Mrs. Banks.** Single white flowers, faintly veined purple. Light green foliage; blooms freely.
- Caesar Franck.** Double bright rose, maroon marking on upper petals, foliage bright green.
- Countess de Grey.** Semi-double clear pink, dark markings on upper petals.
- Etelcelant.** The most vividly colored of all, semi-double scarlet flowers in large clusters; vigorous, free flowering, foliage bright green.
- Salmon King.** Rosy salmon with maroon markings, semi-double; strong growing, produces big flower clusters.
- Joseph Warren.** Brilliant double purple flowers in big clusters; foliage light green.
- Charles Turner.** Popular rose pink, very free flowering.

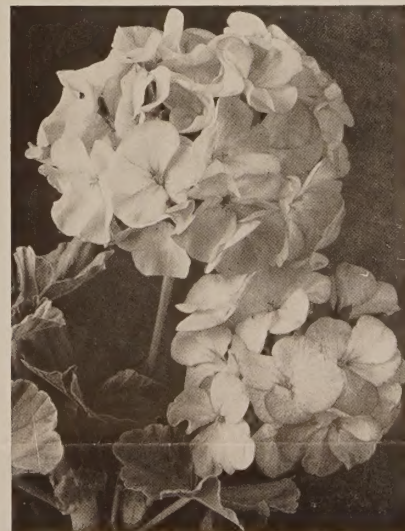
Price of the above Ivy Geraniums, in Plant Band Pots: Dozen \$1.50, 25 for \$2.75, Flat of 81 for \$8.00

The New Four Seasons Geraniums

The flower heads of these new varieties are of immense size, each one bearing 30 to 40 large round-petalled single blossoms. Plants have exceptional vigor, are much branched, with heavy foliage.

- Spring Glory.** (Plant Pat. No. 685) Very large flower heads, vermilion blended with azalea pink, showing a distinct white eye.
- Summer Charm.** (Plant Pat. No. 684) A lovely bright rosy pink with white eye; deep crinkly green foliage; fine bedding and pot variety.
- Autumn Glow.** (Plant Pat. No. 686) Brilliant orange and vermilion florets with conspicuous white eye, are closely clustered on long strong stems.
- Winter Cheer.** (Plant Pat. No. 683) Compact flower heads of broad, overlapping petals, soft pastel pink and chery rose, make this one of the most charming of the deep pink Geraniums.

PRICE: Plants in 4-inch pots, each 75c



PAUL J. HOWARD'S NEW GERANIUMS

Other Geraniums

- Beauty of Chatsworth.** Showy single cherry rose flowers; foliage conspicuously zoned; blooms constantly.
- California Pink Giant.** Very large, long stemmed clusters of double flowers, pure rose pink.
- Carmel.** Single flowers, white edged pink.
- John Forbes.** Brilliant scarlet, single flowers.
- L'Aube.** The best single white, with golden stamens; excellent pot plant.
- Madonna.** Beautiful double white.
- Memories.** Double flowers of light lilac pink; foliage is glossy deep green.
- Missouri.** Double, bright scarlet.
- Mrs. E. G. Hill.** Single flowers, light salmon pink.
- Radio.** Velvety red, double.
- Susan Leppre.** Single flowers, glowing salmon with orange suffusion. Compact, vigorous plant.

PRICE: Each 75c



PELARGONIUM EMPRESS OF RUSSIA

PELARGONIUMS

Known also as Martha Washington Geraniums, the plants bear showy flowerheads of striking beauty, the blossoms often ruffled and oddly blotched. They bloom from late spring until autumn.

CULTURE: Pelargoniums thrive best in a cool, even temperature, in sun or half-shade, in well prepared soil with good drainage. Fertilize occasionally with bone meal or good commercial fertilizer. Weekly watering is usually sufficient.

- Azalea.** Large ruffled bright rose.
- Ballerina.** Soft delicate pink.
- Duchess of Cornwall.** White to pale blush pink, purple blotches.
- Grandma Fischer.** Glowing salmon with dark blotch, large wavy petals.
- Empress of Russia.** Striking large flowers of velvety maroon red, rose maroon margin with distinct white edge.
- Marie Rober.** Purplish magenta to black-maroon, one of the darkest of all.
- Oakland.** Fine new broad-petalled, glistening white, veined and blotched with rosy violet. Low, bushy growth.
- Mrs. Mary Bard.** Large ruffled pure white with amaranth feathering. Compact, long season of bloom.
- Lavender Queen.** Lavender with darker markings; blooms constantly.
- Rhapsody.** Salmon pink with orange tint.
- San Antonio.** Dwarf compact plants with big clusters of showy rose flowers.
- San Luis Rey.** Huge soft rose, upper petals blotched maroon.
- San Marino.** Deep orchid lavender with maroon blotches.
- Santa Monica.** Pink with crimson blotches, one of the best.
- Sensation.** Bright red with darker center.
- Salano.** Fine coral pink feathered dark maroon.
- Sue Jarrett.** Very large pink, shaded salmon, upper petals marked with salmon.

PRICE: Plants in Pots, Each 75c

California Flowerland

TUBEROUS BEGONIAS

For the finest Tuberous Begonias, one naturally turns to Paul J. Howard's, where every year the spectacular display in the gardens at California Flowerland attract thousands of visitors from all of America.

Price: All Types, Sturdy Plants, in 3-inch pots, each 50c, dozen \$5.00. 4-inch pots, each 75c, dozen \$7.50.

Double Camellia Flowered

Largest and most popular of the double types, with flowers 5 to 8 inches across, resembling big double camellias and roses in form and colors.

- Apricot** **Salmon Shades** **Orange Shades** **Yellow**
- Rose Shades** **American Beauty** **Cardinal Red** **White**
- Apricot** **Salmon** **Dark Red** **Scarlet**

Double Ruffled Camellia Flowered

Sometimes called Carnation type. Strikingly beautiful flowers of large size, with petals frilled and deeply fringed. Plants are strong and bushy, especially fine for bedding and pot culture.

- Pink** **Orange** **Yellow**
- Rose** **Dark Red** **White**
- Apricot** **Scarlet**

Hanging Basket Begonias (Lloyd Type)

Vigorous plants produce masses of double blooms in pendant clusters, charming in baskets, wall planters; in flower over a long period.

- Pink** **Salmon** **Yellow**
- Rose** **Orange** **White**
- Apricot** **Pink** **Rose** **Red** **Salmon**

Double Camellia Picotee Shades

Of the same lovely camellia form, slightly smaller, with two-toned combinations of colors and contrasting edge.

Single Frilled

Immense showy single blossoms with deeply frilled edges. Apricot, Pink, Rose, Salmon, Dark Red, Scarlet, Orange, Yellow, White.

GIANT DOUBLE CAMELLIA FLOWERED BEGONIAS



Paul J. Howard's

DAHLIA SHOW

September 25, 26, 27, 1954

Saturday, Sunday and Monday

ADVANCE PRICE LIST FOR 1955 SEASON

Place your orders now for 1955 Spring Delivery. Many of the varieties on display will be available only on advance orders. Tubers will be delivered when ready, next Spring, 1955.

NOTE: C—Cactus; SC—Semi-Cactus; D—Decorative; ID—Informal Decorative; FD—Formal Decorative.

- AMBER STAR—C. 5 ft. Pure amber, sweepstakes winner. \$1.25
-
- ANDREIS ORANGE—C. 3 to 4 ft. Bright pure orange. 75c
-
- ANIMATO—C. 3 to 4 ft. Carmine rose to pink, fine cut flower. 75c
-
- ARABESQUE—Dwarf, 2 to 3 ft. Bright Cactus, yellow, good border. 75c
-
- ARISTOCRAT—C. 6 ft. Glowing red, pointed petals. \$1.50
-
- ATOMIC—IC. 5 to 6 ft. New fine white, blooms freely. \$1.00
-
- BACCHUS—SC. 4½ ft. New deep blood red, keeps well. \$2.00
-
- BALLEGO'S GLORY—FD. 4½ ft. Showy bicolor, mahogany red tipped gold. 75c
-
- BROTHER JUSTINUS—SC. 3 ft. Lovely salmon orange, gold center, free flowering, showy. \$1.00
-
- BURMA—ID. 6 ft. Fine new German dahlia, rich cinnamon red. \$2.50
-
- CAROLINE KERNOCHEN—ID. 6 ft. Creamy yellow suffused rose red, rose stripes on outer petals. \$1.75
-
- CASPER LUDWIG'S MEMORY—C. 6 to 7 ft. Fine blood red, very long stems. \$1.50
-
- CORONA—SC. 5 ft. Apricot yellow, golden center, fine cut flower. \$1.00
-
- CROYDON MASTERPIECE—ID. 4 ft. Award winner, London, Amsterdam, giant flowers, 14 inch diameter, salmon orange shaded coppery tan, never fades; vigorous, free flowering, good stems. \$2.50
-
- DIVA—SC. 5 ft. Very fine large semi-cactus, pure lilac. \$2.00
-
- DUTCH YELLOW—ID. 5 ft. Golden yellow, free flowering. 75c
-
- FAIR MAID—C. 6 ft. Delicate coral pink with golden hue. \$1.25
-
- FINESSE ANVERSOISSE—C. 4½ ft. Lovely creamy yellow shading to white at outer petals. \$1.50
-
- FIVE STAR GENERAL—FD. 5 ft. Giant rose pink blended with soft yellow, showy. \$1.25
-
- FLAMINGO—C. 5 ft. Coral rose blended soft yellow. 75c
-
- FRANCES S.—C. 5 ft. Beautiful rose to fuchsia rose at center. \$2.00
-
- GERRY HOECK—6 ft. Small flowers, waterlily type, lovely pink, best of all cut flowers, long stems. 60c
-
- GIANT OF BAARN—SC. 5 ft. Huge bright vermillion red with salmon hue, on long stems; blooms freely. Each \$10.00
-
- GIANT SPIDER—C. 4 ft. Bright carmine shaded salmon showy. \$1.50
-
- GIMPEI—FD. 5 ft. Flowers suffused red, white and pink, rarely two flowers alike, very odd. 60c

CALIFORNIA FLOWERLAND — 11700 National Blvd., Los Angeles 64, California

Phones: TExas 0-2951

EXbrook 7-2118

ARizona 3-1171

(OVER)

GLORY OF HEEMSTEDE—FD. 5 to 6 ft. Bright yellow waterlily. 75c

GOLDEN LEADER—FD. 4 ft. Bright golden yellow. 60c

GOOD MORNING—C. 4 ft. Fine straight cactus, pink. \$1.50

HESTIA—C. 5 ft. Very full flowers, rich peach color. 75c

HOECK'S GLORY—IC. 6 ft. Soft lilac pink sport of Berger's Masterpiece. 75c

HYLAS—SC. 5 ft. Bright salmon red, golden center, fine foliage. \$1.00

INSPECTOR GENERAL TOUSSAINT—IC. 4 ft. Deep blood red. \$1.25

JAPANESE BISHOP—3 to 4 ft. Scarlet red flowers, dark foliage. \$1.00

LADY EILEEN—Dwarf single, 18 to 24 inches, pink. 60c

MARY TAYLOR—IC. 5 ft. Yellow suffused phlox pink. \$1.00

MITHRA—C. 5 ft. Vivid orange. 75c

MRS. EDISON—ID. 3 to 4 ft. Striking big red, silvery reverse. \$1.00

MURILLO—Dwarf single, 18 to 24 inches. Pink with darker halo. 60c

ORFEO—IC. 4 ft. Deep glistening purple. \$1.25

PASTEL—SC. 4 ft. Carmine and mauve blended. \$1.00

PINK GIANT—ID. 5 ft. Mammoth bright rose pink. 75c

PRIDE OF HOLLAND—C. 4 to 5 ft. Perfectly formed pure pink. \$1.25

PRIG—C. 5 to 6 ft. Outstanding scarlet, gold tipped. \$1.75

RED MICKEY ROONEY—5 to 6 ft. Red waterlily type. \$1.25

REES SPLENDOR—C. Deep wine red flowers on huge stems. 5½ ft. \$2.50

RIESENWUNDER—SC. 5 ft. Lovely very large deep pink with creamy center. \$1.50

RUFFLED GIANT—FD. 3 to 4 ft. Giant orange buff. \$1.50

ST. THERESE—C. 4 ft. Beautiful pale pink with white center. 75c

SARRETT'S PINK FLAMINGO—IC. 4 ft. Striking salmon pink. \$1.50

SILVERETTA—C. 4 to 5 ft. Pink and lilac. \$1.25

SMOKY—IC. 5 to 6 ft. Artistic smoky mauve. \$1.75

SULTAN—ID. 4½ ft. Huge Bordeaux or brownish red. \$1.75

SUN RAYS—FD. 4 ft. Brilliant orange shaded peach, prize winner. \$1.00

TERPO—SC. 4½ ft. Brilliant red Dutch trophy winner. \$1.75

THE CARDINAL—C. 6 ft. Large glowing red blooms on huge stems, another prize winner. \$2.50

THOMAS A. EDISON—FD. 5 ft. Popular rich royal purple. 75c

TIARA—FD. 4½ ft. Unusually fine bicolor, perfect blooms of orange peach, tipped white, on strong stems. \$5.00

TORNADO—IC. 5 ft. Fine Dutch novelty, prize winner, large deep orange with salmon hue; keeps well. \$1.50

UNION—C. 3 ft. Good lavender. \$1.00

UTOPIA—IC. 5 ft. Exhibition flower, light carmine pink and salmon. \$2.50

VAMPYR—IC. 5 ft. Showy novelty and prize winner; flowers have twisted petals; bright orange. \$1.50

VARGAS GARDNER—ID. 4 ft. Charming novelty, with immense blooms of soft pearl fading to lemon yellow, center like a large opal bud. \$5.00

VICTORY DAY—C. 5½ ft. Popular deep red. \$1.00

VICTORY MAID—IC. 4 ft. Deep blood red with white tips. \$1.25

WILLIAM EVANS—SC. 4 ft. Fine large semi-cactus with twisting, curling petals, of great depth. Showy orange flushed and veined crimson. \$2.50

WILLY DEN OUDEN—Ball Dahlia, 5 to 6 ft. Bright flame red. 75c

ZENITH—C. 5 ft. Showy deep purple, medium size cut flower. \$1.00

CALIFORNIA FLOWERLAND—11700 National Blvd., Los Angeles 64, California

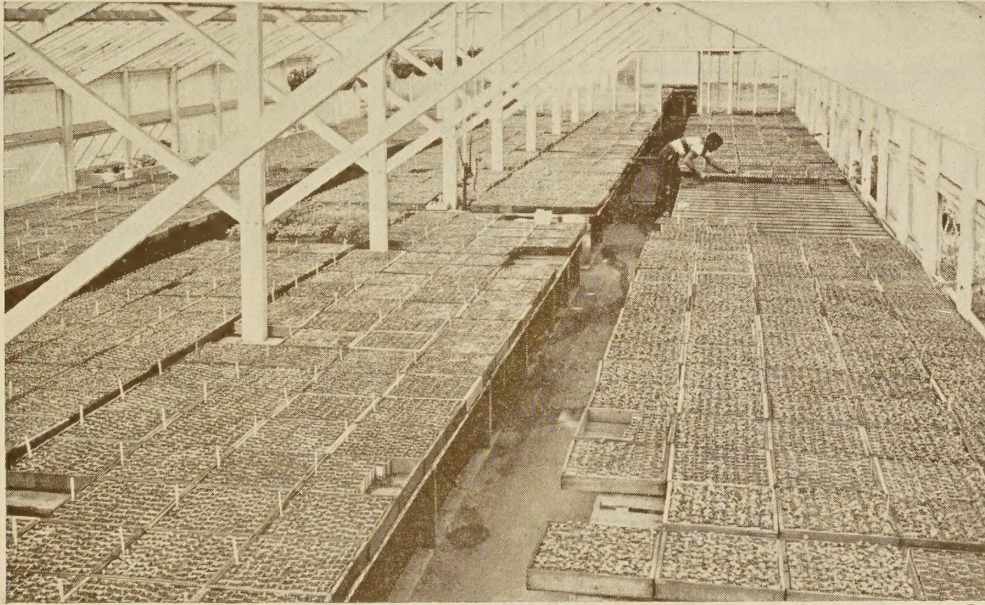
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(RVO)

PAUL J. HOWARD'S BEDDING PLANTS



Here is where our Annuals and Perennials get a healthy start for transplanting to your garden. Each plant is of uniform quality.

One of our specialties is the growing of prize-winning strains of Bedding Plants so that they are available for everybody's garden. In our exclusive plant-band-pots, every plant gets a surer, quicker start, for early blooming. Whether you need a few or several hundred, this is the economical way to buy color for your garden. Simply slit up one corner of the band with a knife; see how readily it slips off. Notice the active root system, ready to reach out into the soil. Never again will you want to bother with ordinary flat-grown plants.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Boulevard, Los Angeles 64, California

For Summer Blooming

**New All-America Annuals and
The Best Popular Varieties**

- Ageratum.** Blue, Pink, White.
- Asters.** Giant Crego in all colors, New Bouquet and Dwarf, Rainbow, Sunshine.
- Cleome.** Pink, White.
- Cosmos.** New Fiesta, Crested, Mammoth.
- Marigold.** Dwarf French, African Giants, in great variety.
- Nicotiana.** Dwarf Sensation.
- Petunia.** New Ballerina, Giants of California, Single Fringed, Single Bedding, Dwarf and Tall, all colors.
- Annual Phlox.** Dwarf and Tall, all colors.
- Salvia Splendens.** Red.
- Zinnias.** New Persian Carpet, Peppermint Stick, Giant Dahlia Flowered, all colors; Giant Pastel, Fantasy.
- Delphinium.** Pacific Giants, all shades.
- Canterbury Bells.** Blue, Pink, White.
- Shasta Daisy.** Alaska.

AND MANY OTHER VARIETIES

