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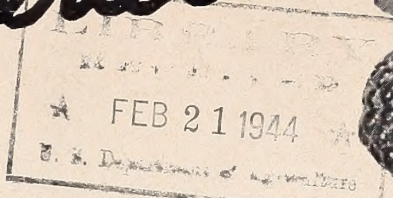
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Get Your

Armstrong Nurseries

1944

General Catalog



New Evans Black Raspberry

How to Get Your Copy

War conditions have made it necessary to limit the 1944 edition of the big Armstrong General Catalog. We will be able to mail it only to those of our customers who request it, and, undoubtedly, our supply will be exhausted early.

To be sure to get your copy, just drop the enclosed self-addressed postcard into the nearest mailbox AT ONCE, after checking your address. It will be mailed to you in December, as soon as it is ready.

How Your Friends Can Get One. After Christmas they can visit either one of our three Salesyards pictured below and ask for a copy. Those who find it inconvenient to visit one of our Salesyards can secure a mailed copy by sending 35c in coin or stamps along with their request. On their first order of any amount placed during 1943, they can deduct the 35c paid for the Catalog.

Preview for 1944

Our Plant Research Department has been working overtime the last few years to get improved new fruits, roses and ornamentals for your planting. We are proud to present for 1944, five splendid new Peaches, two great new Plums, five new All-America Roses, and many new and handsome flowering trees and plants to add to the beauty of your garden. Some are described in this pamphlet.

There is but a limited supply of these items, and if you'll get your order in early for the kinds described herein, you'll be sure to get yours and get them shipped to you early before the planting rush begins.

Mail Orders. For many years our Shipping Department has forwarded plant material all over the world to our friends who have dealt with us entirely by mail. Twenty-seven experienced Armstrong employees are now in the Army, Navy or Coast Guard, but those of us who are remaining on the job until they return, are doubling up on our duties and are still giving your orders the same careful attention that they have always had.

Three Big Salesyards

Now there are three (and only three) locations in Southern California where genuine Armstrong products can be obtained.

Save gas and rubber by visiting the nearest Armstrong Display Yard. You'll find the same complete display of Armstrong quality fruit trees, roses and ornamentals, and you'll get the same high quality of Armstrong service at each location. There are always interesting plants to see in bloom, every day in the year.

Main Office and Salesyard, 408 North Euclid Avenue, Ontario.

1. **The Main Office and Salesyard at Ontario** on beautiful Euclid Avenue at "D" Street. All mail, express and freight shipments are forwarded from Ontario, and all mail orders should be sent to Ontario. (Telephone Ontario 611-44.)



North Hollywood Branch, Magnolia Boulevard at Coldwater Canyon Ave.

2. **North Hollywood Cash Branch** on Magnolia Boulevard at Coldwater Canyon Avenue. A very convenient location for planters living in the San Fernando Valley and adjacent territory. (Telephones SUNset 11522 and STAnley 72394.)

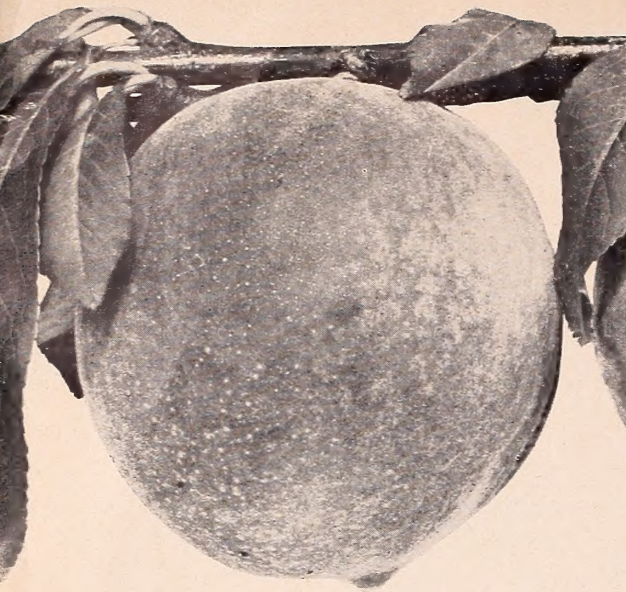
3. **Culver City Cash Branch** on Sepulveda Boulevard, four blocks south of Culver Boulevard. This is the newest Armstrong Salesyard, conveniently located for all of the western part of Los Angeles and the beach cities. (Telephone ARdmore 82-665.)



The new Armstrong Culver City Salesyard on Sepulveda Boulevard, four blocks south of Culver Boulevard.

New Armstrong Fruits

Out of the hundreds of new hybrids and other varieties under test in the Armstrong Research Department, several fine new peaches, plums and apricots are now ready for your planting. All have shown themselves to be specifically adapted to our Southern California climate. They will bear large crops each year and will never skip from one to two crops out of every three, such as many other fruit varieties do in this climate because of our mild winters.



Redwing Peach

Redwing Peach. (Pat. applied for.) **FD61A.** A new Armstrong hybrid freestone peach which is a definite improvement on the famous Babcock. Larger than Babcock, beautifully splashed and streaked with red. Its juicy, sweet, white flesh is deliciousness itself. It ripens in early July and bears exceedingly heavy crops every year. The first of a new series of Armstrong Peaches which we believe will displace older kinds in Southern California because of their high quality and large, regular crops. \$1.75 each, \$16.50 per 10.

Hermosa Peach. **FD56A.** A beautiful, big, pink-cheeked, white-fleshed peach ripening in early August, and the best eating peach we have at that season. Enormous in size, it bears extraordinarily heavy crops every year. It is one of the most beautiful looking peaches you have ever seen and tastes as good as it looks. Originated by Dr. Lesley of the University of California. \$1.75 each, \$16.50 per 10.

Hollywood Plum. **FD85A.** A delightful ornamental fruiting plum which not only bears big crops of good sized, blood-red, juicy, sweet plums early in the season (long before Satsuma), but has beautiful purple-red leaves and is a cloud of lovely light pink flowers in the spring. The fruit reminds us of an enormous sweet black cherry when fully ripe. \$1.75 each.

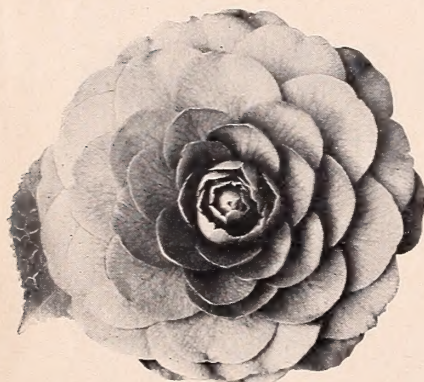
Earlgold Apricot

Earlgold Apricot. **FD16A.** The first fruits of the season always taste the best, and Earlgold is the very earliest to ripen—weeks ahead of everything else. The medium sized fruit is of excellent quality, juicy and full of flavor, and, best of all, you'll always get a crop, which is something you cannot say about other apricots. \$1.50 each, \$14.00 per 10.

Sunglow. **FD63A.** We know of no better yellow freestone peach ripening in early August than this new hybrid, originated by Dr. Lesley of the University of California. Golden yellow with red markings. It is extraordinarily rich in flavor, with juicy, firm, yellow flesh. Large in size, always bearing a good crop. \$1.75 each.

Inca Plum. **FD85B.** This new yellow plum, beautifully blushed with red, is one of the finest yellow eating plums that can be grown. Its sweet, firm, yellow flesh is very juicy and richly flavored. The trees bear a big crop every year in late July. \$1.75 each.

But a limited number of trees of these new fruit varieties will be available. To be sure of getting yours, you'll have to get your order in early. Orders shipped in January. Mail all orders to Armstrong Nurseries, Ontario, California.



Camellia Colonel Firey

"THE THREE QUEENS" CAMELLIA OFFER

If you'd like to have the real royalty of the Camellia family holding court in your garden, these three majestic beauties will give you that pleasure. The finest of their type and color.

Julia Drayton. This is the largest flowered of our many camellia kinds. The huge, symmetrically arranged petals are a uniform shade of brilliant scarlet, occasionally with slight white markings.

Alba Plena. This best of the pure white kinds has giant, fully double flowers with the many petalled, symmetrical, delicate pattern beauty of Pink Perfection.

Lady Vansittart. Three rows of broad, wavy-edged petals of vivid deep pink, symmetrically arranged. The glossy, wavy foliage is the most beautiful on any camellia plant.

Three sturdy plants in gallon tins (one of each), a \$7.25 value for \$5.95 plus 15c sales tax. Add 40c for delivery within 150 miles of Ontario (this includes San Diego and Santa Barbara). Order "Three Queens Camellia Offer No. 114." Shipment made immediately.

"Cornerstone" Camellia Collection

This collection has been selected by us to make a camellia collector out of you. We do not believe that after you once observe how easy Armstrong camellias are to grow, pick a few matchless corsages from your own bushes and enjoy the friendly envious compliments of your neighbors and friends that you will be able to resist. We have selected outstanding varieties which will make a cornerstone for any camellia planting and give you a wide variety of shapes and colors.

Chandleri Elegans. A dwarf, compact grower loaded down every year with tremendous blooms (often 7 inches). Peony shaped—rose-pink and white.

Pink Perfection. This beautiful soft shell-pink is doubtless the best known and liked of all camellias because of its perfect, symmetrical flower form.

Colonel Firey. Its glowing rich crimson flowers, full, broad and perfectly formed, are right at the top in red camellias.

Purity. Symmetrical, exquisitely formed, double, snowy white flowers of large size.

Four sturdy plants, one of each, in gallon tins (a \$7.25 value) for \$5.95 plus 15c sales tax. Add 40c for delivery within 150 miles of Ontario (this includes San Diego and Santa Barbara). Shipped to all other points at cost. Ask for "Cornerstone Camellia Collection No. 115." Immediate shipment.



Camellia
Julia Drayton

A Champion Rose Garden

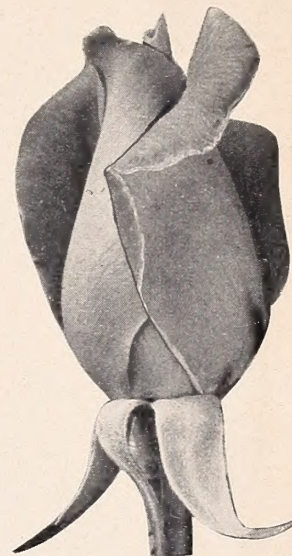
Armstrong's

Big

10

If you said, "Pick out for me a well-balanced 10-plant rose garden, every plant a strong grower, including only tested varieties which will be surest to succeed in my garden," we would pick out for you the kinds included in our Big 10. Each rose is outstanding in its color, and there is not a weak sister among them. The bushes are typical Armstrong rose plants, husky and heavy-rooted. Within a few weeks after planting they will fill your garden with lovely blooms and rich rose fragrance.

1. **Charlotte Armstrong.** The No. 1 rose of them all, with long, slender, carmine buds and magnificent open flowers of brilliant cerise-pink.
2. **Christopher Stone.** Glowing, brilliant, crimson-scarlet, with deeper dusky shadings.
3. **Condesa de Sagato.** Petals shining yellow on one side and bright orange-scarlet on the other.
4. **Etoile de Hollande.** Brilliant non-fading red, one of the most fragrant of all roses.
5. **Girona.** Lovely tones of pink, carmine and yellow. Fully double, exceedingly fragrant.
6. **Golden Rapture.** Perfect buds of glorious, shining, brilliant yellow.
7. **Mme. Henri Guillot.** Gorgeous velvety raspberry-pink, with luxuriant glossy foliage.
8. **Mrs. Erskine P. Thom.** Beautiful buds and well-shaped open flowers of bright canary-yellow without other tints.
9. **Picture.** Lovely buds and exquisitely shaped flowers of warm pink. Our favorite pink rose.
10. **Southport.** Long, slender buds of vivid never-fading scarlet. Fine for cutting.



Bud of Charlotte Armstrong

You can't give anyone a nicer Christmas gift than a lovely rose garden that will live with them year after year. We can send a "Big 10" anywhere in the country to arrive just before Christmas or shipment can be made any time between Christmas and May 1. Each sturdy bush will be properly pruned for planting and complete instructions for planting and care will be included. Just order "The Big 10" (or Rose Offer No. 10) and you'll get one plant of each variety above, a \$9.15 value, for \$6.45. Add 16c sales tax on California shipments. For delivery to any point in California, Arizona or Nevada add 25c for packing and shipping; other states west of the Mississippi add 70c; and eastern states add \$1.15.

Armstrong Nurseries • Ontario, California



New John Innes Blackberries

New Late Blackberry

John Innes Blackberry. FB2A. A fine new Blackberry from the famous John Innes Institution at Merton, England, one of the world's foremost agricultural experiment stations. We think it is the finest late Blackberry for Southern California. You'll like it because of the extraordinarily fine, full-bodied, rich sweet flavor of the big, glossy, coal-black berries. They need little sugar—they are so sweet and full of flavor. No matter what other berries you have in your garden, you'll enjoy John Innes because it ripens in September—weeks after all other blackberries, boysenberries and youngberries are gone. An extremely heavy bearer. 50c each, \$4.50 per 10.

Victory Berry Collection

Each year you can treat all the family to a wide assortment of fresh picked berries from early spring to late summer and then enjoy berry pies, jellies, jams and preserves the rest of the year. It doesn't take a farm either. Look what this Collection includes: Bright red, luscious, sweet strawberries; huge boysenberries; three brand-new, improved raspberries, red, purple and black; richly flavored loganberries on thornless vines; and a fine new late blackberry, ripening when other berries are gone. Armstrong plants often have fruit the first year and start bearing heavy crops the next. Order "Victory Berry Collection No. 111" for \$5.60 plus 15c sales tax in California, postpaid for 20c in the United States. Shipped December 1st to April 15th.

You'll Get

2 Crandall's Early Blackberry. As much as 1½ quarts of early berries per picking from two vines.

2 John Innes Blackberry. The new, richly flavored, late berry from England.

3 Boysenberry. Quart after quart of gigantic, richly flavored berries to eat fresh, in pies or as jam.

2 Thornless Loganberry. Thornless vines, juicy fruit with almost no seeds which make the finest flavored of all jams.

2 Evans Black Raspberry. Heaviest bearing and best flavored of all black raspberries.

2 Sodus Purple Raspberry. A new purple raspberry, with juicy, full flavored fruit the size of a quarter.

5 Sunrise Raspberry. This new red kind is the earliest and longest bearing.

25 Blakemore Strawberry. Enormous crops of berries which make the best bright red jam.

25 Banner Strawberry. Tops in quality and flavor. Excellent with sugar and cream—none better for shortcakes.

Who wouldn't grin with a patch of these Armstrong Strawberries in their garden. Each plant is loaded with the sweet big red berries.



All-America Roses

Each year most of the finest new rose varieties not yet on the market are entered for official test and competition in sixteen official All-America trial and demonstration gardens scattered from New England to California and from Iowa to the Gulf of Mexico. Fourteen of the ablest rose critics in America score these varieties on a uniform point basis, and at the end of a two-year period the scores are averaged and the top-scoring roses are then named as All-America Roses. They are the best of each year.

From the All-America Winners of the past four years, we have selected five great varieties, including the top winner for 1944.

Mme. Chiang Kai-Shek. R60A. (1944 All-America.) Giant, perfectly formed buds of delightful primrose-yellow, opening to a great full flower of creamy yellow. Spicy lemon scent. Plant Pat. applied for. \$2.00 each.

Mary Margaret McBride. R54. (1943 All-America.) Clear deep coral-pink suffused with rich gold at the base. Plant Patent No. 537. \$1.50 each.

Grande Duchesse Charlotte. R38. (1943 All-America.) A new shade of red in roses, rich claret or brick-red, changing to a begonia-rose. Plant Pat. applied for. \$1.50.

Heart's Desire. R40. (1942 All-America.) Magnificent, long, streamlined buds of bright luminous red; superbly fragrant. Plant Pat. No. 501. \$1.50 each.

Charlotte Armstrong. R11. (1941 All-America Winner.) The finest of all All-America Roses in our opinion. Long, slender, carmine buds and brilliant open flowers of spectrum-red and cerise. Plant Pat. No. 455. \$1.25 each.

Special All-America Rose Offer, one each of the above five All-America Roses (regular single rate value \$7.75) for \$6.60. Ask for Collection No. 112. Add 17c sales tax on California shipments. Postpaid anywhere in the U. S. for 25c. Shipment from Dec. 15 to April 15

And Now for 1944—Sweet Sixteen

Sweet Sixteen. R89A. This new Armstrong Rose Introduction for 1944 will give you from early spring until late fall, on long, straight stems, the loveliest long buds imaginable. Rich shades of light pink with tints of salmon and a dash of yellow at the base. The long tight bud and large-petalled flowers are magnificent in their perfection of form. Delightfully fragrant, too. You'll be cutting this fine new rose for your living room and dining room ahead of other roses in your garden. Plant Pat. applied for. \$1.50 each.

Mme. Chiang Kai-Shek, 1944 All-America Winner

Home Grape Collection

Here is a collection which will enable you to enjoy crisp, fresh grapes from your garden from early to late every summer. Not just ordinary grapes either. They will fit neatly into your landscape picture and you'll have a distinctively different flavor to look forward to as each variety ripens.

Pearl de Csaba. The earliest of our grape varieties to ripen, almost seedless, with a pronounced Muscat flavor. This little amber colored Hungarian grape will enable you to enjoy the first grapes of the season. Bush type.

Thompson Seedless. The season's first seedless grape. Armstrong's strain of Thompson never fails to produce gigantic crops of those small, crisp, seedless grapes which everyone likes so well. Arbor type.

Black Muscat. Large bunches of crisp black berries, the most richly flavored grape on our entire list. Bush type.

Golden Muscat. A golden-green fruited cross between an Eastern "slipskin" and a Califor-

nia Muscat thereby gains a unique bouquet which Easterners and Westerners agree is tops. An all-purpose grape which can be grown as bush or as a climber on fence or arbor.

Concord. This is the genuine old Eastern Concord which millions believe to be the finest flavored of all American grapes fresh or as jelly or jam. Bush or arbor.

Black Hamburg. One of the famous table grapes of the world. Large bunches of coal-black, round berries, firm, sweet and juicy. Bush or arbor.

Dattier de Beyrouth. Long amber-yellow berries, with a sweet mild flavor and melting flesh, ripening late in the summer. Bush type.

To get this splendid all-purpose collection of grapes growing and fruiting in your yard, just order the "Home Grape Collection No. 113." Yours for only \$2.25 plus 6c sales tax. Postpaid for 10c extra. Shipped only into that portion of California south of San Luis Obispo and Merced. All orders forwarded in January.

ARMSTRONG NURSERIES

Ontario,
California

Branch Salesyards:
No. Hollywood, Culver City

Clusters of Thompson Seedless