



DESCRIPTION OF THE JULIMAR FARM GARDENS AT THE NEW YORK WORLD'S FAIR

A contemporary redwood bridge leading to the Julimar Farm Pavilion is flanked by the *entrance garden* of illuminated reflecting pools and water jet fountains. Fruiting apple trees in architectural planters line the pools, creating a canopy of leafy branches extending to the entrance bridge. Background planting includes specimen White Flowering dogwood, Mountain laurel, and Hicks yews. Featured also are the White Hybrid rhododendron, and the native Rosebay rhododendron. Ground cover used in this area is pachysandra, or Japanese spurge, and the Shore juniper.

The central *atrium garden* sets off the pavilion proper. Featured plants are the Weeping podocarpus, Australian tree fern, Natal plum, and ground cover of Mondo grass. The atrium sparkles in bright sunlight as a permanent mist sprinkler overhead creates a gentle rain. Shiny black beach pebbles contrast with the ground cover planting. An Oriental lily goddess figurine provides the focal point.

To the right of the Pavilion is the *Renaissance garden*. A formal clipped Canadian hemlock hedge encircles the three sections of this garden. The antique brick paths are flanked by American boxwood hedges, and the end segments are of Dwarf English boxwood in parterre planting set off by a mulch of white marble chips. Each of the three sections has its own key point. The center uses four European mountain ash specimens pleached to carry out the Renaissance theme. One end section is highlighted by a three-tier fountain, while the other is set off by a specimen Dwarf English boxwood approximately 40 years old, and four spirally-trained Topiary yews.

From the rear the Pavilion deck extends toward the largest single tree planted in any of the Fair's exhibits. It is a Swamp white oak, particularly admired for its characteristic horizontal branches. Behind it is a hillside planting, using Shore juniper, Delaware Valley white azaleas, and Dwarf Mugho pine in its ground cover of pachysandra. To the right along the flagstone path stands the *penthouse garden* with a 35-year-old espalier-trained

fruiting apple on its brick wall. The surrounding planting includes Japanese holly, Japanese andromeda, Kurume Hybrid azalea, Cynthia rhododendron hybrid, American holly, and crytomeria.

On the penthouse terrace, espalier-trained fruiting pears create a handsome pattern against the screen fence. Along the edges, Heller's Dwarf holly has been combined with seasonal flowers, including evergreen candytuft, and Dwarf blue ageratum. The terrace area is partially shaded by a sugar maple, and an especially interesting high-stemmed specimen red pine.

To the rear of the penthouse is the *New England pasture and barn area* with miniature live horses. Surrounding planting includes Austrian pine, European beech, the late-flowering Kousa dogwood, and Japanese flowering crabapple. A specimen flowering horse chestnut shades the attractive three-quarter size barn.

Further along the flagstone walk on the left is a 75-year old specimen of the Cutleaf Weeping Japanese maple. Underplanting includes Dwarf Mugho pine, white-flowering Japanese quince, Shore juniper, and Kaempferi Hybrid azalea. At first crossing of the stream, the pond at its lower end is surrounded by Canadian hemlock, European white birch, paper white birch, Hybrid rhododendron, burning bush, daylillies, and viburnum.

At the approach to the *Oriental garden* area is set an unusual weeping mulberry on the bank adjoining it. On the bank along the path is Dwarf Sedum acre, and adjoining ground cover of African daisy or gerbera. Behind this is a large specimen maiden hair tree approximately 45 years old, and a border along the property line of white pine. The path continues along the stream with plantings of daylillies, pampas grass, and Boule de Neige Dwarf Hybrid rhododendron. Across the next bridge the *Hawaiian garden* is dominated by a giant carved Tiki god, and waterfall. The principal plants in this area are from tropical and sub-tropical climates: a Giant schefflera, Alexander palm, coconut palm, hibiscus, asparagusfern and pittosporum. Ground covers are Mondo grass, lirope, and spathiphyllum. A Sargent flowering crabapple, and tall Lombardy poplars dominate the hill-

side at the end of the tropical garden. On the border side is a background of white pine, enhanced by foreground plantings of Rosebay rhododendron, and white flowering dogwood.

To the east of the Pavilion is the *herb* or 'touch and smell' garden with raised brick planters of rosemary, tarragon, mint, parsley, lavender, Society garlic, santolina, chives, Dwarf Curly onion, and sweet woodruff. The surrounding planting is of Siebold viburnum, and the adjoining specimen plants include a Topiary yew, dwarf English boxwood, golden rain tree, sorrel tree, Canadian hemlock, White Hybrid rhododendron, and Kaempferi azalea.

The *English garden* lies just beyond the herb garden. Here, a Colorado blue spruce, Topiary yews sculptured in birdlike form, and colorful flowers, surround the oval lawn panel. The center pool is filled with flowering waterlilies. A distinctive feature of the area is the large aviary with its colorful birds. Surrounding specimen plants include willow oak, eastern redbud, Washington hawthorn, and inkberry. Background planting includes Japanese black pine, Canadian hemlock, Rosebay rhododendron, mountain laurel, Hicks yew, white flowering dogwood, American holly, Kaempferi azalea, Cynthia Hybrid rhododendron, and Andorra juniper.

At the front of the Pavilion a border of specimen sugar maples, and decorative fence planted with clematis, and flowering firethorn, leads to the exhibit entrance-exit area.

PACKAGED GARDENS

The packaged garden idea was conceived by Mrs. J. Phelps Revson as an answer to those who wish a custom-designed garden at a low price.

How it works:

The client sends a photograph and plot plan of his garden area to Julimar Farm, listing preferences in flowers and plant material; whether he wants a play area, barbecue pit, swimming pool, or other such exterior living area. Julimar returns a plan prepared by its team of outstanding landscape experts for the nominal price of \$25 regardless of garden size.

PRODUCTS

"If it's the finest in foods . . . it's by Julimar Farm"

Marshall Strawberries and Hawaiian Pineapple Country Jam	\$.69
Spiced Peach Country Jam69
Spiced Crabapple Country Jelly59
Spiced Grape Country Jelly59
Hawaiian Pineapple Preserves69
Tiki Instant Coffee	\$1.10

These five delightful taste treats in preserves and jellies are packaged in apothecary jars, which have many secondary uses. Inside the jar top is a tiny cut daisy, "flower fresh" trademark for all Julimar Farm products.

This rare and unique coffee grows only in the rich volcanic soil of Hawaii, on the lush slopes of Mauna Loa. Tiki is 100% pure instant coffee with an aromatic and winy flavor.

Swedish Pancake Mix	\$.59
Wild Rice Pancake Mix59

Delightfully thin, fine textured Swedish pancakes, waffles, or crepes, and hearty, country flavored wild rice pancakes, waffles, and muffins are the palate delights found in these quality pancake mix products.

"BREAD 'N' BUTTER" GIFTS

Rik Rak \$2.75 per 14 oz.

A homemade confection made of almonds, popcorn, giant pecans, molasses, fresh butter, and sugar. This delicious crunchy sensation is cooled on huge marble slabs in the old fashioned manner. It is packaged in a glistening, airtight polyethylene bag inside a handsomely decorated corsage box.

Coconut Chips \$1.00
 Ono Krunch 1.25
 Macademia Coconut
 Crisp 1.50

Julimar Farm is the exclusive distributor in the U.S. for these famous imported Hawaiian confections. Packaged in decorative airtight serving tins.

Soap Poufs \$1.50

A new and exquisite way to tell your hostess "thank you." Light as a cloud bright yellow fluffs of soap, each enough for one luxurious hand washing. Daintily packaged in a transparent cylinder topped by a ribboned daisy.

Japanese Serving
 Trays — small 4 - \$5.00
 large \$8.95

Decorative serving trays in gold leaf for the perfect hostess. The trays come in two sizes 7½" and 15".

"Gastronomique"
 (Cook Book) by
 Ida Bailey Allen \$5.95

From the vast library of cook books at Julimar Farm, "Gastronomique" has been selected as the only cook book for sale at the Pavilion. It is one of the finest guides for creative cooking, and was written by the famed authority Ida Bailey Allen. (Published by Doubleday).

"EXCLUSIVES"

The Romanoff Caviar Company has appointed Julimar Farm Corp. exclusive distributor for its products at the New York World's Fair: Green Seal, Red Seal, and Imperial imported Iranian Caviar; MBT Instant Beef Broth, Chicken Broth, and Vegetable Broth, Instant Chowder Mix, Instant Consomme Madrilene, and Instant Gravy. The broths and other instant mixes sell for 35¢ each, or 3 for \$1.00.

Caviar prices are as follows:

	1 oz.	\$1.80
Imperial	2 oz.	3.55
	4 oz.	7.00
	1 oz.	1.75
Green Seal	2 oz.	3.45
	4 oz.	6.80
	1 oz.	1.35
Red Seal	2 oz.	2.65
	4 oz.	5.20



JULIMAR FARM FACT SHEET

The Julimar Farm Pavilion at the New York World's Fair is the stage upon which a new firm, *Julimar Farm Corporation*, was introduced. The Pavilion, an architectural jewel, is the smallest at the Fair. It is set in the only garden area exhibit, and was designed by the renowned architect Edward Durell Stone.

The Julimar Farm Pavilion and the company behind it were created for two reasons:

1) To introduce a new line of farm-oriented quality food products. These include preserves, Hawaiian coffee, pancake mixes, and imported gourmet food items. A "Bread 'n' Butter" gift line features homemade confections, soap, trays, and books.

2) To introduce "packaged gardens"—the design, for \$25 regardless of size, of custom gardens for every one.

The creator and board chairman of Julimar Farm is Mrs. J. Phelps Revson of 1060 Fifth Avenue, New York, and Lords Highway, Weston, Conn. The president of the firm is W. Ware Lynch, public relations counsel, of New York, and Redding, Conn.



EDWARD DURELL STONE — *New York* — *Architect*

EDWARD D. STONE, JR. & ASSOCIATES
New York and Ft. Lauderdale, Florida
— *Landscape Architect and Site Planner* —

ROSEDALE NURSERIES — *Hawthorne, New York* — *Nursery*

THEO. L. RUBSAMEN & CO., INC.
Floral Park, New York — *General Contractor*

Julimar Farm Corp.

225 East 46th Street, New York, N. Y. 10017

Rush me the Julimar Farm products in the quantity indicated:

QUANTITY	PRODUCT	TOTAL	QUANTITY	PRODUCT	TOTAL
—	Marshall Strawberries and Hawaiian Pineapple Country Jam, 10 oz., net wt., at \$.69	\$ _____	—	Swedish Pancake Mix 1 lb. net wt., at \$.59	\$ _____
—	Spiced Peach Country Jam, 10 oz. net wt., at \$.69	_____	—	Wild Rice Pancake Mix, 1 lb. net wt., at \$.59	_____
—	Spiced Crabapple Country Jelly, 10 oz., net wt., at \$.59	_____	—	Rik Rak, 14 oz., net wt., at \$2.75	_____
—	Spiced Grape Country Jelly, 10 oz., net wt., at \$.59	_____	—	Imported Hawaiian Coconut Chips, 5 oz., net wt., at \$1.00	_____
—	Hawaiian Pineapple Preserves, 10 oz. net wt., at \$.69	_____	—	Imported Hawaiian Ono Krunch, 8 oz., net wt., at \$1.25	_____
—	Tiki Instant Coffee, 2 oz., net wt., at \$1.10	_____	—	Imported Hawaiian Macadamia Coconut Crisp, 10 oz., net wt., at \$1.50	_____
			—	Soup Puffs, at \$1.50	_____

For handling and postage add 20c for first item and 15c for each additional item _____

SEND TO: _____ Amount Enclosed \$ _____

NAME _____

ADDRESS _____ CITY _____ ZONE _____ STATE _____

CHECK HERE FOR MORE INFORMATION ABOUT PACKAGED GARDENS

YOUR PERSONAL COUPON

Julimar Farm Corp.

225 East 46th Street, New York, N. Y. 10017

Rush me the Julimar Farm products in the quantity indicated:

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NAME _____

ADDRESS _____ CITY _____ ZONE _____ STATE _____

CHECK HERE FOR MORE INFORMATION ABOUT PACKAGED GARDENS

A COUPON FOR YOUR FRIEND

PLEASE CLIP COUPONS AND MAIL