
Joseph Howland Papers, 1942-2000

Processed by Holly Selvig.

Environmental Design Archives

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Collection number: 2001-9

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Funding:

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Descriptive Summary

Title: Joseph Howland papers,

Date (inclusive): 1942-2000

Collection number: 2001-9

Creator: Howland, Joseph, 1918-

Extent: 3 boxes

Repository: Environmental Design Archives. College of Environmental Design.

University of California, Berkeley.

Berkeley, California

Abstract: The Joseph Howland Papers span the years 1942-2000 and contain records relating to Howland's work as an editor of several garden design magazines, as a floricultural marketing writer, and as a teacher. Included are copies of articles written and several photographs used in *The House Beautiful Book of Gardens and Outdoor Living*. The collection consists of three series: Personal Papers, Professional Papers, and Faculty Papers.

Physical location: For current information on the location of these materials, please consult the library's online catalog.

Language: English.

Access

Collection is open for research.

Publication Rights

All requests for permission to publish, reproduce, or quote from materials in the collection should be discussed with the Curator.

Preferred Citation

[Identification of item], Joseph Howland Papers, (2001-9), Environmental Design Archives. College of Environmental Design. University of California, Berkeley. Berkeley, California.

Acquisition Information

The collection was acquired in 2001.

Funding

Arrangement and description of this collection was funded by the Landscape Architecture and Environmental Planning Department, University of California, Berkeley.

Access Points

Horticulture - Study and teaching - University of Nevada, Reno.

Garden design.

O.M. Scotts and Sons Lawn Care Magazine

Better Homes and Garden Magazine

House Beautiful Magazine

Nevada Gardener Magazine

Online Archive of California

Biographical Note

Joseph Howland Papers

From his farm upbringing and days of participating in 4-H as a adolescent to his current appointment as Professor Emeritus at the University of Nevada, Reno, Dr. Howland produced extensive research and writing on garden design, horticulture, and floricultural marketing.

Born in Providence, Rhode Island on April 2, 1918, he received a Bachelor's of Science in Agriculture from Rhode Island State College in 1940; a Master's of Science in Horticulture from Michigan State College in 1942; and a Ph.D. in greenhouse crops and marketing from Cornell University in 1945. Howland taught garden design classes while studying at Rhode Island State College and landscape architecture classes while studying at Michigan State.

Howland worked as assistant-to-the-president and editor of *O.M. Scotts and Sons Lawn Care Magazine* for 12 years, during which time he also served as their advertising and promotion director. He served as associate editor of *Better Homes and Gardens Magazine* (1945-1948) and as Garden Editor of *House Beautiful Magazine* (1948-1956). In 1958 he authored *The House Beautiful Book of Gardens and Outdoor Living*, and in 1967 he served as the president of the Men's Garden Club of America. From 1978 to 1992 Howland wrote monthly marketing columns in *Southern Florist and Nursery*, *Greenhouse Manager*, *Nursery Manage*, *Flower Mart*, and *Los Angeles Flower Market*.

From 1969-1973, Howland taught horticulture at the University of Nevada, where he created the Golf Turfgrass School and the *Nevada Gardener Magazine*. Howland took a leave from the university in 1973 to work as the vice-president for technical services (marketing and research) at Geo. J. Ball Inc., and as president of its Pan American Seed Company. In 1978, he returned to the University of Nevada as Professor of Agricultural Research (1978-1984), and from 1984-1991 he held a joint appointment in Horticulture and Journalism (Advertising and Marketing Research). He was awarded Emeritus Professor of Horticulture and Journalism in 1992.

Note

Personal notes on Joseph Howland

Scope and Contents Note

The Joseph Howland Papers span the years 1942-2000 and contain records relating to Howland's work as an editor of several garden design magazines, as a floricultural marketing writer, and as a teacher. Included are copies of articles written and several photographs used in the *House Beautiful Book of Gardens and Outdoor Living*. The collection consists of three series: Personal Papers, Professional Papers, and Faculty Papers.

I. PERSONAL PAPERS, 1943 - 2000

Physical Description: Box 1

Scope and Content Note

Arrangement

Arranged alphabetically.

Contains autobiographical information, correspondence, student work, and written travel accounts.

II. PROFESSIONAL PAPERS

Physical Description: Boxes 1-3

Scope and Content Note

Arrangement

Arranged alphabetically.

Contains papers related to his work as a professional garden design and floricultural marketing writer, including correspondence with magazine editors and copies of articles written. Includes copies of presentation made about Floricultural marketing, material related to his involvement with the Men's Garden Club of America, and reference articles used during his professional career. Also includes photographs appearing in *The House Beautiful Book of Gardens and Outdoor Living*, and other photographs and lantern slides of residential gardens.

A. Correspondence

B. Writings on Garden Design

C. Writings on Floricultural Marketing

D. Presentations

E. Associations and Committees

F. Reference Files

G. Photographs/Illustrations

III. FACULTY PAPERS

Physical Description: Box 2

Scope and Content Note

Arrangement

Arranged alphabetically.

Contains papers related to Dr. Howland's professorship at the University of Nevada, Reno. Includes correspondence, course material, and writings.

SERIES I. **PERSONAL PAPERS**

Box/Folder 1 : 1	Biography 1993-2000
Box/Folder 1 : 2-3	Correspondence 1998
Box/Folder 1 : 4	Miscellaneous 1960, 1989
Box/Folder 1 : 5	Student Work 1941-1943
Box/Folder 1 : 6	Travel 1995-2000

SERIES II. PROFESSIONAL PAPERS

A. **Correspondence**

Box/Folder 1 : 1	<i>House Beautiful Magazine</i> 1943-1958
Box/Folder 1 : 2	<i>Better Homes and Gardens Magazine</i> 1948

B. **Writings on Garden Design**

Box/Folder 1 : 3	in <i>House Beautiful Magazine</i> n.d.
Box/Folder 1 : 4	in <i>Plants Alive Magazine</i> 1979
Box/Folder 1 : 5	about children and gardens 1958-1960
Box/Folder 1 : 6	about Thomas Chruich 1948, 1981
Box/Folder 1 : 7	"JEH Talks" 1940-1967
Box/Folder 1 : 8	miscellaneous articles 1960-1962

C. **Writings on Floricultural Marketing**

Box/Folder 1 : 9	in <i>Greenhouse Manager</i> 1984-1994
Box/Folder 1 : 10	in <i>Nursery Managers</i> 1986-1994
Box/Folder 1 : 11	misc. articles 1945-2000

D. **Presentations**

Box/Folder 1 : 12	Press Clippings 1974, 1995
Box/Folder 1 : 13	Floricultural Marketing 1969-1973

E. **Associations and Committees**

Box/Folder 1 : 14	Mens Garden Club of America 1966-1973
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F. **Reference Files**

Box/Folder 1 : 15	Biographies n.d.
Box/Folder 1 : 16	Gardens and Design 1895-1992
Box/Folder 2 : 17	Irrigation Techniques 1940-1981
Box/Folder 2 : 18	Kraft Residence 1982, 1996
Box/Folder 2 : 19	Miscellaneous 1976-2000
Box/Folder 2 : 20	Thomas Church 1948-1991

G. **Photographs/Illustrations**

Box/Folder 2 : 21	I. <i>House Beautiful Magazine</i>, illustrations 1954
	II. <i>House Beautiful Book of Gardens and Outdoor Living</i> - Photographs
Box/Folder 2 : 22	Landscape Architects: A-D n.d.
Box/Folder 2 : 23	Landscape Architects: Dalsimer, Inc. n.d.
Box/Folder 2 : 24	Landscape Architects: E-L n.d.
Box/Folder 2 : 25	Landscape Architects: M-W n.d.
Box/Folder 2 : 26	Landscape Architects: Webel and Innocenti n.d.

Box/Folder 2 : 27-28	III. Photographs unidentified n.d. Photographers: Gottscho-Schleisner 1932-1964
Box/Folder 2 : 29	Photographers: Maynard-Parker n.d.
Box/Folder 2 : 30	Miscellaneous Photographs n.d.
Box 3	Lantern Slides ca. 1952

SERIES III. **FACULTY PAPERS**

Box/Folder 2 : 1	Correspondence 1994
Box/Folder 2 : 2	J 335 - Flower Pot Design 1987
Box/Folder 2 : 3	Nevada Horticulture 4-H projects n.d.
Box/Folder 2 : 4	Writings 1973-1988