

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62,23

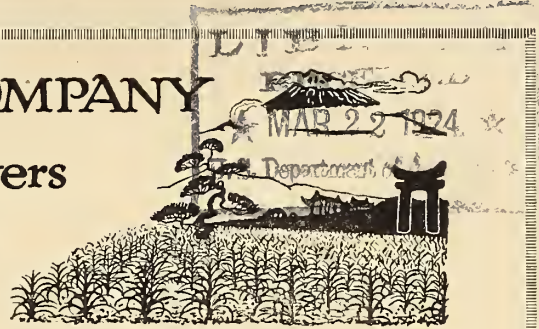


AMERICAN BULB COMPANY

Importers & Growers

172 N. WABASH AVENUE  
CHICAGO ILLINOIS

6 MURRAY STREET  
NEW YORK CITY



# Wholesale Prices for Florists

FLOWER SEEDS  
BULBS *and* PLANTS

*Spring 1924*



ASTER  
"KING"

A Field of Our Branching Asters Growing for Seed

**ABC**  
SUPREME QUALITY  
**ABC**

Address Orders  
from this List to

172 N. Wabash Ave., Chicago, Ill.

## New Crop Flower Seeds—Continued

### ASTERS

"A B C" Supreme Quality  
Especially Recommended for Cut Flowers

#### CHICAGO GIANT BEAUTY

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems, 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of Cut-Flower Aster



ASTER, AMERICAN BEAUTY

#### AMERICAN BEAUTY ASTER

|                       | Tr. Pkt. | Oz.  |
|-----------------------|----------|------|
| Azure Fairy.....      | .40      | 1.75 |
| Carmine Rose.....     | .40      | 1.75 |
| Lavender.....         | .40      | 1.75 |
| Purple.....           | .40      | 1.75 |
| September Beauty..... | .40      | 1.75 |
| White.....            | .40      | 1.75 |

#### CREGO ASTER

|                 |     |      |
|-----------------|-----|------|
| White.....      | .30 | 1.25 |
| Azure Blue..... | .30 | 1.25 |
| Lavender.....   | .30 | 1.25 |
| Purple.....     | .30 | 1.25 |
| Rose Pink.....  | .30 | 1.25 |
| Shell Pink..... | .30 | 1.25 |
| Mixed.....      | .30 | 1.25 |

#### DAYBREAK ASTER

|                     |     |      |
|---------------------|-----|------|
| Pink.....           | .40 | 2.50 |
| White (Purity)..... | .40 | 2.50 |

#### EARLY WONDER ASTER

These are the Earliest Blooming Asters. Flowers large and full, of the Comet type

|                |     |      |
|----------------|-----|------|
| White.....     | .40 | 2.00 |
| Pink.....      | .40 | 2.00 |
| Dark Blue..... | .40 | 2.00 |

|                    | Tr. Pkt. | Oz.    |
|--------------------|----------|--------|
| Deep Rose.....     | \$.50    | \$4.50 |
| Peach Blossom..... | .50      | 4.50   |
| Light Blue.....    | .50      | 4.50   |
| Purple.....        | .50      | 4.50   |
| Mixed.....         | .50      | 4.50   |

#### ASTERMUM

|                 |     |      |
|-----------------|-----|------|
| Lavender.....   | .30 | 1.25 |
| Rose Pink.....  | .30 | 1.25 |
| White.....      | .30 | 1.25 |
| Fine Mixed..... | .30 | 1.00 |

#### BALL'S IMPROVED

|            |     |      |
|------------|-----|------|
| White..... | .50 | 3.00 |
|------------|-----|------|

#### GIANT COMET ASTER

Upright Habit, 2 ft. high. Flowers Double and well formed

|                     | Tr. Pkt. | Oz.  |
|---------------------|----------|------|
| Malmaison Pink..... | .35      | 1.50 |
| Crimson.....        | .35      | 1.50 |
| Light Blue.....     | .35      | 1.50 |
| Royal Purple.....   | .35      | 1.50 |
| White.....          | .35      | 1.50 |
| Mixed.....          | .30      | 1.25 |

#### KING ASTER

Needled Type, 1½ to 2 feet. Large Flowers with Quilled Petals

|               |     |      |
|---------------|-----|------|
| Crimson.....  | .30 | 1.25 |
| Purple.....   | .30 | 1.25 |
| Lavender..... | .30 | 1.25 |
| Rose.....     | .30 | 1.25 |
| Violet.....   | .30 | 1.25 |
| White.....    | .30 | 1.25 |
| Mixed.....    | .30 | 1.25 |

|                   |     |      |
|-------------------|-----|------|
| LAVENDER GEM..... | .40 | 2.00 |
|-------------------|-----|------|

#### HEART OF FRANCE

|               |     |      |
|---------------|-----|------|
| Rich Red..... | .40 | 2.00 |
|---------------|-----|------|

#### MIGNON ASTER

Fine for Pots and Bedding

|                     |     |      |
|---------------------|-----|------|
| Brilliant Rose..... | .40 | 2.00 |
| Fiery Scarlet.....  | .40 | 2.00 |
| Light Blue.....     | .40 | 2.00 |
| White.....          | .40 | 2.00 |

# New Crop Flower Seeds—Continued

## EARLY ROYAL ASTER

Branching, about 2 feet high

|                | Tr. Pkt. | Oz.  |
|----------------|----------|------|
| Lavender ..... | .35      | 1.50 |
| Purple .....   | .35      | 1.50 |
| Rose Pink..... | .35      | 1.50 |
| White .....    | .35      | 1.50 |
| Mixed .....    | .30      | 1.25 |

PEERLESS YELLOW..... .40 2.50

## SEMPLER BRANCHING ASTER

Plants 2½ to 3 feet high. Branching and Robust. Our strain is a specially selected Florist's Strain

|                  | Tr. Pkt. | Oz.  |
|------------------|----------|------|
| White .....      | .30      | 1.25 |
| Shell Pink.....  | .30      | 1.25 |
| Rose Pink.....   | .30      | 1.25 |
| Deep Purple..... | .30      | 1.25 |
| Lavender .....   | .30      | 1.25 |
| Crimson .....    | .30      | 1.25 |
| Mixed .....      | .30      | 1.25 |

## QUEEN OF MARKET ASTER

Early-flowering of branching habit, coming into bloom directly after Early Wonder

|                               | Tr. Pkt. | Oz.  |
|-------------------------------|----------|------|
| Brilliant Rose.....           | .25      | 1.00 |
| Blush Pink.....               | .25      | 1.00 |
| Crimson .....                 | .25      | 1.00 |
| Lavender .....                | .25      | 1.00 |
| Purple .....                  | .25      | 1.00 |
| White .....                   | .25      | 1.00 |
| Mixed .....                   | .25      | 1.00 |
| Vicks Silvery Rose.....       | .50      | 2.50 |
| Asters, All Sorts, Mixed..... | .15      | .50  |

BALLOON VINE (Cardiospermum)..... .15

## BALSAM

|                               |     |     |
|-------------------------------|-----|-----|
| Camelliaeff'd—Pink .....      | .20 | .75 |
| Scarlet .....                 | .20 | .75 |
| Bismarck (Salmon).....        | .20 | .75 |
| White Perfection.....         | .20 | .75 |
| Finest Mixed.....             | .15 | .60 |
| Balsam Apple (Momordica)..... | .15 | .35 |
| BARTONIA AUREA—Yellow.....    | .15 | .35 |

## BEGONIA

### SEMPERFLORENS

|  |     |      |
|--|-----|------|
| Erfordia—Pink .....                    | .50 | .... |
| Salmon Queen—Salmon Red.....           | .50 | .... |
| Vernon—Deep Red (1-32 oz. \$0.75)..... | .40 | .... |

### GRACILIS

|  |     |      |
|--|-----|------|
| Luminosa—Fiery Dark Red (1-32 oz. \$1.75) .....  | .50 | .... |
| Primadonna—Carmine Rosea (1-32 oz. \$1.75) ..... | .50 | .... |
| Rosea—Pink .....                                 | .50 | .... |
| Alba—White .....                                 | .50 | .... |

### TUBEROUS—Rooted

|                     |      |      |
|---------------------|------|------|
| Single, mixed ..... | .50  | .... |
| Double, mixed ..... | 1.00 | .... |



DIDISCUS COERULEUS

## BELLIS PERENNIS (English Daisy)

|                       | Tr. Pkt. | Oz.  |
|-----------------------|----------|------|
| Longfellow—Pink ..... | .40      | 2.00 |
| Snowball—White .....  | .40      | 2.00 |
| Mixed .....           | .35      | 1.50 |
| Monstrosa—Pink .....  | .50      | 3.00 |
| Monstrosa—White ..... | .50      | 3.00 |
| Monstrosa—Mixed ..... | .50      | 2.75 |

## BLUE LACE FLOWER (Didiscus Coeruleus)

Excellent for Bouquets. Flowers continually from July until Frost..... .30 1.50

## BRACHYCOME (Swan River Daisy)

|                         |     |     |
|-------------------------|-----|-----|
| Iberidifolia—Blue ..... | .20 | .75 |
|-------------------------|-----|-----|

## BROWALLIA

Very Useful Free-Flowering Annuals

|                   |     |     |
|-------------------|-----|-----|
| Elata—Blue .....  | .20 | .75 |
| Elata—White ..... | .20 | .75 |

## CALCEOLARIA

Our Strain of these is produced by one of the foremost Specialists

|                                     |      |      |
|-------------------------------------|------|------|
| Hybrida Grandiflora—Tall mixed..... | 1.00 | .... |
| Compacta—Dwarf, mixed.....          | 1.00 | .... |
| Rugosa—Mixed .....                  | 1.00 | .... |

## CALLIOPSIS

|   |     |     |
|---|-----|-----|
| Golden Wave—(Drummondii).....           | .15 | .25 |
| Nigra Speciosa—Crimson-Maroon.....      | .15 | .25 |
| Mixed Annual.....                       | .15 | .25 |
| Lanceolata Grandiflora (Perennial)..... | .15 | .50 |

## New Crop Flower Seeds—Continued



BEGONIA SEMPERFLORENS (See Page 3)

### CALENDULA

|   | Tr. Pkt. | Oz.  |
|---|----------|------|
| A "Sure Fire" Money-Maker for Winter and Spring. Special Forcing—Orange King—Our grower has perfected a strain of this important cut-flower and pot plant that has gained a National Reputation. Seeds being saved only from plants producing unusually double flowers of exceptional brilliancy. We highly recommend this unusually good strain. Cultural directions for the asking..... | .50      | 2.00 |
| Ball's Special—Originator's Strain supplied by Geo. J. Ball.....  | .75      | 3.00 |
| Meteor—Orange striped.....  | .15      | .25  |
| Prince of Orange—Dark Orange striped..  | .15      | .25  |
| Pure Gold—Golden Yellow.....  | .15      | .25  |

### CARNATION (Chabaud's Perpetual)

New Imported Varieties

This strain is much superior to any Carnation ever offered before. They produce splendid double flowers in profusion and will prove a money-maker to any florist who will grow these new varieties.

|  | Tr. Pkt.        | Oz.        |
|--|-----------------|------------|
| Jeanne Dionis—White .....                | 1.00            | ....       |
| Marie Chabaud Improved—Yellow.....       | 1.00            | ....       |
| L'Etincelant—Fiery Red.....              | 1.00            | ....       |
| La Perle—Manuve.....                     | 1.00            | ....       |
| Perle Rose—Pink.....                     | 1.00            | ....       |
| Rubis Nero—Dark Purple.....              | 1.00            | ....       |
| <b>CARNATION—Chabaud's Ever-blooming</b> | <b>Tr. Pkt.</b> | <b>Oz.</b> |
| Mixed .....                              | .40             | 1.50       |
| Early Vienna Mixed.....                  | .40             | 1.50       |
| Choice Mixed, Double Border.....         | .40             | 1.50       |
| Giant Marguerite, Mixed.....             | .30             | 1.50       |
| Margaret—Pink .....                      | .30             | 1.50       |
| Scarlet .....                            | .30             | 1.50       |
| White .....                              | .30             | 1.50       |
| Yellow .....                             | .30             | 1.50       |

### CAMPANULA

|                                    | Tr. Pkt. | Oz.  |
|------------------------------------|----------|------|
| Calycanthera—Blue .....            | .30      | .... |
| Pink .....                         | .30      | .... |
| White .....                        | .30      | .... |
| Medium Single Blue.....            | .15      | .40  |
| Single White.....                  | .15      | .40  |
| Single Pink.....                   | .15      | .40  |
| Single Mixed.....                  | .15      | .40  |
| Double Mixed.....                  | .30      | .... |
| Persicifolia Grandiflora—Blue..... | .50      | 3.50 |
| White .....                        | .50      | 3.50 |
| <b>CANARYBIRD VINE</b>             |          |      |
| (Tropaeolum Canariense).....       | .15      | .30  |

### CANDYTUFT

|   |            |             |
|---|------------|-------------|
| Crimson .....                                       | .15        | .25         |
| Empress—White (¼ lb., \$0.75; 1 lb., \$2.75)        | .15        | .25         |
| Giant Hyacinth-flowered—White (¼ lb., \$1.50) ..... | .15        | .50         |
| Little Prince.....                                  | .15        | .30         |
| Pink .....  | .15        | .30         |
| Purple .....  | .15        | .25         |
| Rose Carmine.....                                   | .15        | .25         |
| Lavender .....                                      | .15        | .25         |
| Mixed .....   | .15        | .25         |
| <b>CANNA—Crozy's Finest Mixed.....</b>              | <b>.15</b> | <b>.25</b>  |
| <b>CARDINAL CLIMBER.....</b>                        | <b>.40</b> | <b>1.75</b> |

A rapid growing Annual Climber, producing Fiery Red Flowers in greatest profusion

### CELOSIA CRISTATA—(Cockscomb)

|                                       | Tr. Pkt. | Oz.  |
|---------------------------------------|----------|------|
| Glasgow Prize—Dark Crimson.....       | .30      | 2.00 |
| Empress—Bright Red; dark foliage..... | .25      | 1.75 |

### CELOSIA MISCELLANEOUS VARS.

|   |            |            |
|---|------------|------------|
| <b>BRYSONII CHRYSANTHIFLORA (New)</b>   |            |            |
| Mixed .....   | 1.50       | ....       |
| One of the most effective and largest Florists' Cut-Flowers. More beautiful colors and shades are found in Celosia Brysonii than any other Autumn Flower. It can be shipped long distances without wilting. |            |            |
|   | Tr. Pkt.   | Oz.        |
| <b>PLUMOSA—Scarlet (Feathered).....</b>   | <b>.15</b> | <b>.60</b> |
| Golden Plume.....   | .15        | .60        |
| Pride of Castle Gould—Mixed.....  | .40        | 3.00       |
| Thompsoni Magnifica—Mixed.....  | .20        | .75        |
| Magnifica Nana—Fine for bedding....   | .30        | 1.50       |
| Magnifica Superba.....  | .15        | .60        |
| Childsii (Chinese Woolflower)—Crimson..   | .30        | 1.50       |
| (Chinese Woolflower)—Pink.....  | .30        | 1.50       |

### CENTAUREA

|  |     |      |
|--|-----|------|
| Candidissima—Silvery Gray Foliage.....           | .40 | 2.00 |
| Gymnocarpa—Fine Silvery Foliage.....             | .15 | .60  |
| Cyanus—Double Blue.....                          | .15 | .50  |
| Double Rose.....                                 | .15 | .50  |
| Emperor William—Blue.....                        | .15 | .25  |
| Imperialis—Giant Rose.....                       | .20 | .75  |
| Deep Lavender.....                               | .20 | .75  |
| Lilac .....                                      | .20 | .75  |
| Purple .....                                     | .20 | .75  |
| White .....                                      | .20 | .75  |
| Imperial Giant—Mixed.....                        | .15 | .50  |
| Giant Flowering, "The Bride"—Pure White          | .30 | 1.25 |
| Giant Flowering, "Bridegroom"—Purple..           | .30 | 1.25 |
| Giant Flowering, "Honeymoon"—Golden Yellow ..... | .30 | 1.25 |



# New Crop Flower Seeds—Continued

## CINERARIA HYBRIDA (Grandiflora)

*"The World's Best Strain"*

The result of many years of painstaking selection on the part of an American Specialist and truly entitled to the classification—"World's Best Strain" produces immense trusses of blooms which frequently measure from 3 to 4 inches across.

Trade Pkt.

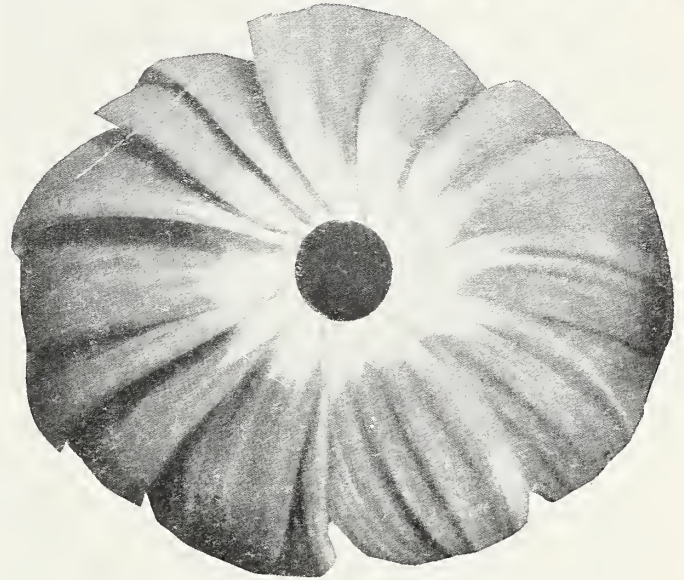
|  |        |
|--|--------|
| "A B C" Prize—Medium Tall (1-32 oz. \$3.50) .. | \$1.00 |
| "A B C" Prize—Dwarf (1-32 oz., \$3.50) .....   | 1.00   |
| Matador—Scarlet (½ Trade pkt., \$0.60) .....   | 1.00   |
| Stellata Hybrida—Mixed (½ Trade pkt., \$0.60)  | 1.00   |

Chicago, February 11, 1923.

*"Your 'Supreme' mixture of Cineraria is by far the best I have ever grown, both as to size and wonderful colors. In my opinion it would be difficult to improve on same.*

*"N. A. SCHMITZ,*

*"Angel Guardian Greenhouses."*



CINERARIA, A. B. C. PRIZE

| CINERARIA—Maritima Candidissima (Dusty Miller) | Tr. Pkt. | Oz. |
|--|----------|-----|
| .....  | .15      | .25 |

## CYCLAMEN

*Fischer's Giant or Show Strain*

Planted by the "Particular Grower" from Maine to California, and Florists who appreciate the ultimate in quality will have no other strain.

Price Per  
1,000 Seeds

|   |        |
|---|--------|
| Glowing Dark Red (Xmas Red) .....                   | \$8.00 |
| Glowing Bright Red (Cherry Red) .....               | 8.00   |
| Bright Rose (Rose of Marienthal) .....              | 8.00   |
| Pure White .....                                    | 8.00   |
| Lilac .....   | 8.00   |
| White with Carmine Eye .....                        | 8.00   |
| Improved Perle of Zehlendorf (Salmon) .....         | 10.00  |
| Improved Rose of Zehlendorf (Delicate Salmon) ..... | 10.00  |
| Fischer's Brilliant (Bonfire)—Salmon-Scarlet.       | 12.00  |
| Rococco Fringed—Red, Rose or Lilac .....            | 10.00  |
| All Colors Mixed .....                              | 9.00   |

One of the Many Testimonials on "A B C" Supreme Cyclamen

Lincoln, Nebraska.

*Book my order for 11,000 Fischer's Cyclamen seed as per list herewith. Send all by August 15th to September 1st. Your seeds produced the strongest and cleanest plants I ever grew. The colors are rich and the flowers large and perfect.*

*C. H. FREY.*

## CHRYSANTHEMUM (Perennial)

|  | Tr. Pkt. | Oz.  |
|--|----------|------|
| Early Double and Semi-Double Mixed   |          |      |
| Perennial, but will flower the first season from seed. Excellent for cutting ..... | .50      | .... |
| Shasta Daisy—"Alaska"—Pure White .....   | .40      | 2.00 |
| Maximum—"King Edward VII"—Pure White .....   | .20      | .60  |
| Japanese Hybrids—Mixed (1-16 oz., \$1.50) ..                                       | .50      | .... |

## CHRYSANTHEMUM (Annual)

|   |     |     |
|---|-----|-----|
| Helios (Evening Star)—Golden Yellow ..... | .15 | .40 |
| Single Mixed .....                        | .15 | .30 |
| Double Mixed .....                        | .15 | .30 |



Partial Showing of Fischer's Giant Cyclamen Plants at Wiesbaden-Aukamm, Germany. Mr. Albert Koehler, of the A B C, and Mr. Ferd. Fischer in Foreground.

## New Crop Flower Seeds—Continued



COSMOS—Single Early Flowering

### COSMOS

|  | Tr. Pkt. | Oz.   |
|--|----------|-------|
| Double Early Flowering Crimson (¼ oz., \$1.25) ..... | .60      | ..... |
| Pink (¼ oz., \$1.25).....                            | .60      | ..... |
| White (¼ oz., \$1.25).....                           | .60      | ..... |
| Single Early—Pink.....                               | .15      | .50   |
| Crimson .....  | .15      | .50   |
| White .....  | .15      | .50   |
| Mixed .....  | .15      | .40   |
| Giant Lady Lenox—Pink.....                           | .15      | .30   |
| Crimson .....  | .15      | .30   |
| White .....  | .15      | .30   |
| Klondyke—Yellow .....                                | .25      | ..... |
| Giant Flowering—Mixed .....                          | .20      | .50   |
| CUPHEA PLATYCENTRA (C'gar Plant)...                  | .40      | ..... |

### CLARKIA

These desirable flowers are rapidly gaining popularity as Cut-Flowers. Free bloomers all summer

|   | Tr. Pkt. | Oz.   |
|---|----------|-------|
| Double "Salmon Queen".....                      | .15      | .50   |
| White .....                                     | .15      | .50   |
| "Queen Mary"—Rose Carmine.....                  | .15      | .50   |
| "Scarlet Queen".....                            | .15      | .50   |
| "Mixed" .....                                   | .15      | .50   |
| Single—Mixed .....                              | .15      | .35   |
| CLEOME PUNGENS (Spider Plant)—Rose.....         | .15      | .30   |
| COBAEA SCANDENS—Blue.....                       | .15      | .40   |
| White .....                                     | .20      | .75   |
| COLEUS—Large Leaved—Mixed (¼ oz., \$1.00) ..... | .50      | ..... |

### CONVOLVULUS

|   |       |      |
|---|-------|------|
| Double Snow Fairy—Pure White.....                 | .15   | .50  |
| Mixed .....                                       | .15   | .75  |
| Japanese Imperial—Single—Mixed .....              | .15   | .25  |
| Japanese Imperial—Fringed—Mixed .....             | .15   | .25  |
| Major (Morning Glory)—Mixed.....                  | ..... | .15  |
| Minor (Tricolor)—Blue—(Dwarf Morning Glory) ..... | ..... | .15  |
| Minor—Mixed—(Dwarf Morning Glory)..               | ..... | .15  |
| CYPERUS ALTERNIFOLIUS (Umbrella Plant) .....      | .30   | 1.50 |
| CYPRESS VINE—Scarlet.....                         | .15   | .30  |
| White .....                                       | .15   | .30  |
| Mixed .....                                       | .15   | .30  |
| DAHLIA—Double Large Flowering, Mixed..            | .40   | 2.00 |
| Double Cactus, Mixed.....                         | .40   | 2.50 |
| Single Collarette, Mixed.....                     | .30   | 1.50 |
| Single, Mixed.....                                | .25   | 1.25 |
| DATURA Cornucopia (Horn of Plenty).....           | .15   | .50  |
| Double Mixed.....                                 | .15   | .30  |



DELPHINIUM BELLADONNA

### DELPHINIUM (Perennial)

|   | Tr. Pkt. | Oz.  |
|---|----------|------|
| Belladonna—Bright Blue (¼ oz., \$0.75)...           | .40      | 2.00 |
| Bellamosum—Dark Blue (¼ oz., \$0.85)...             | .50      | 2.50 |
| Kelway's Giant—Very large, blue shades..            | .50      | 2.50 |
| Gold Medal Hybrids—The best strain obtainable ..... | .50      | 2.50 |



**New Crop Flower Seeds—Continued**

**DIANTHUS**

|   | Tr. Pkt. | Oz.  |
|---|----------|------|
| Double Fireball—Fiery Red.....                                      | .20      | 1.00 |
| Giant Double Annual—Mixed.....                                      | .15      | .75  |
| Dwarf Erfurt—Double Mixed (Perennial).....                          | .40      | 2.00 |
| Clove-Scented—Mixed (Perennial).....                                | .50      | 2.50 |
| <b>DIDISCUS COERULEUS</b> —See Blue Lace Flower .....               | .30      | 1.50 |
| <b>DIGITALIS MONSTROSA</b> —Mixed (Mammoth Fox Glove).....          | .20      | .75  |
| <b>DIMORPHOTHECA Aurantiaca</b> (African Orange Daisy).....         | .25      | 1.00 |
| Hybrids—Mixed .....   | .25      | 1.00 |
| <b>DOLICHOS</b> (Hyacinth Bean) <b>Darkness</b> —Purple Violet..... | ....     | .15  |
| Daylight—White .....  | ....     | .15  |
| <b>DRACAENA Australis</b> .....                                     | .15      | .50  |
| Indivisa (¼ lb., \$1.00).....                                       | .15      | .35  |
| <b>ECHINOCYSTIS Lobata</b> .....                                    | .15      | .25  |

**ESCHSCHOLTZIA (California Poppy)**

|                                  |     |      |
|----------------------------------|-----|------|
| California—Yellow .....          | .15 | .25  |
| Carmine King—Carmine Rose.....   | .15 | .40  |
| Golden West—Golden Yellow.....   | .15 | .25  |
| Mandarin—Orange and Red.....     | .15 | .30  |
| Mauve Beauty—Lavender Mauve..... | .30 | 1.50 |
| Rose Cardinal—Carmine.....       | .15 | .30  |
| Vesuvius—Copper Red.....         | .15 | .50  |
| White .....                      | .15 | .25  |
| Choice Mixed—All colors.....     | .15 | .25  |



**ESCHSCHOLTZIA (California Poppy)**

**GERANIUM**

|  | Tr. Pkt. | Oz.  |
|--|----------|------|
| Zonale—Single Mixed.....                               | .40      | 1.75 |
| Pelargonium (Lady Washington) (100 seeds, \$0.75)..... | ....     | .... |

**GOMPHRENA**

Splendid Everlasting; Excellent for Cutting

|  |     |     |
|--|-----|-----|
| Nana Compacta Red—Dwarf Red.....             | .15 | .50 |
| Aurea Superba (Haageana)—Orange Yellow ..... | .15 | .60 |
| Mixed Colors.....                            | .15 | .35 |

**GOURDS (Ornamental)**

|                                  |     |     |
|----------------------------------|-----|-----|
| Calabash (or Dipper).....        | .15 | .25 |
| Dish Cloth (Luffa).....          | .15 | .25 |
| Hercules Club—4 ft. long.....    | .15 | .25 |
| Orange Shaped (Mock Orange)..... | .15 | .25 |
| Pear Shaped (Striped).....       | .15 | .25 |
| Sugar Trough.....                | .15 | .25 |
| White Egg (Egg Shaped).....      | .15 | .25 |

**GRASSES (Ornamental)**

|   |     |     |
|---|-----|-----|
| Pennisetum Ruppellianum (Purple Fountain Grass).....            | .20 | .75 |
| Longistylum .....   | .15 | .50 |
| <b>GREVILLEA ROBUSTA</b> (Silk Oak).....                        | .20 | .75 |
| <b>GYPSOPHILA Elegans Grandiflora Alba</b> (¼ lb., \$0.60)..... | .15 | .25 |
| Elegans Grandiflora Carminea (¼ lb., \$0.75) .....              | .15 | .30 |
| Paniculata (Perennial).....                                     | .15 | .40 |

**GERBERA**

Excellent for Pots or Cut-Flowers

|  |      |      |
|--|------|------|
| Jamesoni Gigantea—Scarlet (100 seeds, \$0.75) .....      | .... | .... |
| Mixed Hybrids (100 seeds, \$0.60) .....                  | .... | .... |
| <b>GEUM</b> —Mrs. Bradshaw—Double Scarlet....            | .40  | 2.50 |
| <b>GLOXINIA</b> —Extra Fine, Large Flowering—Mixed ..... | 1.00 | .... |
| <b>GODETIA</b> —Duchess of Albany—White.....             | .15  | .50  |
| Gloriosa—Blood Red.....                                  | .15  | .50  |
| Rosamond—Shell Pink.....                                 | .15  | .50  |
| Mixed—All Colors.....                                    | .15  | .50  |

## New Crop Flower Seeds—Continued



HIBISCUS—Crimson Eye

### HELICHRYSUM (Straw-Flowers)

Our strain produces Large, Perfect Double Flowers. Excellent for Cut-Flowers, Either Fresh or in Dried State

|  | Tr. Pkt.   | Oz.         |
|--|------------|-------------|
| Fireball—Showy Deep Crimson.....                         | .20        | .60         |
| Golden Ball—Clear Golden Yellow.....                     | .20        | .60         |
| Rose Carmine.....  | .20        | .60         |
| Salmon Pink.....   | .20        | .60         |
| Silver Ball—Silvery Pink.....                            | .20        | .60         |
| Violet.....  | .20        | .60         |
| Mixed—All Colors.....                                    | .15        | .50         |
| <b>HELIOTROPE—Choice Mixed.....</b>                      | <b>.25</b> | <b>1.50</b> |
| Lemoine's Giant—Excellent Large Flowering Strain.....    | .40        | 2.00        |
| <b>HEUCHERA Sanguinea (Perennial)—Vivid Crimson.....</b> | <b>.40</b> | <b>3.50</b> |
| <b>HIBISCUS—Crimson Eye—White, Crimson Eye.....</b>      | <b>.20</b> | <b>.60</b>  |
| Golden Bowl—Yellow, Maroon Center....                    | .20        | 1.00        |
| Moscheutos Roseus—Large Pink.....                        | .15        | .40         |
| New Giant—All Sorts Mixed.....                           | .15        | .60         |

### HOLLYHOCK

Extra Fine Chaters Strain producing a very large percentage of Double Flowers

|                                |     |      |
|--------------------------------|-----|------|
| Double Pink.....               | .20 | 1.00 |
| Red.....                       | .20 | 1.00 |
| Salmon.....                    | .20 | 1.00 |
| White.....                     | .20 | 1.00 |
| Yellow.....                    | .20 | 1.00 |
| Double Mixed.....              | .20 | .75  |
| Everblooming Mixed.....        | .20 | .75  |
| Single Everblooming Mixed..... | .20 | .75  |

|  | Tr. Pkt. | Oz. |
|--|----------|-----|
| HONESTY (Lunaria Biennis).....           | .15      | .40 |
| HUMULUS JAPONICUS—Green Foliage...       | .15      | .35 |
| Foliis Variegatis—Foliage mottled white. | .15      | .50 |
| HUNNEMANNIA FUMARIAEFOLIA.....           | .15      | .40 |

### IMPATIENS

| Splendid for House and Conservatory; Fine Pot Plant |     |       |
|---|-----|-------|
| Sultani—Vermillion.....                             | .40 | ..... |
| Sultani Hybrids—Mixed.....                          | .40 | ..... |
| Holstii—Bright Rose.....                            | .40 | ..... |
| Holstii Hybrids—Mixed.....                          | .40 | ..... |

### IPOMOEA

|  |            |             |
|--|------------|-------------|
| Noctiflora—Moonflower (Mexicana Grandiflora Alba) (¼ lb., \$1.25)..... | .15        | .40         |
| Heavenly Blue (Rubro-Coerulea).....                                    | .20        | .60         |
| Setosa (Brazilian Morning Glory)—Blue..                                | .15        | .30         |
| <b>KENILWORTH IVY (Linaria Cymbalaria)—Violet.....</b>                 | <b>.40</b> | <b>2.00</b> |
| <b>KOCHIA CHILDSII (Mexican Fire Bush or Summer Cypress).....</b>      | <b>.15</b> | <b>.25</b>  |
| <b>LANTANA—Dwarf Compact, Mixed.....</b>                               | <b>.15</b> | <b>.50</b>  |
| Hybrida, Tall, Mixed.....  | .15        | .40         |

### LARKSPUR (Annual)

As a Cut-Flower these are indispensable, either out doors or in the Greenhouse

|                                      |     |      |
|--------------------------------------|-----|------|
| Tall Stock Flowered—Dark Blue.....   | .15 | .50  |
| Exquisite Soft Pink.....             | .25 | 1.00 |
| Lilac.....                           | .15 | .50  |
| Lustrous Carmine.....                | .15 | .50  |
| Shell Pink.....                      | .15 | .50  |
| Sky Blue.....                        | .15 | .50  |
| White.....                           | .15 | .50  |
| Giant Hyacinth, Flowered, Mixed..... | .15 | .50  |
| Dwarf Double Rocket, Mixed.....      | .15 | .25  |

### LATHYRUS LATIFOLIUS

(Hardy Perennial Sweet Peas)

|                       |     |     |
|-----------------------|-----|-----|
| Crimson.....          | .20 | .75 |
| Pink Beauty.....      | .20 | .75 |
| White.....            | .20 | .75 |
| Mixed—All Colors..... | .15 | .50 |

Hempstead,  
L. I., N. Y.  
10/17/23

The Flower Seeds, received from you, proved of high germination and true to name.

J. DVORAK.



HELICHRYSUM (Straw Flower)



# New Crop Flowers Seeds—Continued

|   | Tr. Pkt. | Oz.  |
|---|----------|------|
| LAVENDER (Lavendula Vera).....                          | .20      | .60  |
| LEPTOSYNE MARITIMA—Single Yellow..                      | .20      | 1.00 |
| Splendid Cut-Flowers; also very profitable for forcing. |          |      |
| LINUM GRANDIFLORUM RUBRUM<br>(Scarlet Flax).....        | .15      | .25  |

## LOBELIA

Sow early to get best results

|   |     |      |
|---|-----|------|
| Barnard's Perpetual—Dwarf Blue, White Eye .....   | .30 | 1.50 |
| Crystal Palace Speciosa—Dark Blue, Trailing ..... | .25 | 1.00 |
| Compacta—Dwarf, Dark Blue.....                    | .40 | 2.00 |
| Emperor William—Dwarf, Light Blue....             | .30 | 1.75 |
| Erinus Gracilis—Light Blue, Trailing....          | .15 | .60  |
| Sapphire—Deep Blue, White Eye, Trailing           | .40 | .... |
| White Gem—Dwarf, White.....                       | .30 | 1.75 |

## LUPINUS (Annual)

Fine for Forcing, Splendid Cut-Flower

|                            |     |     |
|----------------------------|-----|-----|
| Pink .....                 | .15 | .25 |
| Rich Blue.....             | .15 | .25 |
| Sky Blue.....              | .15 | .25 |
| Scarlet, White Tipped..... | .15 | .25 |
| White .....                | .15 | .25 |
| Yellow .....               | .15 | .25 |

## LUPINUS POLYPHYLLUS (Perennial)

|              |     |     |
|--------------|-----|-----|
| Blue .....   | .20 | .75 |
| Roseus ..... | .20 | .75 |
| White .....  | .20 | .75 |
| Mixed .....  | .15 | .50 |



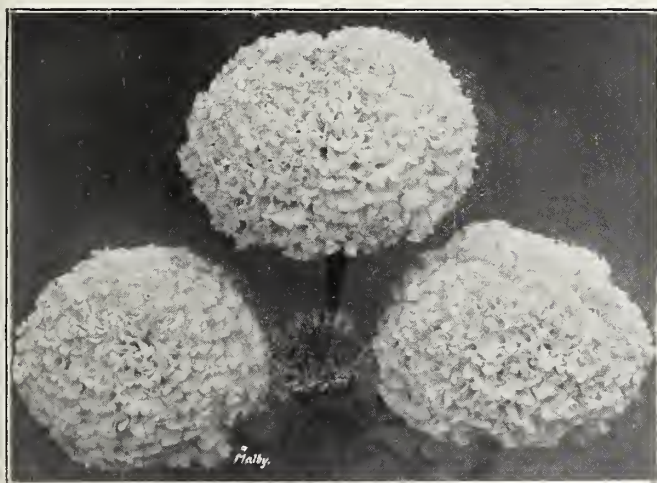
LUPINUS POLYPHYLLUS

|                                       |     |      |
|---------------------------------------|-----|------|
| LYCHNIS CHALCEDONICA—Scarlet.....     | .15 | .40  |
| Haageana Hybrida—Mixed.....           | .40 | 1.75 |
| MAURANDYA BARCLAYANA—Purple....       | .40 | 2.00 |
| Choicest Mixed.....                   | .30 | 1.50 |
| MATHIOLA Bicornis—Purplish Lilac..... | .15 | .25  |

|   | Tr. Pkt. | Oz. |
|---|----------|-----|
| <b>MARIGOLD</b>   |          |     |
| African Eldorado—Double Orange.....                                   | .15      | .50 |
| Lemon Queen—Clear Lemon Yellow....                                    | .15      | .60 |
| Orange Beauty—Single, Orange Yellow.                                  | .15      | .60 |
| Pride of Garden—Dwarf, Golden Yellow                                  | .15      | .50 |
| French 'Legion of Honor'—Single, golden Yellow with Crimson Spot..... | .15      | .35 |
| Dwarf, Gold Striped—Brownish Red, Striped Yellow.....                 | .15      | .50 |
| Dwarf, French Mixed.....  | .15      | .35 |
| Dwarf Liliput—Very Dwarf, Excellent for Pots.....                     | .15      | .50 |
| MESEMBRIANTHEMUM (Ice Plant).....                                     | .15      | .40 |

## MIGNONETTE

|   |      |      |
|---|------|------|
| Allen's Defiance.....   | .15  | .40  |
| Bismark—Large, Compact Spikes.....                                  | .20  | .75  |
| Golden Machet—Golden Yellow.....                                    | .15  | .50  |
| Goliath—Extra Large Spikes.....                                     | .25  | 1.00 |
| Giant Colossal—Greenhouse Grown, one of the finest for forcing..... | .50  | 6.00 |
| Machet—Red, fine Spikes.....  | .15  | .50  |
| Sweet Scented—Odorata.....  | .... | .15  |
| MIMULUS MOSCHATUS (Musk Plant)....                                  | .50  | .... |
| Tigrinus (Monkey Flower).....                                       | .35  | .... |
| MUSA ENSETTE (Banana) (25 seeds \$0.50; \$1.25 for 100 seeds).....  | .... | .... |
| MINA Lobata—Climber, Rosy Carmine....                               | .25  | .... |



DOUBLE AFRICAN MARIGOLD

## New Crop Flower Seeds—Continued

### MYOSOTIS (Forget-Me-Not)

|  | Tr. Pkt. | Oz.  |
|--|----------|------|
| Alpestris Victoria—Dwarf, Blue.....  | .30      | 1.75 |
| Dissitiflora—Early Bloomer, Dark Blue...                                       | .40      | 4.00 |
| Eliza Fonrobert (Robusta Grandiflora)—<br>Blue, fine for pots.....             | .30      | 1.50 |
| “A B C” Winter-flowering—Long stemmed<br>blue; best for greenhouse forcing.... | .50      | 3.50 |
| Palustris—Deep Blue.....   | .40      | 2.50 |
| Semperflorens—Everblooming .....   | .40      | 2.00 |
| Royal Blue—Rich Blue.....  | .25      | 1.00 |
| Ruth Fischer—Fine Blue.....  | .50      | .... |
| Alpestris—Mixed—All Colors.....  | .15      | .60  |

### NASTURTIUM (Tall Varieties)

|  |      |     |
|--|------|-----|
| Crimson (¼ lb., \$0.30; \$1.00 per lb.).....                                   | .... | .10 |
| Hemisphaericum—Orange, Salmon and<br>Scarlet (¼ lb., \$0.30; \$1.00 lb.).....  | .... | .10 |
| King Theodore—Crimson-Maroon, Dark<br>Foliage (¼ lb., \$0.30; \$1.00 lb.)..... | .... | .10 |
| Orange (¼ lb., \$0.30; \$1.00 lb.).....  | .... | .10 |
| Pearl—Cream White (¼ lb., \$0.30; \$1.00<br>lb.) .....                         | .... | .10 |
| Pink (¼ lb., \$0.30; \$1.00 lb.).....  | .... | .10 |
| Scarlet (¼ lb., \$0.30; \$1.00 lb.).....                                       | .... | .10 |
| Vesuvius—Salmon Pink, Dark Foliage (¼<br>lb., \$0.30; \$1.00 lb.).....         | .... | .10 |
| Yellow (¼ lb., \$0.30; \$1.00 lb.).....  | .... | .10 |
| Tall Giant Flg—Mixed (¼ lb., \$0.30; \$1.00<br>lb.) .....                      | .... | .10 |
| Mme. Gunther Hybrids—Mixed (¼ lb.,<br>\$0.40; \$1.50 lb.).....                 | .... | .15 |
| Lobb’s Climbing—Mixed (¼ lb., \$0.30)....                                      | .... | .15 |

### NASTURTIUM (Dwarf or Tom Thumb Varieties)

|  | Tr. Pkt. | Oz.  |
|--|----------|------|
| Beauty—Yellow, Scarlet Veined (¼ lb.,<br>\$0.40; \$1.25 lb.).....                                | ....     | .15  |
| Cloth of Gold—Scarlet, Yellow Foliage (¼<br>lb., \$0.40; \$1.25 lb.).....                        | ....     | .15  |
| Crystal Palace Gem—Sulphur, Spotted Ma-<br>roon (¼ lb., \$0.40; \$1.25 lb.).....                 | ....     | .15  |
| David Burpee Spencer—Ruffled Leaves;<br>Deep Scarlet Flowers (¼ lb., \$0.40;<br>\$1.25 lb.)..... | ....     | .15  |
| Empress of India—Crimson; Dark Foliage<br>(¼ lb., \$0.40; \$1.25 lb.).....                       | ....     | .15  |
| Golden King—Golden Yellow (¼ lb., \$0.40;<br>\$1.25 lb.) .....                                   | ....     | .15  |
| Golden Queen—Yellow Foliage and Flow-<br>ers (¼ lb., \$0.40; \$1.25 lb.).....                    | ....     | .15  |
| King of Tom Thumb—Dark Scarlet (¼ lb.,<br>\$0.40; \$1.25 lb.).....                               | ....     | .15  |
| King Theodore—Crimson-Maroon, Dark<br>Foliage (¼ lb., \$0.40; \$1.25 lb.).....                   | ....     | .15  |
| Pearl—Creamy White (¼ lb., \$0.40; \$1.25<br>lb.) .....  | ....     | .15  |
| Yellow (¼ lb., \$0.40; \$1.25 lb.).....  | ....     | .15  |
| Dwarf Giant Flg—Mixed (¼ lb., \$0.40;<br>\$1.25 lb.).....  | ....     | .15  |
| Dwarf Liliput—Mixed, Fine for Pots (¼<br>lb., \$0.50; \$1.50 lb.).....                           | ....     | .15  |
| NEMESIA SUTTONI.....   | .40      | .... |
| NICOTIANA Affinis—Fragrant, White.....   | .15      | .35  |
| Affinis Hybrida—Mixed.....   | .15      | .40  |
| Sanderae Red.....  | .15      | .50  |
| NIEREMBERGIA Frutescens—White, Tinted<br>Lilac .....   | .20      | .75  |
| NIGELLA Damascena—Mixed (Love-in-a-<br>Mist) .....   | .15      | .25  |
| Miss Jekyll—Long-stemmed Variety: Blue,<br>Fine for Cutting.....                                 | .15      | .30  |

## “Private Stock” EXHIBITION Pansy Mixture



PANSY, A. B. C. PRIVATE STOCK

Realizing the importance of the Pansy to many growers, both as cut flowers and for bedding plant sales, and the fact that Fancy Pansies are half sold when offered to the public, we offer:

### A.B.C. “Private Stock” Exhibition Mixture

which has been grown for us exclusively by the foremost Pansy Specialist in the East and without exaggeration we can state that this strain represents the Acme of Pansy culture.

The flowers are of enormous size and of unusual substance, with long, strong stems. This strain comprises a most beautiful collection of colors and markings, including very rare shades of scarlet, brown blood red and purple, and is the finest mixture, in size, color and texture. We may add that all who saw our Pansies declared they had never seen flowers of such perfection.

The seed is saved by careful selection from the most perfect flowers only.

Trade pkt., 50c; per ¼ oz., \$1.25; per ½ oz., \$2.00; per oz., \$7.00.

A. B. C. SPECIAL CUT FLOWER STRAIN, tr. pkt., 50c; ¼ oz., \$1.25; ½ oz., \$2.00; per oz., \$7.00.

GIANT TRIMARDEAU CHOICE MIXED, tr. pkt., 30c; per oz., \$2.25.

CHOICE MIXED, tr. pkt., 25c; per oz., \$1.25.

### STEELE’S PANSY MIXTURES

(SEED DIRECT FROM INTRODUCER)

MASTODON MIRACLE MIXED, ⅛ oz., 85c ¼ oz., \$1.50; ½ oz., \$2.75; ¾ oz., \$5.25; 1 oz., \$10.00; 2 ozs., \$19.00.

STEELE’S GREENHOUSE SPECIAL MIXED—(O. K. outside), ⅛ oz., 65c; ¼ oz., \$1.00; ½ oz., \$1.75; ¾ oz., \$3.25; 1 oz., \$6.00; 3 oz., \$16.00; 4 oz., \$21.00.

STEELE’S MASTODON PRIVATE STOCK MIXED, ⅛ oz., 65c; ¼ oz., 75c; ½ oz., \$1.50; ¾ oz., \$2.75; 1 oz., \$5.00; 3 ozs., \$13.50; 4 ozs., \$17.50.

STEELE’S MASTERPIECE MIXED, ⅛ oz., \$1.00; ¼ oz., \$1.75.

**New Crop Flower Seeds—Continued**

**MISCELLANEOUS PANSIES**

|  | Tr. Pkt. | Oz.    |
|--|----------|--------|
| Giant Trimardeau Andromeda—Rose with<br>Lavender .....       | \$ .40   | \$2.00 |
| Apollo .....   | .50      | 3.50   |
| Azure Blue.....  | .40      | 2.00   |
| Bridesmaid .....   | .50      | 3.00   |
| Cardinal—Bright Red.....                                     | .50      | 3.00   |
| Emperor William—Blue.....                                    | .40      | 2.00   |
| Hortensia Red .....  | .40      | 2.00   |
| Faust (King of the Blacks).....                              | .40      | 2.00   |
| Fire King.....   | .40      | 2.00   |
| Lord Beaconsfield—Purple-Violet.....                         | .40      | 2.00   |
| Giant Peacock—Blue, White Edge.....                          | .40      | 2.00   |
| Pure Yellow.....   | .40      | 2.00   |
| Snow Queen—Pure White.....                                   | .40      | 2.00   |
| Striped and Mottled.....                                     | .40      | 2.00   |
| White with Purple Eye.....                                   | .40      | 2.00   |
| Vulcan—Brilliant Dark Red.....                               | .50      | 3.50   |
| Yellow, Black Eye.....                                       | .40      | 2.00   |
| Belgian Striped.....   | .30      | 1.75   |
| Emperor William—Ultra-Marine Blue.....                       | .30      | 1.50   |
| Gold Margined.....   | .30      | 1.50   |
| Meteor—Fiery Brown.....                                      | .30      | 1.50   |
| Mahogany Colored.....  | .30      | 1.50   |
| Silver Edged.....  | .30      | 1.50   |
| Snow Queen.....  | .30      | 1.50   |
| Striped .....  | .30      | 1.50   |
| White With Eye.....  | .30      | 1.50   |
| Yellow Gem.....  | .30      | 1.50   |
| Yellow with Eye.....   | .30      | 1.50   |
| Giant Trimardeau—Mixed .....                                 | .30      | 2.25   |
| Odier and Blotched—Fine Spotted, Mixed...                    | .50      | 3.50   |
| Mme. Perrett—Large-Flowering Red Marbled<br>shades .....     | .50      | 3.00   |
| Parisian Stained—Giant-Flowering, Spotted<br>Varieties ..... | .50      | 2.50   |
| Choice, Mixed .....  | .30      | 1.50   |
| PENTSTEMON—New Hybrids, Mixed.....                           | .40      | 2.50   |

**PHLOX DRUMMONDII**

We draw especial attention to our Dwarf Varieties, which are of Superior Quality

|                                | Tr. Pkt. | Oz.  |
|--------------------------------|----------|------|
| Drummondii—Dwarf Fireball..... | .50      | 2.25 |
| Dwarf Pink .....               | .50      | 2.25 |
| Dwarf Snowball .....           | .50      | 2.25 |
| Dwarf Cecily Mixed.....        | .50      | 2.50 |
| Dwarf Choicest Mixed.....      | .40      | 1.75 |
| Grandiflora Alba.....          | .25      | 1.00 |
| Coccinea .....                 | .25      | 1.00 |
| Pink .....                     | .25      | 1.00 |
| Stellata Splendens.....        | .25      | 1.00 |
| Mixed .....                    | .20      | .75  |

**PLATYCODON (Chinese Bell Flower)**

|                         |     |      |
|-------------------------|-----|------|
| Grandiflorum, Blue..... | .30 | 1.50 |
| White .....             | .30 | 1.50 |



PETUNIA. Ruffled Giants

*A. B. C. "Supreme Quality"*

**PETUNIAS**

Our strain of Petunias is exceptionally fine and is grown for us by the foremost specialist

|  | Tr. Pkt. | Oz.  |
|--|----------|------|
| California Giants—Mammoth Flowering<br>(1-16 oz., \$3.00).....     | .50      | .... |
| Grandiflora Fringed—Beautifully fringed<br>(1-16 oz., \$2.50)..... | .50      | .... |
| Ruffled Giants—Mixed Colors (1-16 oz.,<br>oz., \$3.50).....        | .75      | .... |
| Romany Lass—(New) Clear Bright Crim-<br>son .....                  | .75      | .... |
| Triumph (New) Beautiful Ruffled; bright<br>pink .....              | .75      | .... |
| Howard's Star—Crimson Maroon.....                                  | .40      | 2.00 |
| Inimitable Nana Compacta—Striped and<br>Blotched .....             | .75      | 1.50 |
| Rosy Morn—Dwarf, Rose.....   | .50      | 2.00 |
| Snowball—Dwarf, Pure White.....                                    | .40      | 2.00 |
| Striped and Blotched—Mixed.....                                    | .25      | 1.00 |
| Portland—Elk's Pride, "Royal Purple"....                           | 1.00     | .... |
| Pride of Portland—Deep Pink.....                                   | 1.00     | .... |
| White Beauty.....  | 1.00     | .... |
| Mixed Colors.....  | 1.00     | .... |

**PETUNIAS**

**New Small Flowered Double**

Free Bloomer; excellent for Pot Plants;  
500 seeds for \$1.50; \$2.75 1,000 seeds.

**A.B.C. Supreme Double Mixed**

The Finest Double Petunias offered, pro-  
duces a very large percentage of beauti-  
ful double Flowers. 1,000 seeds \$1.50,  
500 seeds 75c.

## New Crop Flower Seeds—Continued



PRIMULA OBCONICA

### PRIMULA CHINENSIS FIMBRIATA "A.B.C." Supreme Strain

Grown by the foremost specialist for us exclusively and our strain cannot be excelled

|  | 1/2 Trade Pkt. | Trade Pkt. |
|--|----------------|------------|
| Alba Magnifica (1-32 oz., \$1.50).....               | .60            | 1.00       |
| Christmas Red (1-32 oz., \$1.50).....                | .60            | 1.00       |
| Duchess (1-32 oz., \$1.50).....                      | .60            | 1.00       |
| Holborn Blue (1-32 oz., \$1.50).....                 | .60            | 1.00       |
| Kermesina Splendens (1-32 oz., \$1.50)....           | .60            | 1.00       |
| Rosy Morn (1-32 oz., \$1.50).....                    | .60            | 1.00       |
| A.B.C. Splendid Prize—Mixed (1-16 oz., \$2.50) ..... | .60            | 1.00       |

### PRIMULA OBCONICA GIGANTEA "A.B.C." Monster Strain

Produces immense flowers of beautiful texture. Our strain has been grown by the largest growers and has given most excellent satisfaction.

|  | Tr. Pkt. | Oz.   |
|--|----------|-------|
| Coerulea—Blue (1-32 oz., \$2.00).....      | .50      | ..... |
| Lilacina (1-32 oz., \$2.00).....           | .50      | ..... |
| Rosea (1-32 oz., \$2.00).....              | .50      | ..... |
| Alba (1-32 oz., \$2.00).....               | .50      | ..... |
| Apple Blossom (1-32 oz., \$2.00).....      | .50      | ..... |
| Kermesina (1-32 oz., \$2.00).....          | .50      | ..... |
| Giant Flowering—Mixed (1-32 oz., \$2.00).. | .50      | ..... |

### PRIMULA (Miscellaneous Varieties)

|  | Tr. Pkt. | Oz.   |
|--|----------|-------|
| Malacoides—Light Blue (1-16 oz., \$1.25).. | .50      | ..... |
| Alba (1-16 oz., \$1.25).....               | .50      | ..... |
| Kewensis .....                             | .50      | ..... |
| Veris (Cowslip) Mixed.....                 | .50      | ..... |

|  |     |     |
|--|-----|-----|
| PUERARIA THUNBERGIANA (Kudzu Vine) ..... | .15 | .50 |
|--|-----|-----|

### POPPY (Papaver) (Annual)

|   | Tr. Pkt. | Oz. |
|---|----------|-----|
| Double Carnation fl'd—Mixed.....                  | .10      | .25 |
| Shirley Improved (May Queen).....                 | .20      | .75 |
| Single Admiral—White, Scarlet Edge.....           | .15      | .30 |
| American Legion—Brilliant Orange<br>Scarlet ..... | .20      | .75 |
| Danebrog—Scarlet, White Spots.....                | .15      | .30 |
| King Edward—Scarlet.....                          | .15      | .30 |
| Miss Sherwood—Chamois-Rose.....                   | .15      | .30 |
| Shirley Improved—Mixed.....                       | .15      | .30 |
| Tulip (Glaucum)—Scarlet .....                     | .15      | .40 |
| Umbrosium—Vermillion .....                        | .15      | .30 |

### POPPY (Perennial Varieties)

|                            | Tr. Pkt. | Oz.  |
|----------------------------|----------|------|
| Oriental—Deep Scarlet..... | .25      | 1.25 |
| Mrs. Perry—Salmon.....     | .40      | 3.00 |
| Hybrids—Mixed .....        | .25      | 1.25 |

### PORTULACA

|                   |     |      |
|-------------------|-----|------|
| Double Mixed..... | .35 | 2.00 |
| Single Mixed..... | .15 | .50  |

### PYRETHRUM

|  | Tr. Pkt. | Oz.   |
|--|----------|-------|
| Parthenifolium Aureum (Golden Feather)<br>for Bedding..... | .15      | .35   |
| Roseum—Pink .....  | .40      | 2.00  |
| Roseum Hybridum—Single Mixed.....                          | .30      | 1.00  |
| Roseum Hybridum—Double Mixed (1/8 oz., \$1.00) .....       | .50      | ..... |



IMPROVED SHIRLEY POPPIES



# New Crop Flower Seeds—Continued

|  | Tr. Pkt. | Oz.  |
|--|----------|------|
| <b>RHODANTHE</b> —Double Pink.....                                 | .25      | 1.25 |
| Double White.....  | .25      | 1.25 |
| Double Mixed.....  | .20      | 1.00 |
| <b>RICINUS Borboniensis</b> —15 ft. Green Foliage .....            | .15      | .15  |
| Cambodgensis—Bronzy Maroon, 5 ft.....                              | .15      | .15  |
| Gibsoni—Dark Red, 5 ft.....  | .15      | .15  |
| Giant (Panormitanus)—Immense Dark<br>Brown Leaves .....            | .15      | .15  |
| Sanguineus—Blood Red, 5 ft.....                                    | .15      | .15  |
| Zanzibarensis—12 ft., Mixed Colors.....                            | .15      | .15  |
| <b>RUDBECKIA</b> — Bi-Color Superba — Yellow,<br>Brown Center..... | .15      | .50  |

## SALVIA

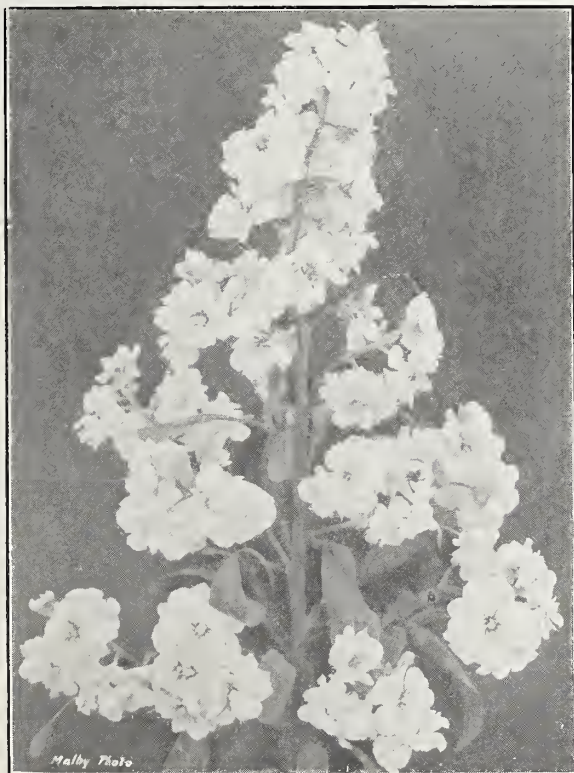
Extra Fine Plump Seed Grown for us on contract by the foremost flower-seed grower in the East

|  |     |      |
|--|-----|------|
| Splendens—America (Globe of Fire)..... | .50 | 4.00 |
| Bonfire (Clara Bedman).....            | .40 | 2.50 |
| Splendens .....                        | .25 | 1.50 |
| Zurich—Dwarf, Early.....               | .50 | 3.50 |
| Patens—Blue .....                      | .50 | .... |

## SALPIGLOSSIS

Very Showy Annuals, Splendid for Cutting

|                                       |     |      |
|---------------------------------------|-----|------|
| Crimson and Gold.....                 | .30 | 1.25 |
| Primrose .....                        | .30 | 1.25 |
| Purple and Gold.....                  | .30 | 1.25 |
| Rose and Gold.....                    | .30 | 1.25 |
| Scarlet and Gold.....                 | .30 | 1.25 |
| White and Gold.....                   | .30 | 1.25 |
| Choice Mixed.....                     | .25 | .75  |
| Emperor—Extra Large-Flowering, Mixed. | .25 | 1.00 |
| <b>SAPONARIA</b> —Vaccaria, Pink..... | .15 | .25  |



STOCK BEAUTY OF NICE

## SCABIOSA

|   | Tr. Pkt. | Oz.  |
|---|----------|------|
| "Azure Fairy".....                          | .15      | .50  |
| Cherry Red.....                             | .15      | .50  |
| Crimson .....                               | .15      | .50  |
| Flesh Pink.....                             | .15      | .50  |
| King of Blacks.....                         | .15      | .50  |
| Pompadour .....                             | .15      | .50  |
| Rose .....                                  | .15      | .50  |
| White .....                                 | .15      | .50  |
| Extra Fine Mixed.....                       | .15      | .40  |
| Dwarf Double Mixed.....                     | .15      | .40  |
| <b>SCHIZANTHUS</b> —Garraway's Hybrids..... | .50      | .... |
| Hybrida Grandiflora.....                    | .20      | .75  |
| Wisetonensis—Fine for Pots.....             | .30      | 1.25 |
| <b>SENSITIVE PLANT</b> —(Mimosa Pudica).... | .15      | .40  |
| <b>SHAMROCK</b> —True Irish.....            | .25      | .75  |
| <b>SMILAX</b> —(¼ lb., \$1.00).....         | .15      | .30  |
| <b>SOLANUM</b> —Capsicastrum .....          | .15      | .50  |
| Cleveland Cherry.....                       | .50      | 3.00 |
| <b>STATICE</b> —Latifolia, Blue.....        | .25      | 1.00 |
| <b>STEVIA</b> —Serrata, White.....          | .25      | 1.25 |

## STOCKS

### A.B.C. "Supreme Quality"

To get the most profitable results, it is imperative to sow seed of "Stocks" of highest pedigree. Our strain is the finest and choicest. The seed is saved from most carefully selected plants, which will produce a very high percentage of double flowers.

### Early-Flowering "Nice" Varieties

Very Early Branching; Large Flowering; Invaluable for Florists

|                        | Tr. Pkt. | Oz.  |
|------------------------|----------|------|
| Abundance .....        | .50      | 2.50 |
| Beauty of Nice.....    | .50      | 2.50 |
| Crimson King.....      | .50      | 2.50 |
| La Brillante.....      | .50      | 2.50 |
| Midsummer Night.....   | .50      | 2.50 |
| Mount Blanc.....       | .50      | 2.50 |
| Monte Carlo.....       | .50      | 2.50 |
| Old Rose.....          | .50      | 2.50 |
| Queen Alexandra.....   | .50      | 2.50 |
| Mixed—All Colors ..... | .50      | 2.00 |

### Stocks, "Flower Market"

An Especially Fine Class of Branching Habit, Producing Large Spikes of Finest Quality

|                 | Tr. Pkt. | Oz.  |
|-----------------|----------|------|
| Blood Red.....  | .50      | 2.50 |
| Dark Blue.....  | .50      | 2.50 |
| Flesh Pink..... | .50      | 2.50 |
| Light Blue..... | .50      | 2.50 |
| Rose Pink.....  | .50      | 2.50 |
| White.....      | .50      | 2.50 |
| Mixed .....     | .50      | 2.50 |

### Dwarf, Large-Flowering

Fine for Pots. Our Strain of these is selected from Extra Fine Plants

|   |     |      |
|---|-----|------|
| Flesh Colored.....                                      | .40 | 2.00 |
| Blood Red.....  | .40 | 2.00 |
| Crimson .....   | .40 | 2.00 |
| Light Blue .....  | .40 | 2.00 |
| Pink .....  | .40 | 2.00 |
| Purple Velvet.....                                      | .40 | 2.00 |
| White .....   | .40 | 2.00 |
| Yellow .....  | .40 | 2.00 |
| Mixed .....   | .40 | 2.00 |
| <b>STOCKS</b> —Dresden Perpetual Lustrous Carmine ..... | .50 | 3.00 |
| Princess Alice.....                                     | .50 | 2.50 |

## SWEET PEAS

### Early or Winter-Flowering

After a careful survey by our Sweet Pea Expert the past season through the medium of the most prominent Cut-Flower Commission Houses of the country, we do not hesitate to recommend the following varieties as being the most valuable for the Florist:

|   | Oz.  | ¼ Lb. | Lb.   |
|---|------|-------|-------|
| All White—Pure White.....                     | .60  | 1.80  | 6.00  |
| Asta Ohn—Lavender.....                        | .60  | 1.80  | 6.00  |
| Ball's Columbia—Best Pink and White           | .60  | 1.80  | 6.00  |
| Burpee's Orange—Best Orange.....              | 1.75 | 5.25  | 18.00 |
| Cherry Ripe—Cerise .....                      | .60  | 1.80  | 6.00  |
| Enchantress—Rosy Pink.....                    | .60  | 1.80  | 6.00  |
| Fairmaid—Pink, Suffused Salmon...             | .60  | 1.80  | 6.00  |
| Fire King—Orange-Scarlet.....                 | .60  | 1.80  | 6.00  |
| Glitters—Fiery Orange, Salmon.....            | .60  | 1.80  | 6.00  |
| Harmony—Clear Lavender.....                   | .60  | 1.80  | 6.00  |
| Hercules—Rose Pink.....                       | .60  | 1.80  | 6.00  |
| Heatherbell—Lavender .....                    | .60  | 1.80  | 6.00  |
| Lavender King—Deep Lavender.....              | .60  | 1.80  | 6.00  |
| Melody—Rose Pink.....                         | .60  | 1.80  | 6.00  |
| Mrs. A. A. Skaach—Light Pink.....             | .60  | 1.80  | 6.00  |
| Mrs. M. Spanolin—Black Seeded,<br>White ..... | .60  | 1.80  | 6.00  |
| Pink Beauty—Soft Rose, Pink on<br>White ..... | .60  | 1.80  | 6.00  |
| Xmas Pink and White.....                      | .60  | 1.80  | 6.00  |
| Rose Queen—Rose Pink.....                     | .60  | 1.80  | 6.00  |
| Snowstorm—Improved White.....                 | .60  | 1.80  | 6.00  |
| True Blue—Violet Blue.....                    | .60  | 1.80  | 6.00  |
| Warbler—Rich Purple.....                      | .60  | 1.80  | 6.00  |
| Yarrowa—Rich Purple.....                      | .60  | 1.80  | 6.00  |
| Zvolanek's Rose—Fine Pink.....                | 1.00 | 3.00  | 10.00 |



SWEET PEA, ENCHANTRESS

### Summer-Flowering Spencer

Very profitable outdoor crop, producing fine Cut-Flower Material with very little cost

|   | Oz.    | Lb.    |
|---|--------|--------|
| Apple Blossom—Rose and Blush.....       | \$ .25 | \$2.50 |
| Asta Ohn—Lavender.....                  | .25    | 2.50   |
| Blanche Ferry—Pink and White.....       | .25    | 2.50   |
| Blue Monarch—Dark Blue.....             | .25    | 2.50   |
| Constance Hinton—Black Seeded White...  | .25    | 2.50   |
| Countess Spencer—Rose Pink.....         | .25    | 2.50   |
| Elfrieda Pearson—Giant Pink.....        | .25    | 2.50   |
| Florence Nightingale—Lavender.....      | .25    | 2.50   |
| Hawmark Pink—Pink, Shaded Salmon...     | .25    | 2.50   |
| Hercules—Giant Pink.....                | .25    | 2.50   |
| Illuminator—Salmon Orange.....          | .25    | 2.50   |
| King Edward—Crimson.....                | .25    | 2.50   |
| King White—Pure White.....              | .25    | 2.50   |
| Margaret Atlee—Rosy Salmon.....         | .25    | 2.50   |
| Orchard—Lavender Suffused Pink.....     | .25    | 2.50   |
| Primrose—Primrose Yellow.....           | .25    | 2.50   |
| Royal Purple—Rich Purple.....           | .25    | 2.50   |
| Vermilion Brilliant—Bright Scarlet..... | .25    | 2.50   |
| Wedgewood—Blue .....                    | .25    | 2.50   |
| White Spencer—White.....                | .25    | 2.50   |

### SUNFLOWER

(HELIANTHUS)

|                                    | Tr. Pkt. | Oz. |
|------------------------------------|----------|-----|
| Cucumerifolius .....               | .15      | .25 |
| Cut and Come Again.....            | .15      | .25 |
| Dwarf Chrysanthemum-Flowered ..... | .15      | .25 |
| Globosus Fistulosus .....          | .15      | .25 |
| Dwarf Double .....                 | .15      | .25 |
| New Red .....                      | .15      | .40 |
| Oscar Wilde .....                  | .15      | .25 |
| Stella .....                       | .15      | .40 |

**New! Sunflower—Helianthus Angustifolia**

Excellent for Cut Flowers; Similar to Klondyke Cosmos  
Tr. Pkt., \$0.20; \$1.00 per Oz.

SWEET SULTAN—Mixed .....

|                          | Tr. Pkt. | Oz. |
|--------------------------|----------|-----|
| SWEET SULTAN—Mixed ..... | .15      | .40 |



# New Crop Flower Seeds—Continued

## SWEET WILLIAM (*Dianthus Barbatu*s)

|   | Tr. Pkt. | Oz.  |
|---|----------|------|
| Single Crimson.....                       | .15      | .50  |
| Pink Beauty.....                          | .25      | 1.00 |
| Scarlet Beauty.....                       | .25      | 1.00 |
| Velvety Maroon.....                       | .15      | .50  |
| White.....                                | .15      | .50  |
| Mixed.....                                | .15      | .35  |
| Double Mixed.....                         | .15      | .60  |
| TAGETES—Signata Pumila—Golden Yellow..... | .20      | 1.00 |
| THALICTRUM—Dipterocarpum—Rosy Purple..... | .50      | 2.50 |
| THUNBERGIA—Fine Mixed.....                | .15      | .75  |
| TORENIA—Fourneri Grandiflora, Blue.....   | .50      | 3.00 |

## VERBENA

### Giant-Flowering Strain

Our Strain of these is unsurpassed for the size and texture of Flowers

|                                 |     |      |
|---------------------------------|-----|------|
| Mammoth Scarlet (Defiance)..... | .30 | 1.50 |
| Pink.....                       | .30 | 1.50 |
| Purple.....                     | .30 | 1.50 |
| Blue.....                       | .30 | 1.50 |
| Striped.....                    | .30 | 1.50 |
| Lucifer; Cardinal Red.....      | .30 | 1.50 |
| White.....                      | .30 | 1.50 |
| Yellow.....                     | .30 | 1.50 |
| Mixed.....                      | .30 | 1.25 |
| Giant fl. Mixed.....            | .50 | 2.00 |
| Lemon Scented.....              | .40 | 3.00 |



**THALICTRUM DIPTEROCARPUM**  
A Valuable Perennial for Cut-Flowers



VERBENA—A. B. C. Mammoth Mixed

|  | Tr. Pkt. | Oz.  |
|--|----------|------|
| VINCA—Alba Pura—Pure White.....                | .25      | 1.00 |
| Alba; White with Eye.....                      | .25      | 1.00 |
| Rosea; Pink.....                               | .25      | 1.00 |
| Mixed.....                                     | .20      | .80  |
| VIOLA—Cornuta, Admiration, Dark Blue... ..     | .40      | 2.50 |
| Cornuta, Mauve Queen, Mauve.....               | .40      | 2.50 |
| Blue Perfection, Light Blue.....               | .40      | 2.50 |
| White Perfection, Pure White.....              | .40      | 2.50 |
| Mixed.....                                     | .40      | 2.00 |
| VIOLET—Sweet Scented, "The Czar" Blue.. ..     | .50      | .... |
| WALLFLOWER—Double, Brown (¼ oz., \$1.75) ..... | .50      | .... |
| Yellow (¼ oz., \$1.75).....                    | .50      | .... |
| Mixed (¼ oz., \$1.75).....                     | .50      | .... |
| Paris—Extra Early, Yellow.....                 | .15      | .60  |
| Blood Red.....                                 | .15      | .60  |
| Mixed.....                                     | .15      | .50  |
| Single Mixed.....                              | .15      | .30  |
| XERANTHEMUM—Double Mixed.....                  | .15      | .50  |

#### "COMMERCIAL FLORICULTURE," by Fritz Bahr

A new and up-to-date book covering every phase of plant culture. A practical manual for the retail plant grower. Five hundred pages, two hundred and seventy-five halftone illustrations. Bound in flexible leather. Every grower, no matter how large or how small, should have a copy of this book. We have secured a number of copies that we take pleasure in recommending to our customers. Price, \$5.00.

## A. B. C. Supreme Quality ZINNIAS

### NEW DAHLIA-FLOWERED TYPE

The black and white production illustrated on this page shows type and size, including the immense depth of petals, but can convey no adequate idea of the richness of the colors. Rich rose, glowing orange, flaming scarlet, clear yellow—there is a Dahlia-Flowered Zinnia to harmonize with every color scheme. No wonder, then, that Florists are eager to add them to their collections of cut flowers for summer and fall. Zinnias are of the easiest culture of all annuals, and bloom over a longer period than any other annual. They thrive and bloom throughout the hottest days of summer, lending that touch of color which is so desirable and maintaining their splendor until the advent of frost.

These new Zinnias are recommended for growing under glass for cutting (treat same as Calendulas) as well as for outdoor planting.



### DAHLIA-FLOWERED NAMED VARIETIES

We offer the following choice named varieties as well as a very good mixture.

- Crimson Monarch.** Beautiful red shade.
  - Scarlet Flame.** Large bright scarlet with a delightful blending of orange throughout the petal. This is not a bicolor.
  - Oriole.** Orange and gold bicolor, as beautiful as the bird it is named after.
  - Dream.** A fine deep lavender turning to purple.
  - Golden State.** Rich Orange.
  - Old Rose.** Real old rose shades.
  - Polar Bear.** A very large pure white. The best white yet seen in Zinnias.
  - Giant Attraction.** A distinct shade of brick red; forms into an immense ball of color when in full bloom.
  - Meteor.** Rich glowing deep red.
  - Buttercup.** An immense, deep creamy yellow.
  - Canary Bird.** A delicate shade of primrose.
- Price of each of above: Trade Pkt., 50c; ¼ Oz., \$1.50; \$5.00 per Oz.

**SPECIAL OFFER**—One large tr. pkt., each of any seven varieties selected from above for \$5.00.

**Special Mixture**—Price tr. pkt., 50c; \$2.50 per oz.

**NOTE!** As supply of above in named varieties is as yet limited, we suggest early orders for same.

### DWARF DOUBLE VARIETIES *The Best Type for Bedding*

|                  | Tr. Pkt. | Oz. |
|------------------|----------|-----|
| Crimson .....    | .15      | .50 |
| Pink .....       | .15      | .50 |
| Salmon Rose..... | .15      | .50 |
| Scarlet .....    | .15      | .50 |
| White .....      | .15      | .50 |
| Yellow .....     | .15      | .50 |
| Mixed .....      | .15      | .40 |

### ZINNIA, GIANT ROBUSTA VARIETIES

|                            |     |      |
|----------------------------|-----|------|
| Buttercup—Deep Yellow..... | .30 | 1.00 |
| Crimson .....              | .30 | 1.00 |
| Golden Yellow.....         | .30 | 1.00 |
| Purple .....               | .30 | 1.00 |
| Rose King.....             | .30 | 1.00 |
| Salmon .....               | .30 | 1.00 |
| Scarlet .....              | .30 | 1.00 |
| Shrimp Pink.....           | .30 | 1.00 |
| Sulphur Yellow.....        | .30 | 1.00 |
| Violet .....               | .30 | 1.00 |
| White .....                | .30 | 1.00 |
| Special Mixed.....         | .20 | .75  |

### ZINNIA, MISCELLANEOUS VARIETIES

|   |     |      |
|---|-----|------|
| Red Riding Hood.....                                      | .20 | .75  |
| Giant Picotee—"Golden Pheasant," Gold Tipped, Maroon..... | .40 | 2.00 |
| La France—Soft Pink .....                                 | .40 | 2.00 |
| Mixed .....   | .35 | 1.75 |
| Liliput—Mixed .....                                       | .30 | 1.00 |
| Mexicana Perfection. (Haageana) Yellow                    | .30 | 1.00 |
| Tall Double Mixed.....                                    | .15 | .35  |



# GLADIOLI

## Large Flowering Primulinus Hybrids



Alice Tiplady

Some years ago, Mr. A. Miller, president of the American Bulb Co., sensed the value to the florists' trade of some of the more recent introductions of this type and secured from American specialists (A. E. Kunderd and others), likewise Holland growers, and at considerable expense, a collection of varieties which had already made a name for themselves in the American and European markets, the bulbs of which have been propagated on Hazelcrest farms and are now offered to the trade at prices within the reach of all (see opposite column). The extreme gracefulness of this new form commends them to every retail florist, and they are in a class by themselves especially for bouquet, basket work, etc. Another very important feature to the grower is that varieties like Maiden's Blush (illustrated and described opposite) can be brought into bloom in about 80 days from time of planting.

The following is an extract from the Florists' Exchange, issue of April 21, 1923, by that well known florist and horticultural writer, Fritz Bahr. Note what he says regarding the value of PRIMULINUS HYBRIDS, as well as an economical way of planting bulbs.

### Planted Between the Annuals

"If you sow Asters, Zinnias and other annuals in frames outdoors to be either sold as plants during May and June or for use in your own grounds, it might be well to consider sowing the rows just a little wider and plant Gladioli between them. This will in no way interfere with the seedlings; by the time you take them up, the Gladioli will hardly be over 6 in. or 8 in. in height, but even if they should be taller than that, they won't cause any shade to speak of. Planting Gladioli in a frame now will mean that you are able to cut flowers maybe ten days or two weeks sooner than when planted in the open. Are you going to plant enough of the Primulinus hybrids this season? They are especially good for early flowering and so much more graceful than the larger-flowering varieties. Plant first-sized bulbs for early; we find that even the small-sized bulbs of this sort bloom if given enough time, but of course they don't give as heavy spikes as the larger bulbs."

Mr. A. Miller, Pres.,  
American Bulb Co., 172 N. Wabash Ave., Chicago, Ill.

Dear Sir:  
I received the sample shipment of Gladiolus Maiden's Blush with your request to tell you something about the quality of the flower. The letter without the sample shipment would have been sufficient, because the Gladiolus is known to me. This is the second season we are selling this type. It is a good grower, blooms early and gives a very good return. It is one of the best lasting among the Primulinus gladioli, better lasting than any of the others and producing a better form of flower.

In water the Maiden's Blush develops up to the last flower. We are using it as a cut flower and for decorative purposes, both to good advantage, and it is a very valuable commercial variety.

Yours very truly,

(Signed) Max Schling.

MS-GS

|  | 1½-in. & up<br>Per 100 | Per 1000 | 1¼ to 1½-in.<br>Per 100 | Per 1000 | 1 to 1¼-in.<br>Per 100 | Per 1000 |
|--|------------------------|----------|-------------------------|----------|------------------------|----------|
| <b>ALICE TIPLADY</b> (Prim.)—A grand, large, vigorous saffron-colored Primulinus, extra fine. Strong grower. Exceptional cut flower. ¾ to 1-in., \$4.00 per 100; \$35.00 per 1000  | \$5.50                 | \$50.00  | \$5.00                  | \$45.00  | \$4.50                 | \$40.00  |
| <b>GOLDEN WEDDING</b> (Prim.)—Clear golden yellow shading of buff; tall, vigorous grower   | 5.50                   | 50.00    | 5.00                    | 45.00    | 4.50                   | 40.00    |
| <b>HERMOINE</b> (Prim.)—New. Beautiful salmon  | 4.00                   | 35.00    | 3.50                    | 30.00    | 3.00                   | 25.00    |
| <b>MAIDEN'S BLUSH</b> (Prim.)—Delicate salmon pink slightly flushed light rose. Tall growing; very early   | 5.00                   | 45.00    | 4.50                    | 40.00    | 4.00                   | 35.00    |
| <b>ORANGE BRILLIANT</b> (Prim.)—Beautiful orange, extra  | 5.00                   | 45.00    | 4.50                    | 40.00    | 4.00                   | 35.00    |
| <b>ROANOKE</b> (Prim.)—Vigorous and large. Rich yellow   | 5.00                   | 45.00    | 4.50                    | 40.00    | 4.00                   | 35.00    |
| <b>SOUVENIR</b> (Prim.)—New. A pure canary yellow Primulinus grandiflorus, the most perfect flowering of the purest canary yellow, grows and multiplies very good  | 6.50                   | 60.00    | 6.00                    | 55.00    | 5.50                   | 50.00    |
| <b>SUNBEAM</b> (Prim.)—Pure yellow. Long spike of well formed flowers  | 4.50                   | 40.00    | 4.00                    | 35.00    | ...                    | ...      |
| <b>PRIMULINUS HYBRIDS</b> —A new race of remarkable, dainty and beautiful Gladioli. Perhaps orange and gold colors predominate, but they combine every shade in the rainbow. Usually the flowers are hooded, somewhat smaller than the ordinary Gladioli and the stems are gracefully curved. Very early | 3.00                   | 25.00    | 2.50                    | 20.00    | 2.20                   | 17.00    |

All these varieties are recommended for forcing. Equally serviceable for open-ground culture.



### GLADIOLUS MAIDEN'S BLUSH

The basket illustrated above was arranged by the well-known Chicago retailer,

Mr. George Wienhoeber,

and presented as a birthday gift to His Honor the Mayor of Chicago, who remarked in his letter of acceptance that it was indeed as beautiful as a Maiden's Blush.

## GLADIOLI—Continued

Mainly produced on our own farms at Hazelrest, Ill., and under high cultivation.

Ninety per cent of the success in forcing Gladioli is, we believe, due to planting bulbs that have been especially cured for that purpose, and not such as have been cultivated during the summer season for cut flower production. We have specialized in forcing Gladioli for several years and our properly arranged curing rooms now contain a sufficient quantity of the kinds most desirable for the above-named purpose as well as for outdoor planting. The varieties listed on these pages comprise all that is good in cut-flowers and which can be had at a moderate price.

If you do not want stock shipped at once, we will hold same in our warehouses, where storage conditions are of the best, and ship at any date you name, up to March 15th. But order should be placed NOW if you desire to take advantage of the low prices as contained in this SPECIAL OFFERING.

AMERICAN BULB CO.

### General List of Up-to-the-minute Varieties

Complete cultural directions for forcing Gladiolus furnished free on request. Compiled by an expert.—A. B. C.

Varieties marked thus (\*) are recommended for forcing. Equally desirable for outdoors.

|   | 1½ in. & up | 1¼ to 1½ in. | 1 to 1¼ in. |         |        |         |      |
|---|-------------|--------------|-------------|---------|--------|---------|------|
|   | Per         | Per          | Per         | Per     | Per    | Per     | Per  |
|   | 100         | 1000         | 100         | 1000    | 100    | 1000    | 1000 |
| *ALI—Beautiful light blue; very fine.....   | \$6.50      | \$60.00      | \$6.00      | \$55.00 | ....   | ....    | .... |
| *ALICE TIPLAY Prim.)—A grand, large vigorous saffron-colored Primulinus, extra fine. Strong grower. Exceptional cut flower, ¾-in. to 1-in., \$4.00 per 100, \$35.00 per 1000.....   | 5.50        | 50.00        | 5.00        | 45.00   | \$4.50 | \$40.00 |      |
| *AMERICA—A larger number is forced for winter flowers than any other variety. Color, soft lavender-pink. More flowers are open at one time on the symmetrical spike of this Gladiolus than any other we know of. The standard commercial pink.....                        | 2.30        | 18.00        | 2.00        | 15.00   | 1.70   | 12.00   |      |
| *ARIZONA—Light rose pink; dark crimson blotch; grows erect flowers, correctly placed. Early, good forcer. A favorite in Chicago and St. Louis cut flower markets.....   | 3.75        | 32.50        | 3.20        | 27.00   | 2.70   | 22.00   |      |
| ANNA EBERIUS—A little different in color from anything on the market. Dark velvety plum rose, throat deeper shade.....  | 8.00        | 75.00        | 7.50        | 70.00   | 7.00   | 65.00   |      |
| AUTUMN QUEEN—Color cream yellow, upper petals suffused with peach-blossom pink; lower petals striped carmine red; when planted late opens full and wide in autumn.....  | 3.50        | 30.00        | 3.20        | 27.00   | ....   | ....    |      |
| BERKSHIRE—Color a delicate pink with deeper markings in throat; fine large flowers.....   | 4.00        | 35.00        | 3.50        | 30.00   | ....   | ....    |      |
| BRENCHLEYENSIS—Bright red. Tall grower of a striking red color, a choice cut flower and ideal for landscape work.....   | 3.00        | 25.00        | 2.50        | 20.00   | ....   | ....    |      |
| CAPT. PETAUN (New)—Salmon red, very large flowering, very interesting.....  | 4.50        | 40.00        | 4.00        | 35.00   | ....   | ....    |      |
| *CHICAGO WHITE—A fine white variety with lavender stripes on lower petals. From seven to eight flowers open at one time. Good forcer, one of the best whites.....   | 3.00        | 25.00        | 2.50        | 20.00   | ....   | ....    |      |
| GORRI (New)—Beautiful light blue; very strong grower.....   | 4.50        | 40.00        | 4.00        | 35.00   | ....   | ....    |      |
| CRIMSON GLOW—A perfect, very large, deep scarlet-crimson; flowers on a tall, strong spike.....  | 25.00       | ....         | 20.00       | ....    | ....   | ....    |      |
| DIADEM—A very choice sport of Halley, almost white suffused rose.....   | 5.50        | 50.00        | 5.00        | 45.00   | 4.50   | 40.00   |      |
| *MRS. DR. NORTON—Finest cream and pink, the sensation among the newer Gladioli shown at the American Gladiolus Society's show the last six seasons. Everywhere awarded the highest honors. A variety that is really in a class by itself, especially for cut flowers..... | 5.00        | 45.00        | 4.30        | 38.00   | 3.75   | 32.50   |      |
| *E. J. SHAYLOR—Tall, very strong plant, large blooms. A beautiful, pure deep rose pink. Was awarded certificate of merit by Royal Horticultural Society of England, Aug. 10, 1920. Very choice.....   | 12.00       | ....         | ....        | ....    | ....   | ....    |      |

See page 17 for Varieties of Primulinus Hybrids.



LARGE FLOWERING GLADIOLUS  
Mrs. Frank Pendleton  
(Kunderd)

This grand variety has, we believe, had the greatest influence in popularizing the better types of Gladiolus. Although Mrs. Pendleton has been on the market for several years, it is still in a class by itself for art flowers and garden show as well.—A. B. C.

Extract from the writing of Fritz Bahr, author of "Commercial Floriculture" and for the past 40 years a Practical Grower.

In spite of all that has been said and written about Gladioli, the many years they have been with us and the many beautiful new sorts which have been introduced during the past 20 years, but comparatively few florists make the money out of them they should. To make Gladioli pay one must handle desirable sorts to begin with, start planting from January on up to the time when everybody is filling gardens with them, and plant again for a late crop. A batch of bulbs planted now and followed up every three weeks or so will not only produce the finest spikes from May on but make it a most profitable crop which can be successfully handled in even the smallest greenhouse with 5 feet of headroom above the benches, and if short on bench room just now you can carry the plants along in 4-in. pots for the next two months and plant out later. A Carnation house temperature does nicely—for extra early outdoor flowering bulbs can be started the same way in pots, say about the first of March, and planted in a frame later. Good sorts cost money, but they are the only ones for the florist to handle, and it pays to take care of them. You can't grow too many, but try to have them in flower at a time when the people who buy them haven't any of their own in the garden.



# GLADIOLI

## General List of Up-to-the-Minute Varieties—Continued

Varieties marked thus (\*) are recommended for forcing. Equally desirable for outdoors.

|   | 1 1/2 in. & up | 1 1/4 to 1 1/2 in. | 1 to 1 1/4 in. | 1 1/2 in. & up | 1 1/4 to 1 1/2 in. | 1 to 1 1/4 in. |
|---|----------------|--------------------|----------------|----------------|--------------------|----------------|
|   | Per 100        | Per 1000           | Per 100        | Per 1000       | Per 100            | Per 1000       |
| * <b>EVELYN KIRTLAND</b> —Conceded to be the most beautiful, brilliant <i>Gladiolus</i> in existence. The color is a beautiful shade of rosy pink, shading to light pink toward the center, with brilliant blotches of scarlet on lower petals. The whole flower overlaid with a glistening luster that serves to harmonize the varied coloring.....  | \$5.50         | \$50.00            | \$5.00         | \$45.00        | \$4.50             | \$40.00        |
| <b>ELTA</b> —A very fine pink, strong grower.....   | 4.75           | 42.50              | 4.20           | 37.00          | 3.70               | 32.00          |
| <b>FLORA</b> —Beautiful golden yellow; large flowers. A very strong grower. We consider this wonderful variety much superior to <i>Schwaben</i> .....   | 5.50           | 50.00              | 5.00           | 45.00          | 4.50               | 40.00          |
| <b>GERMA</b> (New)—Beautiful pure yellow, with a perfect built spike, a splendid grower and multiplier. We think it the best yellow.....  | 5.50           | 50.00              | 5.00           | 45.00          | 4.50               | 40.00          |
| <b>GOLDEN ELSE</b> —Golden yellow; strong grower.....   | 5.50           | 50.00              | 5.00           | 45.00          | 4.50               | 40.00          |
| <b>GOLDEN GATE</b> —Ruffled yellow flowers; tall and fine.....  | 7.00           | 65.00              | 6.50           | 60.00          | .....              | .....          |
| <b>GRETCHEN ZANG</b> —The blooms are of pink, blending into scarlet on lower petals, a color much wanted.....   | 4.50           | 40.00              | 4.00           | 35.00          | .....              | .....          |
| * <b>GOLDEN WEDDING</b> (Prim.)—Clear golden yellow shading to buff; tall, vigorous grower.....   | 5.50           | 50.00              | 5.00           | 45.00          | 4.50               | 40.00          |
| <b>HALLEY</b> —A most attractive early blooming sort, with large well-opened flowers of delicate salmon-pink; flowers well placed on long, graceful spikes; a most beautiful variety. Early, good forcer.....   | 3.30           | 28.00              | 2.90           | 24.00          | 2.50               | 20.00          |
| <b>HERADA</b> —Pure mauve with deeper markings on throat and on lower petals. In great demand as a cut flower.....  | 5.25           | 47.50              | 4.80           | 42.00          | 4.00               | 39.00          |
| <b>HERMOINE</b> (Prim.)—New and beautiful salmon.....   | 4.00           | 35.00              | 3.50           | 30.00          | 3.00               | 25.00          |
| <b>MISS HELEN FRANKLIN</b> —Pure white with violet stripes on lower petals; deeply ruffled.....   | 4.50           | 40.00              | 4.00           | 35.00          | 3.50               | 30.00          |
| * <b>IDA VAN</b> —Orange red of brilliant tint; flowers large and wide open; six to eight out at one time; spike straight and strong; showy, attractive and beautiful.....  | 3.00           | 25.00              | 2.50           | 20.00          | .....              | .....          |
| * <b>LENA GRAETZ</b> (New)—Very meritorious as a cut flower, almost pure white.....   | 5.50           | 50.00              | 5.00           | 45.00          | 4.50               | 40.00          |
| * <b>LE MARCHEL FOCH</b> —Beautiful shade of light pink; flowers twice as large as <i>America</i> ; one of the earliest; blooms the same time as <i>Halley</i> and <i>Wilbrink</i> ; a Holland production.....  | 3.75           | 32.50              | 3.25           | 27.50          | 2.75               | 22.50          |
| * <b>LIMMACLEE</b> —Pure white, long spike of many flowers open at one time, very early; one of the best of the white varieties.....  | 5.00           | 45.00              | 4.50           | 40.00          | 4.00               | 35.00          |
| <b>LOUISE</b> —The showiest of all <i>Gladioli</i> ; wherever shown, meets with favor; distinct in form; clear, pure lavender; a blotch of velvet red towards center; resembles the orchids by leading florists; this is one variety that differs from all others; big flower; free grower; this variety is in a class by itself.....   | 6.50           | 60.00              | 6.00           | 55.00          | 5.50               | 50.00          |
| <b>LILWHITE</b> —An extremely fine novelty; early, pure white flower; rapid multiplier.....   | 4.50           | 40.00              | 4.00           | 35.00          | 3.50               | 30.00          |
| <b>LOVELINESS</b> —We consider this a most beautiful flower; color is creamy white suffused with apricot; fine spike with many open flowers.....  | 5.50           | 50.00              | 5.00           | 45.00          | .....              | .....          |
| <b>LORELEI</b> (Gigantic novelty)—Flake white color with light greenish touch.....  | 6.50           | 60.00              | 6.00           | 55.00          | 5.50               | 50.00          |
| * <b>MAIDEN'S BLUSH</b> (Prim.)—Delicate salmon pink, slightly flushed light rose; tall growing; very early.....  | 5.00           | 45.00              | 4.50           | 40.00          | 4.00               | 35.00          |
| <b>MARY FENNEL</b> —One of the patricians of the garden; beautiful light lavender flowers on a tall, slender spike; lower petals primrose yellow with penciling of lavender; perfectly exquisite and distinct; especially recommended.....  | 4.50           | 40.00              | 4.00           | 35.00          | 3.50               | 30.00          |
| <b>MRS. FRANCIS KING</b> —Could we grow but a few varieties, <i>Mrs. Francis King</i> would be one of them; a beautiful "Besnard shade" of flame-pink; flowers of giant size on a spike growing four feet high, with from eighteen to twenty flowers, six to eight open at one time; beautiful under artificial light; a magnificent variety.....   | 2.70           | 22.00              | 2.40           | 19.00          | 2.10               | 16.00          |
| * <b>MRS. FRANK PENDLE</b> —1 1/2 in. & up Per 100 1000 1 1/4 to 1 1/2 in. Per 100 1000 1 to 1 1/4 in. Per 100 1000   |                |                    |                |                |                    |                |
| <b>TON</b> —The sensational beauty, winner of awards and prizes everywhere; the petals show beautiful bright rose pink on a pure white ground, contrasting in a most striking way with the deep rich velvety blood red blotch on the lower petals; as showy as an orchid; the most perfect and delicate coloring is produced when spikes are cut and carried indoors as soon as the first blossoms open; no grander variety in existence; 3/4-in. to 1-in., \$2.30 per 100, \$18.00 per 1000..... | \$3.75         | \$22.50            | \$3.30         | \$28.00        | \$2.70             | \$22.00        |
| <b>MRS. W. E. FREYER</b> —Fine large scarlet, tall flower; wide open flowers.....   | 5.50           | 50.00              | 5.00           | 45.00          | .....              | .....          |
| <b>MRS. FREDERICK C. PETERS</b> (New)—Extra large flowers of a rich, rosy lavender with a patch of bright crimson on lower petals. More beautiful than <i>Mrs. Frank Pendleton</i> and declared by experts to be the "last word" in <i>Gladiolus</i> . Price: Blooming size bulbs, each \$1.00; dozen \$10.00. (Supply limited.).....   | 3.50           | 30.00              | 3.00           | 25.00          | .....              | .....          |
| <b>MRS. WATT</b> —Glowing American Beauty shade of wine-red; self-color; well opened flower, nearly all flowers open at one time; spike very erect and not too stiff; very distinct variety; created a good deal of comment at recent exhibitions.....  | 5.50           | 50.00              | 5.00           | 45.00          | .....              | .....          |
| <b>MISS EDITH CAVELL</b> (New)—Pure white with small violet stripes; first class certificate Haarlem.....   | 5.50           | 50.00              | 5.00           | 45.00          | .....              | .....          |



**GLADIOLUS LIMMACLEE**, pure white. The most perfectly built spike. (See description). Introduction of the well-known Hybridizers, Peter Hopman & Sons, Hillegom, Holland.

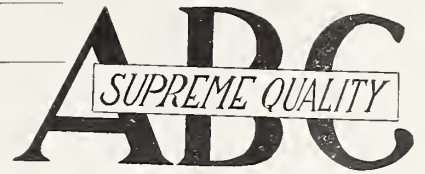


American Bulb Company, Importers and Growers of

# GLADIOLI

## General List of Up-to-the-Minute Varieties—Continued

|   | 1½ in. & up |          | 1¼ to 1½ in. |          | 1 to 1¼ in. |          | 1½ in. & up |          | 1¼ to 1½ in. |          | 1 to 1¼ in. |          |
|---|-------------|----------|--------------|----------|-------------|----------|-------------|----------|--------------|----------|-------------|----------|
|   | Per 100     | Per 1000 | Per 100      | Per 1000 | Per 100     | Per 1000 | Per 100     | Per 1000 | Per 100      | Per 1000 | Per 100     | Per 1000 |
| * <b>MYRTLE</b> —The most beautiful pink yet introduced; clearest dainty ruffled rose-pink, softly dissolving into a throat of clear creamy white; its cool, angelic beauty is most entrancing; early flowering; in perfect alignment on straight spikes; the opening buds closely resemble creamy-pink tinted rose buds with slightly flaring petals; distinctive in form and color and of good size; Myrtle stands among the elite of "Wizard" Kunderd's many exquisite productions; ¾-in. to 1-in., \$4.00 per 100, \$35.00 per 1000 | \$5.50      | \$50.00  | \$5.00       | \$45.00  | \$4.50      | \$40.00  |             |          |              |          |             |          |
| <b>MISS LUCILLE</b> —A very soft, light shell pink of lavender shade; a most striking and beautiful color for florists' work, and an extra fine forcing variety which adds to its value; medium in height, with long stem of six to eight wide open flowers at one time; early  | 3.50        | 30.00    | 3.00         | 25.00    | ....        | ....     |             |          |              |          |             |          |
| <b>MRS. O. W. HALLIDAY</b> —Delicate pink, yellow throat; one of the best for florists  | 5.00        | 45.00    | 4.50         | 40.00    | ....        | ....     |             |          |              |          |             |          |
| <b>MARY PICKFORD</b> —An extraordinary flower and spike of the most delicate creamy-white; throat finest soft sulphur yellow; stem and calix also white; worthy of a great name   | 8.00        | ....     | 6.00         | ....     | ....        | ....     |             |          |              |          |             |          |
| <b>MRS. G. W. MOULTON</b> —A giant violet red or cerise   | 5.50        | 55.00    | 5.00         | 45.00    | ....        | ....     |             |          |              |          |             |          |
| * <b>NIAGARA</b> —A light crocus or primrose yellow, slightly tinted with rose pink in throat; large open flowers on a strong spike; for color, texture and keeping qualities, this Gladiolus is one of the very best   | 4.00        | 35.00    | 3.50         | 30.00    | ....        | ....     |             |          |              |          |             |          |
| * <b>ORANGE BRILLIANT</b> (Prim.)—Beautiful orange; extra   | 5.00        | 45.00    | 4.50         | 40.00    | \$4.00      | \$35.00  |             |          |              |          |             |          |
| <b>ODIN</b> (New)—Salmon with dark blotch; very good  | 5.50        | 50.00    | 5.00         | 45.00    | 4.50        | 40.00    |             |          |              |          |             |          |
| <b>ORIENTALE</b> (New)—Salmon pink with small square dark blotches, which make it very pretty   | 5.50        | 50.00    | 5.00         | 45.00    | 4.50        | 40.00    |             |          |              |          |             |          |
| * <b>PANAMA</b> —The companion to America, which has become very popular. A perfect Hermosa pink in color, with wide open, wax-like flowers; one of the best of the clear pinks; many awards  | 4.00        | 35.00    | 3.50         | 30.00    | ....        | ....     |             |          |              |          |             |          |
| * <b>ROANOKE</b> (Prim.)—Vigorous and large. Rich yellow  | 5.00        | 45.00    | 4.50         | 40.00    | ....        | ....     |             |          |              |          |             |          |
| * <b>PEACE</b> —Giant white flowers with lilac feathering in throat of two of the petals; flowers correctly placed on a tall, graceful spike  | 5.50        | 50.00    | 5.00         | 45.00    | ....        | ....     |             |          |              |          |             |          |
| <b>PINK BEAUTY</b> —Rosy pink, dark blotch; ten days earlier than any other Gladiolus; invaluable for this reason as a cut flower, good dforeer.  | 6.00        | 55.00    | 5.50         | 50.00    | ....        | ....     |             |          |              |          |             |          |
| * <b>PRINCE OF WALES</b> —Delicate salmon pink; very large flowers; award of merit and first class certificate at Haarlem and London; good forcer; very popular   | 5.50        | 50.00    | 5.00         | 45.00    | ....        | ....     |             |          |              |          |             |          |
| <b>RED CANNA</b> —Beautiful dark red on exceptionally tall and strong spikes  | \$5.50      | \$50.00  | \$5.00       | \$45.00  | \$4.50      | \$40.00  |             |          |              |          |             |          |
| * <b>ROSE PEARL</b> (New)—A beautiful pink sport of Halley; superior to Wilbrink  | 5.50        | 50.00    | 5.00         | 45.00    | 4.50        | 40.00    |             |          |              |          |             |          |
| * <b>ROSE 1910</b> —Extra large flower, pure rose-pink of a very fine shade; lower petals marked with narrow white line through center  | 5.50        | 50.00    | 5.00         | 45.00    | 4.50        | 40.00    |             |          |              |          |             |          |
| * <b>ROUGE TORCH</b> —Pink and white; torch-shaped spot of rouge in throat; fine for florists   | 4.50        | 40.00    | 4.00         | 35.00    | 3.50        | 30.00    |             |          |              |          |             |          |
| <b>SALMONEA</b> (New)—The best salmon red Primulinus, perfect in style  | 5.50        | 50.00    | 5.00         | 45.00    | 4.50        | 40.00    |             |          |              |          |             |          |
| <b>SCARLETTA</b> (New)—Beautiful scarlet  | 5.50        | 50.00    | 5.00         | 45.00    | 4.50        | 40.00    |             |          |              |          |             |          |
| <b>SENTINEL</b> —Tall, strong plant; large, pure rose pink with elegant white penciling   | 3.50        | 30.00    | 3.00         | 25.00    | ....        | ....     |             |          |              |          |             |          |
| * <b>SOUVENIR</b> (Prim.)—New A pure canary yellow Primulinous grandiflorus, the most perfect flowering of the purest canary yellow, grows and multiplies very good   | 6.50        | 60.00    | 6.00         | 55.00    | 5.50        | 50.00    |             |          |              |          |             |          |
| <b>SCHWABEN</b> —The strongest growing and largest flowers of all Gladioli of yellow color; a clear-citron yellow with Aster-purple tongue on lower petals  | 4.30        | 38.00    | 4.00         | 35.00    | 3.50        | 30.00    |             |          |              |          |             |          |
| <b>SPHINX</b> (New)—Beautiful orange with red shaded carmine striped center   | 5.00        | 45.00    | 4.50         | 40.00    | 4.00        | 35.00    |             |          |              |          |             |          |
| * <b>SUNBEAM</b> (Prim.)—Pure yellow, long spike of well formed flowers   | 4.50        | 40.00    | 3.50         | 35.00    | ....        | ....     |             |          |              |          |             |          |
| <b>THECLA</b> (New)—Beautiful sulphur yellow; strong grower   | 5.50        | 50.00    | 5.00         | 45.00    | 4.50        | 40.00    |             |          |              |          |             |          |
| <b>TOPAZ</b> —Salmon pink and buff; very elegant  | 5.50        | 50.00    | 5.00         | 45.00    | 4.50        | 40.00    |             |          |              |          |             |          |
| <b>VANESSA</b> (New)—Beautiful orange salmon  | 5.00        | 45.00    | 4.50         | 40.00    | 4.00        | 35.00    |             |          |              |          |             |          |
| <b>VENUS</b> (New)—Sport of Halley; has all of its good habits. Very good early white   | 5.50        | 50.00    | 5.00         | 45.00    | 4.00        | 35.00    |             |          |              |          |             |          |
| <b>VESTA TILLY</b> (New)—Will surely become a money maker, color very vivid pink, with small violet blotch, very early, propagates and grows well   | \$8.00      | ....     | \$6.00       | ....     | ....        | ....     |             |          |              |          |             |          |
| <b>WHITE CITY</b> (New)—Very beautiful pure white; late   | 5.50        | 50.00    | 5.00         | 45.00    | 4.50        | 40.00    |             |          |              |          |             |          |
| <b>WAR</b> —Deep blood red, shaded crimson black; very tall and conspicuous; the best Gladiolus of this beautiful shade of red; try it  | 5.00        | 45.00    | 4.50         | 40.00    | ....        | ....     |             |          |              |          |             |          |
| * <b>WILBRINK</b> —A sport of Halley; retains Halley's earliness and has the color of America; soft yellow blotch on lower petals   | 4.25        | 37.50    | 3.75         | 32.50    | 3.25        | 27.50    |             |          |              |          |             |          |
| <b>YELLOW BIRD</b> —A very pleasing shade of yellow, penciled with dark wine color on lower petals  | 3.50        | 30.00    | 3.00         | 25.00    | ....        | ....     |             |          |              |          |             |          |
| <b>PRIMULINUS HYBRIDS</b> —A new race of remarkable, dainty and beautiful Gladioli; orange and gold predominate   | 3.00        | 25.00    | 2.50         | 20.00    | 2.20        | 17.00    |             |          |              |          |             |          |
| <b>STANDARD MIXTURE</b> —This mixture is made up of good standard sorts. We recommend it to those who desire a good cut flower assortment   | 2.00        | 15.00    | 1.70         | 12.00    | ....        | ....     |             |          |              |          |             |          |

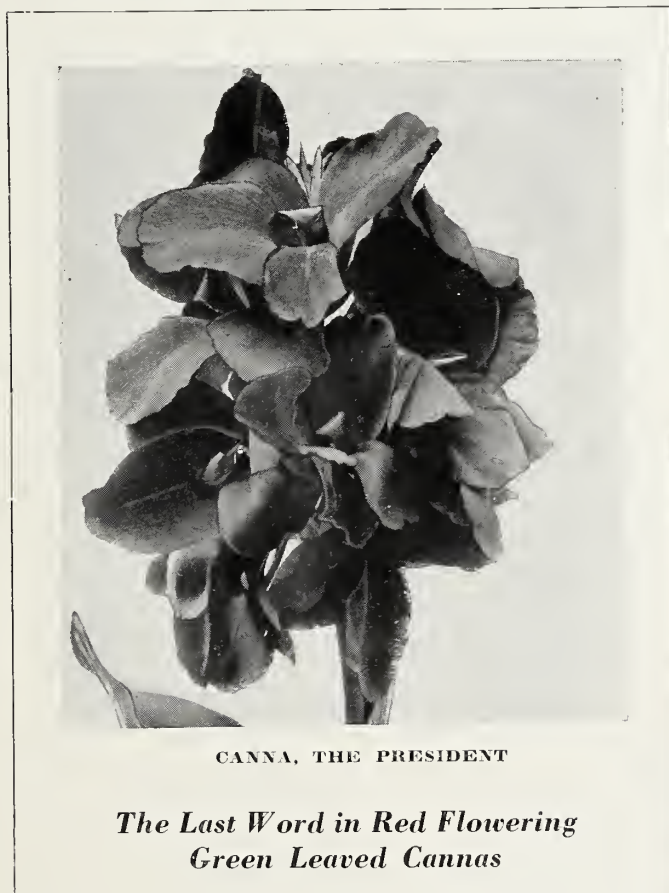


LARGE FLOWERING **Cannas**  
A. B. C. Supreme Quality

STRONG 2 TO 3 EYE DORMANT ROOTS. TRUE TO NAME

With their delightful tropical foliage, and brilliant flower spikes produced all Summer long, Cannas are probably the greatest of all plants for the grounds of Public Parks, Cemeteries, Hospitals, etc., where massed effect is required, and to a lesser degree for the adornment, with other plants, for the beds and borders of private residences. Florists who cater to such a class of trade should have a good supply of started plants ready when the planting season commences. Our Cannas are grown by one of the most reliable Southern growers, carefully harvested and divided with from two to three growing eyes.

This list comprises all the leading sorts wanted by the trade, healthy and true to name.



CANNA, THE PRESIDENT

*The Last Word in Red Flowering  
Green Leaved Cannas*

**4 Grand Cannas  
That Stand Out Above All Others**

**The President.** 4 ft. his immense new flaming Per Per  
scarlet has come into wider use more quickly 100 1000  
than any other Canna. It is an offspring of the  
famous Firebird. The President leads the red  
varieties in the quality and also the quantity of  
its bloom. The flowers are 7 inches across; the  
individual petals are firm and long standing, and  
do not burn, and the trusses stand up stiff on  
strong stems. The foliage is rich green and  
burn-proof in the hottest weather.....\$4.00 \$35.00

**King Humbert.** This remarkable Gold Medal  
Canna has been the sensation of the past ten  
years and is the greatest favorite today. It is  
a cross between the orchid-flowering and the  
French, or Crozy type, combining the large flow-  
ers of the one with the free-blooming character  
of the other, with handsome, broad, tropical  
foliage. Scarlet flowers; bronze leaves..... 3.50 30.00

**Yellow King Humbert.** 4 ft. An orchid-flowering  
sport of the well-known King Humbert. Has  
the same habit of growth as its parent; foliage  
a very dark green, with flowers measuring 5 to  
7 inches across; individual petals measuring 3 to  
3½ inches in diameter. Color of flower a deep  
rich yellow, softly spotted and blotched with  
bright red. Some plants will occasionally give a  
scarlet or scarlet striped flower, which we con-  
sider an improvement rather than a deficit..... 4.00 35.00

**Mrs. Alfred Conard.** One of the very best Cannas  
in commerce today. The large, exquisitely  
shaded salmon-pink flowers are produced in  
great abundance on robust, upright stalks. We  
consider this as superior to all pink flowered  
Cannas. 4 ft. .... 5.00 40.00

Rochester, N. Y., September 4, 1923.

"The Cannas I bought from you this spring were the  
best I ever had, and every one true to name."

A. SCHEIL

See page 22 for General List of Cannas



American Bulb Company, Importers and Growers of

# LARGE FLOWERING Cannas

## A. B. C. Supreme Quality

**STRONG 2 TO 3 EYE DORMANT ROOTS. TRUE TO NAME**

**RED SHADES; GREEN FOLIAGE**

|  | Per 100 | Per 1000 |
|--|---------|----------|
| Alphonse Bouvier. 5 ft. Rich velvety red..   | \$3.00  | \$25.00  |
| Beaute Poitevine. 3½ ft. Deep crimson..  | 3.00    | 25.00    |
| Crimson Bedder. 3½ ft. Intense crimson..   | 3.00    | 25.00    |
| Charles Henderson. 4 ft. Brilliant crimson-scarlet with flame-yellow throat.....   | 3.00    | 25.00    |
| Louisiana. 6 ft. Very large, beautiful vivid scarlet, orchid-like flowers, often measuring 5 to 6 inches across.....                                 | 3.00    | 25.00    |
| Pennsylvania. 6 ft. Large; orchid-flowered; scarlet, overlaid with orange.....   | 3.00    | 25.00    |
| The President. 4 ft. Flaming scarlet, the best red .....   | 4.00    | 35.00    |
| Wintzer's Colossal. 5 ft. A striking vivid scarlet that retains its brilliancy. One of the largest flowering of all, producing immense trusses ..... | 3.50    | 30.00    |
| Express. 2½ ft. Dwarf crimson.....   | 3.00    | 25.00    |
| Black Prince. 4½ ft. Intense velvety maroon on stems of mahogany color.....  | 3.00    | 25.00    |
| Duke of Marlborough. 4 ft. Deep crimson-maroon .....   | 3.25    | 30.00    |

**BRONZE FOLIAGE**

|   | Per 100 | Per 1000 |
|---|---------|----------|
| Brandywine. 3½ ft. Flowers of intense wine-red, dappled deep crimson; petals sometimes edged with gold..... | 3.00    | 25.00    |
| David Harum. 3½ ft. Strong grower and one of the freest blooming Cannas we have ever seen .....             | 3.00    | 25.00    |
| Egandale. 4 ft. Flowers currant-red of a peculiar and pleasing shade. An early and constant bloomer .....   | 3.00    | 25.00    |
| King Humbert. Scarlet; the great favorite.  | 3.50    | 30.00    |
| Wyoming. Flowers a beautiful shade of orange .....  | 3.00    | 25.00    |
| Shenandoah. 4 ft. Flowers salmon-pink, borne in large clusters; foliage rich ruby-red .....                 | 3.00    | 25.00    |

**PINK SHADES; GREEN FOLIAGE**

|   | Per 100 | Per 1000 |
|---|---------|----------|
| Mme. Berat. 4 ft. Rose-pink.....  | 3.00    | 25.00    |
| Hungaria. 3½ ft. Very compact. Leaves bluish green; never burns. Flowers large. Color La France-pink, with satin sheen... | 6.00    | 50.00    |
| Mrs. Alfred Conard. Salmon-pink.....  | 5.00    | 40.00    |
| Rosea Gigantea. 3½ ft. A wonderful novelty; the largest of pink Cannas in existence. Color a rich rose-pink.....          | 6.00    | 50.00    |
| Venus. 4 ft. A gay rosy pink, with well-defined border of creamy yellow.....  | 3.00    | 25.00    |
| City of Portland. 3½ ft. A glowing pink; flowers borne in great profusion.....  | 6.00    | 50.00    |

**VARIEGATED FLOWERS; GREEN FOLIAGE**

|  | Per 100 | Per 1000 |
|--|---------|----------|
| Allemania. 5 ft. Orchid-flowering bright scarlet, with broad and irregular yellow border, beautifully mottled and variegated | 3.00    | 25.00    |
| Gladioflora. 3½ ft. Gladiolus-like crimson flowers edged with gold.....  | 3.00    | 25.00    |
| Kate Gray. 5 to 6 ft. Soft orange shaded carmine, dotted yellow throat.....  | 3.00    | 25.00    |
| Italia. 6 ft. Scarlet, broadly edged yellow  | 3.00    | 25.00    |
| Mme. Crozy. 3 ft. Scarlet, bordered golden yellow .....  | 3.00    | 25.00    |
| Souv. d'Antoine Crozy. 3 ft. Beautiful red, bordered golden yellow .....   | 3.00    | 25.00    |

**YELLOW SHADES; GREEN FOLIAGE**

|   | Per 100 | Per 1000 |
|---|---------|----------|
| Austria. 5 ft. Lemon-chrome-yellow.....   | 3.00    | 25.00    |
| Florence Vaughan. 5 ft. Yellow, spotted crimson .....   | 3.00    | 25.00    |
| Gladiator. 4½ ft. An excellent bedder, having particularly fine foliage. Color golden yellow freely dotted with crimson. The best of its class..... | 3.00    | 25.00    |
| Gustave Gumpper. Fine yellow.....   | 3.00    | 25.00    |
| Richard Wallace. 4 ft. Canary-yellow flowers; floriferous .....   | 3.00    | 25.00    |
| Yellow King Humbert. 4 ft. Deep rich yellow, spotted bright red.....  | 4.00    | 35.00    |

**WHITE SHADES; GREEN FOLIAGE**

|  | Per 100 | Per 1000 |
|--|---------|----------|
| Eureka. 4 ft. The best white for massing; a robust grower, making sturdy, shapely plants ..... | 5.00    | 40.00    |

*See Page 21 for full description of the four grandest Cannas offered*





# Miscellaneous Spring Bulbs

## TUBEROSES

We are amongst the largest handlers of these **important Florists' Bulbs**, and take special pains to have our stock kept healthy and true, and to reach us from our growers in perfect condition. Our strain of "Pearl" is the true large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

|  | Per    | Per     |
|--|--------|---------|
|  | 100    | 1000    |
| <b>Double Pearl</b> , 3-4 inch.....              | \$2.00 | \$18.00 |
| <b>Double Pearl</b> , 4-6 inch, extra large..... | 3.00   | 25.00   |
| <b>Single</b> (Albino) .....                     | 3.00   | 25.00   |

## CALADIUM ESCULENTUM

(ELEPHANT'S EAR)

Much used for bordering Canna beds or subtropical plantings. Plants of these always find a ready sale.

|                                       | Per    | Per     |
|---------------------------------------|--------|---------|
|                                       | 100    | 1000    |
| <b>5-7 inch Circumference</b> .....   | \$3.50 | \$30.00 |
| <b>7-9 inch Circumference</b> .....   | 6.00   | 55.00   |
| <b>9-11 inch Circumference</b> .....  | 12.50  | 110.00  |
| <b>11-12 inch Circumference</b> ..... | 15.00  |         |
| <b>12 inch Circumference</b> .....    | 20.00  |         |

## FANCY LEAVED CALADIUMS

There are no finer colored foliage plants for summer use; splendid for the conservatory and equally good for porch boxes outdoors in shaded places. The stock, offered by us is grown for us by the leading specialist in this line.

|                              |     |         |
|------------------------------|-----|---------|
| <b>Assorted Colors</b> ..... | 100 | \$20.00 |
|------------------------------|-----|---------|

## CALLA ELLIOTTIANA

No Florist should neglect to grow at least a limited quantity of these. They will prove red day sellers.

|                                      |         |
|--------------------------------------|---------|
| <b>1½ inch diameter and up</b> ..... | \$20.00 |
| <b>2 inch diameter and up</b> .....  | 25.00   |

## AMARYLLIS

|  | Per    | Per     |
|--|--------|---------|
|  | Dozen  | 100     |
| <b>Hybrids of Vittata</b> . Splendid colors..... | \$7.50 | \$55.00 |
| <b>Belladonna</b> . Pink .....                   | 3.00   | 20.00   |

### "COMMERCIAL FLORICULTURE"

By FRITZ BAHR

A new and up-to-date book covering every phase of plant culture. A practical manual for the retail plant grower. Five hundred pages, two hundred and seventy-five halftone illustrations. Bound in flexible leather. Every grower, no matter how large or how small, should have a copy of this book. We have secured a number of copies that we take pleasure in recommending to our customers. **Price, \$5.00.**



LILY OF THE VALLEY

## BEGONIAS

**Tuberous Rooted.** Single scarlet, pink, crimson, yellow, salmon, white.

**Tuberous Rooted.** Double crimson, scarlet, yellow, salmon, white, pink.

(At Market Prices)

## CINNAMON VINES

|                             | Per    | Per     |
|-----------------------------|--------|---------|
|                             | 100    | 1000    |
| Fine for counter trade..... | \$4.00 | \$35.00 |

## MADEIRA OR MEXICAN VINE

|                                  | Per  | Per   |
|----------------------------------|------|-------|
|                                  | 100  | 1000  |
| <b>Extra Strong Tubers</b> ..... | 3.00 | 22.00 |

## LILY OF THE VALLEY

Our stock of these is imported direct by us from the **foremost Lily of the Valley grower in Germany**, and is of **unsurpassed quality**. We can supply these in cases of 500-1000 and 2500 pips from cold storage, Chicago and New York.

The Supply is very limited this season, therefore let us book your order at once for delivery when desired. **Prices quoted on request.**

## RETAILING BULBS

**A Profitable Side Line for the Retail Florist**  
There are today numbers of florists located in the country and smaller towns conducting a retail establishment, who make the retailing of Bulbs during Spring and Fall a most profitable side line. In fact, we know of quite a few who have worked up this branch to a point where the profits thus obtained almost pay for the entire stock of bulbs they themselves use for their own requirements.

# Dahlias

(TRUE TO NAME)

There may be other flowers with as gorgeous colorings, with as delicate tints and shadings, with as great a diversity of form and habit, but where can be found another possessing all these valuable traits that will grow in every clime and under such varied conditions as the Dahlia? We furnish strong divided tubers of the better varieties. Such as are contained in this list are in a class by themselves in the way of furnishing desirable cut-flower material for the late summer and fall season.

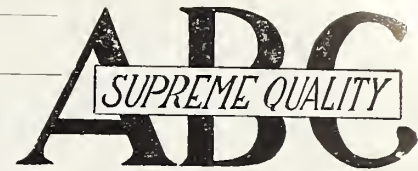


TYPE OF DECORATIVE DAHLIA

Three roots of a variety at dozen rate

Twenty-five roots of a variety at 100 rate

|  | Each  | Doz.   | 100     |  | Each  | Doz.   | 100     |
|--|-------|--------|---------|--|-------|--------|---------|
| <b>CONTRAST</b> —Cactus—Red with White Tips .....  | \$.15 | \$1.35 | \$10.00 | <b>D. M. MOORE</b> —Colossal—Deep Victoria Lake .....  | \$.35 | \$3.15 | \$24.00 |
| <b>COUNTESS OF LONSDALE</b> —Cactus Deep Salmon Pink.....  | .22   | 2.35   | 18.00   | <b>MRS. JOHN BOWMAN</b> —Colossal—The color is an exquisite shade of deep Golden Yellow with the reverse of the petals slightly tinged Magenta .....                 | .60   | 6.00   | 42.50   |
| <b>ETRURIA</b> —Cactus—Reddish Apricot.....  | .18   | 1.65   | 12.00   | <b>WODAN</b> —Cactus—Color Old Gold shading to Salmon Rose.....  | .22   | 2.35   | 18.00   |
| <b>FRANCIS WHITE</b> —Cactus—A White Cactus of exquisite form.....   | .15   | 1.35   | 10.00   | <b>AUTUMN GLORY</b> —Decorative—Golden Terra Cotta. Very fine for Florists' use.....   | .18   | 1.65   | 12.00   |
| <b>J. H. JACKSON</b> —Cactus—Largest Dark Cactus, almost Black.....  | .18   | 1.65   | 12.00   | <b>BARON SCHROEDER</b> —Decorative—Rich Glowing Purple.....  | .18   | 1.65   | 12.00   |
| <b>KRIEMHILDE</b> —Cactus—Delicate Pink Shading to White in center.....  | .18   | 1.65   | 12.00   | <b>CLARABEL</b> —Decorative—This is a Rich Rosy Purple.....  | .15   | 1.35   | 10.00   |
| <b>MAGPIE</b> —Cactus—A very distinct and striking flower—the color varying from delicate Pink to Rich Maroon, Tipped White..... | .15   | 1.35   | 10.00   | <b>DARLENE</b> —Decorative—Claimed to be florists' most promising Dahlia and we can vouch for this. Beautiful shade Shell Pink with blending of White at center..... | .60   | 6.00   | 42.50   |
| <b>MARGUERITE BOUCHON</b> —Cactus—Rose Pink with White Center.....   | .18   | 1.65   | 12.00   | <b>DELICE</b> —Decorative—Bright pink suffused Lavender.....   | .17   | 1.85   | 14.00   |
| <b>MRS. BRANDT</b> —Cactus—Salmon Buff, blending to Golden Yellow at center .....  | .18   | 1.65   | 12.00   | <b>DR. TEVIS</b> —Decorative—Salmon Rose, Old Gold Apricot.....  | .60   | 6.00   | 42.50   |
| <b>REV. DR. BAKER</b> —Cactus—The color is a novel shade of Plum.....  | .15   | 1.35   | 10.00   | <b>JACK ROSE</b> —Decorative—Brilliant Crimson .....   | .12   | 1.15   | 8.00    |
| <b>TUSTU</b> —Cactus—Beautiful Velvety Maroon .....  | .15   | 1.35   | 10.00   | <b>JANS OLIESLAGER</b> —Decorative—Very large pure Yellow.....   | .18   | 1.65   | 12.00   |
| <b>PERLE DE LYON</b> —Hybrid Cactus—Pure White, fringed petals. Very pretty .....  | .18   | 1.65   | 12.00   | <b>JEAN KERR</b> —Decorative—White....   | .60   | 6.00   | 42.50   |
| <b>W. B. CHILDS</b> —Hybrid Cactus—A very good Black Maroon with Purple shading.....   | .18   | 1.65   | 12.00   | <b>LEGRAND MANITOU</b> —Decorative—A large flower, White, striped and splashed Reddish Violet.....   | .18   | 1.65   | 12.00   |
| <b>JOSEPHINE</b> —Century—White .....  | .12   | 1.15   | 8.00    |  |       |        |         |
| <b>ROSE PINK CENTURY</b> —Century—The largest and best Pink.....   | .12   | 1.15   | 8.00    |  |       |        |         |
| <b>ARDEN</b> —Collarette—Rich and effective Deep Golden Yellow blotched Vivid Orange Crimson, color Pure Yellow .....            | .15   | 1.35   | 10.00   |  |       |        |         |



## DAHLIAS—Continued

|   | Each   | Doz.   | 100     |
|---|--------|--------|---------|
| MANDIANA—Decorative—Red . . . . .   | \$ .60 | \$6.00 | \$42.50 |
| MARY C. BURNS—Decorative—This is a wonderful Dahlia, outside of petals Old Gold and the reverse a Dull Red. Bloom is of large size. . . . .   | 1.25   | 12.00  | 90.00   |
| MELODY—Decorative—Color clear Canary Yellow. . . . .  | .18    | 1.65   | 12.00   |
| MILLIONAIRE—Decorative—This is a mammoth decorative, dainty Lavender, with a Pink sheen. . . . .  | 1.15   | 10.00  | 70.00   |
| MINNIE McCULLOUGH—Decorative—Soft Yellow overlaid with Bronze. . . . .  | .15    | 1.35   | 10.00   |
| OREGON BEAUTY—Decorative—Scarlet . . . . .  | .18    | 1.65   | 12.00   |
| PRINCESS JULIANA—Decorative—White . . . . .   | .17    | 1.85   | 14.00   |
| QUEEN MARY—Decorative—Soft Pink . . . . .   | .18    | 1.65   | 12.00   |
| SOUV. DE GUSTAV DOAZON—Decorative—Color a pleasing shades of Orange Red. It is a vigorous grower, foliage heavy Dark Green. . . . .   | .17    | 1.85   | 14.00   |
| WM. F. GUDE—Decorative—Good pure White. . . . .   | .15    | 1.35   | 10.00   |
| SYLVIA—Decorative—White edged Pink, one of the most desirable for florists . . . . .  | .15    | 1.35   | 10.00   |
| TRANSBORO—Decorative—A seedling of Mrs. Chas. Seybold, color White suffused Pink, heavily suffused and tipped Crimson and Maroon. . . . .   | .18    | 1.65   | 12.00   |
| DIEMONT VON BYSTEIN—Peony—Bright Lilac, changing to Light Blue . . . . .  | .22    | 2.35   | 18.00   |
| DR. KUYPER—Peony—Color rich Orange, a strong grower. . . . .  | .18    | 1.65   | 12.00   |
| F. R. AUSTIN—Peony—Beautiful variegated deep pink and yellow. . . . .   | .15    | 1.35   | 10.00   |
| HON. R. L. BORDEN—Peony—Golden Bronze . . . . .   | .17    | 1.85   | 14.00   |
| JOHN GREEN—Peony—Yellow tipped Red. An early and heavy bloomer, long stems. . . . .   | .15    | 1.35   | 10.00   |
| LA RAINTE—Peony—Lavender Pink with an exquisite Golden center. . . . .  | .15    | 1.35   | 10.00   |
| MADONNA—Peony—White tinted Lavender Pink. . . . .   | .18    | 1.65   | 12.00   |
| MRS. C. L. SEYBOLD—Peony—Crimson tipped White. . . . .  | .22    | 2.35   | 18.00   |
| CHALLENGE—Pompon—White and Maroon . . . . .   | .15    | 1.35   | 10.00   |
| FAIRY QUEEN—Pompon—Sulphur Yellow edged Pink. . . . .   | .15    | 1.35   | 10.00   |
| KLEIN DOMITEA—Pompon—A very pretty Autumn shade. In great demand in our own retail store, for basket work, table decoration and funeral work. If used with Lavender, as Diemont Von Bystein or Summer Lilac, you have a combination hard to beat. . . . . | .15    | 1.35   | 10.00   |
| KLEIN GRETCHEN—Pompon—White shaded Crimson. . . . .   | .15    | 1.35   | 10.00   |
| MADELINE—Pompon—Pale Primrose edged with Rose Purple. . . . .   | .15    | 1.35   | 10.00   |
| SNOWCLAD—Pompon—White . . . . .   | .15    | 1.35   | 10.00   |
| A. D. LIVONI—Show—Soft Pink, very free bloomer. . . . .   | .15    | 1.35   | 10.00   |
| ARABELLA—Show—Pale Lemon shading to Primrose at tips, with the whole being daintly overlaid with pink . . . . .   | .15    | 1.35   | 10.00   |
| CALEB POWERS—Show—or Ball—Shell Pink. . . . .   | .18    | 1.65   | 12.00   |



TYPE OF SHOW DAHLIA

|  | Each | Doz. | 100   |
|--|------|------|-------|
| DOROTHY PEACOCK—Show—Pink shading Lighter Pink towards center . . . . .  | .22  | 2.35 | 18.00 |
| EDNA BROWNING—Show—Lavender Pink, shaded nearly at base. Tips of petals serrated and lighter shade . . . . .   | .17  | 1.85 | 14.50 |
| ELSIE BURGESS—Show—Lavender. . . . .   | .22  | 2.35 | 18.00 |
| MAUD ADAMS—Show—Color pure Snowy White overlaid Delicate Pink. This indeed is a wonderful variety and one that no retail florist can do without. From a retail standpoint Maud Adams has first consideration. It positively is a real money maker on account of its pleasing color and blooming qualities. . . . . | .22  | 2.35 | 18.00 |
| PRINCESS VICTORIA—Show—Good Yellow . . . . .   | .15  | 1.35 | 10.00 |
| STORM KING—Show—Best White, free bloomer. . . . .  | .15  | 1.35 | 10.00 |
| VIVIAN—Show—White, effectively edged Rose-Violet, very fine. . . . .   | .15  | 1.35 | 10.00 |
| SENSATION—Single—Vivid Vermilion tipped White. . . . .   | .15  | 1.35 | 10.00 |

### DAHLIAS UNDER COLOR

|                                 |        |         |
|---------------------------------|--------|---------|
| Various Red Shades. . . . .     | \$1.35 | \$10.00 |
| Various Yellow Shades. . . . .  | 1.35   | 10.00   |
| White . . . . .                 | 1.35   | 10.00   |
| Maroon and Dark Shades. . . . . | 1.35   | 10.00   |
| Purple Shades . . . . .         | 1.35   | 10.00   |
| Pink Shades . . . . .           | 1.35   | 10.00   |
| Variegated . . . . .            | 1.35   | 10.00   |
| Mixed Dahlias. . . . .          | 1.00   | 8.00    |

## Japanese Lily Bulbs



Field of *Lilium Giganteum* in Japan Produced Exclusively for the American Bulb Co.

### OUR LEADING SPECIALTIES

Formosum, "Erabu,"

Giganteum, Album, Rubrum Magnificum

Lilies, particularly for Easter blooming, are probably the most important of the entire category of bulbs planted by the florist and we have no intention of competing in the production fields with dealers whom, when buying supplies of same, make price their one and only consideration. Our motto has and always will be "Quality First" and how well our personal Japanese representative has succeeded in supplying such is now attested by the fact that A. B. C. "Supreme" quality lily bulbs enjoy a reputation that brings forth commendations such as the following:

**ADOLPH D. MOHR**  
Florist  
76th and Broadway Kansas City, Mo.

American Bulb Co.,  
172 N. Wabash Ave., Chicago, Ill.

Gentlemen:  
While resetting Lilies, we came to your lot. My nephew, who is sixteen years of age, said this:  
"Now, what is the reason that all at once we get into such an even, splendid lot of Lilies so well budded."

My answer was that they were from the AMERICAN BULB COMPANY, and I feel that they are the best I have on the place. You will have to reserve for me more than my usual lot for next year.

Thanking you for past favors, I remain,  
Very truly yours,  
(Signed) A. D. MOHR.

We are jealous of this reputation and it will always be our aim to supply the best that the season produces and at selling prices consistent with the cost of such.

### FREESIA A. B. C. "Supreme Quality"

We believe we are the largest handlers of high-grade Freesia bulbs in America. All our fields are thoroughly examined during their growing stage by members of the firm to insure our customers the best the crops can produce. We can deliver Freesia bulbs early enough to enable you to get them in bloom for Christmas, if properly handled. Our bulbs are not grown in the wet district of California, but are properly watered by irrigation. They are all grown near Los Angeles, which florists in California recognize as the best place to grow high-grade bulbs. The fact that we sell quantities in California of our own growing is evidence that florists know, where the best quality is produced.

### CALLA

We are headquarters for Calla Aethiopica, Godfrey and Sutton's Multiflora. Crop of these has been rather short during the past few seasons and we advise early ordering of next season's supply.

# ABC

SUPREME QUALITY

BULB STOCK  
FOR FORCING AND BEDDING  
AMERICAN, FRENCH, HOLLAND, JAPANESE, ETC.

SEASON 1924



TYPE OF DRAWIN TULIP

## “DOING ONE’S BEST WITH BULB STOCK”

Having been frequently called upon by many in the trade, especially new beginners, to furnish cultural directions for bulb stock, we have had compiled by a grower and retailer of some forty years experience and who now enjoys a national reputation for “know haws” in practically all horticultural lines, complete suggestions as to “How to Do One’s Best” with the various stocks mentioned. In presenting this little booklet to the trade with our compliments we do so with the sincere wish that the perusal of its contents will enable one to attain the greatest possible success with any of the material mentioned and of which they might undertake to produce.

N. B.—A copy of the above booklet is yours for the asking.—A. B. C.

## WHY WE CAN SUPPLY YOU TO ADVANTAGE!

Our establishments are located at central points, namely, New York and Chicago.

*Personal inspection during growing and packing season.*

A force of trained employees who “know bulbs,” many of whom have had a lifetime training in this particular line.

*We advance duty, forwarding, and all expenses, no charge is made for cases or packing, and our invoices show exactly the actual cost of produce placed on cars at American shipping point. Our terms of payment are liberal to buyers of time standing, such extension of time being allowed on duty and all expenses as well as on cost of bulbs: (we do not collect for such at time of shipment as occurs when you import direct) shipping f.o.b. New York or Chicago, thus eliminating all worry and possibility of brokers overcharge to the buyer. Our experts visit the most prominent bulb forcing centers of this country during flowering season as well as to keep in close touch with the public demand, thereby insuring our customers varieties that are in keeping with the times.*

*We can and will make it worth your while to look to us for your BULB NEEDS” each season—seasonable price lists mailed to the trade, and if your name is not on our mailing list we shall be glad to enter same thereon.*

We are always pleased to consult with growers either in person or through the mail with regard to cultural methods, etc.

Soliciting the favor of your orders, we are.

Yours faithfully.

**AMERICAN BULB COMPANY**

**Per A. MILLER, Pres.**

## Hardy Perennial Plants, Etc.

All stock offered (unless otherwise noted) represents strong, one-year, field-grown plants, for early spring delivery

A. B. C. "Supreme Quality"



TRITOMA PFITZERI (See Page 29)

There are many Perennial Plants that should be grown more abundantly by florists than is now customary, and not a few of them can be slowly brought along under glass to produce a profitable out-of-season crop, either as pot plants or for cutting.

For years Delphinium Belladonna has proven a rare Easter money-maker, but latterly even this has been surpassed by the more delicately colored Hybrids whose huge spikes bring almost any price asked for at that season. Pyrethrum, Dielytra and many others are also seen in early Spring.

Most perennials, however, are useful during their natural outdoor seasons and florists should devote more space to their culture, among the most common that occur to us now are, Achillea, Aquilegia, Gaillardia, Helianthus Dianthus Plumarius, Phlox, etc.

Those offered below are strong field divisions, that establish themselves quickly and will give good blooms the first year.

**PLACE ORDER NOW.**

### HARDY LARGE FLOWERING "MUMS"

No florist should be without a liberal supply of these Hardy Mums, as they produce a large supply of valuable cutflowers in the autumn.

|                     | Per 100 |
|---------------------|---------|
| Autumn Glow .....   | \$12.00 |
| Golden Queen .....  | 12.00   |
| Old Homestead ..... | 12.00   |
| Victory .....       | 12.00   |
| Eva .....           | 12.00   |
| Bronze Pompon ..... | 12.00   |
| Field of Snow ..... | 12.00   |

### DIANTHUS (Hardy Pink)

Very desirable for cutflowers, and largely used for hardy borders, rock gardens, etc.

|   |         |
|---|---------|
| White .....   | \$10.00 |
| Crimson .....   | 10.00   |
| Latifolius Atrococcineus Fl. Pl. (Everblooming Sweet William); Brilliant crimson, double flowers..... | 12.00   |
| Pink Beauty .....   | 10.00   |

### DIELYTRA or DICENTRA (Bleeding Heart)

We have a fine stock of these valuable plants. Very much in demand for church decorations and Memorial Day, if grown in pots.

**Spectabilis.** Very large roots. 25 roots \$11.00; \$21.50 for 50 roots; 100 roots for \$40.00.

|  |         |
|--|---------|
| <b>EULALIA Japonica Variegata.</b> One of the best of the Hardy Ornament Grasses ..... | \$12.00 |
| <b>EUPATORIUM Coelestinum</b> (Hardy Ageratum); Blue.....                              | 12.00   |

### FUNKIA (Day Lily)

Indispensable for landscape and decorative work.

|  |       |
|--|-------|
| <b>Undulata Variegata;</b> Green and white foliage.....    | 12.00 |
| <b>Lanceolata;</b> Lilac flowers; blooms in September..... | 10.00 |

### GYPSOPHILA (Baby's Breath)

May be used as fresh cut-flowers, as well as semi-everlasting.

|  |         |
|--|---------|
| <b>Paniculata; Pure white;</b> 1 year old..... | \$10.00 |
| 2 year old.....                                | 14.00   |

### GAILLARDIA

One of the most useful for cutflower purposes, lasting a long time after being cut.

|   |         |
|---|---------|
| <b>Grandiflora;</b> Dark brown center, surrounded with a rich orange disk ..... | \$10.00 |
|---|---------|

|   | Per 100 |
|---|---------|
| <b>ACHILLEA "Boule de neige"</b> White.....                 | \$10.00 |
| Millefolium Roseum; pink .....                              | 10.00   |
| <b>ALYSSUM Saxatile compactum.</b> Golden yellow.....       | 10.00   |
| <b>ANCHUSA Italica Dropmore,</b> Bright blue.....           | 10.00   |
| <b>ANEMIS Tinctoria</b> (Golden Marguerite).....            | 10.00   |
| <b>AQUILEGIA chrysantha;</b> Yellow .....                   | 10.00   |
| Improved Longspurred Hybrids; strong 2 year-old stock ..... | 16.00   |
| Improved Longspurred Pink.....                              | 12.00   |
| Mrs. Scott Elliott's Hybrids; strong 2 year-old stock....   | 16.00   |
| <b>ARTEMISIA Lactiflora;</b> White.....                     | 12.00   |

### HARDY ASTERS (Michaelmas Daisy)

Very useful for cutting and ornamental purposes.

|   |       |
|---|-------|
| <b>Beauty of Colwell;</b> Blue.....                   | 12.00 |
| <b>Climax;</b> Blue .....                             | 12.00 |
| <b>White Climax</b> .....                             | 12.00 |
| <b>St. Egwin;</b> Pink .....                          | 10.00 |
| <b>BOLTONIA Latisquama;</b> Pink tinged lavender..... | 10.00 |
| Asteroides; Fine white.....                           | 10.00 |
| <b>BAPTISIA Australis</b> (False Indigo); Blue.....   | 10.00 |
| <b>CHELONE Lyonii.</b> Purplish red.....              | 12.00 |
| <b>COREOPSIS Lanceolata;</b> Yellow .....             | 10.00 |
| Verticillata .....                                    | 10.00 |



# Hardy Perennial Plants, Etc.—Continued

## DELPHINIUM (Hardy Larkspur)



For outdoors or for forcing this class of flowers is indispensable to the progressive florist.

### DELPHINIUM BELLADONNA

(Hardy Larkspur)  
FOR FORCING

These provide very desirable blue cut flowers for early spring season.

Our grower is making a specialty of the above, selecting only strong crowns, suitable for this purpose. Same are usually benched about February 1. Delivery can be made then, or if you are in position to care for them in the meantime, they can be forwarded at once. Where delivery is made now, roots should be stored in a coldframe until time to set in the greenhouse. In the meantime, a moderate freezing is necessary, in order to cause roots to become thoroughly dormant. (Complete cultural directions free.)

**Price. Strong Forcing Crowns, per 100, \$15.00; per 1000, \$125.00.**

- BELLADONNA turquoise blue, 1 year old, per 100.....\$10.00
- Bellamosum, 1 year old, strong .....\$10.00
- English Hybrids, 1 year 11.00
- English Hybrids, 2 year 16.00
- Queen Mary Hybrids, 2 year ..... 16.00
- DELPHINIUM BELLADONNA Chinese Blue ..... 10.00

## HELENIUM (Sneezewort)

Per 100

- Produces fine cutflower material.
- Rivertou Gem; Rich yellow, purple cone..... 12.00
- Autumnale superbum; deep golden yellow..... 12.00
- HELIOPSIS Seabra Excelsa; Rich chrome yellow..... 13.00
- HEMEROCALLIS Thunbergii; 2 year..... 12.00
- 3 year..... 16.00

## HOLLYHOCKS

Our plants are produced from the celebrated Chater's strain.

- Double Red .....\$10.00
- Double White ..... 10.00
- Double Pink ..... 10.00
- Double Yellow ..... 10.00
- IBERIS sempervirens (Hardy Candytuft); White..... 12.00

## IRIS GERMANICA (Fleur de lis)

No garden or border is complete without these valuable plants. They always will find a ready sale.

Per 100

- Candelabra .....\$ 9.00
- Dorothea ..... 9.00
- Jeanne D'are ..... 9.00
- Lohengrin; Lilac rose ..... 9.00
- King of Iris; Lemon color, falls deep brown..... 6.00
- IRIS SIBIRICA; Purple blue..... 6.00

- LINUM PERENNE; Blue..... 6.00
- PERENNE; White ..... 8.00
- LAVANDULA VERA; 2-year ..... 12.00
- LILIUM SUPERBUM ..... 12.00
- LYCHNIS CHALCEDONICA; 2-year ..... 8.00
- MONARDA; Cambridge Scarlet..... 10.00

## Improved New Hardy

GIANT-FLOWERING

## MARSHMALLOWS

The most free-blooming of all Perennials; rich, gorgeous and hardy as an oak.

A wonderfully improved form of our greatly admired native Marshmallow or Rosemallow, in which not only the colors have been greatly intensified, but in which flowers of enormous size, frequently 10 to 12 inches in diameter, have been developed. These plants can be highly recommended for all kinds of plantings. They appear to be equally at home in all positions, having the same vigor in dry and wet ground and are perfectly hardy. They grow from 5 to 8 feet high, and are very floriferous, blooming from early in July until late in September. Price, \$10.00 per 100; per 1000, \$75.00.

## PHLOX DECUSSATA

(STOCK VERY LIMITED)

Per 100

- Mrs. Jenkins. The best pure white.....\$10.00
- Miss Lingard. Pure white lilac eye, very early..... 14.00
- Rynstrom. A lovely shade of bright pink, very large fine cutflower ..... 15.00
- SUBULATA (Moss Pink)
- Subulata Alba. Evergreen like foliage; pure white..... 10.00
- Rosea. Evergreen like foliage, pink..... 10.00
- Amoena. Soft rose; best for rockeries..... 10.00

## PHYSOSTEGIA

(FALSE DRAGON HEAD)

One of the finest Mid-summer Flowering Perennials.

- Virginica Rosea .....\$10.00
- Virginica Alba ..... 10.00
- POLEMONIUM Coeruleum; Blue ..... 10.00
- PYRETHRUM Roseum Hybridum; Mixed colors..... 10.00
- PACHYSANDRA terminalis; Excellent for a ground cover 12.00

## PLATYCODON (Japanese Bell Flower)

Similar to the Campanula; very effective.

- Grandiflorum; Deep blue .....\$10.00
- Grandiflorum Fl. Pl.; Blue (grown from seed) 2 year.... 10.00
- Grandiflorum White; 2 year ..... 10.00

## RUDBECKIA (Cone Flower)

Indispensable for the Hardy border, as well as for cutting.

Per 100

- Golden Glow; Golden yellow, Cactus-Dahlia like flowers .....\$10.00
- Newmanni; Dark orange, deep purple cone..... 10.00
- Purpurea; Reddish purple, brown cone..... 10.00
- SALVIA Azurea grandiflora (Rocky Mountain Sage); Sky blue .....\$10.00
- SEDUM (Stonecrop); Indispensable for carpet-bedding and Cemetery work
- Spectabile; Rose colored ..... 12.00
- Spectabile "Brilliant"; Bright amaranth red..... 12.00
- SIDA LANCEA ROSEA; Pink, Malva-like flowers..... 12.00
- SPIRAEA Iunaria Fl. Pl ..... 15.00
- STOKESIA CYANEA (Cornflower-Aster); Light blue..... 12.00
- STATICE Latifolia. Invaluable for cutting, the flowers, when dried, last for months. Dark blue..... 14.00
- TUNICIA Saxifraga, for rockeries or border; Light pink..... 9.00
- VERONICA Longifolia. Handsome spikes of blue flowers, excellent for cutting. 1 year..... 12.00
- VERONICA Longifolia; Strong 2 year clumps..... 16.00
- VALERIANA Coccinea. Produces showy heads of reddish flowers ..... 10.00
- TRITOMA Pfitzeri. So-called Red Hot Poker. This hardy plant is coming into great favor as a cut flower. Multiplies rapidly. Price, 25 roots, \$4.50; 50 roots, \$8.50; 100 roots, \$16.00; 250 to 1,000, \$15.00 per 100 roots. North of Washington, D. C., Tritomas should be planted in Spring season. (See illustration page 28.)

## Miscellaneous Nursery Stock

### VINES

Vines play a most important part for Landscape work and numerous other purposes. Per 100

**AKEBIA Quiuata**; Quick grower, chocolate colored; fragrant flowers .....\$15.00

**LONICERA AUREA reticulata** (Variegated Golden Honeysuckle) ..... 15.00

### LATHYRUS

Excellent for cut-flowers.

**Latifolius Red** ..... 10.00

**Latifolius Pink** ..... 10.00

**Latifolius White** ..... 10.00

### SHRUBS

Desirable for cut-flower production.

**HYDRANGEA PANICULATA GRANDIFLORA**, 2 to 3 ft., price per 25, \$11.00; per 50, \$21.50; per 100, \$40.00.

**Buddleia**, Butterfly Bush, unexcelled for producing blue cut flowers during summer season; Magnifica, dark lilac; Veitchii, light lilac; price, per 25, \$7.00; per 50, \$13.00; per 100, \$25.00.

Please Note: 25 of any of above invoiced at 100 rate. We do not supply smaller units than 25 of a variety.

### PAEONIES—Unnamed

A. B. C. "Supreme" Quality  
Extra strong 3-5 eye divisions

An established plot of Paeonies is a real money-maker. They bloom at a time when flowers are in demand and comparatively scarce. Around Decoration Day they are particularly profitable.

White Packed 100 per case in equal quantities of each color ..... per 100 \$18.00

Red ..... per 100 \$18.00

Pink ..... per 100 \$18.00

Mixed colors ..... \$16.00

The above are packed 100 per case and cannot be sold in smaller quantities.



### PAEONIES—Named Sorts

Varieties marked \* especially suitable for cut-flowers.

|   | Doz.  | 100   |
|---|-------|-------|
| *Adolph Rousseau, Early red   | 3.00  | 20.00 |
| Agida, Brilliant red  | 3.00  | 20.00 |
| D'Arenberg, Dark red  | 3.00  | 20.00 |
| Duchess de Nemours, White   | 3.00  | 20.00 |
| Delicatissima, Pale lilac rose  | 3.00  | 20.00 |
| Festiva, White with crimson spots   | 3.00  | 20.00 |
| Festiva Maxima, Pure white, flecked crimson                                     | 3.00  | 20.00 |
| *Edulis Superba, Bright mauve pink  | 3.00  | 20.00 |
| *Felix Crousse, Brilliant red   | 5.00  | 20.00 |
| *Floral Treasure, Pale Lilac rose   | 3.00  | 20.00 |
| *Fragrans, Dark pink  | 3.00  | 20.00 |
| Karl Rosenfeld, Dark crimson  | 15.00 |       |
| Monsieur Chas. Leveque, Lilac rose  | 3.00  | 20.00 |
| Monsieur Jules Elie, Pale lilac pink  | 9.00  |       |
| *Queen Victoria, Milk white tinted flesh, center cream white with crimson spots | 3.00  | 20.00 |

NOTE.—Owing to the scarcity of red varieties, we only can accept orders for same if equal quantities of pink and white varieties are ordered.

### ROSES

#### For Fall Delivery

Roses forced in pots for Easter and other Spring holidays have increased greatly in number in the last few years. No plants are more attractive and the demand each Spring is larger than the supply.

|  |   |
|--|---|
| Hybrid Tea (Leading varieties), 2 year old budded stock, Price per 100       | \$45.00                                       |
| Hybrid Perpetual (Leading varieties), 2 year old budded stock, Price per 100 | 40.00   |
| Baby Rambler   | } 2 year-old budded stock at \$40.00 per 100. |
| Baby Tausendschoen   |   |
| Orleans  |   |
| Erna Teschendorf   |   |
| Ellen Poulson  |   |
| Koster's Orleans   |   |
| Ideal  |   |
| Lafayette  |   |

### CLIMBING RAMBLER ROSES

|                 | 2 year-old budded stock. | Per 100 |
|-----------------|--------------------------|---------|
| Crimson Rambler | .....                    | \$40.00 |
| Dorothy Perkins | .....                    | 40.00   |
| Excelsa         | .....                    | 40.00   |
| Lady Gay        | .....                    | 40.00   |
| Paul's Scarlet  | .....                    | 40.00   |
| Eugene Jaquet   | .....                    | 60.00   |
| Tausendschoen   | .....                    | 40.00   |
| Itasarie        | .....                    |         |

### Bench Roses

STRONG STOCK, APRIL-MAY DELIVERY

\$20.00 per 100  
\$175.00 per 1000



Photo by M. L. ...

ROSE, DOROTHY PERKINS



# Miscellaneous Plants

## FERNS

(Ready May-June)

We have made a contract with one of the foremost Fern-Specialists to supply us with fine, clean stock.

- Nephrrolepis Bostonensis**, 2 1/4 inch pots.
- Dwarf Boston**, 2 1/4 inch pots.
- Teddy Jr.**, 2 1/4 inch pots.
- Verona**, 2 1/4 inch pots.
- Whitmanni**, 2 1/4 inch pots.
- Macawi**, 2 1/4 inch pots.

Price of the above \$7.00 per 100; per 1000, \$60.00.

## TABLE FERNS

(In Flats, June Delivery)

- Aspidium Tsussimense.**
- Crytomium Rochfordianum.**
- Pteris Wimsetti.**

- Wilsoni.**
- Serrulata.**
- Tremula.**
- Alexandria.**
- Victoria.**
- Rivertoniana.**

**Cretica-Albo-Lineata.**  
Price of Table Ferns, \$2.50 per Flat.

## BEGONIAS

(Delivery May-June)

- Extra fine strong stock, 2 1/4 inch pots.
- Cincinnati**, \$35.00 per 100.
- Melior**, \$35.00 per 100.
- Chatelaine Supreme**, \$12.00 per 100.

## ASPARAGUS

**Plumosus Nanus.**

- Seedlings \$1.50 per 100; per 1000, \$12.00.
- 2 1/4 inch pots, \$6.00 per 100; per 1000, \$55.00.

**Sprengeri.**

- Seedlings, \$1.25 per 100; per 1000, \$11.00.
- 2 1/4 inch pots, \$5.00 per 100; per 1000, \$40.00.



TYPE OF FRENCH HYDRANGEA



Our Cyclamen Plants are raised from our own seed

## HYDRANGEA, FRENCH

(October Delivery)

- In all leading varieties.
- 5 inch pots, per 100, \$40.00.
- 6 inch pots, per 100, \$60.00.

## HYDRANGEA OTAKSA

- 5 inch pots, per 100, \$40.00.
- 6 inch pots, per 100, \$60.00.

## CYCLAMEN PLANTS

Genuine "Fischer Strain"

Seed furnished by American Bulb Co.

We have arranged with a specialist grower for a supply of Cyclamen Plants which we can truly classify as A. B. C. "Supreme Quality."

|   | Per 100 | Per 1000 |
|---|---------|----------|
| <b>Cyclamen Seedlings</b> (3-5 leaves) ready now... | \$6.00  | \$50.00  |
| Twice transplanted, ready Feb. 1st.....             | 9.00    | 85.00    |
| 2 1/4 inch pots, ready April 1st.....               | 14.00   | 125.00   |
| 3 inch pots, ready May 1st.....                     | 17.00   | 160.00   |
| 4 inch pots, ready May 1st.....                     | 35.00   | 325.00   |

## PRIMULA OBCONICA

(Ready August)

- In assorted varieties.
- 2 1/4 inch \$7.00 per 100; per 1000, \$65.00.

## VINCA MAJOR VARIEGATA

- 2 1/4 inch pots \$7.00 per 100; per 1000, \$60.00.
- 250 Plants invoiced at 1000 rate.

## NEW DAISY

"MOTHER'S FAVORITE"

Early flowering. Pure white with cream colored anemone-like-center. It makes a fine pot plant, and if grown on the bench for cut-flowers, it comes into good crop at the end of April, continuing through May and June. It has splendid shipping and keeping qualities. The originator named this new variety "Mother's Favorite," because of its usefulness at Mother's Day.

- Prices from 2 1/4 inch pots: per 25, \$6.50; per 50, \$12.75; per 100, \$25.00; per 1000, \$200.00.
- 250 Plants invoiced at 1000 rate.

# ABC

**SUPREME QUALITY**

American Bulb Company, Importers and Growers of

## Sundries and Florists' Supplies

**ARTIFICIAL FLOWERS.**

|                                |          |           |
|--------------------------------|----------|-----------|
|                                | Per doz. | Per gross |
| Sweet Peas, Assorted Colors    | \$ .50   | \$4.00    |
| Cotton Cosmos, Assorted Colors | 1.25     | 12.00     |
| Silk Cosmos, Assorted Colors   | 2.50     | 25.00     |
| Pussy Willows, Single Stems    | .80      | 7.50      |
| Pussy Willows, Three           | 1.50     | 15.00     |

**THISTLES.** No. 22 Bis—3 burrs to one stem, assorted colors, \$2.50 per dozen.

Per doz. Per 100

**BULB BOWLS.**

|                               |        |         |
|-------------------------------|--------|---------|
| Black Jet 4-inch              | \$3.25 | \$25.00 |
| 5-inch                        | 4.50   | 35.00   |
| 6-inch                        | 6.50   | 50.00   |
| Japanese Dragon, 6-inch Green | 7.00   | 55.00   |

**BULB FIBRE.** \$1.50 per bushel.

**CANE STAKES. Japanese.**

Per 1000

|  |             |
|--|-------------|
| Green Dyed, 1 1/2-foot, 2000 to a bundle | \$3.50      |
| 2-foot, " " " "                          | 4.25        |
| 2 1/2-foot, " " " "                      | 4.85        |
| 3-foot, " " " "                          | 6.00        |
| 3 1/2-foot, " " " "                      | 7.00        |
| 4-foot, " " " "                          | 8.25        |
| Natural 5 to 6 foot, " " " "             | 10.00       |
| 6 foot, " " " "                          | 12.50       |
| 6 to 8 foot, " " " "                     | 17.50       |
|  | Each Doz.   |
|  | 45c. \$4.50 |

**CHENILE.** All Standard Colors, 12-yd. rolls.....45c. \$4.50

**CHIFFON.** 4-inch, all colors, 7 1/2 c. per yard.  
6-inch, all colors, 8 1/2 c. per yard.

**CHIP MATS.**

All colors, \$2.00 per dozen, \$17.00 per hundred.  
Plain Checks, \$2.75 per dozen, \$22.00 per hundred.

**CLIPS. Bull Dog.** Box of 1000, \$1.00; box of 10,000, \$9.00.

**CLIPS. Rose Everlasting.** Box of 1000, \$3.75; 10 boxes, \$35.00.

**CORSAGE RIBBON.** Metalline.

Pink and Lavender, 10-yd. bolts, 75c. each; \$8.25 per dozen.

**CREPE PAPER.** Papyrus Waterproof.

All Colors, per roll 35c., per doz. \$3.85, per 100, \$30.00.

**CORSAGE PINS.** Assorted Color Heads 5 in., \$2.00 per gross.

**CYCAS LEAVES.**

|                   |        |                   |        |
|-------------------|--------|-------------------|--------|
| 8 to 12, per 100  | \$3.00 | 28 to 32, per 100 | \$7.75 |
| 12 to 16, per 100 | 3.50   | 32 to 36, per 100 | 9.00   |
| 16 to 20, per 100 | 4.50   | 36 to 40, per 100 | 10.50  |
| 20 to 24, per 100 | 5.75   | 40 to 44, per 100 | 11.50  |
| 24 to 28, per 100 | 6.75   | 44 to 48, per 100 | 13.00  |

**FIBRE RIBBON.**

White, Pink, Lavender, Yellow, Red, Moss, Nile, Blue, 50-yd. bolts, 1-inch \$1.50 per bolt, box of 15 bolts, \$1.40 per bolt.

**GREENING PINS.**

Box of 10-lbs. \$2.25, 10 boxes \$20.00.

**HOSE, ELECTRIC.**

|                              |        |         |
|------------------------------|--------|---------|
|                              | 50cft. | 100-ft. |
| 1/2-inch, per foot           | .18c.  | 16c.    |
| 3/4-inch, per foot           | .20c.  | 18c.    |
| Couplings, 25c. each, extra. |        |         |

**HYACINTH STAKES.** (See Match Sticks.)

**IMMORTELLES.** Per bunch 75c., per dozen \$7.20.

**LABELS.**

|                  |        |         |
|------------------|--------|---------|
|                  | Plain  | Painted |
| 4 inch, per 1000 | \$1.15 | \$1.60  |
| 5 inch, " " "    | 1.60   | 2.00    |
| 6 inch, " " "    | 2.00   | 2.50    |
| 8 inch, " " "    | 4.25   | 5.50    |
| 10 inch, " " "   | 4.75   | 6.00    |
| 12 inch, " " "   | 5.80   | 7.50    |

**LYCOPODIUM DYED.** 10 lb. cartons, \$3.00 per carton.

**MOSS, SHEET.** \$2.25 per sack, 5 sacks, \$10.00; 10 sacks, \$18.50.

**MOSS, SPHAGNUM.**

|         |                 |                |              |
|---------|-----------------|----------------|--------------|
|         | f.o.b. New York | f.o.b. Chicago | f.o.b. Woods |
| 1 Bale  | \$1.70          | \$1.50         |              |
| 5 Bales | 8.00            | 6.25           |              |
| 10 "    |                 | 12.00          | \$10.00      |
| 25 "    |                 | 27.50          | 22.50        |
| 50 "    |                 | 50.00          | 42.50        |
| 100 "   |                 |                | 80.00        |

Prices quoted on larger quantities

**MAGNOLIA LEAVES.** Brown, Green and Purple.  
\$1.45 per box, 6 boxes \$1.40 per box, 12 boxes \$1.35 per box, 100 lb. cases \$19.00 per case.

**MATCH STICKS.** (Hyacinth Sticks.)

Dyed Green, 12 inch, per 1000.....\$1.95  
Dyed Green, 18 inch, per 1000.....2.95

**NEPONSET POTS.**



|  |            |             |                                     |
|--|------------|-------------|-------------------------------------|
|  | Size       | Crate Holds | f.o.b. Chicago or New York per 1000 |
|  | 2 1/4 inch | 1000        | \$3.75                              |
|  | 2 1/2 inch | 1000        | 4.35                                |
|  | 3 inch     | 1000        | 5.85                                |
|  | 3 1/2 inch | 1000        | 7.65                                |
|  | 4 inch     | 500         | 9.35                                |
|  | 5 inch     | 500         | 14.45                               |
|  | 6 inch     | 500         | 19.00                               |

**PAPER.**

Tissue Manilla, 400 sheets ream.....\$1.35  
Tissue Manilla, 4000 sheets (10 reams).....12.50  
Tissue American Beauty, 400 sheets.....1.50  
Tissue American Beauty, 4000 sheets.....14.00  
Green Wax, 400 sheets.....2.75

**RIBBONZENE.** All colors, 500 yd. spool, \$2.00.

**SHOWER RIBBON.**

No. 2 White, picot edge, 50 yd. bolts, each \$2.00, per doz. bolts, \$1.75 each.

**STATICE.** German Imported.

Case prices, on application.  
Purple, grey, green gold and silver, \$1.50 per lb.

**SPRINKLE BULBS.** Imported. 85c. each; \$9.00 per doz.

**TIN FOIL.** Plain 5 inch, 6 inch and 7 inch.

1 lb. 25c., 10 lbs. 20c., 25 lbs. 17c., 100 lbs. 15c per lb.  
Green or Violet. 45c. per lb., 10 lbs. 40c. per lb.

**TOOTHPICKS.** (Wired.)

|                          |        |
|--------------------------|--------|
| Plain box, 10,000        | \$2.50 |
| Plain box, 50,000        | 11.50  |
| Green box, 4,500, 4 inch | 3.00   |
| Green box, 3,000, 6 inch | 2.75   |

**TWINE COTTON.** 5 1-lb. sacks, 3 or 4 ply, 65c. per lb.

**WIRE.** 12 lbs. to box, cut 12 inch and 18 inch.

|        |        |        |        |
|--------|--------|--------|--------|
| No. 18 | \$1.45 | No. 26 | \$2.80 |
| No. 20 | 1.60   | No. 28 | 3.25   |
| No. 22 | 1.90   | No. 30 | 3.50   |
| No. 24 | 2.35   | No. 32 | 3.90   |

**WIRE WORK.** At standard prices; all designs.

**INSECTICIDES.**

### WHY BUGS LEAVE HOME



**Nicofume Liquid.** 1 lb. can, \$2.25, 4 lb. can \$8.00, 8 lb. can \$15.00.

**Nicofume Paper.** 24 sheets \$1.25, 144 sheets \$5.50, 288 sheets \$10.00.

**Nicofume Tobacco Powder.** (Same as Hall's.) 10 lb. cans \$8.50, 5 lb. cans \$4.75, 1 lb. can \$1.25.

**Hall's Free Nicotine.** (Same as Nicofume.) 2 lb. cans, \$4.25, 8 lb. cans \$15.00.

**Hall's Nicofume Powder.** 2 1/2 lb. cans \$2.50, 10 lb. cans \$8.50.

**Wilson's O. K. Plant Spray.** A powerful yet harmless efficient insecticide, which has stood the test. Per quart \$1.00, \$3.00 per gallon, 5 gallons \$10.00, \$20.00 for 10 gallons.

**FERTILIZERS.** All prices quoted f.o.b. Chicago, except where quoted f.o.b. New York.

|  |          |          |           |                  |
|--|----------|----------|-----------|------------------|
|  | 100 lbs. | 500 lbs. | 1000 lbs. | Ton              |
| Wizard Pulv. Sheep Manure, f.o.b. Chicago    | \$2.50   | \$9.50   | \$18.00   | \$34.00          |
| Wizard Pulv. Sheep Manure, f.o.b. New York   | 3.25     | 15.00    | 26.50     | 50.00            |
| Wizard Cattle Man. Shredded, f.o.b. Chicago  | 2.15     | 9.00     | 17.00     | 32.00            |
| Wizard Cattle Man. Shredded, f.o.b. New York | 3.25     | 15.00    | 26.50     | 50.00            |
| Rose Growers Bone Meal                       | 3.75     | 16.00    | 30.00     | 58.00            |
| Regular Grade Bone Meal                      | 3.25     | 14.00    | 25.00     | 49.00            |
| Blood and Bone                               | 2.90     | 12.00    | 22.00     | 42.50            |
| Star Avid Phosphate, 14 per cent.            | 2.35     | 7.50     | 14.00     | 27.00            |
| Horn Shavings, \$5.00 per sack, 10 sacks     |          |          |           | \$4.75 per sack. |

62.61

1924

Special list;

LIBRARY  
 RECEIVED  
 SEP 3 1924 ★  
 U. S. DEPT. OF AGRICULTURE



# AMERICAN BULB COMPANY

## Importers & Growers

6 Murray Street  
 New York City



## AMERICAN-GROWN FREESIAS A. B. C. "Supreme" Quality

**NOVELTIES of Genuine Merit** The following seven most beautiful new colored Freesias are the result of many years of painstaking effort on the part of that well known specialist, ALOIS FREY, of California, who introduced a few years ago the grand variety, GENERAL PERSHING, which today commands the largest sale of any Colored Freesia ever placed on the market. These choice Freesia Novelties created a sensation in the Chicago Cut Flower Market the past season, the stock having been furnished by Alois Frey Greenhouses, Crown Point, Indiana, to E. C. Amling Co.

- Early orders for FREESIAS, especially larger sizes for early blooming, will, we believe, prove mutually advantageous.
- AURORA**—A large-flowering yellow suffused with orange; a variety which has many admirers.
  - CALIFORNIA**—A large flower of bright, golden yellow, extra fine, strong growth and long stems; one of the very finest yellow freesias.
  - CARMENCITA**—Medium sized flower of a beautiful light orange-salmon hue with buff shading on the lower petals; long, wiry stems.
  - CARRIE BUDAU**—A lavender pink, a great improvement over Gen. Pershing, larger flowers and heavier stems; an enormous grower and producer.
  - LENA**—Deep rosy lavender with white throat, deep orange blotch on lower petal and good stiff stems; flowers very large and very attractive.
  - OLIVETTE**—Bright carmine red with light yellow throat, lower petals having a deep yellow blotch with crimson veins; very profuse bloomer.
- Price of above varieties: Per 100, \$4.50; per 1000, \$40.00.
- JUNE MICHELSEN**—Large-flowering, deep rose pink with light bluish throat; three lower petals are veined purplish crimson with a deep yellow blotch on center petal; good stiff stem and strong constitution; a variety of special merit.
- Price: Per 100, \$5.00; per 1000, \$45.00.

Descriptions are by Mr. Frey, and bulbs offered are of his own raising.

**GENERAL LIST OF COLORED FREESIAS**

|  | Per 100 | Per 1000 |
|--|---------|----------|
| Fischer's Delicate Blue Splendens.....     | \$4.00  | \$40.00  |
| Frey's General Pershing, light bronze..... | 3.00    | 25.00    |

American Bulb Company, Chicago, Ill.  
 Gentlemen—Just a word about the Freesia bulbs you sold me. I have grown Freesia bulbs for the past 20 years, but I have never before cut so large a percentage in December. I cut fully 50 per cent of my crop for the Christmas holidays. They were fine and sold well at the Michigan Cut Flower Exchange in Detroit. Your Dutch bulbs are also fine.  
 Yours truly,  
 ROBERT KLAGGE, Mt. Clemens, Mich.



Type of FREY'S NEW HYBRID FREESIAS

## FREESIA PURITY—Improved

We believe we are the largest handlers of high-grade Purity Freesia bulbs in America. All our fields are thoroughly examined during their growing stage by members of the firm to insure our customers the best the crops can produce. We can deliver Freesia bulbs early enough to enable you to get them in bloom for Christmas, if properly handled. Our bulbs are not grown in the wet districts of California, but are properly watered by irrigation. They are all grown near Los Angeles, which Florists in California recognize as the best place to grow high-grade bulbs. The fact that we sell quantities in California of our own growing is evidence that florists know where the best quality is produced. Bulbs offered in the following sizes:

|                              | Per 100 |          | Per 1000 |          | Per 1000 |          |
|------------------------------|---------|----------|----------|----------|----------|----------|
|                              | Per 100 | Per 1000 | Per 1000 | Per 1000 | Per 1000 | Per 1000 |
| 1/2 to 3/8-inch              | \$1.25  | \$10.00  | \$ 9.00  | \$ 8.50  | \$ 8.00  | .....    |
| 3/8 to 1/2-inch              | 1.75    | 15.00    | 14.00    | 13.00    | .....    | .....    |
| 3/4-inch and up, scarce      | 3.00    | 25.00    | 23.00    | .....    | .....    | .....    |
| 3/8-inch and up, very scarce | 4.00    | 35.00    | .....    | .....    | .....    | .....    |

WE FURNISH FREE OF CHARGE COMPLETE CULTURAL DIRECTIONS FOR FREESIAS WHEN SO REQUESTED BY CUSTOMER.

"There is hardly any other flower that the florist, particularly the retail grower, handles during the Winter and early Spring months as useful as the Freesia. Whether you have to fill an order for a bride's shower bouquet, a corsage, a funeral design, a spray, a basket for the table or a box to go to the sick room, Freesias are most appropriate; nor can you mention any flower that they won't go with. They can be had in flower from Christmas to Easter, and among the crops it pays even the small grower to handle, they hold first place."

## GROW MORE FREESIAS

By Fritz Bahr, the well-known florist and dean of horticultural writers  
 "No matter how much of little Dutch bulb stock you force during the Winter months, keep on paying more attention to Freesias.  
 "Coming as they do now in so many different shades and colors, and with their flowering period extending practically over four months, Freesias are considered among the most desirable of florists' flowers. And few plants that we grow from bulbs are more easily handled.

### Freesias For December Flowering.

"Freesias." That sounds like the approach of Fall and Winter; and that is exactly what we have to look forward to and to prepare for. The first batch of Freesias should be planted during July if blooms are desired toward the end of December, and only large sized bulbs should be used for this purpose. Freesias cannot be forced so as to get them in extra early, but matters can be helped along by using large bulbs. Grow these in pots or pans, allowing not less than one inch of space between the bulbs. During October, November and December, allow the plants to have a sunny bench in a Carnation house. Up to October, carry the plants outdoors in a coldframe; while freshly potted bulbs should be shaded, as soon as growth is under way, permit them to have full sunlight. Why not order your requirements in the way of bulbs now? It is a poor policy to commence looking around for bulbs when ready to plant them out."

PERSONAL INSPECTION DURING VARIOUS STAGES OF PRODUCTION AND SELECTING OF BULBS INSURES OUR CUSTOMERS A. B. C. "SUPREME" QUALITY.



# AMERICAN BULB COMPANY

Importers & Growers

6 Murray Street  
New York City

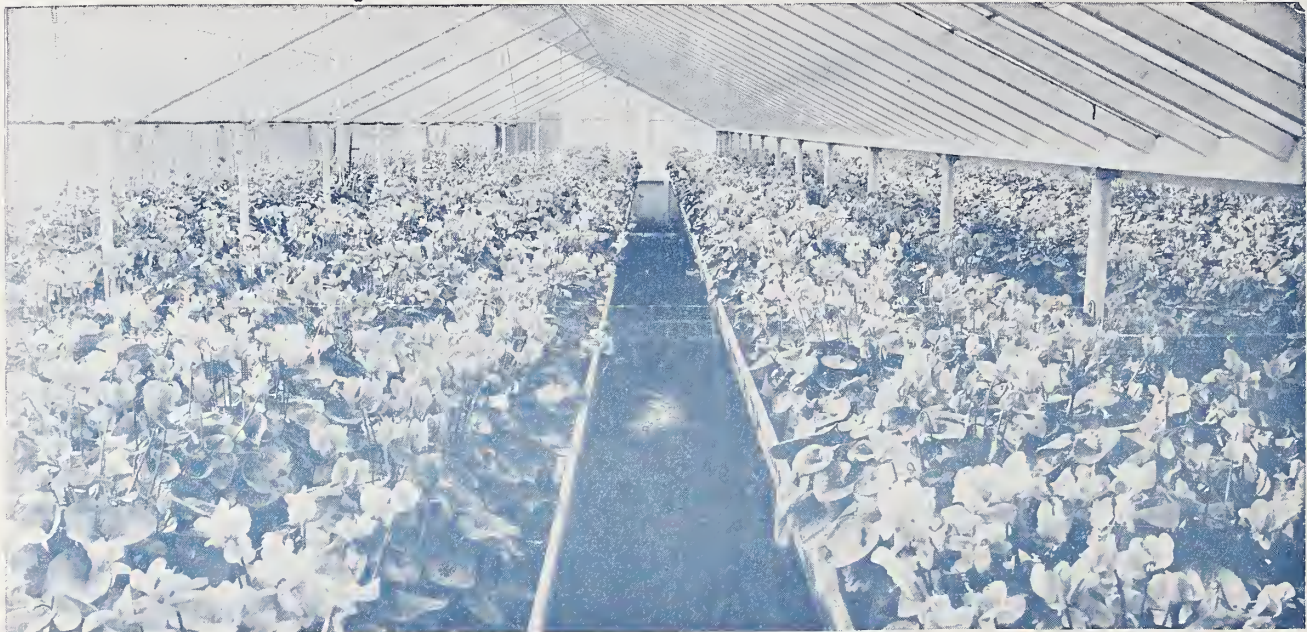


## Fischer's The "Master Cyclamen"

Is Planted By "The Particular Grower"

FROM MAINE TO CALIFORNIA

Fischer's Giant or "Show" Cyclamen seed is the result of 30 years of experience in the "know-how" of Cyclamen culture, and Florists who appreciate the ultimate in quality will have no other strain. See below for one of the numerous testimonials which we have received from specialists who practice the culture of Cyclamen in a large way.



Partial view of FISCHER'S GIANT OR SHOW CYCLAMEN at extensive establishment of Walter Armacost & Co. (Sawtelle), Los Angeles, California. This firm is noted for the accomplishment of "big things" in a horticultural way on the western coast.

### TESTIMONIAL

All of the Cyclamen Seed furnished by you has germinated well. The seedlings have been thrifty, the flowers perfect in color, of large size and borne on heavy stems. We have always been very partial to the Ferd. Fischer Strain.

(Signed) WALTER ARMACOST & CO.,  
Per Walter Armacost.

### TO MY CUSTOMERS:

I have paid strict attention to my Salmon and Red shades particularly for the American trade. My seed will be offered by the American Bulb Company. It is with pleasure that I recommend to all florists who are growers of high class plants to try out my seed. I hold recommendations from the best growers in the world.

Yours very truly,

FERD. FISCHER.

## AMERICAN BULB CO., Chicago—New York, DISTRIBUTORS OF FISCHER'S GIANT OR SHOW CYCLAMEN SEED

|   |          |
|---|----------|
|   | Per 1000 |
| Glowing Dark Red (Xmas Red).....  | \$ 8.00  |
| Glowing Red, Bright Cherry Red.....   | 8.00     |
| Bright Rose, Rose of Marienthal.....  | 8.00     |
| Pure White.....   | 8.00     |
| Lilac.....  | 8.00     |
| White with Dark Carmine Eye.....  | 8.00     |
| Salmon, Delicate Improved Rose Von Zehlendorf.....                                    | 11.00    |
| Salmon, Improved Perle Von Zehlendorf.....  | 11.00    |
| Mixed, All Colors.....  | 9.00     |
| Rococo, Fringed, Red, Rose or Lilac.....  | 10.00    |
| A Worthy Novelty, Fischer's Brilliant (Bonfire), a blinding Salmon-Scarlet Color..... | 12.00    |

250 SEEDS AT ONE THOUSAND RATE  
JUNE, JULY, AUGUST DELIVERY

### CYCLAMEN PLANTS

A. B. C. "SUPREME" QUALITY

Produced from Fischer's True Strain of Giant or Show Type.

Dark red, light red, pink, white with eye, white, light and dark salmon.

|                                   |         |          |
|-----------------------------------|---------|----------|
|                                   | Per 100 | Per 1000 |
| Transplanted seedlings.....       | \$ 5.00 | \$ 45.00 |
| Twice transplanted seedlings..... | 8.00    | 75.00    |

If salmon alone is wanted,  
add 10 per cent to above prices.

|                         |       |        |
|-------------------------|-------|--------|
| 2½-inch, ready now..... | 12.00 | 100.00 |
| 3-inch, ready now.....  | 15.00 | 125.00 |

We are also booking orders for larger sizes for later delivery.  
Write for prices. Sample on request.



# AMERICAN BULB COMPANY

Importers & Growers

6 Murray Street  
New York City



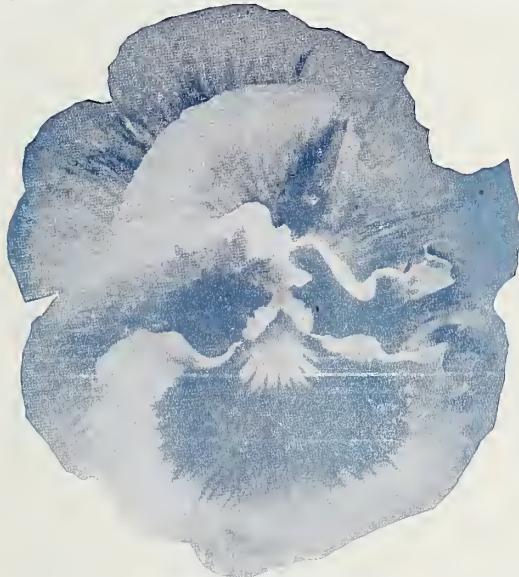
## FOR "BETTER PANSIES" SOW



"Private Stock"  
EXHIBITION

# PANSY MIXTURE

Realizing the importance of the Pansy to many growers both as cut flowers and for bedding plant sales, and the fact that Fancy Pansies are half sold when offered to the public, we offer



PANSIES that "Sell on Sight"

### A. B. C. "Private Stock" Exhibition Mixture

which has been grown for us exclusively by the foremost Pansy Specialist in the East and without exaggeration we can state that this strain represents the Acme of Pansy culture.

The flowers are of enormous size and of unusual substance, with long, strong stems. This strain comprises a most beautiful collection of colors and markings, including very rare shades of scarlet, brown, blood red and purple, and is the finest mixture, in size, color and texture. We may add that all who saw our Pansies declared they had never seen flowers of such perfection.

The seed is saved by careful selection from the most perfect flowers only.

Trade pkt., 50c; per 1/8 oz., \$1.25; per 1/4 oz., \$2.00; per oz., \$7.00.

A. B. C. SPECIAL CUT FLOWER STRAIN, tr. pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.00; per oz., \$7.00.

GIANT TRIMARDEAU CHOICE MIXED, tr. pkt., 30c; per oz., \$2.25.

CHOICE MIXED, tr. pkt., 25c; per oz., \$1.25.

### STEELE'S PANSY MIXTURES

(SEED DIRECT FROM INTRODUCER)

MASTODON MIRACLE MIXED, 1/8 oz., 85c; 1/4 oz., \$1.50; 1/2 oz., \$2.75; 1 oz., \$5.25; 1 oz., \$10.00; 2 ozs., \$19.00.

STEELE'S GREENHOUSE SPECIAL MIXED—(O. K. outside), 1/8 oz., 65c; 1/4 oz., \$1.00; 1/2 oz., \$1.75; 1 oz., \$3.25; 1 oz., \$6.00; 3 ozs., \$16.00; 4 ozs., \$21.00.

STEELE'S MASTODON PRIVATE STOCK MIXED, 1/8 oz., 65c; 1/4 oz., 75c; 1/2 oz., \$1.50; 1 oz., \$2.75; 1 oz., \$5.00; 3 ozs., \$13.50; 4 ozs., \$17.50

STEELE'S MASTERPIECE MIXED, 1/8 oz., \$1.00; 1/4 oz., \$1.75.

### A. B. C. "SUPREME" MIXTURE OF CINERARIA

"THE WORLD'S BEST STRAIN"

The result of many years of painstaking selection on the part of an American specialist and truly entitled to the classification "WORLD'S BEST STRAIN," produces immense trusses of blooms which frequently measure from three to four inches across. Plants medium tall.

1/2 Trade Packet, 60c; Trade Packet, \$1.00;  
6 Packets for \$5.00.

### CINERARIA

MUELLER'S AND MOHNSTEIN'S

MULTIFLORA NANA MIXED; a very dwarf strain of exceptional merit. Desirable for combining with other plants for filling of baskets, boxes, etc., for Easter and Mothers' Day sales.

1/2 Trade Packet, \$1.00; Trade Packet, \$1.50.

The following is one of the many expressions we have received with regard to A. B. C. "SUPREME" CINERARIA:

American Bulb Co.

Chicago, Feb. 11.

Dear Sirs:

Your "Supreme" mixture of Cineraria is by far the best I have ever grown both as to size and wonderful colors. In my opinion it would be difficult to improve on the same.

Yours truly,

N. A. SCHMITZ, Mgr.,  
Angel Guardian Greenhouses.

We wish to call special attention to offering of new

**Cineraria Multiflora Nana**  
(Mueller & Mohnstein strain)

(See opposite.)

This very dwarf type is extremely desirable for use in connection with bulbous plants, etc., for filling of baskets, boxes, etc., for Easter and Mothers' Day sales.

"PRIVATE STOCK" PANSY AND "WORLD'S BEST" CINERARIA ARE TRADE BUILDERS

# AMERICAN BULB COMPANY

Importers & Growers

6 Murray Street  
New York City



## SNAPDRAGON

The most profitable all-season plant.  
Seeds may be sown any time.

### Philadelphia Pink

is considered the

### Finest Pure Pink Snapdragon Grown!



Philadelphia Pink  
Photographed  
Dec. 20, 1922

**FLOWERS:** Rich, glowing pink, approaching that of the Ward Carnation. A most useful color at all times. Beautiful under night illumination.



Very large, well-formed flowers, evenly distributed about the stem, and holding unusually long. We have counted over 30 open flowers on one spike.

**FLOWERING SEASON:** September to July, although we do not encourage the first cutting until mid-Autumn. Under proper conditions and a normal season, the crop should flower continuously.

**IN GENERAL:** Philadelphia Pink is a thoroughly reliable, thoroughly tested variety. Ten years of careful breeding and selection preceded its introduction to the trade. Philadelphia Pink has become the favorite of Snapdragons. Over six thousand growers (several of these in Australia and South Africa) planted it last season, and we are already booked heavily for the new seed crop.

A well-grown Philadelphia Pink rivals the Rose, and is far more economical and easy to grow. Our special directions for its culture are included with every order. These are followed by endorsements from leading growers, retailers and seedsmen.

Order NOW. This cold, wet Spring has been unfavorable for seed production, and since all seed sold must pass a high germination test, orders will be filled in strict rotation.

1 tr. pkt., \$1.00; 6 tr. pkts., \$5.00; 25 tr. pkts. or more at special prices.

CULTURAL DIRECTIONS FREE WHEN REQUESTED

## Ramsburg's Special Cut Flower Strains OF SNAPDRAGON

Silver Pink; Helen, lovely salmon; Golden Pink Queen; Orlando, bronze, and Hybrid Pink, \$1.00 per pkt.; 3 for \$2.50; 6 for \$5.00.

Light Pink, White, Yellow, Scarlet, Garnet, Chestnut, Nelrose, Buxton, Keystone, and Fancy Mixed, 50c per pkt.; 3 for \$1.25.

### HELEN

Lovely Salmon. A worthy companion to Philadelphia Pink. \$1.00 per Pkt.; 3 Pkts. for \$2.50; 6 Pkts. for \$5.00.

**OUR SPECIAL PRICE LIST OF EARLY-FLOWERING SWEET PEAS WILL BE MAILED FOR THE ASKING**

PLANT LILY BULBS ON FIRST AND FIFTEENTH OF EACH MONTH. MANY OF OUR CUSTOMERS FOLLOW THIS PLAN AND FIND IT QUITE PROFITABLE.

## PLANT NOW

Lilium Magnificum (Rubrum) in Pots or Benches probably gives the greatest returns for smallest outlay of any bulb stock which the grower can plant and provides high class cut flowers which fit in admirably with practically all kinds of floral work. Place your order now for anticipated needs up to Sept. 1st, 1924. We make shipment as wanted from cold storage and guarantee sound bulbs as delivered.

CULTURAL DIRECTIONS FOR THE ASKING

### HARDY LILIES

LILIUM MAGNIFICUM (Rubrum)

|                                  | Per 100 | Per Case |                                   | Per Case |
|----------------------------------|---------|----------|-----------------------------------|----------|
| 7 to 9 inch, 220 to a case.....  | \$11.00 | \$22.00  | 9 to 11 inch, 135 to a case.....  | \$23.00  |
| 8 to 9 inch, 200 to a case.....  | 12.00   | 22.00    | 10 to 11 inch, 125 to a case..... | 23.00    |
| 8 to 10 inch, 170 to a case..... | 14.00   | 22.00    | 25 Bulbs at 100 Rate.             |          |

JUL 26 1924  
U.S. Dept. of Agriculture



# AMERICAN BULB COMPANY

*Importers and Growers of*  
**SEEDS-BULBS-PLANTS**

6 Murray Street, New York, N. Y.  
172 N. Wabash Ave., Chicago, Ill.



## SPECIAL OFFER OF "SEASONABLE FLOWER SEEDS" FOR FLORISTS

|  |          |        |
|--|----------|--------|
|  | Tr. Pkt. | Oz.    |
| ACHILLEA Ptarmica Fl. Pl., "The Pearl" | \$0.50   | \$4.00 |
| ANCHUSA Italica, "Dropmore"            | .25      | 1.00   |
| ANTHEMIS Kelwayi                       | .20      | .75    |

### Antirrhinum

|                                    |      |      |
|------------------------------------|------|------|
| RAMSBURG'S, Helen (3 pkts. \$2.50) | 1.00 | .... |
| Keystone (3 pkts. \$2.50)          | 1.00 | .... |
| Golden Pink Queen (3 pkts. \$2.50) | 1.00 | .... |
| Silver Pink (3 pkts. 2.50)         | 1.00 | .... |
| Nelrose (3 pkts \$1.25)            | .50  | .... |
| Philadelphia Pink (3 pkts. \$2.50) | 1.00 | .... |
| Giant Garnet                       | .20  | 1.00 |
| Golden King                        | .20  | 1.00 |
| Pink                               | .20  | 1.00 |
| Queen Victoria                     | .20  | 1.00 |
| Scarlet                            | .20  | 1.00 |
| Venus                              | .20  | 1.00 |

### Bellis Perennis

(English Daisy)

|                  |     |      |
|------------------|-----|------|
| Longfellow. Pink | .40 | 2.00 |
| Snowball. White  | .40 | 2.00 |
| Mixed            | .35 | 1.50 |
| Monstrosa. Pink  | .50 | 3.00 |
| White            | .50 | 3.00 |
| Mixed            | .50 | 2.75 |

### Calceolaria

|                                 |      |      |
|---------------------------------|------|------|
| Hybrida Grandiflora. Tall mixed | 1.00 | .... |
| Dwarf Mixed                     | 1.00 | .... |
| Rugosa. Mixed                   | 1.00 | .... |

### Calendula

|                              |     |      |
|------------------------------|-----|------|
| Special Forcing, Orange King | .50 | 2.00 |
| Ball's Special               | .75 | 3.00 |

### Carnation

|                                |     |      |
|--------------------------------|-----|------|
| Chaubaud's Everblooming, mixed | .40 | 1.50 |
| Early Vienna, mixed            | .40 | 1.50 |
| Choice Border Varieties, mixed | .40 | 1.50 |

### Campanula

|                                |     |      |
|--------------------------------|-----|------|
| Calycanthena. Blue             | .30 | .... |
| Pink                           | .30 | .... |
| White                          | .30 | .... |
| Medium. Single Blue            | .15 | .40  |
| Single White                   | .15 | .40  |
| Single Pink                    | .15 | .40  |
| Single Mixed                   | .15 | .40  |
| Double Mixed                   | .30 | .... |
| Persicifolia Grandiflora. Blue | .50 | 3.50 |
| White                          | .50 | 3.50 |

### Candytuft

|   |     |     |
|---|-----|-----|
| Crimson   | .15 | .25 |
| Empress. White (\$2.75 per lb.)                 | .15 | .25 |
| Giant Hyacinth Flowered. White (1/4 lb. \$1.50) | .15 | .50 |
| Little Prince                                   | .15 | .30 |
| Pink  | .15 | .30 |
| Purple  | .15 | .25 |
| Rose Carmine                                    | .15 | .25 |
| Lavender  | .15 | .25 |

### Centaurea

|                       |     |     |
|-----------------------|-----|-----|
| Cyanus. Double Blue   | .15 | .50 |
| Double Rose           | .15 | .50 |
| Emperor William. Blue | .15 | .25 |

### Cineraria Hybrida Grandiflora

The World's Best Strain Tr. pkt. Oz.  
A. B. C. "Prize." Medium tall (1-32 oz. \$3.50) \$1.00  
A. B. C. "Prize." Dwarf (1-32 oz. \$3.50) 1.00  
Multiflora nana mixed (new). A very dwarf strain of exceptional merit (Muller and Mohnstein strain) 1.50

### CYCLAMEN

Fischer's Giant or Show Strain

|                                       |                |  |
|---------------------------------------|----------------|--|
|                                       | Per 1000 seeds |  |
| Glowing Dark Red                      | \$8.00         |  |
| Glowing Bright Red                    | 8.00           |  |
| Bright Rose                           | 8.00           |  |
| Pure White                            | 8.00           |  |
| Lilac                                 | 8.00           |  |
| White with carmine eye                | 8.00           |  |
| Imp. Perle of Zehlendorf. Salmon      | 11.00          |  |
| Imp. Rose of Zehlendorf. Light salmon | 11.00          |  |
| Fischer's Brilliant                   | 12.00          |  |
| All colors mixed                      | 9.00           |  |

### Chrysanthemum

|                          |          |        |
|--------------------------|----------|--------|
|                          | Tr. Pkt. | Oz.    |
| Shasta Daisy, "Alaska"   | \$0.40   | \$2.00 |
| Maximum, King Edward VII | .20      | .60    |
| Japanese Hybrids         | .50      | ....   |

### Delphinium

|                             |     |      |
|-----------------------------|-----|------|
| Belladonna. Bright blue     | .40 | 2.00 |
| Bellamosum. Dark blue       | .50 | 2.50 |
| Kelway's Giant. Blue shades | .50 | 2.50 |
| Gold Medal Hybrids. Mixed   | .50 | 2.50 |

### Gaillardia

|                      |     |     |
|----------------------|-----|-----|
| Grandiflora Maxima   | .15 | .50 |
| Grandiflora Compacta | .15 | .60 |

### Geum

|               |     |      |
|---------------|-----|------|
| Mrs. Bradshaw | .40 | 2.50 |
|---------------|-----|------|

### Gloxinia

|                        |      |      |
|------------------------|------|------|
| Large Flowering. Mixed | 1.00 | .... |
|------------------------|------|------|

### Gypsophila

|   |     |     |
|---|-----|-----|
| Elegan's Grandiflora Alba (1/4 lb. 60c)     | .15 | .25 |
| Elegan's Grandiflora Carminea (1/4 lb. 70c) | .15 | .30 |
| Paniculata                                  | .15 | .40 |

### Hollyhock

(Chater's Strain)

|                            |     |      |
|----------------------------|-----|------|
| Double Pink                | .20 | 1.00 |
| Double Red                 | .20 | 1.00 |
| Double Salmon              | .20 | 1.00 |
| Double White               | .20 | 1.00 |
| Double Yellow              | .20 | 1.00 |
| Double Mixed               | .20 | .75  |
| Double Everblooming, Mixed | .20 | .75  |

### Larkspur

|                                |     |      |
|--------------------------------|-----|------|
| Tall. Dark blue                | .15 | .50  |
| Exquisite soft pink            | .25 | 1.00 |
| Lilac                          | .15 | .50  |
| Lustrous carmine               | .15 | .50  |
| Shell-pink                     | .15 | .50  |
| Sky-blue                       | .15 | .50  |
| White                          | .15 | .50  |
| Giant Hyacinth Flowered. Mixed | .15 | .50  |

### Lathyrus Latifolius

|             |     |     |
|-------------|-----|-----|
| Crimson     | .20 | .75 |
| Pink Beauty | .20 | .75 |
| White       | .20 | .75 |
| Mixed       | .15 | .50 |

### Mignonette

|                                   |              |               |
|-----------------------------------|--------------|---------------|
| Giant Colossal (greenhouse grown) | Tr. pkt. Oz. | \$0.50 \$6.00 |
| Best for forcing.                 |              |               |

### Myosotis

|                           |     |      |
|---------------------------|-----|------|
| Alpestris, Victoria       | .30 | 1.75 |
| Eliza Fonrobert           | .30 | 1.50 |
| Palustris                 | .40 | 2.50 |
| Semperflorens             | .40 | 2.00 |
| Royal Blue                | .25 | 1.00 |
| Ruth Fischer              | .50 | .... |
| A. B. C. Winter Flowering | .50 | 3.50 |

### Myosotis "Susanne"

New. Beautiful turquoise-blue. Wonderful free blooming. Particularly recommended for St. Valentine's blooming.

Tr. pkt. \$1.00, \$5.00 for 6 pkts.

### "Private Stock" Exhibition Pansy Mixture

Grown for us exclusively by the foremost Pansy Specialist in the East, and we can state that this strain represents the acme of Pansy culture.

Tr. pkt. 50c., 1/2 oz. \$1.25, 1/4 oz. \$2.00, oz. \$7.00.  
"A B C" Cut Flower Strain. Tr. pkt. 50c.; \$1.25 per 1/2 oz.; 1/4 oz. \$2.00; \$7.00 oz.  
Giant Trimardeau Choice Mixed. Tr. pkt. 30c., oz. \$2.25.

### STEELE'S PANSY MIXTURES

Mastodon Miracle Mixed. 1-16 oz. 85c., 1/2 oz. \$1.50, 1/4 oz. \$2.75, oz. \$10.00.  
Greenhouse Special. 1/2 oz. \$1.00, 1/4 oz. \$1.75, oz. \$6.00.  
Mastodon Private Stock. 1/2 oz. 75c., 1/4 oz. \$1.50, oz. \$5.00.

### Primula Chinensis Fimbriata

|   |              |          |
|---|--------------|----------|
|   | 1/2 Tr. pkt. | Tr. pkt. |
| Alba Magnifica (1-32 oz. \$1.50)                | \$0.60       | \$1.00   |
| Christmas Red (1-32 oz. \$1.50)                 | .60          | 1.00     |
| Duchess (1-32 oz. \$1.50)                       | .60          | 1.00     |
| Holborn Blue (1-32 oz. \$1.50)                  | .60          | 1.00     |
| Kermesina splendens (1-32 oz. \$1.50)           | .60          | 1.00     |
| Rosy Morn (1-32 oz. \$1.50)                     | .60          | 1.00     |
| A. B. C. Splendid Prize Mixed (1-16 oz. \$2.50) | .60          | 1.00     |

### Primula Obconica Gigantea

|                                 |                         |          |
|---------------------------------|-------------------------|----------|
|                                 | A. B. C. Monster Strain | Tr. pkt. |
| Coerulea (1-32 oz. \$2.50)      |                         | \$0.50   |
| Lilacina (1-32 oz. \$2.50)      |                         | .50      |
| Rosea (1-32 oz. \$2.50)         |                         | .50      |
| Alba (1-32 oz. \$2.50)          |                         | .50      |
| Apple Blossom (1-32 oz. \$2.50) |                         | .50      |
| Kermesina (1-32 oz. \$2.50)     |                         | .50      |
| Prize Mixture (1-32 oz. \$2.50) |                         | .50      |

### Primula, Miscellaneous

|  |     |
|--|-----|
| Malacoides. Light blue (1-16 oz. \$1.25) | .50 |
| Malacoides alba (1-16 oz. \$1.25)        | .50 |
| Kewensis                                 | .50 |
| Veris (Cowslip). Mixed                   | .50 |

### Pyrethrum

|                               |          |        |
|-------------------------------|----------|--------|
|                               | Tr. pkt. | Oz.    |
| Roseum                        | \$0.40   | \$2.00 |
| Roseum Hybridum. Single mixed | .30      | 1.00   |
| Roseum Hybridum. Double mixed | .50      | ....   |

### Sweet Peas

Early or Winter Flowering  
We offer all the "Up-to-the-Minute" popular Cut Flower varieties. See our Catalog for complete list and description.



Address Orders  
From This List  
to

6 Murray Street, New York, N. Y.

Our Price List of Bulbs for Fall Delivery ready now. Send for a copy, if you did not receive one.







# AMERICAN BULB COMPANY

## Importers & Growers

CHICAGO  
AND  
NEW YORK



## GLADIOLUS BULBS

We are growers of all  
Leading Florists' Varieties

*"Grown for the  
Bulbs, not for the  
Flower Market"*



A Gladiolus Field in Full Bloom on Our Hazelcrest Farms, Illinois



# AMERICAN BULB COMPANY

## Importers & Growers

172 N. WABASH AVENUE  
CHICAGO ILLINOIS

6 MURRAY STREET  
NEW YORK CITY



### *A.B.C. Supreme Quality Flower Seeds*

A. B. C. Special  
Stocks of Flower  
Seeds are select-  
ed with the ut-  
most care, as  
being the best of  
their kind for  
Florists' use.

There are none  
better to be had  
any where and  
few as good.



STOCK  
"BEAUTY  
OF NICE"



PERENNIAL LUPIN



CALENDULA  
ORANGE  
KING



ZINNIA - DAHLIA FLOWERED