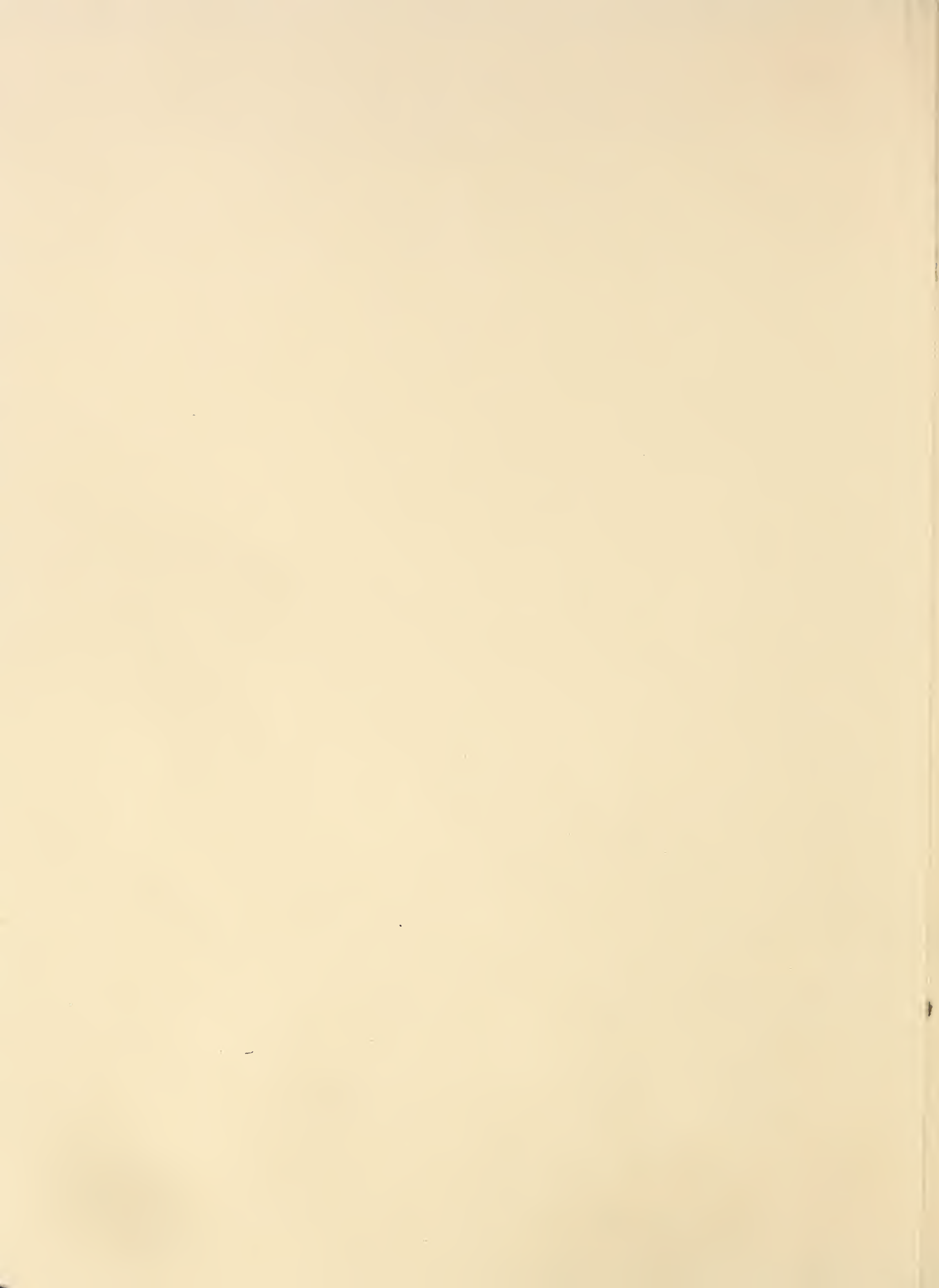


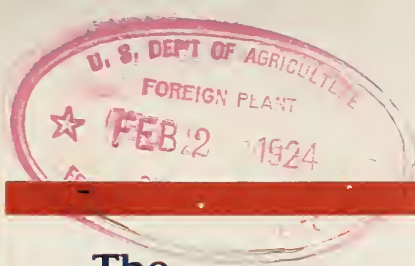
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An A. B. C.
Production
on our
Hazelcrest
Farms

The
Sensational
New Pure
Yellow
Gladiolus
Flora

SEASON
1923-1924

A. B. C.
Special Offering of

"SUPREME QUALITY"

Gladioli

In the Newer and
"Worth-While"

Cut Flower Sorts

Also

**Standard varieties
which are of value
to the florist today**

Produced on A. B. C. Hazelcrest Farms
and on Contract by Gladiolus Specialists
in various points of Michigan and Indi-
ana, where soil and climate are particu-
larly adapted to the purpose.

Note Low Prices which, however, are quoted for
EARLY ACCEPTANCE

and for shipment **NOW** or any time up to March
15, 1924.

When placing order, please mention if stock is
desired for forcing or outdoor planting.

American Bulb Co.

CHICAGO
172 North
Wabash Avenue

NEW YORK
6 Murray Street
(West of Broadway)





Large-Flowering Primulinus Hybrid Gladiolus

Alice Tiplady

The introduction of this wonderful variety caused the florists' trade to "sit up and take notice" of the real value of this new type, and when

MAIDEN'S BLUSH

illustrated on opposite page, was offered, it created just as much of a sensation in the cut flower markets of the country.

ALICE TIPLADY (1915—Primulinus species x yellow Kunderdii). A grand, large Primulinus of most beautiful orange saffron color. Very choice. Alice Tiplady was awarded the First-class Certificate of Merit by North Shore Horticultural Society, Manchester, Mass., Summer of 1919. Winner of hundreds of later awards.

We offer bulbs grown from the originator's (Kunderd) stock.

	Per 100	Per 1000
1½-inch up	\$5.50	\$50.00
1¼ to 1½-inch	5.00	45.00
1 to 1¼-inch	4.50	40.00
¾ to 1-inch	4.00	35.00

A.B.C. "SUPREME QUALITY"

GLADIOLI

LARGE-FLOWERING PRIMULINUS HYBRIDS

Are "Coming Into Their Own"

Some two 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 page). 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.

See Complete List Opposite

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.

"GLADIOLI IN FRAMES"

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."

American Bulb Company

CHICAGO, 172 NORTH WABASH AVENUE

NEW YORK, 6 MURRAY STREET (West of Broadway)

A. B. C. "SUPREME QUALITY" Gladioli

The Sensation of the Cut Flower Markets During Season of 1923

New Large-Flowering Primulinus Hybrid

MAIDEN'S BLUSH

Extract from The American Florist, issue of June 23, 1923:

"Gladiolus Maiden's Blush has found the greatest favor on the Chicago market this season. Poehlmann Brothers Company, who forced a large number of same, obtained an average of one and one-half spikes per bulb. The E. C. Amling Co., who planted Maiden's Blush at their Richmond greenhouses, secured the same results. Spikes of Maiden's Blush realized an average of \$1.50 per dozen wholesale, the output being sharply taken up daily. It is predicted that this new variety will eventually be more largely planted for greenhouse forcing than any other kind. Maiden's Blush is of a beautiful pink shade, each 100 bulbs producing on an average over 150 salable spikes. Not the least item of importance in favor of Maiden's Blush is the fact that it readily blooms within 70 to 90 days after planting.

"The American Bulb Co., through special permit from the Federal Horticultural Board, has been able to import several million bulbs in all sizes and each year a nominal number of forcing size bulbs will be offered to the trade."

The trade needs no introduction to that well known retail florist, Max Schling, and his opinion is valued highly. Read below what he says about Maiden's Blush.

New York, July 11, 1923.
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.

MIS-GS

PRICES OF MAIDEN'S BLUSH

	Per 100	Per 1000
1 1/2-inch up	\$5.00	\$45.00
1 1/4 to 1 1/2-inch	4.50	40.00
1 to 1 1/4-inch	4.00	35.00



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.

General List of Worthy Varieties of Large-Flowering Primulinus Hybrids

	1 1/2-in. & up		1 1/4 to 1 1/2 inch		1 to 1 1/4 inch	
	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000
ALICE TIPLADY (Prim.)—A grand, large, vigorous saffron-colored Primulinus, extra fine. Strong grower. Exceptional cut flower. 3/4 to 1-in., \$4.00 per 100; \$35.00 per 1000.	\$5.50	\$50.00	\$5.00	\$45.00	\$4.50	\$40.00
GOLDEN WEDDING (Prim.)—Clear golden yellow shading to buff; tall, vigorous grower	5.50	50.00	5.00	45.00	4.50	40.00
HERMOINE (Prim.)—New. Beautiful salmon	4.00	35.00	3.50	30.00	3.00	25.00
MAIDEN'S BLUSH (Prim.)—Delicate salmon pink slightly flushed light rose. Tall growing; very early.	5.00	45.00	4.50	40.00	4.00	35.00
ORANGE BRILLIANT (Prim.)—Beautiful orange, extra.	5.00	45.00	4.50	40.00	4.00	35.00
ROANOKE (Prim.)—Vigorous and large. Rich yellow	5.00	45.00	4.50	40.00
SOUVENIR (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
SUNBEAM (Prim.)—Pure yellow. Long spike of well formed flowers.	4.50	40.00	4.00	35.00
PRIMULINUS HYBRIDS—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 of the above varieties are recommended for forcing. Equally serviceable for open-ground culture.

American Bulb Company

CHICAGO, 172 NORTH WABASH AVENUE

NEW YORK, 6 MURRAY STREET (West of Broadway)

A. B. C.

Special Forcing Grade
"Supreme Quality"

Gladioli

Are Grown and Cured on Our
Own Farms Especially
For That Purpose

While bulbs of same grown in connection with cut-flower production generally give satisfactory results when planted in open ground, it is well known that such are not suitable for growing under glass. This is very important and should, we believe, be given careful consideration by the grower when arranging for his supply of forcing stock.

Gladiolus Blooms invariably bring good prices during May, June and July. Ask us about the best varieties for greenhouse culture.

Start Right!



Gladiolus Mrs. Frederick C. Peters

The blooms of this new beauty are extra large, of a rich rosy lavender, with a patch of bright crimson on lower petals. More beautiful than Mrs. Frank Pendleton and declared by experts to be the "last word" in the newer introductions of Gladioli. Price: Blooming size bulbs each \$1.00, doz., \$10.00. (Supply quite limited.)

"Making Gladioli Pay in the Greenhouse"

As in many lines of horticulture, the methods of culture followed "yesterday" are frequently superseded by practices that fit in more with the existing conditions of today, and a grower of many years' experience who has made a super-success of

FORCING GLADIOLI

has compiled for us in understandable form the "meat" of his success. These complete cultural directions are supplied on request free of charge with orders for Gladioli.

American Bulb Company

CHICAGO, 172 NORTH WABASH AVENUE

NEW YORK, 6 MURRAY STREET
(West of Broadway)



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 writings of Fritz Bahr, Author of "Commercial Floriculture" and for the past 40 Years a Practical Grower.

GLADIOLI—Can You Make Them Pay?

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 ft. 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.

A. B. C. "SUPREME QUALITY"

Gladiolus Bulbs

Mainly produced on our own farms at Hazelcrest, 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-flower sorts 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

	1½ in. & up	1½ to 1¾ inch	1 to 1½ inch		
	Per 100	Per 1000	Per 100	Per 1000	Per 100
*ALI—Beautiful light blue; very fine.....	\$6.50	\$59.50	\$5.00	\$52.00
*ALICE TIPLADY (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 pink markings in throat; fine large flowers....	4.00	35.00	3.50	30.00
*BRENCHELVENSIS—Bright red. Fall grower of a striking red color, a choice cut flower and ideal for landscape work.....	3.00	25.00	2.50	20.00
CAPT. PETAIN (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	2.75	22.50
CORRI (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

Varieties marked thus (*), are recommended for forcing. Equally desirable for open ground culture.

American Bulb Company

CHICAGO, 172 NORTH WABASH AVENUE

NEW YORK, 6 MURRAY STREET (West of Broadway)



GLADIOLUS L'IMMACULEE
pure white. The most perfectly
built spike. (See description).
Introduction of the well known
Hybridizers, Peter Hopman &
Sons, Hillegom, England.

A. B. C. "SUPREME QUALITY" GLADIOLI

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

	1½-in. & up Per 100	1½ to 1¾-inch Per 1000	1 to 1½-inch Per 100	1 to 1¼-inch Per 1000
*EVELYN KIRTLAND—Conceded to be the most beautiful, brilliant Gladiolus 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
ELTA—A very fine pink, strong grower.....	6.50	60.00	6.00	55.00
FLORA—Beautiful golden yellow; large flowers. A very strong grower. We consider this wonderful variety much superior to Schwaben.....	4.75	42.50	4.20	37.00
GERMA (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
GOLDEN ELSE—Golden yellow; strong grower.....	5.50	50.00	5.00	45.00
GOLDEN GATE—Ruffled yellow flowers; tall and fine.....	7.00	65.00	6.50	60.00
GRETCHEN ZANG—The blooms are of pink, blending into scarlet on lower petals, a color much wanted.....	4.50	40.00	4.00	35.00
*GOLDEN WEDDING (Prim.)—Clear golden yellow shading to buff; tall, vigorous grower.....	5.50	50.00	5.00	45.00
*HALLEY—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
*HERADA—Pure mauve with deeper markings on throat and on lower petals. In great demand as a cut flower.....	5.25	47.50	4.80	43.00
HERMOINE (Prim.)—New and beautiful salmon.....	4.00	35.00	3.50	30.00
MISS HELEN FRANKLIN—Pure white with violet stripes on lower petals; deeply ruffled.....	4.50	40.00	4.00	35.00
*IDA VAN—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
*LENA GRAETZ (New)—Very meritorious as a cut flower, almost pure white.....	5.50	50.00	5.00	45.00
*LE MARECHAL FOCH—Beautiful shade of light pink; flowers twice as large as America; one of the earliest; blooms the same time as Halley and Wilbrink; a Holland production.....	3.75	32.50	3.25	27.50
*L'IMMACULEE—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
LOUISE—The showiest of all Gladioli; wherever shown, meets with favor; distinct in form; clear, pure lavender; a blotch of velvet red towards center; resembles the orchid color; the flowers have been used as a substitute for 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
LILYWHITE—An extremely fine novelty; early, pure white flower; rapid multiplier.....	4.50	40.00	4.00	35.00
LOVELINESS—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
LORELEI (Gigantic novelty)—Flake white color with light greenish touch.....	6.50	60.00	6.00	55.00
*MAIDEN'S BLUSH (Prim.)—Delicate salmon pink, slightly flushed light rose; tall growing; very early.....	5.00	45.00	4.50	40.00
MARY FENNEL—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
*MRS. FRANCIS KING—Could we grow but a few varieties, Mrs. Francis King 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
*MYRTLE—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
MISS LUCILLE—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
MRS. O. W. HALLIDAY—Delicate pink, yellow throat; one of the best for florists.....	5.00	45.00	4.50	40.00
MARY PICKFORD—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
*MRS. FRANK PENDLETON—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; ¾-in. to 1-in., \$2.30 per 100, \$18.00 per 1000.....	\$3.75	\$32.50	\$3.30	\$28.00
*MRS. WATT—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.....	3.50	30.00	3.00	25.00
MISS EDITH CAVELL (New)—Pure white with small violet stripes; first-class certificate Haarlem.....	5.50	50.00	5.00	45.00
MRS. W. E. FREYER—Fine large scarlet, tall grower; wide open flowers.....	5.50	50.00	5.00	45.00

American Bulb Company
CHICAGO, 172 NORTH WABASH AVENUE
NEW YORK, 6 MURRAY STREET (West of Broadway)



Hazelcrest Gladiolus Farm of the American Bulb Co. Variety Schwaben in Foreground. Note Wonderfully Strong Growth of Plants. Liberal Spacing Insures A. B. C. "Supreme Quality" Bulbs

Don't fail to include the new pure yellow, Flora, in your list. It is a winner (see illustration on first page).
—A. B. C.

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

	1½ in. & up Per 109	Per 1000	1¼ to 1½ inch Per 100	Per 1000	1 to 1¼ inch Per 100	Per 1000		1½ in. & up Per 100	Per 1000	1¼ to 1½ inch Per 100	Per 1000	1 to 1¼ inch Per 100	Per 1000
MRS. G. W. MOULTON—A giant violet red or cerise.....	\$5.50	\$50.00	\$5.00	\$45.00							
*NIAGARA—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							
*ORANGE BRILLIANT (Prim.)—Beautiful orange; extra.....	5.00	45.00	4.50	40.00	\$4.00	\$35.00							
ODIN (New)—Salmon with dark blotch; very good.....	5.50	50.00	5.00	45.00	4.50	40.00							
ORIENTALE (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							
*PANAMA—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							
*ROANOKE (Prim.)—Vigorous and large. Rich yellow.....	5.00	45.00	4.50	40.00							
*PEACE—Giant white flowers with lilac feathering in throat of two of the petals; flowers correctly placed on a tall, graceful spike.....	4.00	35.00	3.50	30.00							
PINK BEAUTY—Rosy pink, dark blotch; ten days earlier than any other Gladiolus; invaluable for this reason as a cut flower, good forcer.....	5.50	50.00	5.00	45.00							
*PRINCE OF WALES—Delicate salmon pink; very large flowers; award of merit and first-class certificate at Haarlem and London; good forcer; very popular.....	6.00	55.00	5.50	50.00							
RED CANNA—Beautiful dark red on exceptionally tall and strong spikes.....	5.50	50.00	5.00	45.00							
*ROSE PEARL (New)—A beautiful pink sport of Halley; superior to Wilbrink.....	5.50	50.00	5.00	45.00	4.50	40.00							
*ROSE 1910—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							
*ROUGE TORCH—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							
SALMONEA (New)—The best salmon red Primulinus, perfect in style.....	5.50	50.00	5.00	45.00	4.50	40.00							
SCARLETTA (New)—Beautiful scarlet.....	5.50	50.00	5.00	45.00	4.50	40.00							
SENTINEL—Tall, strong plant; large, pure rose pink with elegant white penciling.....	3.50	30.00	3.00	25.00							
*SOUVENIR (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							
SCHWABEN—The strongest growing and largest flowers of all Gladioli of yellow color; a clear, citron yellow with Aster-purple tongue on lower petals; buds sulphur-yellow; the name Schwaben was given this because the airship of that name passed over Paris the day the certificate of merit was awarded.....	4.30	38.00	4.00	35.00	3.50	30.00							
SPHINX (New)—Beautiful orange with red shaded carmine striped center.....	5.00	45.00	4.50	40.00	4.00	35.00							
*SUNBEAM (Prim.)—Pure yellow, long spike of well formed flowers.....	4.50	40.00	3.50	35.00							
THECLA (New)—Beautiful sulphur yellow; strong grower.....	5.50	50.00	5.00	45.00	4.50	40.00							
TOPAZ—Salmon pink and buff; very elegant.....	5.50	50.00	5.00	45.00	4.50	40.00							
VANESSA (New)—Beautiful orange salmon.....	5.00	45.00	4.50	40.00	4.00	35.00							
VENUS (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							

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

American Bulb Company

CHICAGO, 172 NORTH WABASH AVENUE

NEW YORK, 6 MURRAY STREET (West of Broadway)



1924

A. B. C. "SUPREME QUALITY"

GLADIOLI

General List of "Up-to-the-Minute" Varieties Concluded

	1 1/2 in. & up		1 1/4 to 1 1/2 inch		1 to 1 1/4 inch	
	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000
VESTA TILLY (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			
WHITE CITY (New)—Very beautiful pure white; late.....	5.50	\$50.00	5.00	\$45.00	\$4.50	\$40.00
WAR —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		
WILBRINK —A sport of Halley; retains Halley's earliness and has the color of America; soft yellow blotch on lower petals; when better known, it is bound to be in great demand; fine forcer	4.25	37.50	3.75	32.50	3.25	27.50
YELLOW BIRD —A very pleasing shade of yellow, pencilled with dark wine color on lower petals. 3.50	3.50	30.00	3.00	25.00		
PRIMULINUS HYBRIDS —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
STANDARD MIXTURE — This mixture is made up of good standard sorts in a big variety and should not be compared with the bargain mixtures of culls and discarded kinds often offered. We recommend this mixture to those who desire a quantity of good flowers without special reference to color effect	2.00	15.00	1.70	12.00		

Varieties marked thus (*), are recommended for forcing. Equally desirable for open ground culture.

CANNAS Large Flowering A. B. C. "Supreme Quality"

RED SHADES, Green Foliage

	Per 100	Per 1000
Alphonse Bouvier. 5 ft. Rich variety red.....	\$3.00	\$25.00
Beaute Polveine. 3 1/2 ft. Deep crimson.....	3.00	25.00
Crimson Belder. 3 1/2 ft. Intense crimson.....	3.00	25.00
Chas. Henderson. 4 ft. Brilliant crimson, flame yellow throat.....	3.00	25.00
Louisiana. 6 ft. Vivid red.....	3.00	25.00
Pennsylvania. 6 ft. Scarlet, overlaid orange.....	3.00	25.00
Express. 2 1/2 ft. Dwarf crimson.....	3.00	25.00
Black Prince. 4 1/2 ft. Velvety maroon.....	3.00	25.00
Duke of Marlborough. 4 ft. Deep crimson maroon.....	3.25	30.00
The President. 4 ft. Flaming scarlet. The best red.....	4.00	35.00
Wintzer's Colossal. Vivid scarlet.....	3.50	30.00

VARIEGATED FLOWERS, Green Foliage

Gladiiflora. 3 1/2 ft. Crimson edged gold.....	3.00	25.00
Kate Gray. 5 ft. Orange carmine, dotted yellow throat.....	3.00	25.00
Italla. 6 ft. Scarlet, edged yellow.....	3.00	25.00
Mme. Crozy. 3 ft. Scarlet, bordered yellow.....	3.00	25.00
Souv. d'Antoine Crozy. 3 ft. Red, bordered yellow.....	3.00	25.00

VARIEGATED FLOWERS, Bronze Foliage

Brandywine. 3 1/2 ft. Wine red.....	3.00	25.00
David Harum. 3 1/2 ft. Red.....	3.00	25.00
Egandale. 4 ft. Currant red.....	3.00	25.00
King Humbert. Scarlet, the great favorite.....	3.50	30.00
Shenandoah. 4 ft. Salmon pink.....	3.00	25.00
Wyoming. Beautiful orange.....	3.00	25.00



Canna The President

PINK SHADES, Green Foliage

Mme. Berat. 4 ft. Rose pink.....	100	1000
City of Portland. 3 1/2 ft. A glowing pink.....	\$3.00	\$25.00
Hungaria. 3 1/2 ft. La France pink.....	6.00	50.00
Mrs. Alfred Conard. Salmon pink.....	6.00	50.00
Rosea Gigantea. Rich rose pink.....	5.00	40.00
Venus. Rosy pink, bordered creamy yellow.....	6.00	50.00
	3.00	25.00

YELLOW SHADES, Green Foliage

Austria. 5 ft. Lemon chrome-yellow.....	3.00	25.00
Florence Vaughan. 5 ft. Yellow, spotted crimson.....	3.00	25.00
Gladiator. 4 1/2 ft. Golden yellow, dotted crimson.....	3.00	25.00
Gustave Gumper. Yellow.....	3.00	25.00
Indiana. Rich golden orange.....	3.00	25.00
Richard Wallace. Canary-yellow.....	3.00	25.00
Yellow King Humbert. 4 ft. Deep rich yellow, spotted bright red..	4.00	35.00

WHITE SHADES, Green Foliage

Eureka. 4 ft. The best white.....	5.00	40.00
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Miscellaneous Bulbs

Tuberous Double Pearl. 3 to 4-in. circumference.....	100	1000
4 to 6-in. circumference.....	\$ 2.00	\$18.00
Tuberous Single	3.00	25.00
Caladium Esculentum		
5 to 7-in. circumference.....	3.50	30.00
7 to 9-in. circumference.....	6.00	55.00
9 to 11-in. circumference.....	12.50	110.00
11 to 12-in. circumference.....	15.00	
12-in. and up.....	20.00	
Calla Eliottiana		
1 1/2-in. diameter and up.....	20.00	
2-in. diameter and up.....	25.00	
Modelra Vines	3.00	22.00
Cinnamon Vines	4.00	35.00
Caladium, Fancy-leaved	20.00	
Tuberous-rooted Begonias. Single: Scarlet, pink, crimson, yellow, salmon, white	}	(At Market Prices)
Tuberous-rooted Begonias. Double: Crimson, scarlet, yellow, salmon, white, pink.		
Lily of the Valley. A. B. C. Supreme Quality. Original cases packed 2500 and 3000 pips per case.	}	(At Market Prices)

IMPORTANT

In order to obtain the advantage of special low prices quoted herein, place your order today and we will make shipment at any time up to March 15th, 1924. Our storage facilities are of the best.

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