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

RETURN POSTAGE GUARANTEED

Paul J. Howard's **HARDY IRIS**

Hardy Iris are among the easiest flowering plants to grow. Select a well-drained, sunny situation, with good garden soil. If soil is poor, fertilize with good commercial fertilizer or with bone meal, in fall and once or twice in spring. Set plants 12 to 18 inches apart and just cover the rhizomes. Water well after planting and keep moderately moist after that. Iris may be planted any time from June to winter. Prices include postage through the 4th postal zone.

Please add sales tax to all California orders.

AGRIPPA. Golden yellow standards with rounded falls of vivid garnet red, shaded gold. Hardy, free flowering. Each \$2.50, 3 for \$6.50.

ALICE HARDING. Large soft yellow blooms on branched stems; nearly everblooming. Each 35c, 3 for 90c, dozen \$3.50.

ALWAYS. Soft ivory veined and shaded purple. Each 75c, 3 for \$2.00, dozen \$7.50.

ANNE MARIE CAYEUX. Beautifully blended tones of rosy heliotrope, greyish amber and orange, with iridescent cast. Each 50c, 3 for \$1.25, dozen \$4.50.

BENJAMINE. Unique mauve purple and grey tones. Each 75c, 3 for \$2.00.

BLUE CRYSTAL. Giant light blue, especially fine for warm sections. Each \$1.00, 3 for \$2.50.

BLUE SHIMMER. Most outstanding plicata grown. Ivory white, feathered and bordered clear blue; falls are flaring, of heavy texture; a large, elegant, fragrant flower. Each \$1.00, 3 for \$2.50.

CARVED IVORY. Beautifully formed ivory white blooms on well branched stems. Each 75c, 3 for \$2.00, dozen \$7.50.

CHARMEUR. Popular light orchid pink. Each 50c, 3 for \$1.25, dozen \$5.00.

CHINA BOY. Huge reddish bronze and brown, on tall stems. Each \$1.00, 3 for \$2.50.

DESIRABLE. White edged rosy lilac; free flowering, early. Each 75c, 3 for \$2.00.

ECLADOR. Rich golden yellow, free flowering. Each 50c, 3 for \$1.25, dozen \$4.50.

ELECTRE. Soft lavender, gold beard; a good low growing Iris for foreground planting. Each \$1.00, 3 for \$2.50, dozen \$10.00.

FRANCHEVILLE. One of the most strikingly beautiful Iris we grow. Giant flowers with lilac standards and reddish purple falls shaded brown. Each \$1.00, 3 for \$2.50.

FRONDEUR. Deeply ruffled standards of buff grey, shaded yellow, falls are orchid purple veined maroon. Each \$1.50, 3 for \$4.00.

GENEVIEVE SEROUGE. Massive blooms of tawny yellow flushed pale blue, falls lilac and blue, edged yellow. Each 50c, 3 for \$1.25, dozen \$4.50.

GRACE MOHR. One of the most popular Iris—tall, lovely pale lilac veined deep violet. Each \$1.00, 3 for \$2.50, dozen \$6.50.

HAPPY DAYS. Immense clear yellow; tall, free flowering. Each 35c, 3 for \$1.00, dozen \$3.50.

HERMIONE. A rich blend of bronze and heliotrope, with falls of mahogany and yellow, marked brown. Each 50c, 3 for \$1.25.

INDIAN CHIEF. Large showy red, falls deep crimson, standards rosy red. Each 50c, 3 for \$1.25, dozen \$5.00.

LOS ANGELES. An old favorite and still one of the best—large white, faintly edged blue. Each 50c, 3 for \$1.35, dozen \$4.50.

LUX. Shimmering old gold, apricot rose and carmine. Each 75c, 3 for \$1.75.

MANDARIN. Glowing orange yellow. Each 75c, 3 for \$2.00.

MINISTRE FERNAND DAVID. Standards rich reddish purple, falls deeper glowing red-purple. Each 50c, 3 for \$1.25, dozen \$5.00.

MME. LOUIS AUREAU. A rich blend of cream and rosy mauve. Each 50c, 3 for \$1.35, dozen \$5.00.

NEMO. Outstanding big showy violet blue of rich fragrance. Each 75c, 3 for \$2.00.

PALE MOONLIGHT. Lovely tall pale blue. Each 35c, 3 for \$1.00, dozen \$3.50.

PORTLAND. A large showy Iris with standards of golden yellow, falls coral rose. Tall, sometimes blooms in fall also. Each 75c, 3 for \$2.00.

PURISSIMA. Giant, perfectly formed pure white. Each 35c, 3 for \$1.00, dozen \$3.50.

SAN GABRIEL. Lustrous lavender flushed rosy mauve; fragrant, vigorous. Each 35c, 3 for \$1.00, dozen \$3.50.

SANTA BARBARA. Soft lavender blue self color, large flowers. Each 35c, 3 for \$1.00, dozen \$3.50.

SNOQUALMIE. Rich deep cream of heavy texture and fine form; tall growing, hardy, with long blooming season. Each 75c, 3 for \$2.00.

SNOW FLURRY. One of the finest white Iris grown. Pure white, faintly flushed ice blue, both falls and standards deeply ruffled and frilled. Tall, early, fragrant. Each \$1.25, 3 for \$3.25.

TENAYA. Rich deep reddish purple, sometimes blooms in fall also. Each 75c, 3 for \$2.00.

TENTATEUR. Slate grey standards shaded yellow, and broad flaring falls of reddish purple edged silvery grey, make this an outstanding Iris in any garden. Each \$1.50, 3 for \$4.00.

WILLIAM A. SETCHELL. One of the largest, flowers often measure 6 inches across, yet of fine form, rich royal purplish blue; free flowering. Each \$1.00, 3 for \$2.50.

ZAMPA. Standards and falls of rich metallic blue, free flowering. Each 50c, 3 for \$1.25, dozen \$5.00.



Paul J. Howard's
Magnificent New IRIS

MRS. RICHARD GORHAM

A marvelous new seedling Iris of huge size and lovely form. Falls are somewhat flaring, rich campanula blue with white veining at center and golden yellow beard. Standards are an enchanting sky blue. The flowers are delightfully fragrant and of wonderful substance, sometimes five on the 40-inch stems open at one time. The wide massive foliage and the heavy rhizomes show the great vigor of this variety. Blooms early to midseason, and is a valuable addition to the list of really fine Iris. Stock still limited. Each \$5.00.

BLUE SHIMMER



Paul J. Howard's BARGAIN IRIS ASSORTMENT

This assortment includes many French Hybrid Iris, as well as older popular ones, all grown in our own fields, a grand collection for mass planting and extensive borders.

12 VARIETIES ONLY \$2.00
Each one different, unlabelled.
Prepaid through 4th postal zone
100 PLANTS FOR \$15.00

California Flowerland IRIS KAEMPFERI

JAPANESE IRIS. Beautiful open form, broad silky petals and richest coloring distinguish these Hardy Iris Kaempferi. They bloom freely from May to July, have handsome foliage, and are showiest when planted in masses, along borders, or near a pool.

Plant Iris Kaempferi in good garden soil mixed with peat moss or leaf mold, in full sun or partial shade. Give the plants plenty of water during their growing season, from early spring to fall. Plant any time from late fall until late spring.

We offer a Mixture of all shades, single and double Iris Kaempferi, from our own fields.

3 for \$1.00, dozen \$3.00, 100 for \$20.00.

All Iris sent prepaid, up to and including the 4th postal zone.

Paul J. Howard's
RANUNCULUS

Huge double silken blooms in brilliant shades, long lasting in the garden and as cut flowers.

Plant in full sun, in well drained soil, after October first. Soak a few hours in water, or start in moist sand. Set bulbs with prongs down, 6 to 12 inches apart, and cover about one inch.

Red, Orange, Yellow and Pink Shades, White, and California Flowerland Mixture of these shades.

Jumbo Bulbs: Dozen \$1.50, 100 for \$11.50
Large Size: Dozen 75c, 100 for \$5.00

ANEMONES

Brilliant poppy-like flowers, lovely as cut flowers. Culture same as for Ranunculus, setting bulbs pointed side down.

BLUE POPPY. Violet blue black center.

HIS EXCELLENCY. Scarlet, black center on white base.

THE BRIDE. White, greenish white center.

ROSEA. New rose shades.

CALIFORNIA FLOWERLAND MIXTURE of Above Shades.

Extra Large Bulbs: Dozen \$1.00, 100 for \$9.00



CALIFORNIA FLOWERLAND RANUNCULUS

GLORY OF THE SUN

Leucocoryne ixioides odorata. Fragrant blue star-shaped flowers, for edgings, massing and rock gardens. Plant 3 inches deep, 4 to 6 inches apart. **Dozen \$1.50, 100 for \$10.00.**

STAR OF BETHLEHEM

Ornithogalum arabicum. Clusters of starry white flowers with black centers, long lasting as cut flowers. **Extra Large Bulbs: Dozen \$1.50, 100 for \$10.00.**

SPRING SNOWFLAKES

Leucojum vernum. Spikes of small white bells, tipped green. Set bulbs 3 inches deep, 3 to 8 inches apart. **Dozen \$1.50, 100 for \$10.00.**

AMARCRINUM HOWARDII

Huge clusters of pink, lily-like blooms resembling Amaryllis Belladonna, are borne on strong stems; broad, strap-leaved evergreen foliage. Handsome plant for garden and patio decoration, may be grown in large pots or tubs. **Each \$2.50, 3 for \$7.00.**

GIANT HYBRID AMARYLLIS

Separate shades of **Crimson, Scarlet, White** with stripes of pink and crimson, also **Near White.** **Each \$1.00, 3 for \$2.75, dozen \$10.00. MIXED COLORS: Each 75c.**

SPREKELIA FORMOSISSIMA—Aztec Lily

Showy orchid-shaped blooms of rich red on long stems, in late spring and summer. Culture same as for Amaryllis. **Each 75c, 3 for \$2.00, dozen \$7.50.**

CULTURE OF AMARYLLIS, SPREKELIA: Plant bulbs in rich soil, with neck of bulb just above the surface. Bulbs planted too deep will not bloom. Outdoors, they require a sunny exposure. For pot culture, use a 7 or 8-inch pot, with light friable soil mixture. Keep in cool shade until roots develop, then remove to sunny situation or to living room window. Bulbs ready in November, may be planted until April first.



BRILLIANT ANEMONES



STAR OF BETHLEHEM
Free Flowering,
Easy to Grow



SPREKELIA
The Brilliant
Aztec Lily

Paul J. Howard's
LAWN GRASS SEED

All Purpose Grass Seed Mixture. From long experience in landscape work in Southern California, we have found this mixture of highest quality seed to be ideal in all situations. It will make a fine green lawn wherever grass will grow, in sun or shade. Use 1 lb. to 150 square feet.

1 lb. \$1.40, 5 lbs. \$6.85

Blue Grass and Clover. Highest quality and germination.

1 lb. \$1.40, 5 lbs. \$6.85

Blue Grass 1 lb. \$1.34, 5 lbs. \$6.50
Not Prepaid

MAIL ORDERS

ALL PACKET SEEDS and ALL SMALL BULBS: Anemone, Ranunculus, Freesia, Crocus, Oxalis, Dutch Iris, Tigridia, Ixia, Sparaxis, Tritonia, Leucocoryne, Scilla, etc., sent prepaid anywhere in the United States.

ALL OTHER BULBS: Daffodils, Narcissus, Jonquils, Hyacinths, Tulips, Lilies, Amaryllis, Calla, Ornithogalum, Gladiolus, Tuberose, Watsonia—Prepaid up to and including 4th postal zone. (This area includes all of Cali-

fornia, Arizona, Nevada, Western New Mexico, Southern Oregon and Southern Utah.)

FREE DELIVERY in Los Angeles Area.

Less than 6 Bulbs of any variety or color take the **each or 3 rate.** 50 Bulbs of a variety or color may be ordered at the 100 rate.

Please add 3% sales tax to all orders to be sent anywhere in California, 3½% sales tax in Los Angeles. **We do not ship C.O.D. Orders.**

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

NOVELTY DUTCH IRIS

A new strain of Giant Dutch Iris, with many new shades and combinations of color, lovely for massing in the garden and for cut flowers.

- ARTHUR BRIET.** Purple blue, bronze lip spotted orange.
- AVIATEUR.** Purple blue, lip cornflower blue.
- BELLE JAUNE.** Yellow with deeper golden lip.
- BLUE CHAMPION.** Enormous brilliant blue.
- BRONZE BEAUTY.** Purple blue, olive lip spotted orange.
- BRONZE QUEEN.** Bronze shaded blue, blue lip spotted orange.
- DELFT BLUE.** Very large self blue.
- KING MAUVE.** Immense violet mauve.
- LE MOGOL.** Deep bronze with olive lip, late.
- PRINCESS BEATRIX.** Fine deep yellow.
- PRINCESS IRENE.** White with golden yellow lip.
- WHITE PEARL.** Large pure white, yellow spot on lip.

Price of the Above New Dutch Iris:
3 for 65c, dozen \$1.95, 100 for \$15.00

WEDGEWOOD. Favorite large clear blue, early. **Dozen \$1.25, 100 for \$8.50.**



DUTCH IRIS

Giant Fragrant FREESIAS

Plant in full sun or partial shade, 5 to 6 inches apart, 2 inches deep. Keep soil moist but not too wet.

Pure White, Golden Yellow, Blue, Lavender, Pink, Bright Red. Extra Large Bulbs: Dozen \$1.00, 100 for \$7.50.

CALIFORNIA FLOWERLAND GIANT FREESIAS IN MIXTURE

Dozen 85c, 100 for \$6.00

New Double Freesias. Fragrant double blooms in graceful sprays. Elder's Judy. Double Yellow, and Double White.

Dozen \$1.00, 100 for \$7.50

TRITONIA CROCATA

(Flame Freesia.) Beautiful wide open flowers in long stemmed sprays, like Freesia, in vivid colors. Long lasting as cut flowers and in the garden. Culture same as Freesias.

Mixed Colors. Dozen 75c, 100 for \$5.00.

GIANT FREESIAS



WATSONIA

IXIA

BABY GLADIOLUS

Slender spikes of butterfly-like flowers. Plant 2 inches deep in sandy loam, in sun.

Peach Blossom. Pink.

Spitfire. Scarlet.

The Bride. White.

Mixed Colors.

Dozen \$1.25, 100 for \$9.00

TIGRIDIA

Mexican Shell Flower. Among the oddest and most striking flowers grown. Blooms are large, with three pointed petals, marked and spotted on ground of rose, scarlet, orange, yellow, peach, wine red and white. Bulbs ready in February. Dozen \$1.75, 100 for \$12.00.

TUBEROSES

Mexican Single. Spikes of fragrant waxy white flowers. Bulbs ready in February. Dozen 75c, 100 for \$5.00.

Double Pearl. Double flowers of richest fragrance. Dozen \$2.00, 100 for \$15.00.

WATSONIA

Tall slender flower spikes and gladiolus-like foliage; ideal for background planting and for cutting. May be left in the same situation for years. Plant 4 inches deep.

Adelaide, rose pink.

Lara, fuchsia red.

Malvern, orchid.

Mrs. Bullard's White.

J. J. Dean, rose.

Dazzler, scarlet, blooms in winter and early spring.

Dozen \$1.25, 100 for \$8.00

Bulbs for Borders

CROCUS. Earliest of all bulbs to bloom, large cup-shaped flowers on short stems. Grow in half-shade in the garden, or in pots. Purple, White, Yellow, Striped. Dozen 85c, 100 for \$6.00.

SCILLA CAMPANULATA. (Wood Hyacinth) Clear blue bells on 10-inch stems. Plant 4 inches deep. Dozen 75c, 100 for \$5.00.

MUSCARI CONICUM. (Grape Hyacinth) Short spikes of small bright blue blooms in early spring. Culture same as Freesias. Dozen 75c, 100 for \$5.00.

MUSCARI PLUMOSUS. (Feather Hyacinth) Broad spikes of deep blue feathery blossoms, attractive and unusual. Dozen 75c, 100 for \$5.00.

OXALIS. For massing in shade, for pots or hanging baskets indoors. Very easily grown. Grand Duchess White, Pink, Lavender, and Bowie—bright pink. Dozen 50c, 100 for \$3.50.



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11700 National Boulevard

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

From

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Use this Order Sheet as an envelope—just fold on lines as indicated with mailing address outside, enclose draft, money order or check for amount of order, plus tax if any, fold down gummed flap, seal, stamp and mail.

Paul J. Howard's New Giant Calla

HERCULES

One of the sensations of the plant world, and a marvelous subject for modern landscape planting. Plants form large decorative clumps that may be massed in the shade garden or grown as individual specimens, in tubs or large pots in the patio. Both foliage and blooms grow to a height of 4 feet or more. The immense rich green glossy leaves set off perfectly the massive pure white flowers, often 10 inches across and somewhat flared, on towering stems. Hercules Callas make striking large flower arrangements, too.

**Plants only, Each \$2.50,
3 for \$7.00**



PLANTING OF HERCULES CALLAS IN FRONT OF OUR STORE

OTHER CALLAS

WHITE CALLA. (Aethiopica) Large waxy blooms for cut flowers and borders in shade. Plant in rich, well drained soil. Mammoth Bulbs: **2 for 75c, dozen \$3.75.** Large Bulbs: **3 for 75c, dozen \$2.50.**

GODFREY CALLA. White blooms of graceful form and medium size. **2 for 75c, dozen \$3.75.**

BABY WHITE CALLA. Potted plants only. **Each 50, dozen \$5.00.**

BLACK CALLA. (Arum pictum) Exotic deep maroon blooms, odorless, handsome foliage. **Each 75c, 3 for \$2.00, dozen \$7.50.**

PINK CALLA. Dainty light pink blooms of medium size. **Each 60c, 3 for \$1.50, dozen \$5.00.**

YELLOW CALLA. (Elliottiana) Foliage marked with silver. Grow in pots or shady beds. Mammoth Bulbs, **each 75c, 3 for \$2.00, dozen \$7.50.** Large Bulbs, **each 45c, 3 for \$1.25, dozen \$4.50.**

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

Telephones: **TEXas 02951 — ARizona 31171 — EXbrook 72118**

11700 National Blvd., Los Angeles 64, California

