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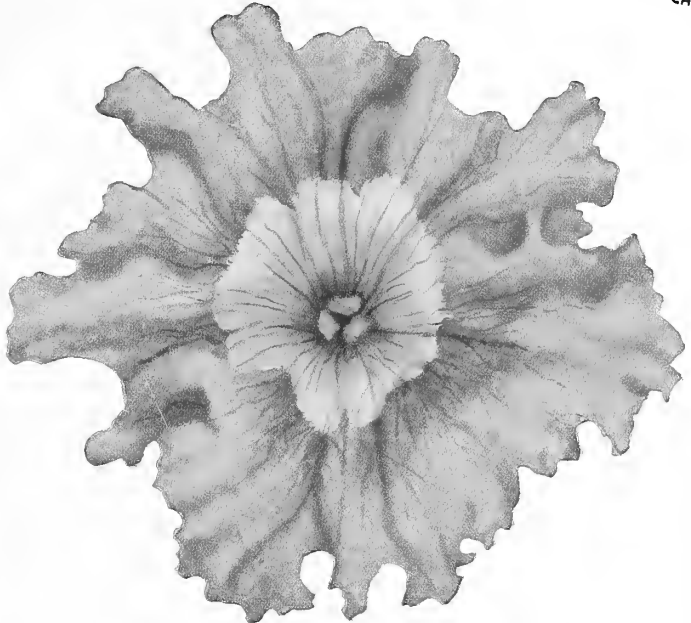
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AMERICAN BULB COMPANY

IMPORTERS and GROWERS

CHICAGO: 182 N. Wabash Ave., North of Randolph
NEW YORK: 6 Murray Street, West of Broadway



NEW FREE-BLOOMING PETUNIA
"THEODOSIA"

*The Florist's Petunia
of the Century*

"THEODOSIA"

Translation: "GIFT OF GOD"

Named in honor of that famous Petunia Hybridist: The late Theodosia B. Shepherd.

"THEODOSIA" is the result of over 40 years of conscientious and tireless work on the part of the famous Shepherd family of California in connection with hybridizing petunias for seed, and considered the "LAST-WORD" in combining the necessary qualities of an "all purpose" petunia. Color rosy pink with golden center which contains minute stripes. Flowers pleasingly ruffled. This is an exclusive A. B. C. introduction, and offered at the special introductory price of

500 seeds for \$1.00
1000 seeds for 1.75

If you grow petunias, you must have this one.
A. B. C.



FLORISTS'
FLOWER SEEDS
BULBS AND PLANTS
FERTILIZERS, INSECTICIDES
FLORISTS REQUISITES

1928 WHOLESALE PRICES FOR FLORISTS, NURSERMEN & SEEDSMEN 1928

Mail All Orders for Stock Selected From This List to
182 N. Wabash Avenue, Chicago, Illinois



LARGE FLOWERING ANNUAL LARKSPUR
A. B. C. SPECIAL CUT-FLOWER STRAIN



Bodger's True Strain Dahlia Flowered Zinnias
"A FLORIST'S MONEymAKER"

Exquisite. Color, light rose with center a deep rose. (Tyrian Rose).

Old Rose. This is adequately described by its name, as it is of the real old rose shade.

Illumination. Similar to Exquisite, but a striking self color of deep rose. (Tyrian Rose.)

Golden State. A very rich orange-yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom.

Crimson Monarch. By far the largest and best of red shades.

Giant Attraction. A distinct shade of brick red (Spectrum Red) which carries its color well from the bud, and forms into an immense ball of color when in full bloom.

Scarlet Flame. A large, beautiful, bright scarlet, with a delightful blending of orange throughout the petal. This is not a bicolor.

Meteor. A rich, glowing deep red (Spinel Red) and the darkest of all the red shades. Fine form, with good depth of petals. Very large.

Oriole. An immense orange and gold bicolor, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named.

Dream. A fine, deep lavender, turning to purple (Mallow Purple) a new, desirable shade in Zinnias.

Polar Bear. A very large pure white, the best white yet seen in Zinnias.

Buttercup. An immense deep creamy yellow. A very desirable flower.

Canary Bird. A delicate shade of primrose—very large and holds its color well until out of bloom.

Price of each of above: Extra Size Trade Packet, 35c; 1/4 oz., 60c; per oz., \$2.00.

Special Offer. One extra size Trade Packet, each of any seven varieties selected from above for \$2.00.

Special Mixture. A well-blended mixture containing the above novelties. Price Trade Packet, 25c; per oz., \$1.50.

BODGER'S "TRUE STRAIN" DAHLIA FLOWERED ZINNIA

Actual Size from a Photograph

For Cut-Flowers and Garden Show These Exceptional Zinnias Are Unexcelled.

For additional list of Zinnias please refer to alphabetically arranged list on inside pages.

BODGER'S DAHLIA FLOWERED ZINNIAS
AGAIN AWARDED MEDAL

(Excerpt from "Seed World," Sept. 9th, 1927, issue)

Dahlia-Flowered Zinnia
Wins Silver Medal

"Just as we were going to press we were advised by John Bodger & Sons Company, Los Angeles, California, that a silver medal had been awarded to Messrs. Dobbie & Company of Edinburgh, Scotland, by the Royal Horticultural Society for an exhibit of Bodger's Dahlia-flowered Zinnias. Due to the unfavorable weather this year they considered themselves fortunate in getting such a good display. The following is an excerpt from the London Times as of August 17, 1927:

"After the Gladiolus, perhaps the exhibit which attracted more attention than any other was a fine display of about a dozen varieties of Bodger's strain of Dahlia-flowered Zinnias, shown by Messrs. Dobbie & Company. Many of the flowers were between five and six inches in diameter, borne on stout stems, and the colors were most attractive. Some of the best varieties were 'Oriole' (golden yellow with orange-scarlet center), 'Illumination' (rose carmine), and 'Dream' (mauve)."

The Dahlia-flowered Zinnia received its first recognition by the Royal Horticultural Society in 1924 when it was granted an award of merit for the strain and a gold medal for the group exhibited at the London show of the society. Since that time, the society has raised its requirements reserving the gold medal for exceptionally meritorious achievements, such as the 1924 exhibit of Dahlia-flowered Zinnias, therefore it is generally conceded that a silver medal today is equivalent to the majority of gold medals awarded three years ago.

The addition of the silver medal to the credit of their novelty is looked upon by Messrs. Bodger & Company as a tribute to the continued popularity of the Dahlia-flowered Zinnia."

BUY THE GENUINE

Our supply of Dahlia-flowered Zinnia seed is obtained exclusively from the House of Bodger, the originators of this wonderful type. A.B.C.

New Improved Annual
Larkspur for Cut-Flowers

(See Illustration on Front Cover)

As a cut-flower, either for growing under glass or outdoors, there is no more desirable annual than the new types of larkspur now obtainable in many choice blue and pink shades, also white. One of our California growers has selected for us a special long stemmed and large flowering strain particularly for florists' culture. See alphabetically arranged pages for list of varieties and prices.

Every florist retailing his stock will find these Larkspurs desirable whenever he has any to cut no matter what time of the year.

AMERICAN BULB COMPANY

Importers & Growers

CHICAGO

NEW YORK

182 N. WABASH AVE.
NORTH OF RANDOLPH6 MURRAY ST.
WEST OF BROADWAYCHICAGO TELEPHONES
CENTRAL 5662-5663CHICAGO CABLE ADDRESS "BULBS"
A.B.C. AND BENTLEY CODES

"IT IS EASY TO SHOP BY MAIL"

WITH MUCH PLEASURE we again present to the trade our general catalog, which has been compiled to the end that the same will result to our mutual benefit. While we aim, through the medium of our twelve traveling representatives, to make a personal call at some time during the year on our extensive clientele situated in the various centers from coast to coast, it is of course, even with our large force, a physical impossibility for our men to visit as many of the trade as we would like to, and in consequence we have perfected our "system of business" so that you can at any time during the year SHOP WITH US BY MAIL with confidence that your interests will be taken care of, both as to quality of goods and service.

We solicit correspondence from those interested in our lines and we hope this wholesale catalogue will be retained during the coming year for future reference as to descriptions and prices when the time comes around for ordering seasonable goods. A. B. C. "SUPREME" QUALITY Bulbs and Seeds are now planted by "The Particular Grower" from Maine to California and our establishments at CHICAGO and NEW YORK offer convenient centers for quick transit to all points.

With all thanks for past favors and soliciting your continued valued commands,

Yours very truly,
AMERICAN BULB COMPANY,
Per A. Miller, Pres.

EARLY ORDERS

Will, we believe
prove mutually
advantageous
act AT ONCE

For your own interests

A.B.C.

TERMS OF BUSINESS

Routing Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office Stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

Disclaimer The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit

PARCEL POST—We will be pleased to send such items as can be mailed goods free at Wholesale Prices.

PRICES—This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same, otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. No perishable stock will be sent C. O. D. All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

given. We exercise, however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

Discounts On bills for Flower Seeds, Bulbs and Plants a discount of 2 per cent for payment 10 days from date of bill may be deducted; 5 per cent cash discount is allowed on all orders of Flower Seeds; 3 per cent on Bulbs when remittance accompanies the order, except items specially quoted or priced. All other goods are strictly net, as are also bills for goods supplied under special quotations unless otherwise agreed upon.

by Parcel Post; customers to remit for postage. We do not deliver any

AMERICAN BULB CO.

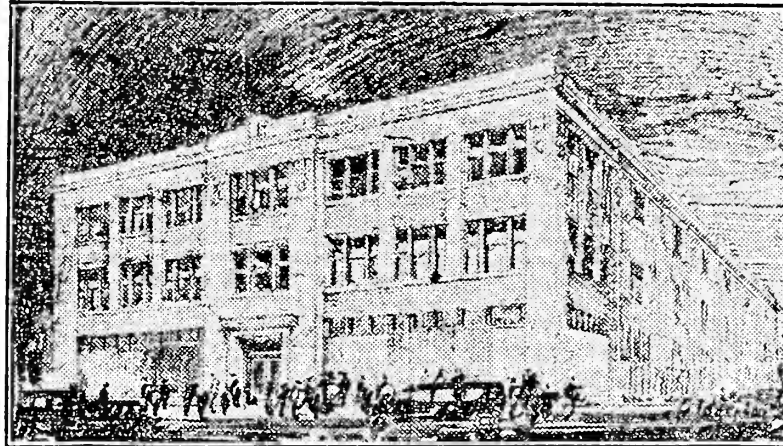
CHICAGO AND NEW YORK

OCTOBER 6, 1927

EXCERPT
FROM

The Florists' Review

Announcing A New West Side Floral Mart



—Chicago Tribune, October 2, 1927

Architect's sketch of the new permanent home of the American Bulb Co. and Bassett & Washburn

It is with pleasure that we announce the completion of arrangements for a New West Side Floral Mart, which will be the permanent home of our two establishments, offering the trade unexcelled facilities for supplying its needs.

The new building pictured above is to be erected at once on the recently purchased site, 80x145 feet, at the southeast corner of West Randolph and Ada streets. The building will cover the entire property, three stories and basement.

The wholesale cut flower business of Bassett & Washburn will occupy the east half of the street floor, with a portion of the basement. The facilities for handling stock and serving the trade will be in keeping with the well known quality of the product, principally roses, of the Bassett & Washburn greenhouses at Westmont, Ill. The space will be three times as large as

that now occupied and there will be every facility for the handling of stock to put it in the hands of the trade in prime condition.

The rest of the building will be occupied by the American Bulb Co., supplying the trade with a full line of American, Japanese, Dutch, French and other bulbs; with florists' flower seeds of world famous strains, Manetti stocks and many specialties in plants and florists' supplies. The space available not only will be greater than heretofore, but will supply ideal conditions for handling each item, with room for the continued rapid growth of the business.

It is the hope of our two firms that the location of our permanent home on the west side will be a step toward the concentration of the trade in that locality.

Building operations will begin at once and we hope to be in our new home in early spring.

PLEASE NOTE:—After May 1st, 1928, our new address will be as above namely: Randolph at Ada Street.

We thank the trade for the confidence and steadily increasing patronage which makes this new building possible

6 Murray St.
New York, N. Y.

AMERICAN BULB CO.

Until May 1st, 1928, 182 North Wabash Avenue, Chicago, Illinois.

GRAFTED ROSES

The most extensive and careful preparations are being made by Bassett & Washburn to graft for us this season, using especially selected Slocock's English Manetti. This is the best English Manetti known to the American rose growers. The sale of these plants will be handled by the American Bulb Co.

NOTE: Bassett & Washburn, having grafted roses for the past twenty years, are well experienced in knowing the kind of wood to use to give you the best results.

WILHELM KORDES. Attention is called to the new rose, Wilhelm Korde. The color is sensational, being copper colored with splashes of red and orange. Wilhelm Korde, of which Bassett & Washburn have the true improved variety, will be as popular as Pernet, and it will produce twice as many perfect blooms per plant as Pernet. Wilhelm Korde is blooming as many per plant as Briarcliff. The flowers of Korde are all perfect, no cripples. This rose is in great demand today in the largest flower stores throughout the east and middle west.

MENSING. An Improved Butterfly, much darker, better bloomer, admired by all.

IF YOU GRAFT YOUR OWN

If you graft your own Rose plants, use Slocock's 5 to 8 mm. true English Manetti stocks. We enjoy a reputation unequalled to any in supplying the best English Manetti that is grown—well rooted, well graded, our careful handling insures safe arrival. We can supply from 1000 to 1,000,000. Write us stating the quantity you can use, to enable us to quote you present prices, F. O. B. New York or Chicago.

MAJUNGA WEST COAST RAFFIA

This is the best quality for grafting. We sell many carloads of this quality every season. Same is shipped to us from Madagascar by way of Marseilles, France, which insures safe arrival. 22½c per lb.; bale of 220 lbs., 22c per lb. (Subject to change.)

Varieties and Prices

The prices for February, March and April delivery, subject to change, are as follows:

	Per 1000
Matchless	\$225.00
Butterfly	225.00
Premier	225.00
Briarcliff, Improved	
Columbia	225.00
Mensing	225.00
Roselandia	250.00
Double White Killarney	225.00
Mrs. F. R. Pierson	225.00
Templar	225.00
Wilhelm Korde	250.00

orders for 5,000, \$5.00 per 1000 less;
orders for 25,000, \$10.00 per 1000 less;
orders for 50,000, \$15.00 per 1000 less.

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A. B. C. "SUPREME" QUALITY LAWN GRASS SEED

A. B. C. "SUPREME" QUALITY LAWN GRASS is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixtures"). Put up in attractive cloth bags printed green; one-, two-, three-, five-, ten-, fifteen- and twenty-five-pound bags. Price 35c per pound in any quantity. Many of our customers find this a ready seller as well as to use for their own application.—A. B. C.

CALCEOLARIAS

Profitable Pot Plants for Mothers' Day and Spring Sales

"PINK BEAUTY" IS THE BEST CALCEOLARIA EVER PUT ON THE MARKET—SELLS AT SIGHT.

2¼-inch Pink Beauty (Dark pink color like a strawberry when ripe), Stewartii (chrome yellow), Lymanii (dark orange) and Medfordii (cinnamon red), Little Gem (yellow, small flowered), \$30.00 per 100; \$275.00 per 1000. Hybrids, per 100, \$12.00.

All plants guaranteed clean and extra good.

Place your order now, for shipment from September on. All orders filled in rotation as received.

PRIMULA OBCONICA

"M and M" Strain (See description on front page) Rose or Per 100 Per 1000
Red, 2¼ inch\$ 7.00 \$65.00

FUSCHIAS

Little Beauty, 2¼ in.....\$10.00 Per 100

PETUNIAS

Double Rosy Morn, 2 inch\$7.00 Per 100

POINSETTIAS, 2¼ inch

Christmas Red\$ 8.00 Per 100
Hollywood 14.00
Saint Louis 14.00
Oak Leaved 12.00

CYCLAMEN

True Fischer Strain, 2¼ inch\$12.00 Per 100
3 inch 15.00
4 inch 35.00
5 inch 60.00

Grown by a Specialist



CALCEOLARIA, PINK BEAUTY
Above illustration is of 7-inch plant photographed May 2nd, 1927

PYRETHRUM

"FLORENCE SHADLEY"

EXCEPTIONAL FOR CUT FLOWERS (See Back Cover Page.)

CHRYSANTHEMUM

"EILEEN MASSON"

A New Pot Mum You Will Want

This extraordinary early-flowering Mum can be had for potted plant sales from June 15 to the middle of October. It is in bloom as early as June 15, but can be had for a later date by removing the buds, as it grows a new lot of buds; these in turn can be removed again if bloom is wanted for the middle of October.

It grows only to a height of 12 inches and requires absolutely no pinching to keep it short. Ideal in every respect for a potted plant.

The color is a beautiful dark pink. It grows a double row of petals about two inches in diameter.

EILEEN MASSON received 83 points from The Chrysanthemum Society of America.

Plants out of 2-inch pots,
\$12.00 per 100., \$100.00 per 1000

Delivery from Jan. 1st on. Orders filled in rotation.

For additional plant stock please refer to our advertisements in classified pages of Florists' Review from time to time.

NORMANDIE MUMS

Pink or Yellow, 2¼ inch\$15.00 Per 100



EILEEN MASSON
A new pot plant mum you will want

“WORTH ITS WEIGHT IN GOLD”

Our Five Reasons for Indorsing and Recommending the New 1927 Revised Edition of

FRITZ BAHR'S
COMMERCIAL
FLORICULTURE

1. It's the best book on the Subject.
2. Its 616 pages are crowded with valuable reading matter pertaining and covering every phase of the Florist business.
3. It's a book every Beginner should read and study, for him it means obtaining Information vital toward success.
4. It's giving those already started into the business, worth while suggestions on how to keep on agoing and accomplish more.
5. It's of equal value to the experienced grower as it contains the best most up-to-date cultural methods for plant and cut flower crops for both under glass and out doors.

NOW READY—The New, Completely Revised and Enlarged Edition of
FRITZ BAHR'S BOOK
COMMERCIAL FLORICULTURE

Last Winter, anticipating the early exhaustion of the third printing of this remarkable book, the author and publishers decided upon a complete revision so as to bring the Second Edition up to date in every particular. The result of several months of work is now available.

Enlarged : Improved : Amplified : Up to date
MORE VALUABLE THAN EVER

Formerly of 553 pages—now of 616 pages. Formerly with 228 illustrations—now with 307 illustration. Containing rewritten articles on most of the important flower crops and, an entirely new feature, viz:

A complete section on the Management of a Small Retail Place, in which the author tells in detail what to grow in a 20 ft. x 100 ft. greenhouse and how to operate it for an entire year. This material alone contains practical advice and information for the beginner worth more than the cost of the whole book.

IF YOU ARE IN THE RETAIL GROWING BUSINESS, or if you have any idea of ever getting into it—you could make no better investment than to buy a copy of Fritz Bahr's Commercial Floriculture.

Of if you have a retail grower friend or relation to whom you are indebted, send him a copy and enjoy the satisfaction of knowing that you have gone a long way toward squaring accounts.

The price is \$5.50 per copy postpaid for cash with order or postage extra on charge orders.

SEMESAN
DU PONT
Makes Seeds Healthy

for Flower Seeds, Bulbs, Corms, Roots, Tubers and “Damping-Off” of Seedlings and Cuttings

OUR results with Du Pont Semesan in disinfecting flower seeds and bulbs against diseases, especially “Damping-Off” of seedlings, have been so uniformly successful that we now recommend and offer it to our customers.

Other commercial, professional and amateur growers also endorse Semesan for treating a wide variety of seeds and plants against their common diseases. Among them is Harley T. Peck of Lebanon, Ohio, who specializes in the culture of dahlias, gladioli and iris. He says:

“After three years trial on dahlias, I am now sold on Semesan and it will be a standard material at Golden Rule Farm.”

The Superintendent of one of California's largest nurseries and gladiolus farms, W. S. Clark, reports that:

“As a result of extensive tests, we will look no further for a fungicide to dip bulbs in and will never plant unless we treat with Semesan.”

Damping-Off, that bane of the florist's existence, can now be successfully controlled with Semesan. For example, H. Ergenzingers of Bustleton, Pa., writes:

“We have been using Semesan to check Damping-Off fungus in seedlings. The results have been very gratifying, particularly with Begonia Luminosa and Vernon. Have also used it on Cyclamen, Primula, Cineraria and bedding stock with the same good results.”

Semesan treatments are not only simple and convenient, because they can be applied in either the dust or liquid forms, but they are also inexpensive, costing only from ¼c to 1c per pound of seeds. Seed disinfection with Semesan is justified because, as one regular user puts it: “—my labor is too valuable for me to waste time cultivating plants which are not healthy—” Semesan makes seeds healthy and generally improves the stands, blooming and seed or bulb yields.

In All Package Sizes



NOTE: Semesan cannot be forwarded via mail.

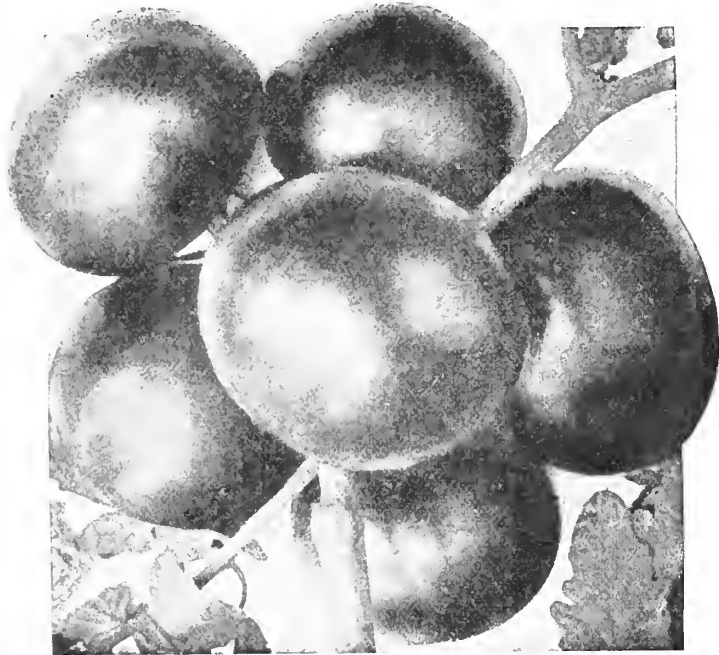
PRICES

2 oz. can....	\$.50
8 oz. can....	1.60
1 lb. can....	2.75
5 lb. can....	13.00
25 lb. can....	62.50
50 lb. drum..	122.50



Ask for Free Booklets

GROW VEGETABLE PLANTS



TOMATO "JOHN BAER"

CABBAGE

CULTURAL DIRECTIONS. One ounce will produce about 2,000 plants; 10,890 plants will plant an acre of early cabbage; and 7,260 plants for an acre of late. Eight ounces of seed will plant an acre of early and four ounces an acre of late cabbage. For early cabbage, sow seed in hotbeds in January or February. Transplant as early as possible to the open ground about two feet apart each way.

	Per oz.	Per ¼ lb.	Per lb.
Golden Acre	\$1.00	\$3.00	\$10.00
Copenhagen Market60	1.75	5.00
Glory of Enkhuizen45	1.50	5.00
Danish Ball Head35	1.15	4.00
All Seasons30	.90	2.75
Victoria Savoy (very curly)45	1.50	5.00
Drumhead Savoy30	1.00	3.00
Mammoth Rock Red35	1.25	4.00
Premium Flat Dutch (second early).....	.30	.90	2.50

CAULIFLOWER

NEW SNOWBALL. For early outdoor planting and forcing "New Snowball" Cauliflower is a strain of exceptional merit and value. In size, compactness and color it is ideal for market; a well-grown head will measure 9-10 inches across and have depth in proportion, will be solid, and have a perfectly white core. Its habit is dwarf in growth. Per oz., \$2.00.

CELERY

CULTURAL DIRECTIONS. One ounce will produce from 5,000 to 10,000 plants. Two ounces per acre. Muck soil is best for Celery, but good Celery may be grown on rich, loamy soil if water can be applied freely. Celery needs manure and fertilizer.

Golden Self-Blanching. Sced. Oz., 50c; ¼ lb., \$1.50; 1 lb., \$6.00.

WHITE PLUME. Of the white varieties this is recognized the best. Amongst market growers it is popular because it has excellent marketable qualities; with consumers it is a favorite because of its crisp, tender, and altogether desirable eating qualities. Its habit of growing is vigorous, stalks are uniformly white, and large sized; as a seasonable variety it's a money-maker for the market-gardener. We do not recommend it as a keeper, but wholly as a splendid sort in its season, for which it has the highest endorsements of professional growers.

Selected Stock.—Oz., 35c; ¼ lb., \$1.25; lb., \$4.00.

FOR HOME GARDEN
TRADE

Numerous florist-growers throughout the U. S. A. annually realize a handsome profit in the supplying of vegetable plants to their home garden customers especially tomato plants for which there is usually a large demand in suburban sections and the smaller towns. Take advantage of this opportunity to increase your spring sales. Our list of varieties is such as are best adapted to home garden culture; however, we can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.

CELERY

GOLDEN HEART. Solid, shapely stalks; large heart, which blanches to a beautiful yellow, after storing. Popular in many celery-growing centers. Oz., 40c; ¼ lb., \$1.50; lb., \$5.00.

GIANT PASCAL. Oz., 40c; ¼ lb., \$1.50; lb., \$5.00.

CELERIAC. Large smooth Prague. Per oz., 35c; ¼ lb., \$1.25; lb., \$4.00.

EGG PLANT

CULTURAL DIRECTIONS. One ounce to 1,000 plants. Seed germinates very slowly and requires warm ground. Start in hotbeds in March. Transplant about June 1st in rows about three feet apart and two feet apart in the row.

BLACK BEAUTY. Early and productive. Fruit large and of a rich glossy black color. Oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.50.

NEW YORK PURPLE. Oz., 60c; ¼ lb., \$2.00; 1 lb., \$7.00.

PEPPERS

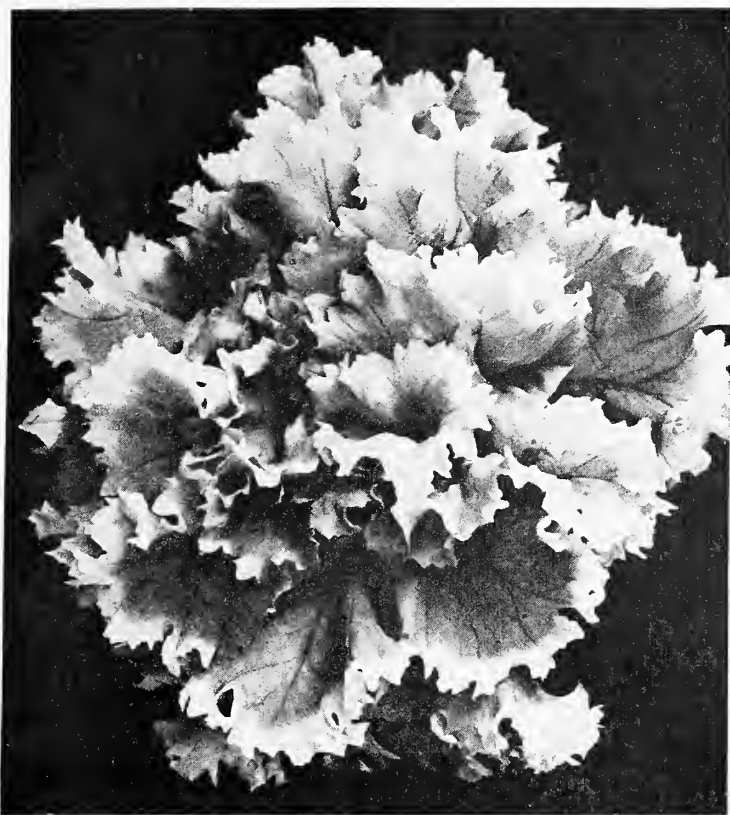
CULTURAL DIRECTIONS. One ounce will produce about 2,000 plants; about 7,000 plants for an acre. Sow seed in hotbeds from February to April; transplant to open ground when all danger from frost is past, in rows about three feet apart and eighteen inches apart in the row. Seed can be sown in the open ground late in May, and thinned as above. Cover seed about half an inch.

PEPPER

	Per oz.	Per ¼ lb.
Sweet Mountain	\$0.50	\$1.50
World Beater60	2.00
Chinese Giant	1.00	3.00
Ruby King50	1.50
Bell or Bull Nose50	1.50
Long Red Cayenne50	1.50
Tomato Pepper	1.00
TOPEPO	8.00

TOMATOES

	Per oz.	Per ¼ lb.	Per lb.
Chalk's Early Jewel	\$0.35	\$1.25	\$4.00
John Baer35	1.25	4.00
Earliana40	1.25	4.00
Beauty40	1.25	4.00
Bonny Best35	1.25	4.00
New Stone35	1.25	3.50
Great Baltimore Wilt Resistant35	1.25	3.75
Cooper's Special40	1.50	4.50
Livingston's Globe40	1.50	4.50
Dwarf Stone40	1.75	4.50
Dwarf Champion40	1.75	4.50
Ponderosa50	2.00	6.00
Marglobe75	2.50	10.00



DOUBLE LARGE FLOWERING PETUNIA
A. B. C. Special "Seed Producing" Mixture (Shepherd's Strain.)

The "De-Luxe" of Petunia Mixtures

We take considerable pride in offering **SHEPHERD'S DOUBLE "SEED PRODUCING" STRAIN OF PETUNIAS**. They have never been surpassed in beauty, size, form or color—if ever equaled. Selection of every flower was made with the greatest care and thought and the results are a surprise to the world. It would be impossible to describe at length the many varieties in form and color, pink, snowy white, violet, lavender, mauve, crimson, plain and shaded with variegations in all these shades innumerable. Many of the flowers measure 5 inches across—none less than 3. They are fluted, ruffled, and pinked. The combinations of color are exceedingly strange and beautiful.

This wonderful strain will without doubt revolutionize the growing of double petunias as the same not infrequently produces fully seventy-five percent of very large double flowers in all colors, and with a high percentage of germination.

Price 500 seeds \$1.00; 1,000 seeds \$2.00
6,000 seeds for \$10.00; 16,000 seeds for \$25.00

For Better Florists' Flower Seeds

Excerpt from
Florists' Review, Issue July 1st, 1926

"Don't use 'cheap' seeds. A mongrel plant takes as much space and the same care as a thorobred, but it does not give the same returns to the grower."



WHEN contracting for our supply of florists' flower seed stocks with the various specialists growers of the world, price is a secondary consideration with us. The phrase, **A. B. C. SUPREME QUALITY SEEDS ARE PLANTED BY THE "PARTICULAR GROWER" FROM MAINE TO CALIFORNIA** is based on fact. The unusually large increase of orders which we have had in this line, especially during the year of 1927, is self-evident to us that our untiring efforts to supply the florist grower with **"PURE STOCKS of SELECTED FLORISTS' TYPES"** is fully appreciated. We believe that in no other business is reliability and consistency more essential than in the seed business, and it will be our continued effort to conserve in every way the high reputation we now enjoy in this department.

We beg to call particular attention to our strains of Asters, Cyclamen, Petunias, Snapdragons, Zinnias, and Sweet Peas.

Prices! They will be found to be consistent with the "quality you should have for best results," and the axiom "not how cheap, but how good," should predominate in the buyer's mind when arranging for supply of same.

Soliciting your valued commands,
Yours very truly,

AMERICAN BULB COMPANY

Per A. MILLER, Pres.

CHICAGO · NEW YORK

**PLEASE SEE ALPHABETICALLY ARRANGED FLOWER SEED PAGES
IN THIS BOOK FOR COMPLETE LIST OF A. B. C. PETUNIA OFFERING**

ASTER

"IMPROVED SUNSHINE"

ANEMONE FLOWERED

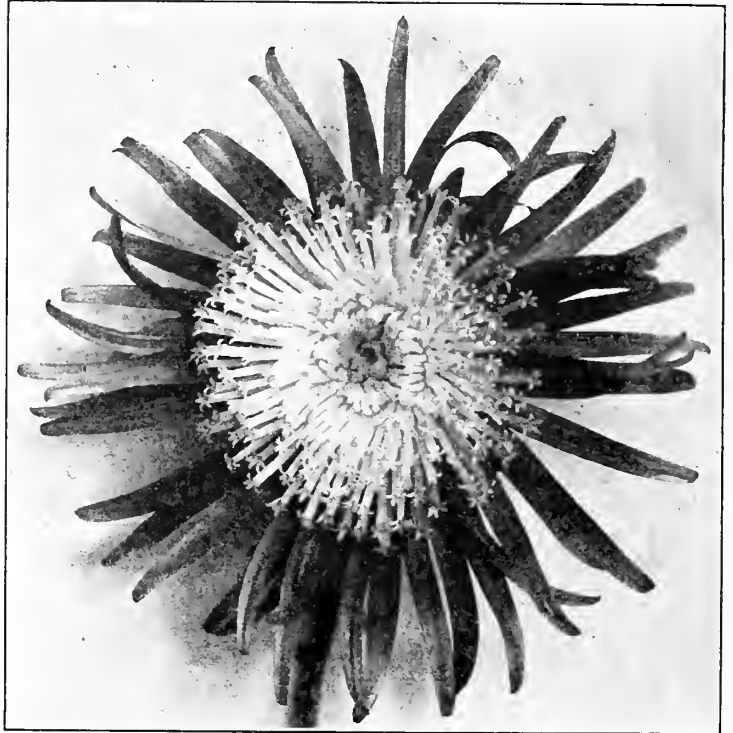
A distinct and handsome novelty type of aster that should appeal to every florist. The plants are sturdy and strong, throwing up long flower stalks, providing exceptional cut flowers. Some of the flowers have twisted petals and some have quilled petals. All have a cushion center of tiny quills of a contrasting color which makes a flower look as if it were covered with snowflakes. The blue flowers are dotted with a paler blue and some in white and rose in a lighter shade of pink or white. Their unusual and delicate beauty is indeed hard to describe. These Sunshine asters found a very large demand in the Chicago wholesale market the past season.

White, Pink, Lilac, Blue or Mixed, per trade pkt., 50c; 5 for \$2.00.

New Crimson, per trade pkt., 75c.

NEW DOUBLE HARDY PYRETHRUM "FLORENCE SHADLEY"

Provides exceptional cut flowers. (See back cover page.)



IMPROVED "SUNSHINE" ASTER, ANEMONE FLOWERED

PRIMULA OBCONICA

"M and M" LARGE FLOWERING STRAIN

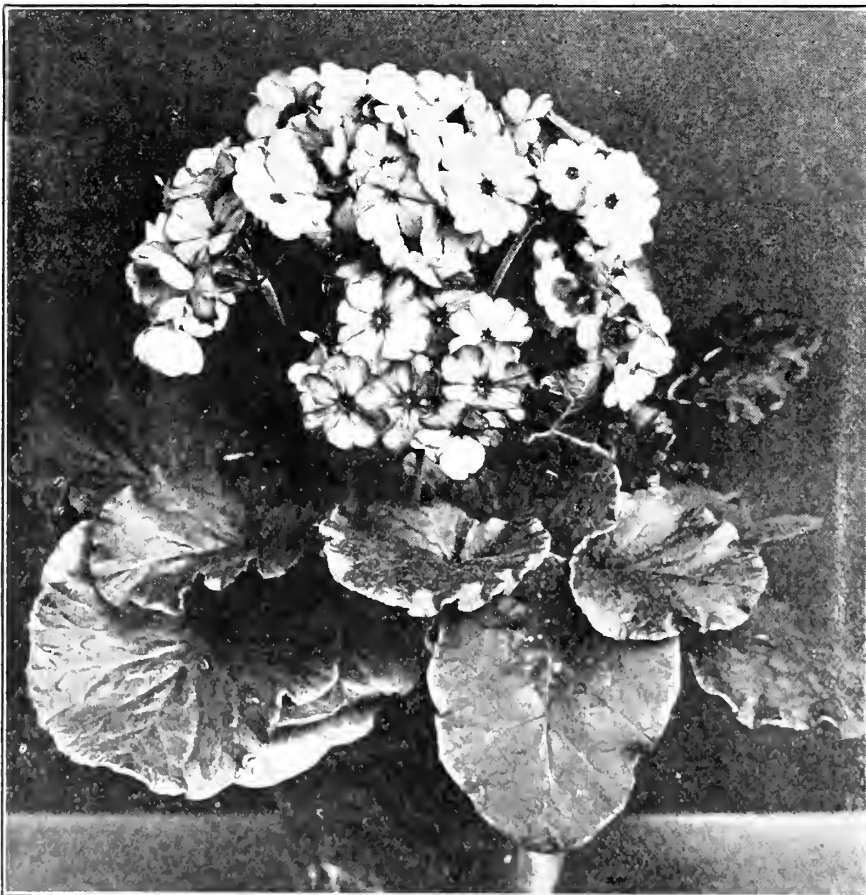
Probably in no plant that at the present time is in large demand has there of late been so much improvement as in **PRIMULA OBCONICA**. A few years ago two famous European grower specialists introduced what is known as **THE "M and M" STRAIN** "Rosea," a beautiful shade of rose and "Atrosanguinea," a brilliant clear red—the flowers of which are unusually large and well formed, foliage of heavy dark green texture—plants grow compact and bushy and altogether provides stock that usually **"SELLS ON SIGHT."** We doubt much if there is any strain on the market today anywhere near comparable to "M and M." Our supply of seed is secured direct from the originators. Price, red or rose, trade pkt., \$1.50; 1/32nd oz., \$5.00.

For prices on "M & M" plants see page 4.

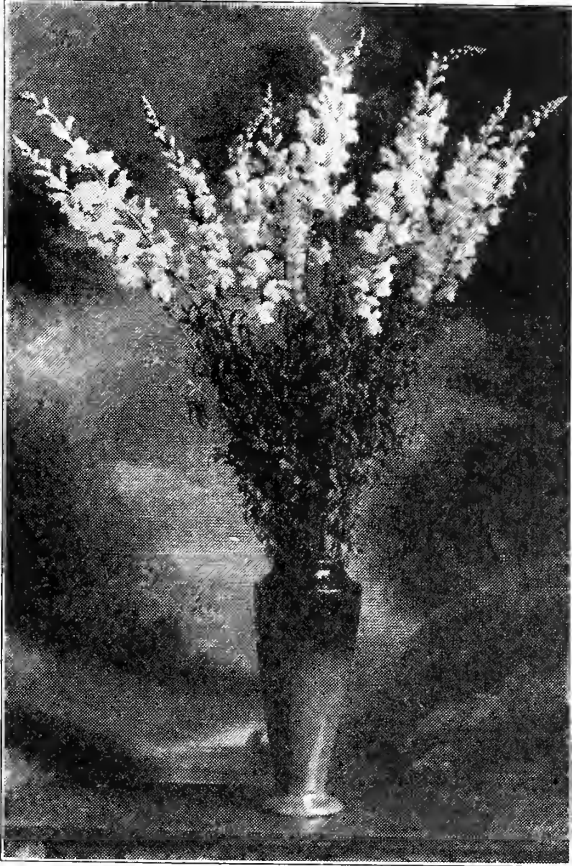
Ornamental Pomegranate

A NEW CHRISTMAS PLANT

They come into flower early, but the first flowers should be kept "nipped" until well on in September when they will begin to take on a general crop which will make them salable in December and for several months following. 200 seeds, \$1.00; 1000 seeds, \$4.50.



PRIMULA OBCONICA M. & M. TYPE GROWN BY
A. STEFFETER, PROPRIETOR OF NEW CITY FLORAL CO.,
61ST AND THROOP ST., CHICAGO, ILL.



SNAPDRAGON, JENNIE SCHNEIDER

“JENNIE SCHNEIDER” PINK SNAPDRAGON

*Introduced to the Trade in
1927 By American Bulb Co.*

Probably no plant introduction in the past decade has become so popular with the trade and public as well as has the Jennie Schneider snapdragon. This variety is now conceded to be the most valuable EARLY FLOWERING sort on the market, and the demand for seed and plants has been most unprecedented.

Color is a most pleasing shade of Columbia rose pink, flowers set close on the stem which is of medium length with deep green foliage of heavy texture; in short it has everything desired in a cut flower snapdragon.

“Words of a critical grower.”

“AN EARLY BLOOMER”

Under date of July 11, 1927, Henry Smith, of the well known firm, the Henry Smith Floral Co., Grand Rapids, Mich., says of Jennie Schneider:

“Wish you could see a bench of Jennie Schneider now in bloom. It is surely a sight. Color, stem and flower of this are all that could be desired. It is also an early-flowering variety.”

We control entire output of introducer's (Pierre Schneider, Creve Coeur, Mo.) greenhouse grown seed, and therefore can assure our clients obtaining the true variety. There is no substitute for Jennie Schneider. Buy originator's strain for best results.

NEW SNAPDRAGON — “JENNIE SCHNEIDER”

Sensation of St. Louis, Mo., Market for Several Years Past and Likewise the “Hit” of 1927 Chicago Garden and Flower Show, 1927 National Flower Show, Detroit, and 1927 Cleveland Flower Show.

We have been fortunate in again securing the sole agency for this new Snapdragon, and which we believe is the most valuable pink cutflower variety in existence today.

H. G. Berning, the well-known wholesale florist of St. Louis, Mo., and president of the Society of American Florists, says of it:

“Regarding your inquiry about the Jennie Schneider Snapdragon, will say we have handled it exclusively for several years and have never been able to get enough to satisfy the demand, the retailers continually fussing because they do not get their orders filled in full.

“The color is a beautiful pink, the shade of a well-grown Columbia rose. The flowers are very close together with very long spikes. These spikes are over two feet long without disbudding.

“Mr. Schneider, the originator, starts to cut in the early fall and continues to do so right on up until the first of June.

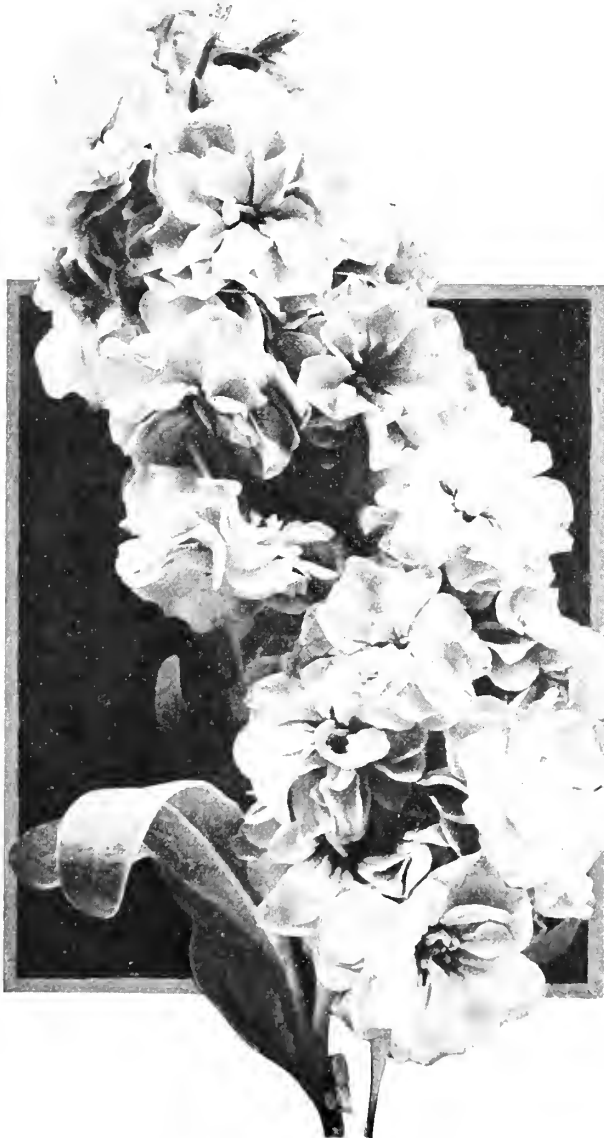
“This variety cannot be confused with any other. It sells for at least double the price of any other Snapdragon we have ever handled, and we could have sold at least three or four times as many blooms as he was able to produce.”

Price of seed, per trade pkt., \$1.50; 5 pkts. for \$7.35; 10 pkts. for \$14.50; 25 pkts. for \$35.00. 2¼-in plants, supplied in season, write for price.



*New Pink Snapdragon, Jennie Schneider, at Range of W. A. Rowe, Kirkwood, Mo., Who Is Inspecting Blooms.
From Florists' Review of 1927 issue*

1928 FLOWER SEED NOVELTIES ORIGINATED BY WALLER FRANKLIN SEED Co. THE FAMOUS FLORISTS' FLOWER SEED SPECIALISTS OF CALIFORNIA



NEW CUT-FLOWER STOCK
"GOLDEN ROSE"

STOCK, EARLY GIANT IMPERIAL "GOLDEN ROSE"

A rich light rose enhanced by a pleasing golden effect in the center of each individual floret. Very double large flowers on long stems. A wonderful cut flower. Trade Pkt., 50c.

We pay particular attention to cut-flower stocks, Bismarck, Beauty of Nice, etc., and can assure the trade of a high percentage of doubles.

NEW GAILLARDIA GRANDIFLORA PORTOLA HYBRIDS

This is a superb new strain of Gaillardias, bearing flowers of very large size, the color ranging through shades of bronzy red with the characteristic golden tipped petalage and robust vigor of the well-known Portola variety. A splendid cut flower. Trade Pkt., 25c.

NEW HELICHRYSUM MONSTROSUM ROSE QUEEN

Immense flowers of a rich, deep rose. Extremely beautiful under artificial light. A wonderful addition to the Helichrysum group. Trade Pkt., 20c.

NEW CUT-FLOWER STOCK "ANTIQUE COPPER"

Rich Hellebore Red overlaid with copper, the whole giving a very pleasing reddish antique copper effect. The strain is very double with individual florets two inches in diameter on long stems. Trade Pkt., 50c.

VERBENA HYBRIDA GRANDIFLORA "ETNA"

Large trusses of intense Paul Crampbell Geranium red with a small creamy yellow eye. The individual florets are over one inch in diameter. Trade Pkt., 35c.

For additional list of Gaillardias, Helichrysum stocks and Verbenas, see alphabetically arranged flower seed pages in this book.

*"Theodosia," considered the "last word" in an "All Purpose" Petunia.
(See Front Cover Page)*



NEW PETUNIA "THEODOSIA"

NEW
FREE BLOOMING
PETUNIA
"THEODOSIA"

Illustrated in color on front cover of this book. The result of over 40 years of selection by Shepherd's, the famous Petunia Hybridists of Ventura, California.

"THEODOSIA"

Translation "Gift of God"

THE "ALL-PURPOSE" PETUNIA

The name "Shepherd" is synonymous the world over with Petunias that are unequalled for their unusually high quality particularly their so-called "Double Seed Producing" Strain offered on another page of this catalogue and it has been a lifetime desire on the part of these renowned hybridists to produce an exceptionally free blooming bright pink variety with golden throat and ruffled flowers such as would succeed under varying climatic conditions.

"THEODOSIA" is their accomplishment along this line and we considered same of such importance to the trade that we paid a large money premium for exclusive sale of seed of "Theodosia" for the year 1928. Our President Mr. A. Miller personally inspected the crop of Theodosia and wrote from California under date of July 27, 1927 as follows:—

"I have inspected the crop of 'Theodosia' petunia, and it surely is a most beautiful variety, and notwithstanding that acres and acres of petunias are grown here for seed purposes, 'Theodosia' without question outshines them all. Tell our salesmen to sell at least one packet to every customer who grows petunias. This variety should surely put us 'on the map' as petunia seed specialists."

We might add that we have had same tested out here the past summer and found that it was a wonderfully free bloomer and a variety we could highly recommend, either for bedding, window and porch boxes, or as a pot plant.

Price, 500 seeds \$1.00; 1000 seeds \$1.75.

**FOR ADDITIONAL LIST OF PETUNIAS SEE
 ALPHABETICALLY ARRANGED FLOWER SEED PAGES OF THIS BOOK**

**A.B.C. CUT-FLOWER
 ASTERS**

Realizing the importance of the Aster to cut flower growers, we secure our supply of seed from John Bodger & Sons Co., California, who unquestionably produce the choicest Asters in the world.

Following is statement of said firm and which we have fully verified through several personal visits by members of our concern.

"We have under cultivation a large tract of land of an alluvial and peat composition which is sub-irrigated from mountain springs.

"We are able to grow Asters to perfection with no trouble from the diseases common to this plant. We have no overhead moisture from the time the fields are planted to the time the seed is harvested, and our even climate, together with our work in reselecting, is enabling us to improve our strains in Asters very materially as the seasons advance.

"Seed harvested under these conditions is of highest germination and more disease resisting."

FLORIST'S FAVORITE

A Recent A. B. C. Introduction

Florists' Favorite is of the most exquisite shade of lavender-pink imaginable, full double flower of large size, and a cut flower shade the trade will, we believe, fully appreciate. Plants of strong branching habit. Per trade pkt., \$0.50; 3 for \$1.25; per oz., \$2.50.

BODGER'S IMPROVED CALIFORNIA GIANTS

(Also known on the Chicago Cut-Flower Market as "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 asters.

	Tr. Pkt.	Oz.
Rich Rose	\$0.50	\$2.50
Peach Blossom50	2.50
Light Blue50	2.50
Purple Violet50	2.50
White50	2.50
Mixed40	2.25

QUEEN OF MARKET ASTER

Early-flowering, of branching habit, coming into bloom directly after Early Wonder. The standard early Aster, blooming in July.

	Tr. Pkt.	Oz.
Brilliant Rose, Blush Pink, Crimson, Lavender, Purple or White	\$0.25	\$1.00
Mixed20	.75

MIGNON ASTER

Similar to Improved Victoria but smaller in flower and very free blooming; fine for bedding and pot culture.

	Tr. Pkt.	Oz.
Brilliant Rose, Fiery Scarlet, Light Blue or White	\$0.40	\$2.00



ASTER, AMERICAN BEAUTY
 (See Next Page for Description and Price)

"SEMESAN"

The Premier Seed Disinfectant

*Controls Disease Hastens Germination
 Produces Sturdier Plants Increases Crop Yields
 Improves Quality Prevents Damping Off*

Florists write us such tributes as "We used Semesan on poinsettia cuttings last summer with excellent results;" and "My Semesan-treated aster seeds gave an almost perfect stand as nearly every seed germinated."

(Booklet in connection with use of Semesan mailed free)

Price: 2 oz., \$0.50, 1 lb. \$2.75.

Note: Semesan cannot be forwarded via mail.

ASTERMUM

Of compact type, closely resembling the Crego, but blooming somewhat earlier; plants grow about 2 feet high and are of branching habit. Flowers of large size and very double.

	Tr. Pkt.	Oz.
Lavender, Rose Pink or White	\$0.30	\$1.50
Fine Mixed30	1.25

EARLY WONDER ASTER

These are the earliest blooming Asters. Flowers large and full, of the Comet type, carried on long, erect stems.

	Tr. Pkt.	Oz.
White, Pink or Dark Blue	\$0.50	\$2.50

EARLY ROYAL BRANCHING ASTER

Comes into bloom shortly after Queen of the Market and a specially fine Aster to follow said variety; 2 feet high, blooms of large size.

	Tr. Pkt.	Oz.
Crimson, Shell Pink, Lavender Purple, Rose Pink or White	\$0.30	\$1.50
Mixed30	1.25

A. B. C. "Supreme" Quality Florists' Flower Seeds Are Planted by the "Particular Grower" From Maine to California.



ASTER, "KING"

SEMPLÉ'S BRANCHING ASTER

The standard late blooming Aster and generally planted by florists for main crop. Plants 2½ to 3 feet high. Branching and robust. Our strain is specially selected.

	Tr. Pkt.	Oz.
White	\$0.30	\$1.50
Vick's Silvery Rose.....	.35	1.50
Shell Pink30	1.50
Rose Pink30	1.50
Deep Purple30	1.50
Lavender30	1.50
Azure Blue30	1.50
Crimson30	1.50
Mixed30	1.25

GIANT COMET ASTER

Flowers unusually large, the twisted and curled petals resembling a huge Chrysanthemum; strong stems averaging 15 to 20 inches in length; a good bedding variety.

	Tr. Pkt.	Oz.
Malmaison Pink, Crimson, Light Blue, Royal Purple, White	\$0.35	\$1.25
Mixed30	1.25

IMPROVED CREGO ASTER

Plants robust, about 2 feet high. Flowers large, double and well formed of the Comet type, making a fine variety for all purposes.

	Tr. Pkt.	Oz.
White, Azure Blue, Lavender, Purple, Crimson, Rose Pink, Shell Pink.....	\$0.30	\$1.25
Mixed30	1.25

OSTRICH FEATHER ASTER

A very desirable form of Comet Asters with large fluffy flowers. Begins to bloom in August.

	Tr. Pkt.	Oz.
White, Deep Rose, Shell Pink, Crimson, Dark Blue, Light Blue	\$0.30	\$1.50
Mixed30	1.25

BALL'S IMPROVED WHITE ASTER

A pure white Aster of branching habit, and a great favorite in the Chicago wholesale cut-flower market.

Dahlia Flowered Zinnias for Summer and Fall Cut-Flowers Are in a Class by Themselves

(See inside Front Cover for description and prices.)

ASTERS—Continued

HEART OF FRANCE ASTER

	Tr. Pkt.	Oz.
Plants about 2 feet high, branching habit; flowers medium size; admittedly the choicest Red Aster on the market	\$0.30	\$1.50

AMERICAN BEAUTY ASTER

A comparatively new Aster of real merit for late crop, blooms about September and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.

	Tr. Pkt.	Oz.
Azure Fairy	\$0.30	\$1.50
Carmine Rose30	1.50
Lavender30	1.50
Purple30	1.50
September Beauty, Shell Pink.....	.30	1.50
White30	1.50
Mixed30	1.50

KING ASTER

(See illustration opposite.)

Needle Type, 1½ to 2 feet. Large flowers with quilled petals.

	Tr. Pkt.	Oz.
Crimson	\$0.30	\$1.50
Purple30	1.50
Lavender30	1.50
Rose30	1.50
Shell Pink30	1.50
Violet30	1.50
White30	1.50
Mixed30	1.25

DAYBREAK ASTER

Plants 2 feet high, erect and robust habit. Flowers large, very double, recurved, closely imbricated, making it one of the best for decorative purposes.

	Tr. Pkt.	Oz.
Pink	\$0.40	\$2.50
White (Purity)40	2.50

ASTER, LAVENDER GEM

Plants about 18 inches tall, upright habit. Flowers Comet type, silvery white when young, changing to light lavender when fully expanded; really choice.....

	Tr. Pkt.	Oz.
.....	\$0.30	\$1.50

ASTER, NEW FANCY YELLOW

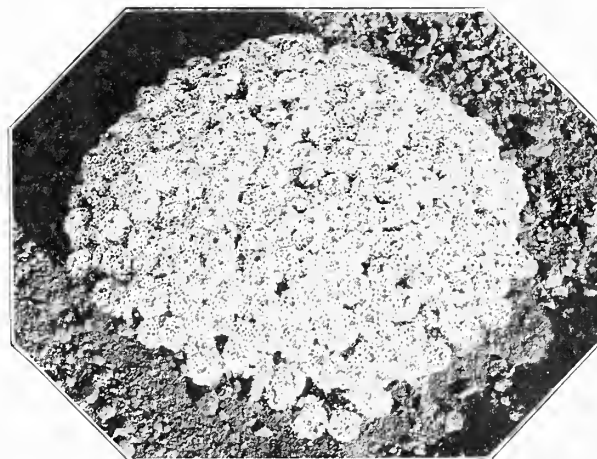
This is by far the best yellow Aster on the market; it is fairly large and fully double.....

	Tr. Pkt.	Oz.
.....	\$0.50	\$2.00

ACHILLEA

A favorite hardy perennial; valuable for cutting. Ptar mica fl. pl., The Pearl. Double, pure white.....

	Tr. Pkt.	Oz.
.....	\$0.50	\$3.00



ALYSSUM "BOUQUET" OR "CARPET OF SNOW"

**“SNAPDRAGON’S
(ANTIRRHINUM)
ARE THE VOGUE”**

Snapdragons under glass are becoming one of the most profitable crops and the flowers are being used for almost every purpose—even wedding bouquets. Now that rust can be entirely prevented they are practically a sure crop if even ordinary judgment is used in growing them. Also desirable for Summer cut-flowers produced in the open.

DO NOT WET THE FOLIAGE OF SNAPS AT ANY TIME AND YOU WILL HAVE LITTLE OR NO TROUBLE WITH RUST IN GROWING THEM.

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

GENERAL LIST OF SNAPDRAGONS

Primarily for Outdoor Culture

Provides excellent cut-flower material during Summer season. Plant freely of them.

	GIANT	Tr. Pkt.	Oz.
Brilliant Rose		\$.020	\$1.00
Cardinal. Scarlet20	1.00
Crimson King25	1.00
Coral Rose20	1.00
Defiance. Orange scarlet.....		.25	1.25
Fire King. Orange scarlet, white tube.....		.25	1.00
Garnet20	.80
Golden King. Yellow.....		.20	.85
Harmony. Terra cotta orange, shaded rose.....		.25	1.10
Othello. Dark maroon, satin sheen.....		.20	1.00
Queen Victoria. Pure white.....		.30	2.00
Rose Queen. Soft pink.....		.20	1.00
Torchlight. Orange, yellow lip.....		.25	1.20
Venus. Flesh pink.....		.25	.85
Mixed. Named varieties.....		.20	.80

SEMI-DWARF

Golden Queen. Yellow.....	.20	1.00
Amber Queen. Amber suffused chamois.....	.20	1.50
Aurora. Bright scarlet, yellow lip.....	.20	.85
Bonfire. Orange buff, shaded scarlet.....	.25	1.25
Carmine Queen25	1.00
Climax. Orange, shaded yellow.....	.20	1.00
Cottage Maid. Pale pink, white tube.....	.20	.80
Fascination. Soft pink.....	.25	1.00
Fawn. Terra cotta pink, suffused yellow.....	.25	1.00
Gloria. Deep pink.....	.25	1.50
Grenadier. Orange-scarlet, white tube.....	.25	1.25
Nelrose. Deep rose pink.....	.25	1.00
Peerless Pink. “La France” pink.....	.25	1.50
Prima Donna. Terra cotta pink, white tube.....	.25	1.25
Purity. Pure white.....	.25	1.25
Rose Queen. Rose pink, yellow lip.....	.20	1.00
Silver Pink. Pearly pink.....	.25	1.25
Mont Blanc. Pure white.....	.20	.80
Mixed. Named varieties.....	.25	.80

For Greenhouse Culture

Philadelphia Pink. Considered one of the best pure pink Snapdragons. Rich, glowing pink, approaching that of the Ward Carnation. A most useful color at all times. Beautiful under night illumination. 1 Tr. pkt., \$1.00; 6 pkts., \$5.00; 25 tr. pkts. or more at special prices.

Indian Summer

A new color—Max Schling’s Wonderful New Snapdragon. The greatest achievement in Snapdragons to date, introducing a new and bewitching color never before seen in Snapdragons—a lovely, rich, velvety and glossy copper color—indescribably beautiful. Tr. pkt., \$1.50.

White Rock

An unusual, new and extra early blooming pure white. Tr. pkt., \$2.00; 3 tr. pkts. for \$5.00.

Geneva Pink

An exceptionally good pink variety. Per pkt., \$1.00.

Sunburst

An exceptional new sort. Color of Sunburst Rose. An A.B.C. introduction. Per pkt., \$2.00; 3 pkts., \$5.00.

**“JENNIE
SCHNEIDER”**

**For Outdoor
Culture**

Florists will, we believe, find this exceptional variety profitable to grow in the open for summer cut flowers.

Our following of this plan the past summer resulted most favorably. See illustration on another page of this book.



**NEW SNAPDRAGON
“Penn-Orange”**

SNAPDRAGON PLANTS

From 2½-inch Pots

We supply all of the newer kinds as well as standard varieties in season, and such will be found advertised in the Florists’ Review. Classified Pages.

NEW SNAPDRAGON “JENNIE SCHNEIDER”

We have been fortunate in securing the sole agency for this new Snapdragon, which we believe is the most valuable cut-flower variety in existence today.

Color: Beautiful Columbia rose pink. Tr. pkt., \$2.00; 3 pkts, \$5.00.

“PENN-ORANGE”

The New Orange Snapdragon

Habit: Similar to “Philadelphia” but not quite as early.

Color: A striking vivid orange (not bronze nor salmon), with subdued yellow and pink shadings which add to its attractiveness. Its unique color, a striking tangerine orange (not bronze) contrasts well with its dark green foliage. Tr. pkt., \$2.00; 6 tr. pkts., \$10.00

Ramsburg’s Special Cut-Flower Strains of Snapdragons

Especially selected for greenhouse culture.

Silver Pink; Helen, lovely salmon; Golden Pink Queen; Emily, golden pink; 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.

Ramsburg’s “Helen” is an exceptionally fine salmon-pink, and unusually free blooming. We cannot recommend this too highly. Tr. pkt., \$1.00; 3 for \$2.50; 6 for \$5.00.

NOTE—Snapdragons recommended for greenhouse culture can be grown successfully out-of-doors, but require staking on account of tall growth. Try them for cut flowers.

Snapdragons as an Easter Crop are Worth While

ACONITUM—Monkshood

Napellus. Perennial; long spikes of blue flowers.... **\$0.25** Tr. Pkt. **Oz. \$2.00**

ACROCLINIUM

Everlasting hardy annual for cutting and Winter bouquets.
 Double Rose **\$0.15** **\$0.40** Tr. Pkt. **Oz.**
 Double White **.15** **.40**
 Double Mixed **.15** **.40**

AGROSTEMMA—Mullein Pink

Coronaria, Hardy. Perennial; deep crimson flowers **\$0.15** **\$0.35** Tr. Pkt. **Oz.**

AGERATUM MEXICANUM

Blue Perfection. Dark blue **\$0.15** **\$0.60** Tr. Pkt. **Oz.**
 Imperial Dwarf Blue **.15** **.40**
 Imperial Dwarf White **.15** **.40**
 Little Blue Star. 3 inches high; fine for bedding.... **.50**

ALYSSUM

Lilac Queen. Lilac **\$0.15** **\$0.50** Tr. Pkt. **Oz.**
 Bouquet (Carpet of Snow) **.15** **.50**
 Little Gem. Dwarf and compact (¼ lb., \$1.50; lb., \$5.00) **.15** **.50**
 Sweet (Maritimum). Trailing (lb., \$2.00)..... **.10** **.20**
 Saxatile Compactum. Perennial; golden yellow..... **.20** **.60**

AMARANTHUS

Sunrise. Very showy, foliage tipped carmine..... **\$0.20** **\$1.00** Tr. Pkt. **Oz.**
 Molten Fire (Summer Poinsettia) (New). Leaves are of an iridescent crimson-salmon color. 1-32 oz., \$1.00 **.50**
 Tricolor Splendens (Joseph's Coat) **.15** **.60**

ANCHUSA

Italica, Dropmore Variety. Gentian blue..... **\$0.20** **\$0.75** Tr. Pkt. **Oz.**

ANTHEMIS

Kelwayi, Hardy. Yellow Marguerite **\$0.25** **\$1.25** Tr. Pkt. **Oz.**

AQUILEGIA—Columbine

Early flowering perennials—very desirable for cut flowers.
 Long Spurred Hybrids. Large flowering, mixed colors **\$0.40** **\$2.25** Tr. Pkt. **Oz.**
 Chrysantha. Yellow **.50** **3.00**
 Copper Queen. Copper red **.50**
 Coerulea Hybrida. New long spurred, large flowering hybrids **.40** **2.50**

ARABIS—Rock Cress

Alpina. Dwarf Spring flowering perennial for edging and rockery, pure white **\$0.20** **\$0.75** Tr. Pkt. **Oz.**

ARCTOTIS—African Daisy

Grandis. Excellent for cutting; daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac blue **\$0.15** **\$0.50** Tr. Pkt. **Oz.**

ASPARAGUS PLUMOSUS NANUS

One of Our Leading Specialties

NORTHERN GREENHOUSE GROWN, TRUE

Per 100 seeds, 50c; per 1,000 seeds, \$3.25; per 5,000 seeds, \$15.00; per 10,000 seeds, \$27.00.

LATH-HOUSE GROWN

Per 100 seeds, 30c; per 1,000 seeds, \$2.00; per 5,000 seeds, \$9.00; per 10,000 seeds, \$17.00.

ASPARAGUS SPRENGERI

Per 100 seeds, 20c; per 1,000 seeds, \$1.25; per 5,000 seeds, \$5.50; per 10,000 seeds, \$10.00.

BEGONIA

“Christmas Cheer”

Introduced to the trade by the well known specialists: Howard and Smith of Los Angeles, Calif.

An exceptional hardy bedding Begonia. Color bright rich cherry crimson. Blossoms attain a diameter of two inches.
 Tr. Pkt. **\$1.00**



CALENDULA, BALL'S ORANGE
 (See next page)

BRACHYCOME—Swan River Daisy

Iberidifolia. A free blooming annual with small flowers.
 Blue or white **\$0.20** **\$0.75** Tr. Pkt. **Oz.**

BROWALLIA

Very useful free flowering annuals.
 Elata. Blue **\$0.20** **\$0.75**
 Elata. White **.20** **.75**

BABY'S BREATH (See Gypsophila)

BACHELOR'S BUTTON (See Centaurea and Gomphrena)

BALLOON VINE

Cardiospermum. Per oz., 15c; ¼ lb., 50c.

BALSAM—Lady Slipper

Varieties Bismarck and White Perfection especially recommended for memorial designs.

CAMELLIA-FLOWERED

	Tr. Pkt.	Oz.
Pink	\$0.20	\$0.75
Scarlet20	.75
Bismarck (Salmon)20	.75
White Perfection20	.75
Finest Mixed15	.60

BALSAM APPLE

Mormordica Balsamina **\$0.15** **\$0.30** Tr. Pkt. **Oz.**

BEANS, FLOWERING AND RUNNING

Scarlet Runner. Oz., 5c; lb., 30c.

BEGONIAS

Unsurpassed for pot plants and bedding.

SEMPERFLORENS

	Tr. Pkt.	Oz.
Albert Martin. Crimson	\$0.75	
Christmas Cheer	1.00	
Erfordia. Pink50	
Flame of Love. Brilliant scarlet flowers with shining Golden Yellow Stamens (1-32 oz., \$2.50).....	1.00	
Gustav Knaake. Crimson, resembles Gloire Lorraine in form; a grand acquisition to the Semperflorens family	1.00	
Salmon Queen. Salmon red75	
Vernon. Deep red (1-16 oz., 75c).....	.40	
Choice Mixed40	

GRACILIS

Luminosa. Fiery dark red (1-32 oz., \$2.50).....	.50
Primadonna. Carmine rose (1-32 oz., \$5.00).....	.75
Rosea. Pink50
Alba. Whitish50

TUBEROUS ROOTED

Single, Mixed50
Double, Mixed	1.00



BALL'S "GOLD" CALENDULA

BELLIS PERENNIS—English Daisy

	Tr. Pkt.	Oz.
Longfellow. Pink	\$0.40	\$2.00
Snowball. White40	2.00
Mixed35	1.50

BLUE LACE FLOWER—Didiscus Coeruleus

	Tr. Pkt.	Oz.
Excellent for bouquets. Flowers continually from July until frost. A money maker for florists....	\$0.30	\$1.30
1/4 oz., 40c.		

CALCEOLARIA

Our strain of these is produced by one of the foremost specialists.

	Tr. Pkt.	Oz.
Hybrida Grandiflora. Tall mixed	\$1.00	
Compacta. Dwarf, mixed	1.00	
Rugosa. Mixed	1.00	

Calendulas are indispensable crops in any business.

BALL'S "ORANGE" CALENDULA

(Improved Stock, Originator's Seed)

THE STANDARD OF THE WORLD

A Worth-while Money Maker for the Florist

Rich, dark orange. Gives an entirely new meaning to Calendula—long stems; very large, uniformly double flowers. "It is the only strain worth your bench space." Some dealers list them as "extra fancy." Their identity cannot be hid. There are no fancy Calendulas except the Ball Calendula. Send your order direct to us. We have nothing to substitute and there are none just as good. We stand behind it. Price, originator's sealed packets, oz., \$3.00; 1/2 oz., \$2.00; 1/4 oz., \$1.00.

"Gold" Calendula Listed in Next Column

(BALL'S OWN DESCRIPTION)

BALL'S SUPREME. CALENDULA. Light orange with dark brown eye; highly effective, contrasting colors. This is considered the most attractive variety grown on our place the past season, but it will not give satisfaction unless grown cool and in a light house. Price: BALL'S SUPREME, 1/4 oz., \$1.00; 1/2 oz., \$2.00; 1 oz., \$3.00.

Ball's "Gold" Calendula

(IMPROVED STOCK, ORIGINATOR'S SEED)

THE STANDARD OF THE WORLD

(See Illustration Opposite.)

This has the same upright, long-stemmed growth and uniformly double flowers as the original Ball Calendula, orange. The color is dark golden yellow, and we feel confident that you will find the color a very desirable one.

This variety is so much better than Lemon Queen, and the call for it is so insistent by all who have seen it that we anticipate early request for all the seed we can offer of this beautiful Golden Yellow Calendula. Price, originator's sealed packets, oz., \$3.00; 1/2 oz., \$2.00; 1/4 oz., \$1.00.

CALENDULA—Pot Marigold

(STANDARD KINDS)

	Tr. Pkt.	Oz.
Lemon Queen Improved. Sulphur lemon yellow....	\$0.15	\$0.25

CALLIOPSIS—Coreopsis

	Tr. Pkt.	Oz.
Golden Wave. (Drummondi) yellow (Annual)....	\$0.15	\$0.25
Nigra Speciosa. Crimson-maroon (Annual).....	.15	.25
Large Golden Yellow (Annual)15	.50
Mixed Annual Dwarf15	.25

COREOPSIS

Lanceolata Grandiflora. Perennial.....	.15	.50
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CAMPANULA (Bellflower) Perennial

CALYCANTHEMA (Cup and Saucer)

	Tr. Pkt.	Oz.
Blue, Pink, White or Mixed	\$0.30	\$1.75

MEDIUM

Single Blue, White or Pink	\$0.15	\$0.40
Single or Double Mixed15	.40

PERSICIFOLIA GRANDIFLORA

Blue or White50	3.50
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PYRAMIDALIS (Chimney Bellflower)

Blue and White Mixed. Six Feet.....	.50	3.50
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CARPATICA

Blue, or White. Dwarf, 6 inches.....	.25	1.00
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CANARY BIRD VINE

	Tr. Pkt.	Oz.
Tropaeolum Canariense. Flowers bright canary-yellow, 1/4 lb., 75c.....		\$0.25

CANDYTUFT

GIANT HYACINTH FLOWERED

White. Particularly recommended for under glass, provides excellent cut flowers

We have a particularly fine strain of the true kind.

	Tr. Pkt.	Oz.	1/4 lb.
Crimson	\$0.15	\$0.25	\$0.75
Empress. Large white. 1 lb., \$2.75.....	.15	.25	.75
Little Prince. Very dwarf white.....	.15	.50	1.75
Pink. Flesh color15	.30	1.00
Purple15	.25	.75
Carmine15	.25	.75
Lavender15	.25	.75
Rose Cardinal. Brilliant rosy red.....	.15	.30	1.00
Mixed. All colors10	.20	.60

CANDYTUFT SEMPERVIRENS

	Tr. Pkt.	Oz.
Perennial for border edging, flowers white.....	\$0.50	\$4.00

CANNAS

	Tr. Pkt.	Oz.
Crozy's Finest Mixed. Dwarf varieties	\$0.15	\$0.25

CARDINAL CLIMBER

	Tr. Pkt.	Oz.
Ipomoea Quamoclit Hybrids. Rapid growing annual climber producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed	\$0.30	\$1.00

CARNATION

	Tr. Pkt.	Oz.
Chaubaud's. Earliest large flowering; is very choice double mixture	\$0.50	\$1.50
Grenadier. Scarlet35	1.50
Marguerite. New giant Malmaison, finest mixed....	.25	1.50
Early Vienna. Choice mixed.....	.35	1.25
Choice Mixed. Double border.....	.30	1.40

CASTOR OIL BEAN
 (See Ricinus)

CELOSIA CRISTATA—Dwarf Cockscomb

	Tr. Pkt.	Oz.
For beds, borders and pots.		
Glasgow Prize. Dark crimson.....	.30	\$1.75
Empress. Bright red; dark foliage.....	.30	2.25
Choice Mixed25	2.00

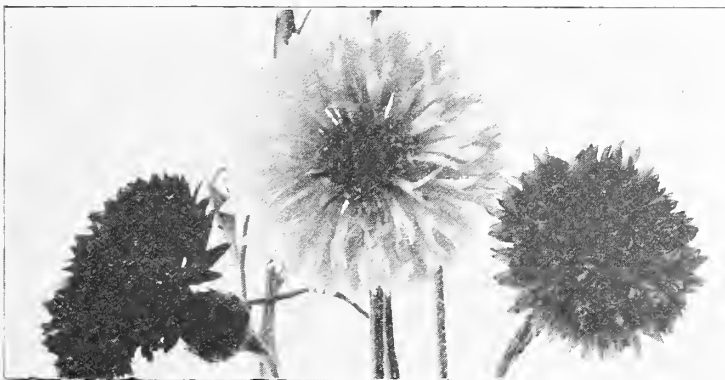
CELOSIA, MISCELLANEOUS VARS.

	Tr. Pkt.	Oz.
Plumosa Scarlet (Feathered).....	\$0.15	\$1.00
Plumosa Golden Plume.....	.15	1.00
Plumosa Mixed15	1.00
Pride of Castle Gould. Mixed50	3.00
Thompsoni Magnifica. Mixed25	1.25
Thompsoni Triomphe de l'Exposition. Crimson; splendid25	.75
Magnifica Superba15	.60
Childsi (Chinese Woolflower). Crimson.....	.30	1.30
Childsi (Chinese Woolflower). Yellow.....	.30	1.30
Childsi (Chinese Woolflower). Pink.....	.30	1.30
Childsi (Chinese Woolflower). Mixed.....	.30	1.30

BRYSONI CHRYSANTHIFLORA (New)

	Tr. Pkt.	¼ Oz.
Mixed	\$0.50	\$0.75

One of the most effective and largest florists' cut flowers. More beautiful colors and shades are found in Celosia Brysoni than any other Autumn flower. It can be shipped long distances without wilting.



CELOSA CYANUS
 (Corn Flower)

Provides Exceptional Cut Flowers, Either Under Glass or in the Open.



CANDYTUFT

Giant Hyacinth Flowered. Now largely planted under glass for cut flowers.

CENTAUREA, WHITE LEAVED—Dusty Miller

	Tr. Pkt.	Oz.
For borders, vases, baskets, etc.		
Candidissima. Silvery gray foliage	\$0.40	\$2.00
Gymnocarpa. Fine silvery foliage15	.60

CENTAUREA—Cornflower

Popular free-flowering annuals. Now largely grown under glass for Mother's Day sales, also Decoration Day.

	Tr. Pkt.	Oz.
CYANUS. Excellent for forcing		
Double Blue. (¼ lb., \$1.50).....	\$0.15	\$0.50
Double Rose (¼ lb., \$1.50)15	.50
Double White (¼ lb., \$1.50)20	.50
Emperor William. Single blue15	.25

IMPERIALIS. Fine for cutting

Giant Rose.....	.20	.75
Deep Lavender.....	.20	.75
Lilac20	.75
Purple20	.75
White20	.75
Favorita, Rose Lilac.....	.20	.70
Imperial Giant. Mixed.....	.20	.75

VARIOUS CENTAUREAS

	Tr. Pkt.	Oz.
Americana (Basket Flower). A splendid native variety, growing 3 feet high and bearing immense thistle-like blooms of a rosy-lavender color. Very showy in the mixed border and splendid for cutting.	\$0.15	\$0.50
Americana Alba. White.....	.15	.60
Suaveolens (Yellow Sweet Sultan or Grecian Cornflower). Very showy, large, bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well15	.45
Moschata. Mixed Sweet Sultan.....	.15	.50

Our Leading
Flower Seed Specialty

FISCHER'S

The "Master Cyclamen"

Planted by "The Particular Grower" from Maine to
California

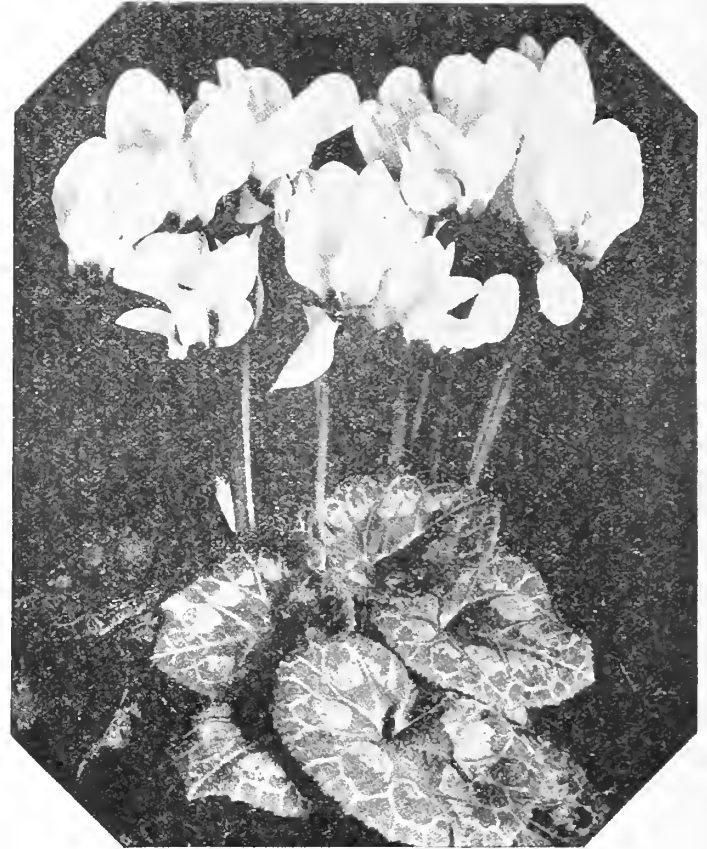
Fischer's Giant "Show" cyclamen is the result of 30 years' experience in the "know how" of cyclamen culture, and florists who appreciate the ultimate in quality will have no other strain.

Several years ago Mr. Albert Koehler, Sec'y-Treas. of our firm visited the various cyclamen-producing centers of Germany and arranged with Ferd. Fischer, the famous specialist in said line, for seed of the particular types and colors and shades most desired by the American and Canadian trade. As a result growers generally, large and small, now look to A. B. C. for their cyclamen seed needs, and our demand for Fischer's seed of same runs into the millions yearly.

A word about price: In comparison with other high grade stocks Fischer's cyclamen seed cannot be sold at so-called bargain prices simply from the fact that seed for our supply is selected only from specimen plants which are true to type and color. Nevertheless quotations as mentioned in list herewith will be found to be reasonable for "the kind you should have for best results."

If your trade demands the very best cyclamen that can be obtained, plant Fischer's "Master Cyclamen" seed.

N. B. We call particular attention to the latest cyclamen introductions, namely: "America," "New Ruffled Dark and Rosy Salmon." They are unusually worth-while. A. B. C.



SPECIMEN PLANT OF FISCHER'S
GIANT OR SHOW CYCLAMEN

CYCLAMEN SEED

Ferd. Fischer's Improved Strain

	Per 100	Per 1000
Improved Perle of Zehlendorf. Dark salmon.....	\$1.50	\$12.00
Improved Rose of Zehlendorf. Delicate salmon.....	1.50	12.00
Glory of Wandsbeck. Salmon	1.50	12.00
Fischer's Bonfire. Deep brilliant salmon; exceptionally fine	1.75	14.00
Glowing Dark Red. Xmas red	1.25	10.00
Glowing Bright Red. Cherry red	1.25	10.00
Rose of Marienthal. Bright rose	1.25	10.00
Pure White	1.25	10.00
Lilac	1.25	10.00
Mixed	1.25	10.00
White with carmine eye	1.25	10.00
Ecoco. Red, rose or lilac, or white with eye.....	1.50	12.00
America. Golden salmon; best of all salmon.....	2.25	18.00
New Ruffled. Dark salmon	2.25	18.00
New Ruffled. Rosy salmon	2.25	18.00

No. 2 ANNIHILATEUM MITE INSECTICIDE No. 2

Especially prepared for the control of Mite on Cyclamen, Chrysanthemum, Geranium, Begonia, Fuchsia, etc.

2-lb. bottle\$ 7.00
4-lb. bottle 13.00
8-lb. bottle 24.00

Morton Grove, Ill., Nov. 24, 1926.

We have tried the No. 2 Mite Insecticide and assure you we can readily recommend it to anyone.

The No. 2 Mite Insecticide has proven very satisfactory, as we are able to keep our Cyclamen perfectly clean and free from Mite.

POEHLMANN BROS. CO.,
Carl C. Mueller, Supt. Plant Department.

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.

Tr. Pkt.
"A. B. C." Prize. Medium tall, 3/4 oz., \$3.50.....\$1.00
"A. B. C." Prize. Dwarf, 3/8 oz., \$3.50.....1.00
New Salmon, Pink Shades. Medium tall..... 1.00

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.

Tr. Pkt.
Matador. Scarlet\$1.00
Stellata Hybrida50

Cyclamen Plants Supplied in Season

GROWN FROM FISCHER'S TRUE SEED

SEEDLINGS, TWICE TRANSPLANTED

Also 2 1/2-inch, 3-inch, 4-inch

Please refer to classified pages of the Florists' Review for quotations on above in season.

CINERARIA

	Tr. Pkt.	Oz.
Maritima Candidissima (Dusty Miller). For bedding, vases, baskets, etc.....	\$0.15	\$0.40

CHRYSANTHEMUM—Perennial

EARLY DOUBLE AND SEMI-DOUBLE MIXED

	Tr. Pkt.	Oz.
Perennial, but will flower the first season from seed if sown early in the year. Excellent for cutting...\$0.50		
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

	Tr. Pkt.	Oz.
Eastern Star. Light yellow.....	\$0.15	\$0.40
Morning Star. Primrose yellow.....	.15	.40
Evening Star. Sunflower yellow.....	.15	.40
Northern Star. Pure white.....	.15	.40
Single Mixed15	.30
Double Mixed15	.30

All of above have dark centers.

CHINESE FORGET-ME-NOT

Cynoglossum Amabile. An exceptional cutflower for under glass or outside.....	\$0.50	\$2.00
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CLARKIA

These desirable flowers are rapidly gaining popularity as cut flowers. Free bloomers all summer.

DOUBLE

	Tr. Pkt.	Oz.
Salmon Queen	\$0.15	\$0.65
White15	.65
Queen Mary. Rose carmine.....	.15	.65
Scarlet Queen15	.65
Mixed15	.65
Vesuvius. Orange scarlet.....	.15	.65

CLEOME PUNGENS

(Spider Plant.) Rose.....	Tr. Pkt.	Oz.
	\$0.15	\$0.30

COBAEA SCANDENS—Cup and Saucer Vine

Plant seeds edgewise to insure good germination.

	Tr. Pkt.	Oz.
Blue. (¼ lb., \$1.25).....	\$0.15	\$0.40
White20	.75

COLEUS

	Tr. Pkt.	Oz.
Large Leaved. Choicest mixed. ⅛ oz., \$1.00.....	\$0.50	\$7.00

CONVOLVULUS—Morning Glory

	Tr. Pkt.	Oz.
Japanese Imperial. Mixed.....	\$0.15	\$0.25
Major (Morning Glory). Mixed.....	.15	.15

COSMOS

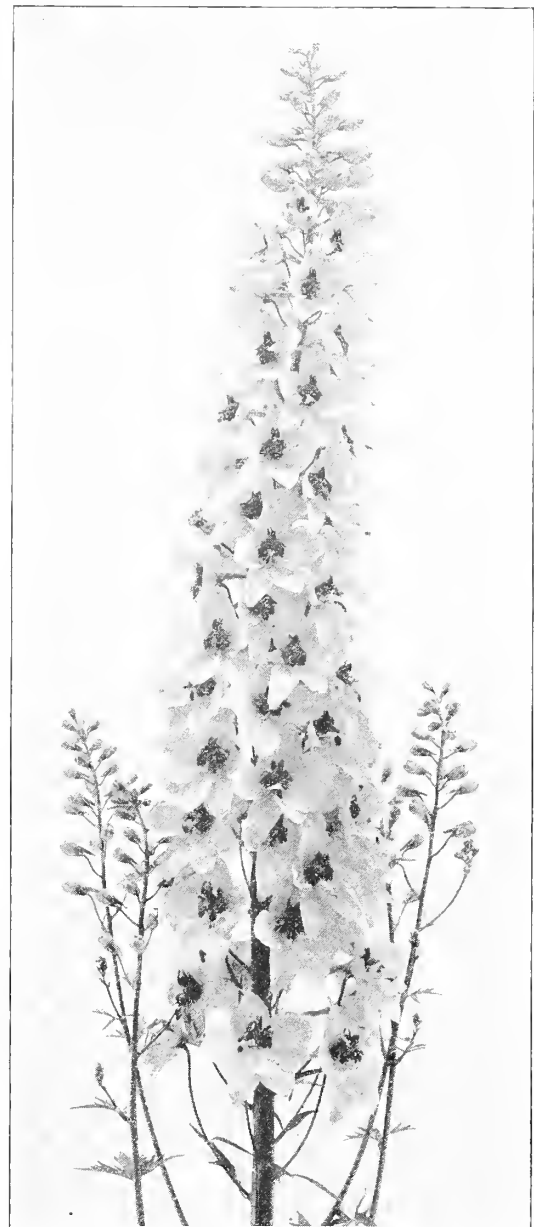
DOUBLE EARLY FLOWERING	Tr. Pkt.	¼ Oz.
Crimson. Pink or white.....	\$0.60	
SINGLE EARLY FLOWERING.		Oz.
Crimson, Pink or White.....	.15	\$0.50
GIANT LADY LENOX.		
Pink, Crimson or White.....	.15	.30
KLONDYKE. Yellow25	
GIANT FLOWERING. Mixed20	.50

CYPERUS ALTERNIFOLIUS

	Tr. Pkt.	Oz.
(Umbrella Plant)	\$0.30	\$1.50

CYPRESS VINE

	Tr. Pkt.	Oz.
Scarlet, White or Mixed.....	\$0.15	\$0.30



DELPHINIUM (Hardy Larkspur)

DAHLIA

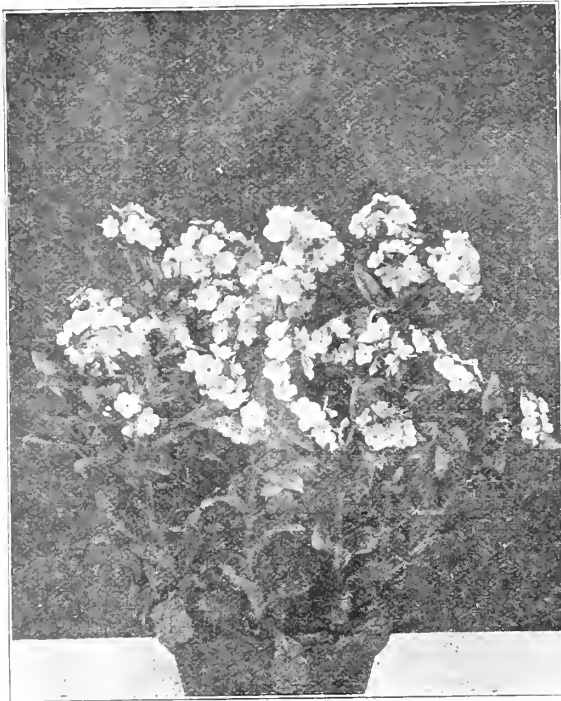
	Tr. Pkt.	Oz.
Double Large Flowering, Mixed.....	\$0.40	\$2.00
Double Cactus, Mixed.....	.40	4.00
Single Collarette, Mixed.....	.30	1.35
Single, Mixed25	1.00

DELPHINIUM—Perennial Larkspur

	Tr. Pkt.	Oz.
BELLADONNA. Bright Blue. ¼ oz., 75c.....	\$0.40	\$2.00
BELLAMOSA. Dark Blue. ¼ oz., 85c.....	.50	2.50
CHINESE BLUE35	1.00
CHINESE WHITE35	1.00
OLD MEDAL TALL HYBRIDS. The best strain obtainable50	2.50

ANNUAL DELPHINIUM (See Larkspur).

The Delphinium family, both perennial and annual, is now accepted as being almost indispensable to the average florist. (See under Larkspur for annual varieties.)



FORGET-ME-NOT—Myosotis, Variety "Susanne"

DIGITALIS—Foxglove

Gloxinaeflora Mixed	Tr. Pkt.	Oz.
Mammoth Mixed (Monstrosa)	\$0.20	\$0.85

DIMORPHOTHECA

African Orange Daisy. Choice for cutting and adapted to forcing	Tr. Pkt.	Oz.
Hybrid Mixed	\$0.25	1.00

DOLICHOS—Hyacinth Bean

Desirable Annual Climber		
Purple Violet	Tr. Pkt.	Oz.
Daylight, White	\$0.10	.20

DRACÆNA

Desirable as center plants, for baskets, vases, etc. Seed must be rubbed out of hull before sowing.

Australis. Broad leaves. ¼ lb., \$1.75	Tr. Pkt.	Oz.
Indivisa. Narrow green leaves. The popular kind for bedding or vases. ¼ lb., \$1.25	\$0.15	\$0.50

DUSTY MILLER. (See Centaurea and Cineraria Maritima.)

DIANTHUS—Pinks

DOUBLE FIREBALL. Fiery red	Tr. Pkt.	Oz.
HEDDEWIGII. Double Japan, best mixed	\$0.20	\$1.00
GIANT DOUBLE ANNUAL. Mixed	.15	.60
DWARF ERFURT. Double mixed. Perennial	.15	.75
CLOVE-SCENTED. Mixed. Perennial	.40	2.00
	.50	2.50

ESCHSCHOLTZIA—California Poppy

Choice Mixed. All colors	Tr. Pkt.	Oz.
	\$0.15	\$0.25

EUPHORBIA

Heterophylla (Mexican Fire Plant)	Tr. Pkt.	Oz.
Variegata (Snow-on-the-Mountain)	\$0.20	\$1.00
	.15	.40

FEVERFEW—Matricaria

Double White. Extra for cut flowers	Tr. Pkt.	Oz.
	\$0.15	\$0.40

FORGET-ME-NOT

"SUSANNE." Best variety for cut flowers. Pkt., \$1.00; 6 pkts. for \$5.00.
See also under "Myosotis"—Next page.

FOUR O'CLOCK (See Marvel of Peru)

GAILLARDIA

ANNUAL VARIETIES

Picta Single. Mixed	Tr. Pkt.	Oz.
Picta Lorenziana Double. Mixed	\$0.15	\$0.40
	.15	.40

PERENNIAL VARIETIES

Grandiflora Maxima	Tr. Pkt.	Oz.
Compacto. Perennial. Mixed	\$0.15	\$0.50
	.15	.60

GERBERA

Excellent for pots or cut flowers.
Jamesoni. Mixed Hybrids. 100 seeds, 60c.

GODETIA—Satin Flower

Easily grown annuals.		
Duchess of Albany. White	Tr. Pkt.	Oz.
Gloriosa. Blood-red	\$0.15	\$0.50
Rosamond. Shell-pink	.15	.50
Mixed. All colors	.15	.50

"Gladiolus Flowered" Godetia. Carmine; flowers are double and should be cut before fully opened. An excellent cut flower. ¼ oz., 75c; Pkt., 35c.

GLOXINIA

Hybrida Grandiflora. Choicest mixed. ½ Tr. Pkt., 60c.	Tr. Pkt.	Oz.
	\$1.00	

GERANIUM

Zonale. Single, mixed	Tr. Pkt.	Oz.
	\$0.35	\$1.50

GOMPHRENA

Splendid everlasting; excellent for cutting.		
Nana Compacta Red. Dwarf red	Tr. Pkt.	Oz.
Aurea Superba (Haageana). Orange yellow	\$0.15	\$0.50
Mixed Colors	.15	.60
	.15	.35

GOURDS—Ornamental

Mixed, Various Sorts	Tr. Pkt.	Oz.
	\$0.15	\$0.25

GRASSES—Ornamental

Pennisetum Ruppelianum (Purple Fountain Grass)	Tr. Pkt.	Oz.
Longistylum	\$0.20	\$1.50
	.15	.50

Above used largely for bordering canna beds.

GREVILLEA—Silk Oak

Ornamental foliage plant for vases, etc. Easily raised from seed	Tr. Pkt.	Oz.
	\$0.20	\$0.85

GYPSOPHILA—Baby's Breath

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

Elegans Grandiflora Alba, "Paris Market" an improved strain. ¼ lb., 60c; lb., \$1.75	Tr. Pkt.	Oz.
Numerous growers make several sowings of Paris Market "Baby's Breath" during the spring and summer season. Provides excellent cut-flower material.	\$0.15	\$0.25

Elegans Grandiflora Carminea. ¼ lb., 75c	Tr. Pkt.	Oz.
Paniculata. Perennial	\$0.15	\$0.30
Paniculata fl. pt. Double white perennial	.15	.40
	.50	8.00

HELICHRYSUM—Strawflowers

Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state.

Fireball. Showy deep crimson	Tr. Pkt.	Oz.	¼ Lb.
Golden Ball. Clear golden yellow	\$0.20	\$0.60	\$1.60
Canary Yellow Buttercup. New	.20	.60	1.60
Rose Carmine	.20	.60	1.60
Rose Pink	.25	1.00	2.75
Salmon Pink	.20	.60	1.60
Silver Ball	.20	.60	1.60
Violet	.20	.60	1.60
Mixed. All colors	.15	.50	1.60

HELIOTROPE

Lemoine's Giant. Excellent large flowering strain	Tr. Pkt.	Oz.
Choice Mixed	\$0.40	\$2.00
	.25	1.50

HIBISCUS—Marshmallow

Crimson Eye. White, crimson eye	Tr. Pkt.	Oz.
Golden Bowl. Yellow, maroon center	\$0.20	\$0.60
Moscheutos Roseus. Large pink	.20	.60
New Giant. All sorts mixed	.15	.60

HONESTY—Lunaria

Alba. Admired for its silvery seed panicles	Tr. Pkt.	Oz.
	\$0.15	\$0.65

HOLLYHOCK

Extra fine Chaters' strain producing a very large percentage of double flowers.

	Tr. Pkt.	Oz.
Double Pink, Rose Pink, Scarlet, Crimson, Salmon, White, Yellow or Maroon.....	\$0.20	\$1.25
Double Mixed20	1.00
Single Everblooming Mixed.....	.20	.85
Double Everblooming Mixed.....	.20	1.00

HUNNEMANNIA—(Bush Escholtzia)

Fumariaefolia. Produces flowers from July till frost. Desirable for cutting.....	Tr. Pkt.	Oz.
	\$0.15	\$0.50

HYACINTH BEAN (See Dolichos)

HUMULUS—Japanese Hop

	Tr. Pkt.	Oz.
Rapid growing annual climber, quite ornamental.		
Japonicus. Green foliage	\$0.15	\$0.35
Folius Variegatus. Foliage mottled white.....	.15	.50
Ice Plant (Mesembryanthemum Crystallinum)15	.50

IMPATIENS—Sultan's Balsam

Splendid for house and conservatory; fine pot plant.

	Tr. Pkt.	Oz.
Sultani. Vermilion	\$0.40	
Sultani Hybrids. Mixed40	
Holsti. Bright rose40	
Holsti Hybrids. Mixed40	

IPOMOEA—Moonflower

	Tr. Pkt.	Oz.
Noctiflora. (Moonflower.) (Mexicana Grandiflora Alba.) ¼ lb., \$1.25.....	\$0.15	\$0.40
Heavenly Blue (Rubro-Coerulea).....	.20	.90
Setosa (Brazilian Morning Glory). Blue.....	.15	.30

KENILWORTH IVY

Linaria Cymbalaria. Violet.....	Tr. Pkt.	Oz.
	\$0.40	\$2.00

KOCHIA—Summer Cypress or Mexican Fire Bush

	Tr. Pkt.	Oz.
Childsi. Improved strains	\$0.10	\$0.20

LARKSPUR—Annual

Tall Stock Flowered.

(See Front Cover for Illustration)

As a cut-flower these are indispensable, either outdoors or in the greenhouse. We have a particularly fine strain of this very desirable flower.

	Lb.	Tr. Pkt.	Oz.
Double Newport Pink.....	\$8.00	\$0.25	\$0.75
Exquisite Pink. New (Variable).....		.35	1.35
Dark Blue. Very popular	6.00	.15	.75
Lustrous Carmine	8.00	.25	.85
Ageratum Blue	6.00	.15	.75
Bright Rose (Mauve Rose).....	6.00	.15	.75
Rosy Scarlet	6.00	.15	.75
Shell Pink	6.00	.15	.75
Lilac	6.00	.15	.75
Sky Blue	6.00	.15	.75
White	6.00	.15	.75
Giant Hyacinth-Flowered. Mixed15	.75
Dwarf Double Rocket. Mixed.....		.15	.75

LANTANA

Desirable for bedding, pot culture or vases.

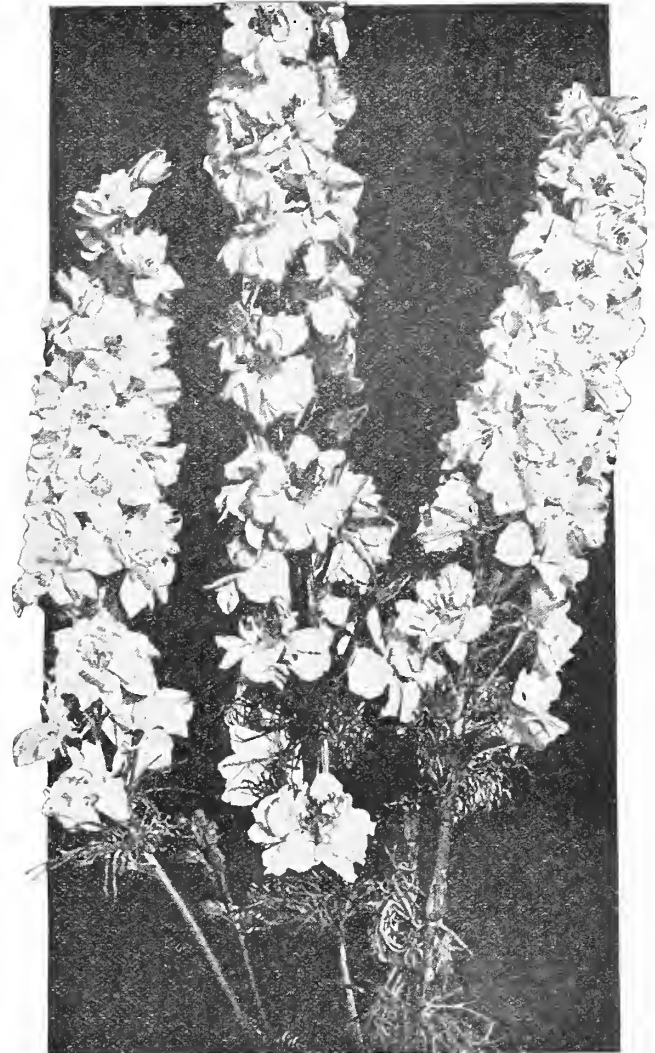
	Tr. Pkt.	Oz.
Dwarf Compacta. Mixed	\$0.15	\$0.50
Hybrida. Tall, Mixed15	.40

LEPTOSYNE

	Tr. Pkt.	Oz.
Leptosyne. Single yellow. Splendid cut flowers; also very profitable for forcing.....	\$0.20	\$1.00

LILIUM REGALE

100 seeds, 25c; 1000 seeds, \$1.50; 5000 seeds, \$6.00; 10,000 seeds, \$10.00; oz., \$3.00; lb., \$40.00. For price of bulbs, see back page.



ANNUAL LARKSPUR
 Double Stock Flowered

LOBELIA

Sow early to get best results.	Tr. Pkt.	Oz.
Barnard's Perpetual. Dwarf blue, white eye.....	\$0.30	\$1.50
Speciosa. Dark blue, trailing.....	.25	1.00
Crystal Palace Compacta. Dwarf, dark blue.....	.50	2.50
Emperor William. Dwarf, light blue.....	.50	2.50
Erinus Gracilis. Light blue, trailing.....	.15	.75
Sapphire. Deep blue, white eye, trailing.....	.40	
White Gem. Dwarf, white30	1.75
Bedding Queen. Blue white eye.....	.30	2.00

LUPINUS—Annual

Fine for forcing, splendid cut flower.	Tr. Pkt.	Oz.
Pink, Rich Blue, Sky Blue, White, Scarlet, White Tipped or Yellow	\$0.15	\$0.35

LUPINUS POLYPHYLLUS—Perennial

	Tr. Pkt.	Oz.
Blue or White	\$0.20	\$0.50
Roseus20	.70
Mixed15	.40

MARVEL OF PERU—Four O'Clock

	Tr. Pkt.	Oz.
Mixed Colors. ¼ lb., 40c.....	\$0.10

MATTHIOLA

	Tr. Pkt.	Oz.
Bicornis. Evening-scented stock, purplish lilac....	\$0.15



MARIGOLD, TALL AFRICAN

A. B. C. Special Strain of "Orange Ball" for Cut Flowers.

MARIGOLD

TALL AFRICAN VARIETIES

	Tr. Pkt.	Oz.
A. B. C. Strain of "Orange Ball" or Eldorado. Double orange		\$0.15
Lemon Queen. Clear lemon-yellow.....	.15	.75
Orange Beauty. Single, orange-yellow.....	.15	.75
Tall African Mixed15	.60

DWARF VARIETIES

Pride of Garden. Dwarf, golden yellow.....	.15	.50
"Legion of Honor." Single, golden yellow with crimson spot15	.45
Dwarf, Gold Striped. Brownish red, striped yellow....	.15	.45
Dwarf, French Mixed.....	.15	.35
Dwarf, Lilliput. Very dwarf, excellent for pots.....	.15	.50

MAURANDIA

	Tr. Pkt.	Oz.
Desirable climbing plant for vases, baskets, etc.		
Barclayana. Purple	\$0.50	\$3.00
Choice Mixed. All colors.....	.50	3.00

MESEMBRYANTHEMUM

	Tr. Pkt.	Oz.
Crystallinum. Ice plant. White flowers.....	\$0.15	\$0.40

MIGNONETTE

	Tr. Pkt.	Oz.
Desirable for cutting. Fragrant.		
Allen's Defiance	\$0.15	\$0.40
Bismark. Large, compact spikes.....	.20	.85
Golden Machet. Golden yellow.....	.15	.75
Goliath. Extra large spikes.....	.25	1.00
New York Market. Greenhouse grown, one of the finest for forcing. 1/8 oz., \$1.00.....	.50	6.00
Machet. Red, fine spikes.....	.15	.65
Sweet Scented. Odorata.....	.15	.15

MIMOSA (See Sensitive Plant)

MIMULUS

	Tr. Pkt.	Oz.
Moschatus (Musk Plant)	\$0.50	
Tigrinus (Monkey Flower).....	.35	
MOONFLOWER (See Ipomoea)		
MORNING GLORY (See Convolvulus)		
MOURNING BRIDE (See Scabiosa)		

MINA LOBATA

	Tr. Pkt.	Oz.
Climber, rosy carmine.....	\$0.25	

MUSA

Ensete (Abyssinian Banana). 25 seeds, 50c; 100 seeds, \$1.25.

MYOSOTIS—Forget-Me-Not

STANDARD VARIETIES

	Tr. Pkt.	Oz.
Alpestris Victoria. Dwarf, blue.....	\$0.25	\$1.00
Dissitiflora. Early bloomer, dark blue....	.40	3.00
Eliza Fonrobert (Robusta Grandiflora). Blue, fine for pots.....	.30	1.50
Palustris. Deep blue. The true marsh Forget-Me-Not. Perennial35	2.00
Semperflorens. Everblooming40	2.00
Royal Blue. Rich blue.....	.25	1.00
Ruth Fischer. Fine blue. 1/8 oz., \$1.50....	.50	
Alpestris, Mixed. All colors.....	.15	.60
Pink Bouquet, 1/4 oz., 50c.....	.30	

Myosotis (Forget-Me-Not) "Susanne"

Excerpt from Florists' Review.

A pot plant of a new early-flowering Myosotis has been attracting great attention in the window of the A. B. C. Day after day members of the trade stop, look and enter to inquire. Several persons outside the trade have asked if they could buy the plant, only to be told that it was an "exhibit" and not for sale. J. P. Degnan, manager of A. B. C. seed department, has named the variety Susanne, after A. Miller's little daughter. It is a selection out of the Blue Bird, perhaps the finest Forget-Me-Not to date. In addition to selling well in a cut state,

it makes a splendid pot plant, but its chief value lies in its early-blooming habit. The A. B. C. has contracted for the entire crop of seeds and will disseminate this grand variety.

Price per pkt., \$1.00; 6 pkts., \$5.00. Seed of above planted in April-May usually produces good blooming plants for Christmas holidays. Especially desirable for St. Valentine's Day.

NASTURTIUM-Dwarf or Tom Thumb Varieties

	Oz.
Empress of India. Crimson; dark foliage. 1/4 lb., 40c; lb., \$1.25..	\$0.15
Golden King. Golden yellow. 1/4 lb., 40c; lb., \$1.25.....	.15
King Theodore. Crimson-maroon. Dark foliage. 1/4 lb., 40c; lb., \$1.2515
Salmon Pink. 1/4 lb., 40c; lb., \$1.25.....	.15
Dwarf Flowering. Mixed. 1/4 lb., 35c; lb., \$1.10.....	.15
Dwarf Lilliput. Mixed. Fine for pots. 1/4 lb., 50c; lb., \$1.50....	.15

NASTURTIUM—Climbing or Trailing Varieties

	Oz.
King Theodore. Crimson-maroon, dark foliage. 1/4 lb., 30c; lb., \$1.00	\$0.10
Pink. 1/4 lb., 30c; lb., \$1.00.....	.10
Scarlet. 1/4 lb., 30c; lb., \$1.00.....	.10
Golden Yellow. 1/4 lb., 30c; lb., \$1.00.....	.10
Tall Giant Flowering. Mixed. 1/4 lb., 30c; lb., \$1.00.....	.10
Mme. Gunther Hybrids. Mixed. 1/4 lb., 40c; lb., \$1.50.....	.15
Lobb's Climbing. Mixed. 1/4 lb., 30c; lb., \$1.00.....	.15

NEMESIA

	Tr. Pkt.	Oz.
Varying in color from creamy white to deep orange and carmine. Excellent for bedding. Mixed.....	\$0.35	\$1.80

NICOTIANA—Ornamental Tobacco

	Tr. Pkt.	Oz.
Showy sweet-scented annual plants, giving a continuous display of Summer flowers.		
Affinis. Fragrant, white	\$0.15	\$0.35
Affinis Hybrid. Mixed.....	.15	.40
Sanderae. Red15	.50

FOR "BETTER PANSIES" SOW
A. B. C. "Private Stock" Fancy 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



A. B. C. "PRIVATE STOCK" FANCY MIXTURE

FOR CUT-FLOWER OR PLANT PRODUCTION

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 have seen 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.

STEELE'S PANSY MIXTURES SUPPLIED TO US DIRECT BY STEELE.

MASTODON MIRACLE MIXED. 1/8 oz., 85c; 1/4 oz., \$1.50; 1/2 oz., \$2.75; 1 oz., \$5.25; 2 ozs., \$19.00; 4 ozs., \$34.00.

STEELE'S MASTERPIECE MIXED. 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1/2 oz., \$3.25; 1 oz., \$6.25; per oz., \$12.00; 2 ozs., \$22.00; 4 ozs., \$40.00.

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; 2 ozs., \$6.00; 3 ozs., \$16.00; 4 ozs., \$21.00.

A. B. C. GIANT PANSIES

	Tr. Pkt.	1/4 Oz.	Oz.		Tr. Pkt.	1/4 Oz.	Oz.
Giant Prize, Azure Blue	\$.30	\$.50	\$1.65	Golden Queen. Golden-yellow	\$.30	\$.50	\$1.65
Black Blue	.30	.50	1.65	Madame Perret. Shades of pink and rose	.30	.60	2.00
Cardinal. Brilliant red	.35	.60	2.40	Yellow with Eye	.30	.50	1.65
Bugnot. Shades of red, bronze	.35	.80	3.00	Snow Queen. Pure white	.30	.50	1.65
Emperor William. Blue	.30	.50	1.65	Striped and Mottled	.30	.50	1.65
Hirtensia Red	.30	.50	1.65	White with Eye	.30	.50	1.65
King of the Blacks	.30	.50	1.65	Pure Yellow	.30	.50	1.65
Lord Beaconsfield. Purple violet	.30	.50	1.65	Giant Trimardeau Choice Mixed. Tr. pkt., 30c; per oz., \$2.00.			
Peacock. Blue, claret and white	.30	.50	1.65	Choice Mixed. Tr. pkt., 25c; per oz. \$1.50.			
Prince Henry. Dark blue	.30	.50	1.65				

NIEREMBERGIA

For baskets, vases or bedding out. Tr. Pkt. Oz.
Frutescens. White, tinted lilac.....\$0.30 \$4.00

NIGELLA—Love-in-a-Mist

Tr. Pkt. Oz.
Damascena. Mixed. (Love-in-a-Mist).....\$0.15 \$0.25
Miss Jekyll. Long-stemmed variety; blue; fine for cutting15 .30

PAPAVER (See Poppy)
PELARGONIUM (See Geranium)

PENTSTEMON

Tr. Pkt. Oz.
Sensation. Largely used for bedding; should be treated the same as petunias, verbenas, etc.; mixed colors\$0.40 \$3.50
New Hybrids Mixed. Hardy perennial; large spikes .50 3.00

PERIWINKLE (See Vinca)

PHLOX DRUMMONDI

Beautiful Summer flowering annual; excellent for pot plants for Spring sales.

DWARF OR COMPACT VARIETIES FOR BEDDING

	Tr. Pkt.	1/4 Oz.	Oz.
"Cecily." Large flowering mixed	\$.50	\$.75	\$2.25
Fireball. Brilliant scarlet	.40	.60	2.00
Pink	.40	.65	2.40
Snowball. Pure white	.40	.60	2.00
Choicest Mixed	.30	.50	1.75

"Something Different" in Pansies
A. B. C. "SWISS MIXTURE"

A Giant Flowering strain consisting largely of brilliant colors of sulphur and golden yellow, carmine, orange, scarlet and blue shades. Most of the flowers showing a combination of these shades. A very unusual and very supreme mixture of fancy colorings. Tr. pkt., \$1.00; per oz., \$18.00.

PHLOX DRUMMONDI
GRANDIFLORA VARIETIES

	Tr. Pkt.	1/4 Oz.	Oz.
Violet with Eye	\$.25	\$.35	\$1.00
Alba. Pure white	.25	.35	1.00
Coccinea. Scarlet	.25	.35	1.00
Pink	.25	.35	1.00
Yellow	.25	.35	1.00
Stellata Splendens. Scarlet, with white eye	.25	.35	1.00
Choicest Mixed	.20		.80

PHLOX—Various Sorts

Hardy (Perennial Decussata). Choice mixed.....\$0.50

Pomegranate Ornamental
A NEW CHRISTMAS PLANT

They come into flower early, but the first flowers should be kept "nipped" until well on in September when they will begin to take on a general crop which will make them salable in December and for several months following. 200 seeds, \$1.00; 1000 seeds, \$4.50.

TWO PAGES of "De Luxe"

A. B. C. Special Strains of California
Grown Petunias, Single Flowered



DIENER'S LARGE FLOWERING PETUNIAS. This Strain Is Now in Great Favor for Pot Plants. "Rose of Heaven" is the ideal small flowered pink "porch box" Petunia.

	Tr. Pkt.	Oz.
CALIFORNIA GIANTS MIXED. Mammoth flowering. (1/8 oz., \$3.00; 1/2 oz., \$1.75)	\$0.50	
GRANDIFLORA FRINGED, HYBRIDA MIXED. Beautifully fringed. (1/8 oz., \$1.50)	.50	
RUFFLED GIANTS, FLUFFY RUFFLES. Mixed colors. (1/8 oz., \$3.00; 1/2 oz., \$1.75)	.75	
ROMANY LASS (New) Clear bright crimson	.40	
TRIUMPH (New) Beautifully ruffled; bright pink	.75	
HOWARD'S STAR. Crimson-maroon	.40	\$2.00
ROSY MORN. Dwarf; rose. (1/4 oz., 75c) (select stock)	.50	2.50
DOUBLE ROSY MORN	1.00	
ROSE OF HEAVEN. Very dwarf. Rose-pink. (1/4 oz., 75c)	.50	2.00
BLUE BIRD (Blue Rosy Morn)	.50	
STRIPED AND BLOTCHED. Mixed	.25	1.00
DWARF INIMITABLE. Of dwarf, compact habit; flowers striped and blotched	.30	1.50
	1000	Seeds
GIANT COPPER RED. Ruffled, with bronze or black throat		\$1.00
GIANT ROSE. Ruffled; veined black		1.00
GIANT STEEL BLUE. Ruffled; veined black		1.00
GIANT WHITE. Large flower		1.00
	Tr. Pkt.	1/4 Oz.
SNOWBALL. Dwarf. Pure white. Very compact	\$0.30	\$0.50
VIOLACEA (New.) Deep violet; fine	.50	1.00
GENERAL DODDS. Velvety blood-red	.50	1.00
COUNTESS OF ELLESMERE. Rose, white throat	.50	1.00

Portland Petunias

Now very popular with the trade (we supply originator's seed).

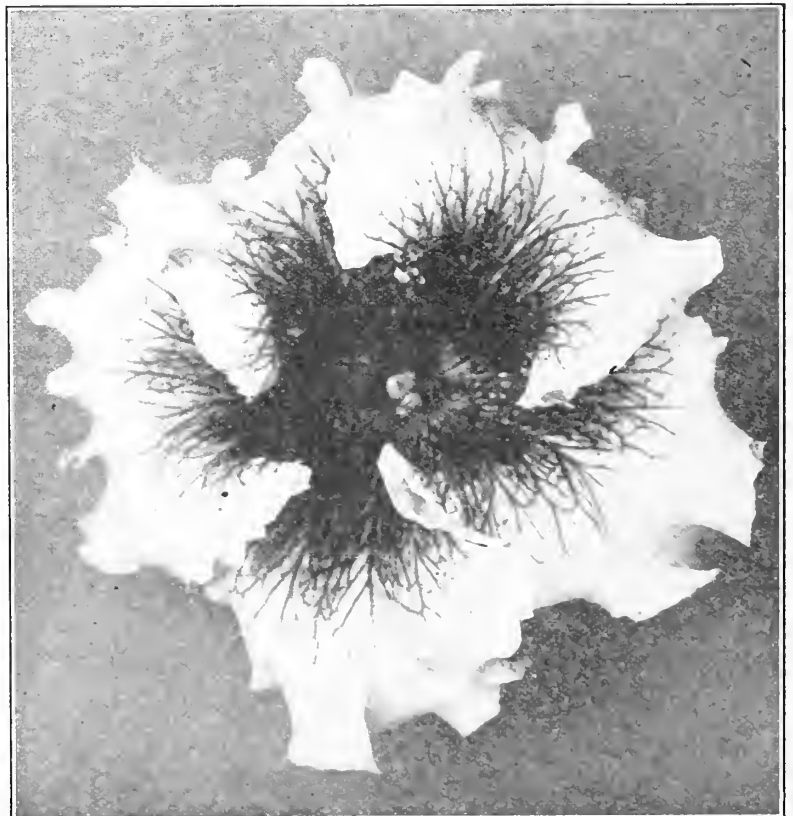
	Tr. Pkt.
ELK'S PRIDE. "Royal Purple"	\$1.00
PRIDE OF PORTLAND. Deep rose	1.00
WHITE BEAUTY	1.00
SCARLET BEAUTY. Bright scarlet	1.00
MIXED COLORS	1.00

3 pkts. of any of above for \$2.50.
6 pkts. of any of above for 4.50.

A. B. C. Strains of California
Grown Petunias Double

Flowered

	500 Seeds	1000 Seeds
A. B. C. "SUPREME DOUBLE "SEED PRODUCING" MIXED. The finest double Petunias offered; produces a very large percentage of beautiful double flowers. Ask R. J. Windler, the prominent Chicago florist and former Vice-President of Chicago Florist Club, about this strain	\$1.00	\$2.00
MARVELOUS DOUBLE MIXED. Similar to the preceding, but with fewer of the very large, peony-flowered type		1.00
NEW CARNATION OR SMALL FLOWERED DOUBLE. Free bloomer; excellent for pot plants	1.50	2.75
NEW DOUBLE WHITE "MADONNA." Gives a large percentage of pure white. Deeply fluted flowers; a fine florist's flower. Comes remarkably true		1.50



TYPE OF SHEPHERD'S SINGLE PETUNIAS
California Giants Mixed

Petunias for

POT PLANTS, BEDDING

PORCH BOXES, VASES, ETC.

Of all the plants which the florist raises from seed, Petunias of "class," both single and double-flowered, probably give best returns. We pride ourselves on the fact that our complete list represents the "DeLuxe" of this worthy plant family. All of the seed offered has been hand pollenized, consequently is true to type.

Diener's California Petunias

(Originator's Seed)

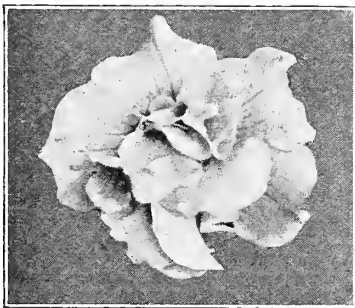
	Tr. Pkt.	3 Pkts.
PINK. Strong veined center. Exquisite color combinations	\$0.75	\$2.00
RED. Strongly veined mahogany and black center75	2.00
RED WITH BLACK CENTER. Outer edge of the flower is red with a coal black center..	.75	2.00
BLUE OR PURPLE. The flowers average 4 inches in diameter. It is of a rich silky blue...	.75	2.00
BLUE AND WHITE. Especially adapted for window boxes or hanging baskets.....	.75	2.00
FLESH PINK FRILLED. A most beautiful variety with edges frilled. Flowers 3 to 4 inches in diameter75	2.00
PINK GLORY. Pure flame rose-pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants grow to a height of 12 to 15 inches. A very compact grower and continually covered with flowers.....	1.00	2.75
RUFFLED MONSTERS MIXED. A wonderful selection of single flowered varieties.....	.75	2.00
GIANT DOUBLE MIXED. Broad petaled. A peculiarity of the doubles is that they are the slowest growers in the lot; in most cases the seedlings appearing first are the singles, while the latest are the double. Diener's Double Giant Mixed	1.50	4.00



"Scarlet Beauty" (Portland Petunia), very best of the red varieties. Pkt., \$1.00.



"Elk's Pride" (Portland Petunia), best of the purple sorts. Pkt., \$1.00.



Double Petunia

Rosy Morn; pkt., \$1.00.

Note: Double Rosy Morn seed produces but a comparatively small number of double flowers and it is therefore suggested that sowing be made early and cuttings taken from the true double flowering plants.

Petunias for Mother's Day

Well grown Petunias, especially double-flowered varieties, are now to be classed as a most important plant for Mother's Day sales. Easily produced and providing quick profit. We beg to call particular attention to A. B. C. Double-Flowered "Seed Producing" Strain, positively the "last word" in double-flowering Petunias. See opposite page.

SMALL FLOWERED Balcony Petunias

Blue, Rose, White, Red. Desirable for Porch Boxes, etc. Tr. Pkt., 25c; 1-16 oz. for 50c.

"Theodosia"

the "All Purpose" Petunia; Rose and Gold.

We believe this to be the ultimate in Petunia selection. 500 seeds, \$1.00; 1,000 seeds, \$1.75. See front cover for colored illustration.

DOUBLE ROSY MORN 100% TRUE

N. B. We can supply above from 2-inch pots, true doubles from cuttings at \$7.00 per 100.

POPPY

Double Annual Varieties

	Tr. Pkt.	Oz.
Carnation Flowered. Mixed. ¼ lb., 50c.....		\$0.15
Crimson King. Crimson.....	\$0.15	.25
Fairy Blush. White, fringed and tipped with rose....	.15	.25
Mikado (Striped Japanese). White, striped crimson..	.15	.30
Peony-Flowered. Scarlet15	.30
White15	.30
Yellow15	.30
Mixed. ¼ lb., 50c.....		.15
Improved Shirley, May Queen. An improved strain; large double flowers; mixed colors.....	.20	.75

Single Annual Varieties

	Tr. Pkt.	Oz.
American Legion. A new Shirley Poppy of a dazzling orange-scarlet; immense size.....	\$0.15	\$0.50
Miss Sherwood. Chamois rose.....	.15	.25
Shirley. Large flowers; mixed colors. ¼ lb., 75c....	.15	.25
Tulip. Glowing scarlet.....	.15	.40

Perennial Varieties

	Tr. Pkt.	Oz.
Iceland (Nudicaule). White.....	\$0.25	\$1.25
Scarlet25	1.25
Yellow25	1.25
Single Mixed25	1.00
Diener's Special Iceland	1.50	
Orientele. Deep scarlet.....	.25	1.25
Mrs. Perry. Rich salmon pink.....	.50	4.50
Hybrids. Mixed colors.....	.25	1.50

PORTULACA

	Tr. Pkt.	Oz.
Double. Large flowering, mixed; extra fine quality....	\$0.30	\$2.00
Single. Large flowering, mixed. ¼ lb., \$1.50.....	.15	.50

POT MARIGOLD (See Calendula)

Primula Chinensis Fimbriata

	½ Trade Pkt.	Trade Pkt.
Alba Magnifica. White. 1-32 oz., \$1.50.....	\$0.60	\$1.00
Chiswick Red. Bright red. 1-32 oz., \$1.75.....	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye. 1-32 oz., \$1.75.....	.60	1.00
Rosy Morn. Pink. 1-32 oz., \$2.25.....	.60	1.00
Kermesina. Crimson		1.00
Prize Mixture. This mixture contains only the very finest sorts selected from the best strains. 1-16 oz., \$3.0060	1.00

Primula Obconica

Mohnstein and Mueller Strains

Mr. Carl Mueller, the able head-gardener of the Pochlmann Bros. Co. at Morton Grove, Ill., states as follows: "With great interest I was watching during the Summer months the obconica raised from seeds of the Mohnstein and Mueller strain. The growth was excellent, and even without flowers I had much pleasure. But now, since they are beginning to flower, I like them still more. The flowers are large and of fine color, and every visitor is surprised. Next year I will not grow any varieties but those two."

	Tr. Pkt.
Mohnstein Atrosanguinea. Red. 1-32 oz., \$5.00.....	\$1.50
Mueller Rosea. 1-32 oz., \$5.00.....	1.50

SPECIAL NOTE

The Mohnstein and Mueller strains of Primula Obconica are apparently so far superior to all other kinds that we do not believe they have any competitors.

A. B. C. New Blue. An exceptional shade.....	\$1.00
Grandiflora Alba. White. 1-32 oz., \$2.50.....	.50
Kermesina. Crimson. 1-32 oz., \$2.50.....	.50
Rosea. Pink. 1-32 oz., \$2.50.....	.50
Mixed. 1-32 oz., \$2.25.....	.50

Primula, Various Sorts

	Tr. Pkt.
Kewensis (Verbena Scented Yellow Primrose). Of strong growth; long spikes of yellow flowers. 1-16 oz., \$1.25.....	\$0.50
Malacoides (Improved Baby Primrose). Color, light lilac. 1-16 oz., \$1.0050
Malacoides Alba. Pure white. 1-16 oz., \$1.25.....	.50
Malacoides Superba. Deep rosy pink flowers. Pkt., 30c.	
Veris (Cowslip). Hardy. Mixed. Oz., \$2.25.....	.40
Vulgaris (Hardy English Primrose).....	.50



LARGE FLOWERING SALPIGLOSSIS
Excellent for Cut Flowers

PUERARIA—Kudzu Vine

	Tr. Pkt.	Oz.
Thunbergiana. Perennial climber; rosy purple pea- shaped flowers	\$0.15	\$0.40

PYRETHRUM (Foliage Sorts for Bedding)

	Tr. Pkt.	Oz.
Aureum (Golden Feather). Yellow foliage.....	\$0.15	\$0.45

PYRETHRUM

Flowering Sorts (Perennial)

	Tr. Pkt.	Oz.
Roseum. Pink	\$0.40	\$2.75
Hybridum Roseum, Single. Mixed.....	.40	2.00
Hybridum Roseum, Double. Mixed.....	.50	5.00

RHODANTHE—Everlasting Flower

	Tr. Pkt.	Oz.
Double Pink. Choice for cutting.....	\$0.25	\$0.60
Double White.....	.25	.60
Mixed Colors15	.50

RICINUS—Castor Oil Bean

	Oz.	Lb.
Borboniensis. 15 feet. Green foliage.....	\$0.15	\$1.25
Cambodgensis. Bronzy maroon, 5 feet.....	.15	1.75
Gibsoni. Dark red, 5 feet.....	.20	2.00
Giant (Panormitanus). Immense dark brown leaves..	.20	2.00
Sanguineus. Blood red, 5 feet.....	.15	...
Zanzibarensis. 12 feet. Mixed colors.....	.15	1.75
Red Spire (New). Bronze-green foliage.....	.50	...

This is the showiest of the entire Ricinus family.

A. B. C. EARLY FLOWERING "PEAS FOR PROFIT"

SWEET PEAS FOR WINTER AND SPRING FLOWERING

"Up-to-the-Minute" Popular Cut Flower Varieties



New Sweet Pea, Morse's Superior Pink

**A. B. C. "Supreme" Quality Flower Seeds
 Are Planted by "The Particular Grower"
 from Maine to California**

Morse's Superior Pink

(SEE ILLUSTRATION OPPOSITE)

The flower of which is unusually well formed and waved. The standard being quite round and symmetrical. The color of the flower is a beautiful rose pink, slightly shaded with salmon. The plant is a strong grower, giving plenty of four blossom sprays.

"Morse's Superior Pink" was awarded the silver medal at the last New York Spring Show, likewise the highest possible award of the Chicago Florists' Club, namely, a Certificate of Merit. Per oz., \$1.20; per ¼ lb., \$4.50; per lb., \$15.00.

Ball's Blue

This new variety seems to have everything desired to make it the outstanding blue for cut-flowers and we recommend it for at least part of your planting of this color. Per oz., \$1.25; per ¼ lb., \$4.50; per lb., \$15.00.

Ball's Rose

The color of "Ball's Rose" is a bright deep rose with just a suggestion of amber in it and which tends to brighten the effect. Flowers of extra size and borne on extra long stems. Per oz., \$1.25; per ¼ lb., \$4.50; per lb., \$15.00.

For General List of Early Flowering Sweet Peas, See Next Page.

**Regarding Comparative
 Prices**

Realizing the importance of Sweet Peas as a greenhouse crop we do not attempt competition with the dealer who aims for cheapness in seed to the possible detriment of quality—the fact that we supply from year to year numerous of the largest growers in the U. S. A., is, we believe, proof positive that our "TRUE-TO-NAME THOROUGHLY ROUGED AND HAND PICKED SEED" is preferred to "bargain priced" stocks of doubtful value.—A. B. C.

Peerless Pink

This charming new Burpee Sweet Pea has flowers of immense size, artistically placed four on a stem. The standard is a luminous shade of eosine pink and the wings show a decidedly rose cast. Sheltered within its folds there is an elusive sparkle, enhanced by a warm creamy glow.

Pkt: ½ oz., \$0.75; oz., \$1.25; 4 ozs., \$4.50; ½ lb., \$8.00; lb., \$15.00.

White Harmony

A black-seeded sport of that most desirable variety "Lavender Harmony," and which we believe is in itself sufficient recommendation for this grand new sort.

Per oz., \$1.40; per ¼ lb., \$5.50; per lb. \$20.00.

**A. B. C.
 IMPROVED**

ZVOLANEK'S ROSE

The Variety Which Popularized Sweet Peas

A. B. C. Improved Zvolanek's Rose is used for "main crop" by many of the largest growers in this country. Price, per oz., 50c; ¼ lb., \$1.75; per lb., \$6.00. Write for price on quantity. We stock **A. B. C. Improved Zvolanek's Rose** in large volume.

MRS. CALVIN COOLIDGE

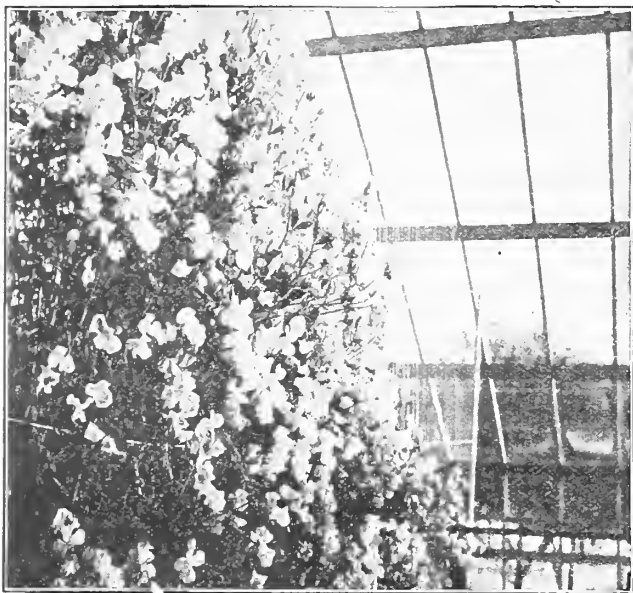
An outstanding new Burpee variety with very large flowers carried in fours on fine long stems. The color is a rich, pleasing shade of salmon-pink with a suffusion of bronzy orange in the standard. The blooms are of elegant form. The standard is well expanded and artistically waved. The broad, massive wings add much to the magnificent appearance of this new variety.

Per ½ oz., \$1.25; per oz., \$2.25; 2 ozs., \$4.00; ¼ lb., \$6.50; lb., \$25.00.

PLEASE SEE NEXT PAGE FOR CONTINUATION OF EARLY SWEET PEAS.

Sweet Peas for Winter and Spring Flowering

"UP-TO-THE-MINUTE" POPULAR CUT FLOWER VARIETIES



SWEET PEA, JEANNE MAMITSCH

A Giant Sport of Rose Queen. Beautiful Rose Color and Sells for Top Price in New York Market. Per oz., \$1.00; ¼ lb., \$3.00; per lb., \$10.00.

BALL'S COLUMBIA. Color, pink and white. Very early and one of the best florists' varieties, like Xmas White and Pink. Per oz., 50c; ¼ lb., \$1.50; 1 lb., \$5.00.

BLUEBIRD. The flowers are arranged on long stems. Much the best of all blue sorts. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

BURPEE'S ORANGE. Glistening orange. Exceptionally good. Per oz., 65c; ¼ lb., \$2.50; 1 lb., \$8.00.

GLITTERS. A variety which is unique in itself. The color is a bright, fiery orange-salmon. The flowers are of enormous size, are beautifully waved, usually borne four to the stem. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

GRENADIER. This is the most brilliant Sweet Pea yet introduced. The color may best be described as a glowing poppy scarlet. Per oz., 65c; ¼ lb., \$2.50; 1 lb., \$8.00.

HARMONY. An exceptionally choice clear lavender. Very large flower. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

IMPROVED SNOWSTORM. The standard white flowered variety. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

LAVENDER KING. Color rich, true, deep lavender. Flowers are of large size and beautifully waved form. Extra fine. Per oz., 50c; ¼ lb., \$1.50; 1 lb., \$5.00.

MRS. KERR. The first early flowering salmon. Created a sensation when first exhibited at the International Flower Show in New York, March, 1921; also at the National Flower Show, Indianapolis, Ind., 1922. Per oz., 60c; ¼ lb., \$2.00; 1 lb., \$7.00.

PRINCESS. A vigorous grower with large flowers, fluted and waved. Color a lovely shade of soft lavender suffused mauve. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

IMPROVED ROSE QUEEN. Color a most attractive shade of pink. Per oz., 75c; ¼ lb., \$2.75; 1 lb., \$10.00.

YARRAWA. Bright rose-pink with a clear, creamy base. Flowers average 2½ inches in diameter; many are duplex or double. Per oz., 50c; ¼ lb., \$1.50; 1 lb., \$5.00.

Vulcan (1925 Novelty). Rich, scarlet-orange.

Per oz., 65c; ¼ lb., \$2.00; 1 lb., \$7.00.

A real acquisition to early-flowering Sweet Peas for cut flowers. You will want this one.

EARLY FLOWERING SWEET PEAS IN MIXTURE

Realizing that numerous of our customers can only devote limited space to the culture of Sweet Peas under glass, but at the same time desire to have an assortment of colors and shades, we have consequently made up a superior mixture from named varieties in this list and which should fully cover the above named want.

Per oz., 40c; per ¼ lb., \$1.50; per lb., \$5.00

EARLY FLAMBEAU. A large orange cerise. Per oz., \$0.60; per ¼ lb., \$2.00; per lb., \$7.00.

EARLY NEW BLUE. Per oz., \$1.00; per ¼ lb., \$3.00; per lb., \$10.00.

EARLY ROSE DORE. A beautiful rose-pink suffused with orange. Per oz., \$1.00; per ¼ lb., \$2.00; per lb., \$7.00.

EARLY STARLIGHT. A clear lavender-blue. Per oz., \$1.00; per ¼ lb., \$2.00; per lb., \$7.00.

Gilda Gray

The standard is a lovely shade of salmon-cerise overlying bright pink. The wings are a pleasing shade of Hermosa pink. Per oz., \$1.00; 4 ozs., \$3.00; 1 lb., \$10.00.

Pink Profusion

The flowers are a bright sparkling shade of rich pink. They are large, well-waved and crinkled. Per oz., \$1.00; 4 ozs., \$3.00; 1 lb., \$10.00.

Sunlight

Sunlight is a bright rose-pink on cream ground, the standard showing a deeper shading than the wings. There is a distinct creamy blotch at the base of the standard which, in addition to the creamy keel, intensifies the sunlight effect. Per oz., \$1.00; 4 ozs., \$3.00; 1 lb., \$10.00.

CHEVALIER. This fine, new rose variety is of foremost commercial value. CHEVALIER is a flower of great beauty and magnificent size. The blooms are borne in fours on fine, long stems, and the color is truly unique. It is a true rose livened with a suspicion of lemon, which gives the flower, especially when bunched, a bright and pleasing life-like effect. CHEVALIER has been awarded two Certificates of merit—at the International Flower Show, 1922, and the National Flower Show, 1922. Per oz., 50c; 4 ozs., \$1.75; 1 lb., \$6.00.

TRUE BLUE. This lovely variety is a charming shade of true blue or light violet-blue. The flowers are of great size, much waved or crimped, strong and vigorous in growth, and most floriferous. Does not grow out of bounds. Excellent for all seasons. Awarded Certificates of Merit at the Great International Show, New York, 1918. Per oz., 50c; 4 ozs., \$1.75; 1 lb., \$5.00.

EARLY ELDORADO. A pure orange-salmon; early everblooming, of robust, vigorous habit. In color it is synonymous with the late variety, Robert Sydenham. It is practically sun-proof and does not require shading. We predict it will supersede all so-called orange varieties. Per oz., \$1.25; ¼ lb., \$4.00; 1 lb., \$15.00.

FLAMINGO. This is a distinct and charming variety. The flowers are truly enormous in size, produced in threes or fours on very long, stiff stems. The broad and well waved standard is light orange, with a suffusion of bright salmon, and the wings are a delicate shade of orange-pink blending into a general effect of bright, light orange. The texture of the flowers is substantial. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

GORGEOUS. A charming soft salmon-cerise self. A unique and pleasing color, and always admired. The flowers are of great size, and generally borne in threes and fours on very long, stout stems. Fine for all seasons. Per oz., 50c; 4 ozs., \$1.50; 1 lb., \$5.00.

BLUE JACKET. Dark blue. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$4.50.

MRS. WARREN G. HARDING. Deep shade of silver blue; a very much admired color. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

WHITE STAB. Black seeded. Flowers of enormous size, pure white without any pink shading. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

AUREA. (Novelty Color.) Striped or flaked orange-scarlet on a white ground. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.50.

GLOBIOUS. Clear rosy purple. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

HARLEQUIN. Striped or flaked deep chocolate on a light ground; grown in moderate quantity as a novelty. This is worth while. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$5.00.

BLUE BOY. Largest and clearest blue—abundant bloomer. Per oz., 65c; ¼ lb., \$2.50; 1 lb., \$8.00.

PINK CHEROKEE. Pink suffused salmon. Per oz., \$1.65; ¼ lb., \$5.00; 1 lb., \$18.00.

ZVOLANER'S BLUE WONDER. A wonderful large, clear blue, the same size as the famous Zvolaner Rose. Very robust grower with mostly fours to a long stiff stem. Color getting deeper the longer they are on the vine. Per oz., \$1.00; ¼ lb., \$3.50; 1 lb., \$12.00.

SILVER BLUE. Per oz., 65c; ¼ lb., \$2.00; 1 lb., \$7.00.

Please See Next Page for List of Summer Flowering Peas

SWEET PEAS

SPENCER OR

“ORCHID” VARIETIES

FOR SUMMER BLOOMING

We recommend these for general outdoor growing throughout the United States except in the extreme South, where Sweet Peas flower during the Winter and where the early flowering type gives best results. Many Sweet Pea lovers plant a short row of the early-flowering kinds to get the advantage of early blooms, but we recommend the Summer-flowering Sweet Peas for your principal crop for outdoor planting either during the Spring or Fall.

	Oz.	Lb.
Appleblossom. Rose with primrose.....	\$.25	\$2.00
Asta Ohn. A soft pinkish lavender self.....	.25	2.00
Austin Frederick Improved.25	2.00
Barbara. Salmon.....	.25	2.50
Blanche Ferry. Rose standard and white wings....	.25	2.00
Charming. Soft cerise.....	.30	3.00
Crimson King. Extra crimson.....	.25	2.50
Commander Godsall. Dark blue.....	.25	2.50
Constance Hinton. Black seeded white.....	.25	2.50
Daisybud. A harmonious combination of apple blossom tints with a cast of cream pink.....	.25	2.50
Elfrida Pearson. Large pale pink.....	.25	2.00
Empire. Deep pink, fine.....	.40	5.00
Fordhook Orange. Extra.....	.35	3.50
Glory. Cerise.....	.25	2.50
Gold Crest. Salmon, extra.....	1.75	20.00
Hawmark Salmon Pink. Rich deep pink with salmon and orange tints in the standard.....	.30	3.00
Hercules. Giant pink.....	.25	2.50
King White Improved. Pure glistening white.....	.25	2.50
King Edward VII. The best pure red.....	.25	2.00
Matchless. Cream color.....	.25	2.50
Mammoth. Orange scarlet.....	.45	4.00
Miss California. Cream pink.....	.30	3.00
Mrs. Tomlin. Scarlet, extra.....	.25	2.50
Mrs. Tom Jones. Bright blue, large.....	.25	2.50
Picture. A blend of cream and pink.....	.25	2.50
Powers Court. Pure lavender, extra.....	.25	2.50
Royal Scot. A fiery deep cerise of vigorous habit... ..	.25	2.50
Supreme. Light pink, extra.....	.90	10.00
Sunset. Soft rich rose with a glowing yellow suffusion near the base.....	.25	2.50
Tangerine Improved. Orange.....	.30	3.00
Valentine. Pleasing shade of delicate blush pink.. ..	.25	2.50
Warrior. Rich reddish maroon flushed with bronze. ..	.25	2.50
Extra Choice. Mixed.....	.20	2.00



NEW SWEET PEA, TRUE HEAVENLY BLUE.

NEW SWEET PEA

(Summer Flowering) HEAVENLY BLUE
“THE TRUE VARIETY”

A fine new blue, of a most beautiful soft tone of delphinium blue.

It is a pure blue self that does not show a trace of violet.

The flowers are of immense size with fours invariably well placed on long, stiff stems.

This novelty is a very marked improvement over Mrs. Tom Jones and we believe it will be hard to surpass among late flowering blue Sweet Peas for many years to come. Price, per oz., \$1.00; per 1-4 lb., \$3.00; per lb., \$10.00.

Special Discount

For quantity orders for both early and Summer-flowering Sweet Peas we allow 10 per cent discount on purchases of 5 pounds or more in one or several varieties.



STATICE SINUATA

Used both fresh and dried. Excellent cut-flower material.
ROCK CRESS (See Arabis)

RUDBECKIA—Coneflower (Perennial)

Tall growing plants blooming profusely all summer.

	Tr. Pkt.	Oz.
Bicolor Superba. Yellow, brown center.....	\$0.15	\$0.50
Purpurea. Reddish purple.....	.30	1.25

SALPIGLOSSIS

Very showy annuals, splendid for cutting.

	Tr. Pkt.	Oz.
Crimson and Gold.....	\$0.30	\$1.15
Primrose30	1.15
Purple and Gold.....	.30	1.15
Rose and Gold.....	.30	1.15
Scarlet and Gold.....	.30	1.15
White and Gold.....	.30	1.15
Violet and Red.....	.30	1.00
Choice Mixed25	.75
Emperor. Extra large flowering, mixed.....	.25	1.00

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with a specialist who supplies only fine plump seed which is saved from specimen plants and such as shows a high germination.

	Tr. Pkt.	Oz.
America (Globe of Fire).....	\$0.50	\$4.50
Bonfire (Clara Bedman)40	3.00
Fireball, Dwarf50	3.00
Splendens. Tall growing35	2.00
Drooping Spikes50	4.00
Zurich. Dwarf, early50	4.00
Patens. Blue50	

SAPONARIA

	Tr. Pkt.	Oz.
Vaccaria. A free-blooming annual with beautiful pink feathery flowers, (1/4 lb., 75c).....	\$0.15	\$0.35

Used in same manner as Baby's Breath.

SCARLET FLAX (See Linum)

SENSITIVE PLANT—Mimosa

	Tr. Pkt.	Oz.
Pudica. Flowers pinkish white.....	\$0.15	\$0.50

SHAMROCK

	Tr. Pkt.	Oz.
True Irish. 1/4 lb., \$2.50.....	\$0.20	\$0.75

SHASTA DAISY (See Chrysanthemum)

SCABIOSA—Mourning Bride

	Tr. Pkt.	Oz.
Lavender, Cherry Red, Crimson, Flesh Tr. Pkt.		
Pink, Black, Rose or White.....	\$0.15	\$0.50
Ageratum Blue15	.60
Peach Blossom25	1.00
Shasta. Pure white.....	.25	1.00
Extra Fine Mixed.....	.15	.40
Dwarf Double Mixed.....	.15	.40

SCHIZANTHUS—"Butterfly Flower"

	Tr. Pkt.	Oz.
For Cut Flowers—		
Garroway's Hybrids	\$0.50	
Hybrida Grandiflora20	\$0.75
Wisetonensis. Fine for pots.....	.30	1.00
Wisetonensis. Rose and amber shades. 1/4 oz., 60c30	

SMLAX

Myrsiphyllum Asparagoides

	Tr. Pkt.	Oz.
A well known greenhouse climber. Valuable for floral decorations. 1/4 lb., \$1.75	\$0.15	\$0.50

SNAPDRAGON (See Antirrhinum)

SOLANUM—"Jerusalem Cherry"

	Tr. Pkt.	Oz.
Capsicastrum—		
Jerusalem Cherry. Scarlet berries.....	\$0.15	\$0.50
Cleveland Cherry. Grows more compact than above and produces the scarlet berries in greater profusion.....	.40	2.00
Bird's Eye Pepper75	

STATICE—Everlasting Flower

	Tr. Pkt.	Oz.
Valuable for cutting or decorative purposes.		
Latifolia. Perennial. Large deep blue flowers.....	\$0.25	\$2.00

STATICE ANNUAL VARIETIES (See Illustration Above)

	Tr. Pkt.	Oz.
Coming into great favor for cut flowers.		
Sinuata. Blue	\$0.20	\$0.60
White20	.60
Lavender20	.60
Rosea Superba20	.60
Bonduelli, Golden Yellow.....	.15	.40
Suworowi (Russian or Cattail Statice).....	.50	1.25

STEVIA

	Tr. Pkt.	Oz.
Serrata. Fragrant white flowers; desirable for cutting	\$0.30	\$1.80

STOCKS

A. B. C. Special Florists' Strains

Stocks Are One of Our Specialties

Our percentage of doubles equals the best European strains and our grower received five "Awards of Merit" and two "highly commended" at the trial of Stocks conducted by the Royal Horticultural Society of Great Britain at Wisely, England, in 1922.

IMPROVED BISMARCK STOCKS

An especially meritorious class. These Stocks are giant, growing from twenty-four to thirty inches tall, of branching habit, producing innumerable large spikes measuring twelve to sixteen inches long, coming into bloom in ten to twelve weeks.

	Tr. Pkt.	Oz.
White	\$0.50	\$3.00
Blood Red50	3.00
Blush, Apple Blossom.....	.50	3.00
Canary Yellow (Golden Bell).....	.50	3.00
Dark Blue50	3.00
Fiery Blood Red. Fine.....	.50	3.00
Lavender. Extra50	3.00
Rose. Deep rose-pink.....	.50	3.00
Choice Mixed50	3.00

These Bismarck Stocks find great favor in the Chicago wholesale cut-flower market. They come into bloom about ten days later than "Beauty of Nice" listed on next page.

STOCKS—Continued

MAMMOTH BEAUTY OF NICE, EARLY FLOWERING

Branching Stocks which bloom earlier than other strains. Very desirable for cut flowers.

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Canary Yellow	\$.40	\$2.50	Old Rose	.40	\$2.50
Carmine Rose	.40	2.50	Rosy Lilac	.40	2.50
Crimson	.40	2.50	White	.40	2.50
Deep Blue	.40	2.50	Lavender	.40	2.50
Flesh Pink	.40	2.50	Choice Mixed	.40	2.50

PERPETUAL BRANCHING—Giant Perfection

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Blood Red	\$.40	\$2.50	Snowdrift (New)		
Flesh	.40	2.50	Early; pure white	\$.50	\$2.50
Pale Blue	.40	2.50	Princess Alice		
Pale Blush	.40	2.50	White. (Cut-and-come-again)	.50	2.50
Rose	.40	2.50	Choice Mixed	.40	2.50

LARGE FLOWERING DWARF TEN WEEK STOCKS FOR BEDDING

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Blood Red	\$.40	\$2.50	White	\$.40	\$2.50
Bright Pink	.40	2.50	Flesh	.40	2.50
Canary Yellow	.40	2.50	Light Blue	.40	2.50
Deep Purple	.40	2.50	Choice Mixed	.40	2.50
Lavender	.40	2.50			

WALLFLOWER LEAVED TEN WEEK STOCKS

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Apple Blossom	\$.50	\$2.50	Snowflake. Pure white	\$.50	\$2.50
Canary Yellow	.50	2.50	Choice Mixed	.50	2.50
Violet Queen	.50	2.50			

STOKESIA—Cornflower Aster

One of the most desirable hardy perennial plants for the border and excellent for cutting.

	Tr. Pkt.	Oz.
Cyanea. Lavender blue	\$.25	\$1.50
Cyanea Alba. Pure white	.25	1.50

STRAWFLOWER (See Helichrysum)

SUNFLOWER—Helianthus

ANNUAL VARIETIES

	Tr. Pkt.	Oz.
Chrysanthemum Flowered. Double yellow	\$.15	\$.25
Cucumerifolius (Miniature Sunflower). Single yellow	.15	.25
Cut and Come Again. Single yellow	.15	.25
Double Globe (Globosus Fistulosus). Rich yellow	.15	.25
Dwarf Double (Globe of Gold). Deep yellow	.15	.25
New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow	.15	.40
Oscar Wilde. Single yellow, with black center	.15	.25
Russian. Large yellow; single	.05	.05
Stella. Single yellow, black center	.15	.25

SWEET ALYSSUM (See Alyssum)

SWEET SULTAN—Centaurea Moschatus

	Tr. Pkt.	Oz.
Mixed Annual. Fragrant flowers resembling "Bachelors Buttons"	\$.15	\$0.50

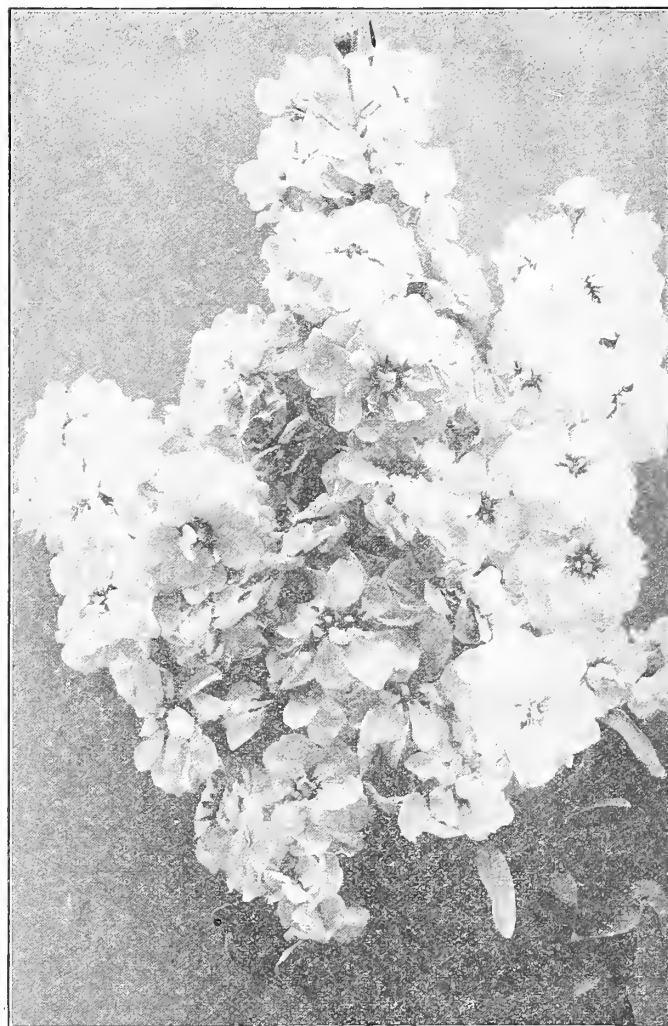
SWEET ROCKET—Hesperis

	Tr. Pkt.	Oz.
Mixed Perennial. Purple and white	\$.15	\$0.50

SWEET WILLIAM—Dianthus Barbatus

Provides excellent cut flowers.

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Single Crimson	\$.15	\$0.50	Single Mixed	\$.15	\$0.45
Pink Beauty	.25	1.00	Double Mixed	.15	.60
Scarlet Beauty	.25	1.00	Single and Double		
Velvety Maroon	.15	.50	Mixed	.15	.60
White	.15	.50			



STOCK EARLY GIANT IMPERIAL
 (Improved Bismarck)

An especially meritorious class, growing from twenty-four to thirty inches tall; of branching habit. Very early blooming and producing a high percentage of doubles. See preceding page for list.

TAGETES

	Tr. Pkt.	Oz.
Signata Pumila. Good bedding plant; flowers golden yellow	\$.15	\$0.75

THALICTRUM

Dipterocarpum. Flowers rosy purple with yellow anthers, perennial, fine for cutting	\$.50	\$3.00
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THUNBERGIA—Black Eyed Susan

	Tr. Pkt.	Oz.
Mixed	\$.20	\$1.00

TORENIA

	Tr. Pkt.	Oz.
Fournieri Grandiflora. Blue	\$.50	\$3.00

TRITOMA—Red Hot Poker

Hybrids Mixed	\$.25	\$1.50
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Snapdragons Grown in the Open Produce Excellent Summer Cut Flower Material.



ZINNIA, ELEGANS LILLIPUT
Salmon Rose

Miniature Blooms which are exceptionally choice for cut flowers.

VERBENA

	Tr. Pkt.	Oz.
Mammoth Scarlet (Defiance)	\$0.30	\$1.25
Pink30	1.25
Purple30	1.50
Blue30	1.50
Striped30	1.00
Etna (New). Red35	
Lucifer. Cardinal red.....	.30	1.50
White30	1.25
Yellow30	1.50
Mixed30	1.00
Giant Flowered Mixed.....	.50	1.75
Lemon Scented35	3.75

VERBENA VENOSA

	Tr. Pkt.	Oz.
Heliotrope Blue. This makes an exceptional bedding plant when combined with Dwarf White Sweet Alyssum	\$0.30	\$1.50

VINCA—Periwinkle

	Tr. Pkt.	Oz.
An excellent bedding plant. Sow seed early.		
Alba Pura, Pure White	\$0.25	\$1.00
Alba, White with Eye25	1.00
Rosea, Pink25	1.00
Mixed20	.80

VIOLET—Viola Odorata

	Tr. Pkt.	Oz.
Single Blue Czar	\$0.50	\$4.00

VIOLA CORNUTA—Tufted Pansies

	Tr. Pkt.	Oz.
Admiration, Dark Blue	\$0.40	\$2.00
Cornuta, Mauve Queen, Mauve40	2.00
Blue Perfection. Light Blue.....	.40	2.00
White Perfection, Pure White.....	.40	2.00
Mixed40	1.75

ZINNIAS

A. B. C. "Gold Medal" Dahlia-Flowered

A REAL FLORIST'S "MONEY MAKER"

Positively the "Last Word" in Zinnias for Cut Flowers.

See Inside Front Cover for Colored Illustration

Our seed is from the originator; we caution against buying inferior strains of this worthy novelty.

These new Zinnias are recommended for growing under glass for cutting as well as for outdoor planting.

We offer all varieties as follows: (Originator's new crop seed).
Exquisite. Color light rose with center a deep rose.

Old Rose. Real old rose shade.

Illumination. Deep rose.

Golden State. Orange-yellow.

Crimson Monarch. By far the largest and best of red shades.

Giant Attraction. A distinct shade of brick red (Spectrum Red).

Scarlet Flame. A large, beautiful, bright scarlet, with a delightful blending of orange throughout the petal.

Meteor. A rich, glowing deep red (Spinel Red).

Oriole. An immense orange and gold bicolor.

Dream. A fine, deep lavender, turning to purple (Mallow Purple).

Polar Bear. A very large pure white.

Buttercup. An immense deep creamy yellow.

Canary Bird. A delicate shade of primrose.

Prices of each of above: Extra size trade pkt., 35c; 1/4 oz., 60c; per oz., \$2.00.

Special Offer. One extra size trade pkt. each of any seven varieties selected from above for \$2.00.

Special Mixture. A well blended mixture containing the above novelties. Price, extra size tr. pkt., 25c; per oz., \$1.50.

ZINNIAS, DOUBLE GIANTS

(Improved Grandiflora Robusta)

The Giants are still very popular on account of their bright colors.

	Tr. Pkt.	Oz.
Buttercup Deep Yellow, Crimson, Purple, Golden Yellow, Rose Salmon, Scarlet, Shrimp, Pink, Sulphur Yellow, Violet or White.....	\$0.30	\$1.00
Special Mixed20	.75

ZINNIAS, DWARF DOUBLE VARIETIES

Crimson, Pink, Scarlet, White Pink, or Yellow.....	\$0.15	\$0.50
Salmon Rose (Exceptional for cut-flowers.....)	.15	.80
Mixed15	.40

ZINNIA ELEGANS, LILLIPUT

Small Double Flowers

Dark Crimson	\$0.15	\$0.80
Golden Gem15	.80
Salmon Rose (Very select).....	.15	.80
Scarlet Gem15	.80
White Gem15	.80
Mixed Colors15	.60

ZINNIAS, MISCELLANEOUS VARIETIES

Red Riding Hood	\$0.20	\$0.75
Giant Picotee "Golden Pheasant." Gold ground tipped with maroon.....	.35	1.80
Mexicana Perfection. (Haageana). Single star, yellow30	1.00

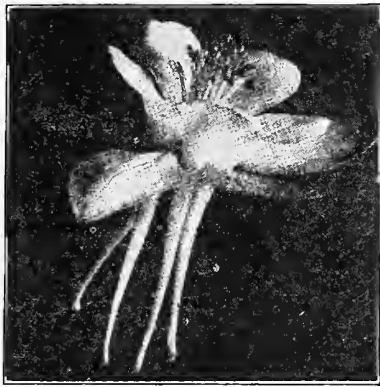
WALLFLOWER

Double Brown	\$0.50	
Yellow50	
Choice Mixed35	\$2.00
Paris. Extra Early, Yellow15	.60
Blood Red15	.60
Mixed15	.50
Single Mixed15	.50

XERANTHEMUM—Everlasting Flower

Double Mixed. Annual for Winter bouquets.....	\$0.15	\$0.50
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Hardy Perennial Flower Seeds



For Complete List of
Desirable
**HARDY
PERENNIAL
PLANTS**
See Following
Pages

AQUILEGIA—Long Spurred

ACHILLEA (Milfoil or Yarrow)

Parmica "The Pearl"..... Tr. Pkt. Oz. \$0.50 \$3.00

ANTHEMIS (Hardy Marguerite)

Melwayl. Golden-yellow blossoms; excellent for cutting; 2 feet Tr. Pkt. Oz. \$0.25 \$1.25

ARABIS (Rock Cress)

Alpina. Spreading tufts covered with a sheet of pure white flowers Tr. Pkt. Oz. \$0.20 \$0.75

AURICULA (Primula Auricula)

A well-known favorite of great beauty; choice mixed varieties Tr. Pkt. Oz. \$0.75

AGROSTEMMA (Mullein Pink)

Coronaria, Hardy. Perennial; deep crimson flowers..... Tr. Pkt. Oz. \$0.15 \$0.35

ALYSSUM (Golden Tuft)

Saxatile Compactum. Perennial; golden yellow..... Tr. Pkt. Oz. \$0.20 \$0.60

ANCHUSA (Alkanet, Bugloss)

Italica Dropmore Variety. Bears in abundance flowers of the richest gentian-blue during May and June..... Tr. Pkt. Oz. \$0.20 \$0.75

ANEMONE (Windflower)

Coronaria. Mixed colors. (Poppy Anemone)..... Tr. Pkt. Oz. \$0.20 \$0.60
St. Brigid. A beautiful selection of the above..... .50 3.00

AQUILEGIA (Columbine)

Alpina. Rich blue..... Tr. Pkt. Oz. \$0.25 \$1.00
Californica Hybrida. Mixed colors..... .50 2.50
Chrysantha. Yellow..... .50 3.00
Coerulea. Blue and white..... .40 2.50
Silver Queen. Long spurred white..... .50 2.50
Single-flowering. Mixed..... .15 .50
Double-flowering. Mixed..... .15 .60

LONG-SPURRED COLUMBINES

Finest mixed. All colors, the finest mixture procurable... Tr. Pkt. Oz. \$0.40 \$2.25

BAPTISIA AUSTRALIS (False Indigo)

Dark Blue Tr. Pkt. Oz. \$0.25 \$1.00

CAMPANULAS (Bellflowers)

CAMPANULA MEDIA (Canterbury Bells)

Blue, white, pink or mixed..... Tr. Pkt. Oz. \$0.15 \$0.40
Persicifolia Grandiflora Blue. (Peach Bell.) Undoubtedly one of the finest of the hardy Bellflowers; grows 2 to 3 feet high, with large blue flowers..... .50 3.50

CANTERBURY BELLS

Persicifolia Grandiflora Alba. The white-flowered Peach Bells..... Tr. Pkt. Oz. \$0.50 \$3.50
Pyramidalis Blue. (The Chimney Bellflower.) A beautiful stately hardy plant, either for garden or pot culture; blue salver-shaped flowers 4 to 6 feet..... .25 3.50
Pyramidalis Alba. Same as above, but with white flowers..... .50 3.00
Rotundifolia. (Blue Bells of Scotland)..... .50 5.00

CERASTIUM (Snow in Summer)

Tomentosum Tr. Pkt. Oz. \$0.25 \$1.50

CARNATION

Hardy border, double mixed..... Tr. Pkt. Oz. \$0.30 \$1.25

CALYCANTHEMA (Cup and Saucer Canterbury Bells)

	Tr. Pkt.	Oz.
Calycanthema. Blue	\$0.30	\$1.75
Calycanthema. Rose-pink30	1.75
Calycanthema. White30	1.75
Calycanthema. Mixed25	1.50
Single. Dark Blue15	.40
Single. Light Blue15	.40
Single. Rose15	.40
Single. White15	.40
Single. Mixed10	.30
Double-flowering. Mixed20	.75

CENTAUREA MONTANA

Perennial Blue Cornflower..... Tr. Pkt. Oz. \$0.20 \$0.60

CHRYSANTHEMUM (Shasta Daisy, etc.)

King Edward VII. Moonpenny Daisy..... Tr. Pkt. Oz. \$0.20 \$0.60
Shasta Daisy "Alaska"; pure white..... .40 2.00

COREOPSIS (Golden Coreopsis)

Lanceolata Grandiflora Tr. Pkt. Oz. \$0.15 \$0.50

DELPHINIUM (Hardy Larkspur)

	Tr. Pkt.	Oz.
Belladonna. Light turquoise blue (\$7.00 per ¼ lb.).....	\$0.40	\$2.00
Bellamosum. A rich deep blue form of Belladonna.....	.50	2.50
Gold Medal Hybrids. Finest strain of mixed Hybrids.....	.50	2.50
Chinense. Intense gentian blue, dwarf.....	.35	1.00
Chinense Album. White dwarf.....	.20	.75
Formosum. Deep blue with white center.....	.30	1.50

DIANTHUS (Hardy Pinks)

Allwoodi (new perpetual hardy Pinks), packet of 100 seeds, \$1.25.

DIANTHUS or PINKS

	Tr. Pkt.	Oz.
Latifolius Atrococcineus fl. pl. Rich fiery scarlet Crimson.....	\$0.25	\$1.50
Plumarius Single Mixed (Pheasant Eye Pink).....	.25	.75
Plumarius Double Mixed (Hardy Garden Pinks).....	.35	2.00
Plumarius Semperflorens (Everblooming Hardy Pinks). Mixed colors50	2.50

DICTAMNUS (Gas Plant)

Fraxinella Alba. Seed somewhat slow in germinating... Tr. Pkt. Oz. \$0.25 \$2.40

DIGITALIS (Foxglove)

	Tr. Pkt.	Oz.
Giant Shirley. A greatly improved strain.....	\$0.50	\$2.50
Monstrosa (Mammoth Foxglove) Mixed.....	.20	.85
Gloxinaeflora Mixed. All colors.....	.20	.85

ECHINOPS RITRO (Globe Thistle)

Silvery thistle-like foliage and fine steel-blue flowers... Tr. Pkt. Oz. \$0.25 \$0.75

EUPATORIUM (Thoro Wort)

	Tr. Pkt.	Oz.
Ageratoides. A very useful variety, growing 3 to 4 feet high, with dense heads of minute white flowers from August to October.....	\$0.25	\$1.00
Fraseri. A very pretty dwarf variety, producing clusters of snow-white flowers; fine for cutting. 1½ feet.....	.25	1.00

GAILLARDIA (Blanket Flower)

	Tr. Pkt.	Oz.
Grandiflora Compacta. A compact variety, forming bushy plants 12 to 15 inches high.....	\$0.15	\$0.60
Grandiflora Superb Mixed15	.50

GEUM (Avens)

	Tr. Pkt.	Oz.
Atrosanguineum fl. pl.....	\$0.35	\$1.50
Mrs. Bradshaw. Large double brilliant orange scarlet; in flower throughout the entire summer.....	.40	2.50

GYPSOPHILA (Baby's Breath)

	Tr. Pkt.	Oz.
Paniculata Single	\$0.15	\$0.40
Paniculata Double50	8.00

HELENIUM (Sneeze Wort)

Strong-growing hardy perennials giving an enormous crop of flowers in late summer.

	Tr. Pkt.	Oz.
Autumnale Superbum. Golden-yellow flowers; 5 to 6 feet.....	\$0.25	\$1.00
Riverton Beauty. Rich lemon-yellow, with a large purplish-black cone; 4 feet.....	.25	1.00

HOLLYHOCK, DOUBLE

	Tr. Pkt.	Oz.
Pink, Rose Pink, Scarlet, Crimson, Salmon, White, Yellow and Maroon	\$0.20	\$1.25
Mixed, all colors20	1.00

IBERIS (Hardy Candytuft)

	Tr. Pkt.	Oz.
Gibraltarica Hybrida. White shading to lilac.....	\$0.20	\$1.00
Sempervirens. The popular hardy white variety.....	.50	4.00

Hardy Perennial Flower Seeds

(CONTINUED)

LATHYRUS (Everlasting or Hardy Sweet Pea)

Showy, free-flowering, hardy perennial climbers for covering old stumps, fences, etc.; continually in bloom; fine for cutting.

	Tr. Pkt.	Oz.
Latifolius "White Pearl." The finest white.	\$0.20	\$0.35
Pink Beauty. Rosy pink.	.20	.85
Red. Rosy-red	.20	.85
Mixed. All colors.	.20	.85

LAVANDULA VERA

	Tr. Pkt.	Oz.
True Sweet Lavender	\$0.25 \$1.00

LIATRIS (Blazing Star or Gay Feather)

Trade Packet, \$0.25; ounce, \$0.75.

LUPINUS (Lupine)

Effective plants, producing large spikes of flowers; blooming in May and June. They require only well-prepared garden soil, preferably in a semi-shady location. 3 feet.

	Tr. Pkt.	Oz.
Polyphyllus Roseus	\$0.20 \$0.70
Polyphyllus Blue20 .50
Polyphyllus White20 .50
Polyphyllus Mixed—All Colors15 .40

PAPAVER (Hardy Poppies)

Both the Iceland and Oriental Poppies are used extensively in the best gardens. The Iceland is excellent for cutting.

	Tr. Pkt.	Oz.
Nudicaule (Iceland Poppy). Bright yellow	\$0.25 \$1.25
Nudicaule. Pure white.25 1.25
Nudicaule. Mixed25 1.00
Orientele (Oriental Poppy). Orange scarlet20 1.25
Orientele Princess Victoria. Salmon40 2.00
Orientele Hybrids. Mixed25 1.50

PHYSALIS (Japanese Lantern Plant)

	Tr. Pkt.	Oz.
Francheti	\$0.25 \$1.00

PRIMULA (Hardy Primrose)

	Tr. Pkt.	Oz.
Auricula. Choice mixed	\$0.75
Veris (Cowslip) Mixed, all colors40 \$2.25
Vulgaris (English Primrose) Canary-yellow, fragrant40 2.00

PENTSTEMON (Beard Tongue)

Most useful showy perennials, flowering throughout the summer months.

	Tr. Pkt.	Oz.
Barbatus Torreyi. Spikes of brilliant scarlet flowers; height 3 to 4 feet.	\$0.20 \$0.75
Mixed. Containing a great variety of sorts20 .60

PHLOX

	Tr. Pkt.
Decussata. Seed saved from a fine collection of named sorts. Can be supplied in mixture only
	\$0.50

PLATYCODON (Japanese Bellflower)

One of the best hardy perennials, producing very showy flowers during the whole season. Excellent for planting in permanent borders or among shrubbery; easily raised from seed.

	Tr. Pkt.	Oz.
Grandiflorum. Large steel-blue flowers	\$0.20 \$1.25
Album. Pure white variety25 1.25
Mariesi. Large, open bell-shaped flowers of a rich violet-blue; plant dwarf and compact30 2.00

PYRETHRUM HYBRIDUM

	Tr. Pkt.	Oz.
Grandiflorum. Single, large flowering, mixed	\$0.40 \$2.00
Double. Saved from a fine strain	1.00 5.00

RUDBECKIA (Coneflower)

	Tr. Pkt.	Oz.
Newmani. Dark orange-yellow flower with deep purple conc.	\$0.30 \$1.50
Purpurea. Flowers reddish-purple with large center of brown25 1.25

SCABIOSA

	Tr. Pkt.	Oz.
Caucasica (Blue Bonnet). One of the handsomest of hardy perennials; especially valuable for cutting, the blooms lasting a long time in water; color soft lavender-blue; 3 feet.	\$0.50 \$2.50

NOTE: If you do not find in this list the desired Hardy Perennial Seeds you can look to us for supply as we carry in stock all standard varieties in commerce. A. B. C.

SALVIA (Sage)

	Tr. Pkt.	Oz.
Azurea Grandiflora. A hardy perennial variety, producing during August and September spikes of pretty sky-blue flowers in great profusion; 3 to 4 feet.	\$0.40 \$2.00
Farinacea. Light blue, makes a fine line50 2.50

SAPONARIA (Soap Wort)

	Tr. Pkt.	Oz.
Ocymoides. A very useful hardy plant for the rockery or the border, producing from May to August masses of attractive small bright rose flowers; 8 inches	\$0.15 \$0.60

STATICE (Sea Lavender)

Splendid hardy perennials, either for the border or rockery, producing all summer panicles of minute flowers, which can be dried and used for winter bouquets.

	Tr. Pkt.	Oz.
Latifolia. Purplish-blue flowers	\$0.25 \$2.00

SWEET WILLIAM (Dianthus Barbatus)

There is always a good demand for these beautiful free-flowering old-fashioned favorites. Very easily raised from seed.

	Tr. Pkt.	Oz.
Single Holborn Glory. Large flowering auricula-eyes. Various colors	\$0.15 \$0.50
Single Newport Pink. Salmony Rose or Watermelon Pink25 1.00
Single Scarlet Beauty. Intense bright scarlet25 1.00
Single White15 .50
Single Velvety Black Maroon15 .50
Single Mixed. All colors. 1/4 lb.	\$1.00 .15 .30
Double-flowering Mixed. All colors20 .60
Double-flowering Giant Mixed. Very large25 1.00

SWEET ROCKET (Hesperis)

Bears spikes of snowy white, lilac and purple fragrant flowers.

	Tr. Pkt.	Oz.
Mixed Colors	\$0.15 \$0.50

THALICTRUM (Meadow Rue)

	Tr. Pkt.	Oz.
Dipterocarpum. Graceful sprays of flowers, elegantly arranged on stems 4 feet high, invaluable for cutting; the flowers are of charming shade of violet-mauve, which is brightened by a bunch of lemon-yellow stamens and anthers.	\$0.50 \$3.00

TRITOMA

(Red-hot Poker, Flame Flower, or Torch Lily)

	Tr. Pkt.	Oz.
Hybrida. It is not generally known that Tritomas are readily grown from seed.	\$0.25 \$1.50

TUNICA

	Tr. Pkt.	Oz.
Saxifraga. A pretty tufted plant with light pink flowers; produced all summer, useful either for the rockery or the border	\$0.15 \$0.30

VALERIANA (Valerian)

	Tr. Pkt.	Oz.
Rubra. Mixed. Showy hardy border plants producing large corymbs of red or white flowers; fine for bouquets; mixed, 2 feet.	\$0.15 \$0.60

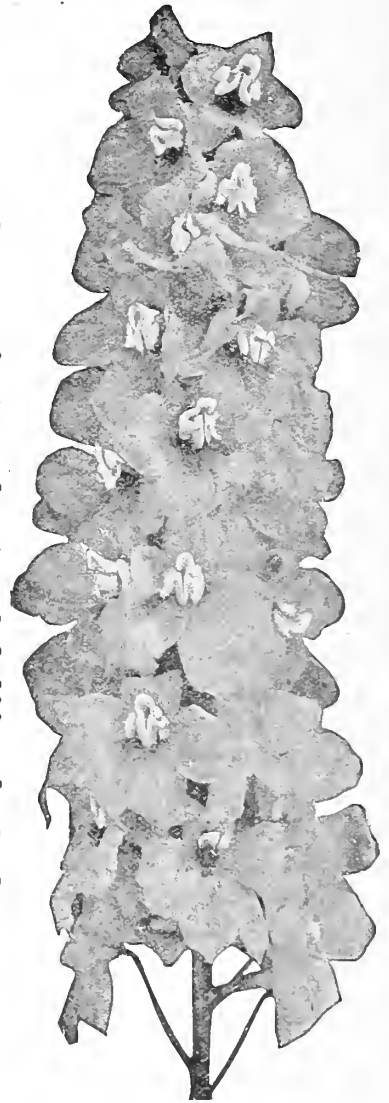
VERONICA (Speedwell)

	Tr. Pkt.	Oz.
Maritima. Long spikes of blue flowers from July to September	\$0.25 \$1.00
Spicata. An elegant hardy border plant, growing about 1 1/2 feet high, producing long spikes of bright blue flowers in June and July30 1.50

WALLFLOWER

Well-known deliciously fragrant half hardy perennials, blooming early in the spring, with spikes of beautiful flowers. In the north they should be protected in a cold frame in the winter and planted out in April.

	Tr. Pkt.	Oz.
Goliath. A splendid single variety; flowers of a rich shining red with a black velvety sheen	\$0.15 \$0.40
Single. Mixed. All colors15 .50
Double-flowering Finest Mixed35 2.00

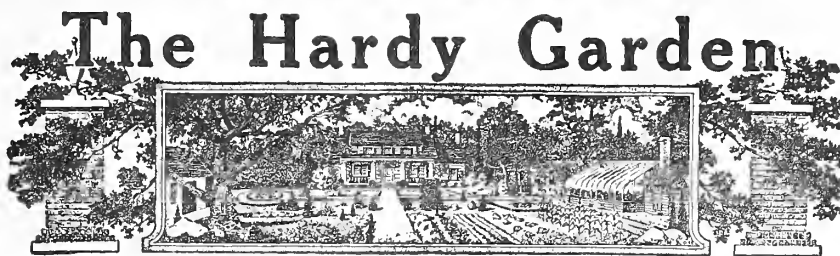


DELPHINIUM
(Hardy Larkspur)

Delphiniums, both the perennial varieties, particularly "Belladonna" and "Bellamosum," as well as the annual "Stock Flowered," are now considered indispensable to the cut-flower trade. (See offering of plants in "Hardy Plant Pages.")

PLEASE NOTE

Prices quoted in this list are for strong one year old field roots, **NOT** seedlings.



Provide a supply of hardy plants for your customers' gardens. The demand for same is large.

GROW YOUR OWN CUT FLOWERS

PLANT HARDY PERENNIALS

FOR FIELD CULTURE

Some Kinds, Particularly Delphinium, (Varieties Belladonna and Bellamosum) Are Desirable for Forcing

Did This Ever Happen to You?

"We need flowers and 'fillers' for nine pieces tomorrow morning," says the store. You know best what that means to you when you have drawn on every resource for a heavy run the last three days. If you have a small patch of ground for perennials, that emergency need not happen often. Glance thru this price list with a view to seeing the possibilities of perennials in your business.

We believe that you will recognize these as important facts:

- (1) Perennials come at a time of year when greenhouse stock is hard to get.
- (2) Perennials present a wide variety of cuts and fillers that cover a long season of the year.
- (3) Perennials are cheaper to raise than greenhouse products because they do not have to bear the heavy overhead of "under glass" growing.

As a producer for the retail market you know what takes; you know what you can produce under present plans; you can see the wonderful possibilities of a perennial planting in your business. In the light of the facts as you know them, we urge you to act now. The early spring planting season will soon be here and if you are to cash in on the best of the growing season, we should have your order immediately.

A. B. C. Suggestion, a Worth-while One, We Believe

If you are not the fortunate possessor of a parcel of ground, secure a nominal supply of A. B. C. "Supreme" Quality Hardy Perennial Plants and "hire them out" to some local market gardener or farmer. This is frequently done by florists throughout the country and generally such an arrangement can be made on a basis that will provide you with summer cut flowers on a low cost basis.

Excerpt from address by W. J. Barnes, Kansas City, Mo., delivered at the convention of the Oklahoma State Florists' Association, at Muskogee, Okla.

Hardy Perennials

Their Possibilities

What can be done with perennial and garden flowers? You can make anything that can be made with any other flowers. I can remember many pretty things made entirely of garden flowers; for instance, a large wreath, about three-fourths of it of dark purple delphinium, finished with a large cluster of candidum lilies, another of English ivy leaves with a garland of hardy asters (Michaelmas Daisies). Only recently we made a neighborhood piece about six feet high of gladioli on an easel; for appearance it would have been hard to equal with greenhouse-grown flowers, right today and every day, we are putting up beautiful and artistic spray bouquets, panels and wreaths, that I am sure would please the most critical; and we do not use a single rose or carnation.

If you will grow a good, strong row of *Tamarix hispida* (shrub), you can snap your fingers at the cut ferns during the summer, when it is so hard to get ferns and to keep them; its bluish green foliage is a wonderful help to your flowers in sprays or otherwise. I prefer it to asparagus for the foliage, and the flowers do help.

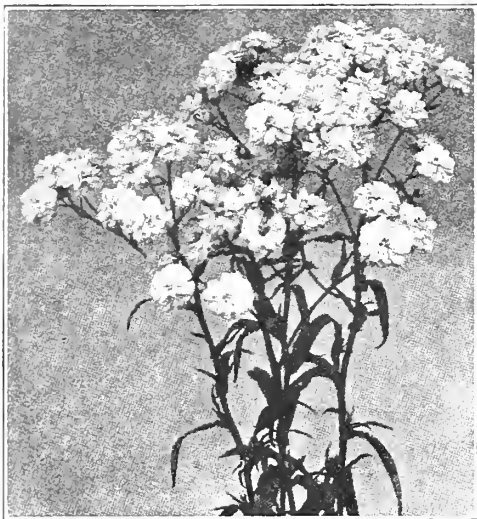
I have used it with lilies, late gladioli and early mums, and it is a jewel.

I have not said anything about growing plants such as gladioli, asters, dahlias and so on, as I suppose everyone is growing and knows about them. Some of the things I have mentioned work wonderfully well with those and help to make different combinations, so that you do not get tired of the sameness. One thing I should like to call your attention to is *ismene calathina*, sometimes called Peruvian daffodil. It is also called the white amaryllis, which we call them. This is a bulb that you plant in the Spring in about three plantings, commencing as soon as the soil is warm, and ending about June 15 to 20. We are just cutting the last, and they work up as well as Easter lilies and are no trouble whatever to grow, and your bulbs increase in size and number.

Always remember that it pays every evening to go out and cut a lot of these flowers and put them in fresh, cold water; a cave or cool cellar is almost all they need, and if you do not use them one day, throw out those that do not look good and get more. If you do this, you will always have the stock ready to use and in the right condition to use. Your customers will not be kicking because they get a lot of wilted flowers, and gradually will get to like and use more and more of these, and you will pile up more and more dollars for your Uncle Sam to collect income tax from. But, incidentally, you get away from that awful thought, "Where are the flowers coming from to fill that order?"

PLEASE NOTE: We cannot accept orders for less than one dozen plants of a variety.—A. B. C.

We offer the following selected list of Hardy Perennial Plants for delivery the coming Spring, also Fall season, 1928. All of this stock is of strong field growth and such as will no doubt produce results the first season after planting. Not to be confounded with small pot plant stock or seedlings frequently offered at so-called bargain prices. Place order at once (this is important as some kinds are in comparatively short supply) for shipment in due season; 25 plants at 100 rate.



ACHILLEA
Perry's White

ACHILLEA,
"BALL OF
"SNOW."

Blooms all Summer.
Excellent cut flower.

Achillea Boule de Neige, and Perry's White, for ground work in funeral pieces and baskets, has taken a place in the front rank. Its lasting quality should also be mentioned; it remains in bloom fully seven weeks.

	Doz.	Per 100
ACHILLEA Perry's White. 1 to 2 feet. June to September. A choice new variety; pure white flowers; broad, overlapping petals. Nothing better for cutting	\$1.50	\$10.00
ACHILLEA Boule de Neige (Ball of Snow). An improvement on The Pearl. Wonderful for cut flowers or garden	1.50	10.00
ACHILLEA Millefolium Roseum (Rosy Milefoil). Finely cut deep green foliage; pink flowers in dense heads and found all summer.....	1.50	10.00
ACONITUM (Monkshood, Helmet Flower). Aconites form bushy clumps and are invaluable for planting under trees or in shady or semi-shady positions.		
Fischeri. A dwarf variety growing 30 inches high, with very large pale blue flowers in September and October	2.15	15.00
Spark's Variety. July-August. Darkest blue of all. Plants	2.15	15.00

If you are in the market for hardy perennial plants in some quantity please write for special discount

ANCHUSA (Alkanet) Italica, var. Dropmore. 4-5 ft. June. Tall, branched growth. A large biennial having coarse leaves and gentian-blue flowers	1.75	12.00
AQUILEGIAS or COLUMBINES. Provide excellent cut flowers.		
Chrysantha. Bright, yellow, long spurred.....	1.50	10.00
Chrysantha Alba. A white variety of the above...	1.50	10.00
Chrysantha Fl. Pl. Double golden yellow flowers..	1.75	12.00
Farquhar Pinks. A beautiful strain of nothing but clear pink colors.....	1.75	12.00
Long-Spurred Pink Hybrids. A beautiful and reliable strain comprising a large percentage of pink and rose shades. Long spurs.....	1.75	12.00
Mrs. Scott Elliott's Long Spurred Hybrids. Fine run of colors and distinct shape.....	1.75	12.00
Nivea Grandiflora. Large, pure white.....	1.50	10.00
Silver Queen. Beautiful rose flowers, long spurred	1.75	12.00
Rose Queen. Deep pink.....	1.75	12.00

The Following are Some of the Perennial Flowers that can be used Dried—During Winter or any Time

N A M E L Y : — STATICE, GYPSOPHILA PANICULATA "BABY'S BREATH," JAPANESE LANTERN, ARTEMISIA AND ERYNGIUM.

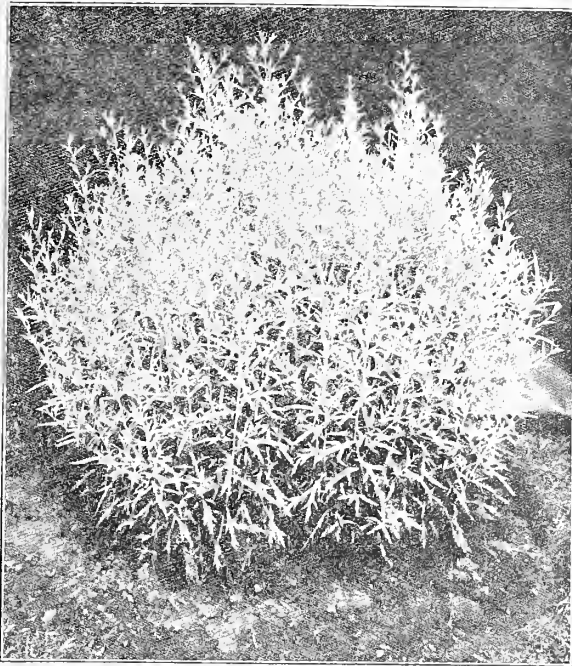
Artemesia "Silver King" is exceptional for intermixing with pink or red roses in spray work

	Doz.	Per 100
ARTEMISIA Lactiflora. White. August. Grows 4 to 4½ feet tall, dark green finely cut foliage. Sweet-scented, small white flowers, to be used like Baby's Breath; but is in season August to September; fine with gladioli; one of the things that help out.....	\$2.10	\$14.00
ARTEMISIA Silver King. (Per 25 plants, \$4.00; per 50 plants, \$7.75.) See illustration on next page....		15.00
ASTERS Hardy (Michaelmas Daisies). These are among the showiest of our late flowering hardy plants giving a wealthy bloom during September and October.		
Abendrothe. Deep rose. 5 ft.....	1.75	12.00
Amellus Elegans. Grows 12 to 15 inches high and produces large showy flowers of a rich bluish-violet during July and August.....	1.75	12.00
Climax. One of the best and showiest, with large pyramidal spikes of large, light lavender-blue flowers. Very free, 5 feet.....	1.75	12.00
White Climax. A splendid white form of above...	1.75	12.00
Feltham Blue. A pretty aniline blue, very free....	1.75	12.00
Mauve Cushion. Very dwarf. Delicate mauve....	1.75	12.00
Novae Angeliae. Bright purple violet. 4 ft.....	1.75	12.00
Novae-Angliae Rosea. Deep reddish violet. Height 4 ft.	1.75	12.00
St. Egwin. One of the finest, covered with beautiful pink flowers.....	1.75	12.00
Tartarcus. Large bluish-lilac. 6 ft.....	1.75	12.00
Mrs. Raynor. The deepest red of all asters.....	1.75	12.00
BOCCONIA Cordata (Plume Poppy). 6-8 ft. Big, feathery heads of creamy white flowers. Tall, upright habit	1.50	10.00
BOLTONIA Asteroides. Among the showiest hardy plants with large single Aster-like flowers. The plant is in bloom during the summer and autumn months with its thousands of flowers open at one time, producing a very striking effect. Pure white, very effective, 5-7 feet.....	1.50	10.00



BUDDLEIA MAGNIFICA—BUTTERFLY BUSH.

Buddleia is unexcelled for blue cut-flowers, especially so when used in connection with white and light colored Gladiolus. Buddleia Variabilis Magnifica, per doz., \$4.50; per 100, \$35.00.



ARTEMISIA, SILVER KING

A Plant of Rare Beauty for Landscape or Use With Cut Flowers

For landscape effect from early summer until late winter, it is a most outstanding plant. Its bright silver colored stems and foliage blend harmoniously with other foliage or blooming plants and its rich, striking beauty in form and color is first to attract attention regardless of its surroundings.

For the cut flower trade the foliage of Artemisia Silver King is one of the greatest values as a filler for sprays or designs. It matures early in the summer and quickly hardens to a state when it can be cut and used without moisture. The foliage does not wilt or shatter after hardening off and can be carried dry indefinitely without losing its color. Leading cut flower dealers who handled the foliage of this Artemisia last season stated there is no other material that will produce the same high-class effect and that when used in sprays with pink roses the effect is most striking.

The illustration above was made from an actual photograph taken July 2, 1926, of a plant in the open ground which has lived through two of our most severe winters without mulch or any protection, proving its absolute hardiness. It thrives in ordinary soil, growing to a height of about three feet in almost perfect symmetrical form. The stems are well branched and thickly covered with bright silver colored foliage, which first appears in the form of small narrow leaves, but these quickly divide into a delicate lacy shape with the appearance of small flower buds all over the branches. Artemisia Silver King is a variety which evidently has been lost in propagation, as we have been unable to find it among the plantings of any growers in the United States, or to locate a grower who has ever seen the same type or color of foliage as produced by this Artemisia.

NOTE: *Artemesia, "Silver King" has given such genuine satisfaction to the trade the past season we have provided for a goodly supply for delivery coming spring. However, we anticipate a large demand for same and therefore urge early purchase.*

Prices: Plants from 2 1/4-inch pots, ready for lining out in the field (April delivery), 25 for \$4.00, 50 for \$7.75, 100 for \$15.00.

EXPENSE SMALL

The expense of Perennials is small—merely a nominal first cost—they live over Winter and bloom again every year in abundance

	Doz.	Per 100
BOLTONIA		
Latisquama. Lavender-pink. 4-5 feet.....	\$1.50	\$10.00
BUDDLEIA (See Illustration) (Butterfly Bush or Summer Lilac). This is properly a shrub, but the top usually freezes back, and the new growth starts from the root like other perennials. Plants grow three to four feet and are covered with long racemes of lilac-like flowers in July. The best location is in good, rich, well drained soil in a sunny situation. It attracts the butterflies, and as many as fifty have been counted about a plant in a single afternoon.		
Variabilis Magnifica	4.50	35.00
CAMPANULA (Bellflower). A large and varied family of the greatest value for general garden decorations. They are of the easiest culture, thriving in any ordinary garden soil.		
Medium (Canterbury Bells) Blue, White or Rose. Separate	1.50	10.00
Medium Calcycanthema (Cup and Saucer). Blue, White and Rose. Colors separate.....	1.50	10.00
Carpatica, Blue and White. Separate.....	1.75	12.00
Persicifolia, Blue and Alba. Separate.....	1.75	12.00
Latifolia Macrantha. 3 feet. June and July. Very handsome, enormous drooping bells of fine satiny lilac and deep purplish shades.....	1.50	10.00
CARNATION. (The Truest Hardy Outdoor Carnation.) No Florist Should be Without Them. A beautiful strain of hardy pink, which resembles most of all the indoor Carnation, blooming in great abundance all summer, in the most magic colors, flowers being semi to full double. Excellent for cutting and very hardy.		
Giant Pink.	1.75	12.00
Giant Red.	1.75	12.00
Giant White.	1.75	12.00
Giant Yellow.	1.75	12.00
Grenadin Red. A large flowering type. Very desirable for garden or cutting.	1.75	12.00
Montana (Cornflower). Grows 2 feet high, bearing large violet-blue flowers from July to September.	1.75	12.00
HARDY CHRYSANTHEMUMS.		
Autumn Glow. Rose crimson, large.....	1.75	12.00
Little Bob. Bronze button.....	1.75	12.00
Field of Snow. Pure white button.....	1.75	12.00
Golden Queen. Yellow, large.....	1.75	12.00
Hilda Wells. Beautiful Tuscan red, shaded yellow at base of petals.....	1.75	12.00
Skibo. Showy, golden button Pompon.....	1.75	12.00
Victory. White, large.....	1.75	12.00
Excelsior. Bright orange yellow; very free. Large	1.75	12.00
Indian. Copperish red	1.75	12.00
Marie Antoinette. Deep pink	1.75	12.00
Old Homestead. A buff pink. One of the best....	1.75	12.00
CHRYSANTHEMUM MAXIMUM (Giant Moon-penny or Shasta Daisies).		
Alaska. Extra large.....	1.50	10.00
Arcticum (Arctic Daisy). Among fall flowering perennials this is one of the best. It forms an attractive clump of dark green foliage, and in September multitudes of white flowers, slightly tinged rose or lilac, 2 inches wide. 2 to 2 1/2 ft. Sept.-Nov.	1.75	12.00
King Edward VII. New. Vigorous grower; enormous white flowers.....	1.50	10.00
Perfecta. Highly recommended for cutting.....	1.50	10.00
Memorial. A strong growing variety with extra good stems. Large flowers in bloom for use on Decoration Day. Very good cut flower	1.75	12.00
Glory of Wayside. The earliest to flower, coming into bloom in May with pure glistening white flowers, which are produced in great profusion on symmetrical compact plants from 12 to 15 inches high.	1.75	12.00



DELPHINIUM (Hardy Larkspur.)
Exceptional for Cut-flowers.

Delphinium, "Hardy Larkspur"

Have become indispensable to the trade for the production of Blue Cut Flowers. While all of the varieties listed opposite are desirable for outdoor culture "Belladonna" and "Bellamosum" are now extensively grown under glass. "Belladonna" has the preference because of its beautiful turquoise blue shade.

PLEASE NOTE: No order accepted for less than one dozen plants of a variety—A. B. C.

	Doz.	Per 100
COREOPSIS Delphinifolia —Larkspur Coreopsis. Very floriferous, with yellow flowers a little smaller and later than lanceolata.....	\$1.75	\$12.00
Lanceolata. A beautiful hardy border plant, grows 15-18 inches high and produces its bright yellow flowers in great profusion. By cutting off old flowers, will bloom until fall.....	1.50	10.00
DELPHINIUM (Perennial Larkspur). Indispensable to the herbaceous garden. Their long, showy spikes of flowers persist from June till frost and furnish the most satisfactory blues to any color scheme.		
Belladonna. The most continuous blooming of all, never being out of bloom from June first until cut down by hard frost. The clear turquoise blue of its flowers is not equalled for delicacy and beauty by any other flowers. 1 year.....	1.50	10.00
Select two year old clumps	1.75	12.00
Bellamosum. The dark blue form of the popular Belladonna, 1 year	1.50	10.00
Select two year clumps	1.75	12.00
Chinensis. A very pretty variety with fine feathery foliage and intense gentian-blue flowers in open panicles, 1 year	1.50	10.00
Chinensis Album. A pure white form of the above, 1 year	1.50	10.00
English Hybrids. (Blackmore and Langdon's best strain). For many years we have grown many different strains of Delphinium having in mind to supply our customers with the best obtainable. This strain without a doubt stands in a class by itself. It has the range of colors well divided in the palest shades of blue to the deepest indigo with a strong run of the most delicate shades of rose, double and single. 1 year.....	1.50	10.00
2 year plants	2.00	15.00
English Wrexham or Hollyhock strain. Strong, mammoth, flowering of the choicest colors. 1 yr.	1.75	12.00
2 year plants	2.25	15.00
Tall English Hybrids. Unquestionably the finest strain of mixed hybrids ever offered. A grand assortment of single and double flowers. Colors ranging from lightest blue to purple, with flower spikes two feet long. Select 1 year.....	1.75	12.00
2 year	2.25	16.00
DIANTHUS Barbatius (Sweet William). Old favorites, bearing their sweet, clove-scented flowers in the greatest profusion during May and June. They are indispensable for the edge of the hardy border and for cutting.		
Copper Red. A new and rich color.....	1.50	10.00
Pink Beauty. Improved fine deep salmon pink color	1.50	10.00
Scarlet Beauty. Rich deep scarlet, bright green foliage, very fine.....	1.50	10.00
White Beauty. Pure White	1.50	10.00
Latifolius Atrococcineus fl. pl. (Everblooming Hybrid Sweet William.) Beautiful summer bedding variety producing masses of brilliant fiery crimson flowers all season.....	1.50	10.00
DIANTHUS Plumarius (Hardy Pinks) Single.....	1.50	10.00
Plumarius fl. pl. Double	1.50	10.00

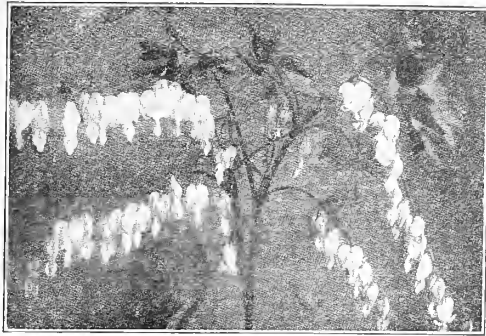
DIELYTRA, or DICENTRA

Spectabilis (Bleeding Heart, or Seal Flower). An old-fashioned favorite; its long racemes of graceful, heart-shaped pink flowers are always attractive. It is used largely for forcing. (Special forcing grade)

4.50 35.00

EXPENSE SMALL

The expense of Perennials is small—merely a nominal first cost—they live over Winter and bloom again every year increasing in abundance as time goes on



“BLEEDING HEART”

DICENTRA (DIELYTRA) SPECTABILIS

Grown as a pot plant this is a money maker for the Florist, especially so as an Easter or Mothers' Day offering

“JAY DEE” SAYS IN A RECENT NUMBER OF “THE AMERICAN FLORIST”

During a sojourn amongst the retail stores on Friday and Saturday of the past week, I noted that pots of same offered were readily sold at from \$3.00 to \$4.00 each after being “dressed up” a bit. Upon examination I found that these plants were produced from two root formations which did not likely cost the grower more than 70c or 80c and since Dicentra can be readily brought into bloom in a few months' time I do not know of anything in the plant line that is more favored by the public and which will return a larger profit.

Two-year-old clumps of “Bleeding Heart” lifted in fall can be gently forced and had in flower around Easter time without much trouble. When well done the retail grower will find good use for them. Heel them in in a frame and keep them there up to the end of January. Then bring them in, pot them up, and let them have a 45 degree house. With Easter coming around the first of April, they should be brought into a 55 degree house by the latter part of February. They need a lot of water while in the pots. You can plant the leftovers outdoors again.

Selected Roots for Forcing or Out-Door Planting: \$4.75 per doz., \$35.00 per 100.

FUNKIA VARIEGATA

Potted up about February this very hardy green and white variegated leaved plant will provide exceptional stock to “set-off” flowering plants in pans, baskets, etc., for Easter and Mothers' Day Sales. \$1.75 per doz., \$12.00 per 100.

A Genuine Cut-Flower Novelty

**PYRETHRUM
“FLORENCE SHADLEY”
(SEE BACK COVER PAGE)**

	Doz.	Per 100
DIGITALIS (Foxglove). A grand display of thimble-shaped flowers in immense spikes during July and August. Tall growing with large rough foliage. Separate colors. White, rose and purple	\$1.50	\$10.00
Grandiflora (Golden Foxglove).....	1.50	10.00
Maculata. Spotted, superba.....	1.50	10.00
The Shirley. New. Magnificent strain, enormous flowers, pure white to deepest rose.....	1.75	12.00
DORONICUM Excelsum. Leopard's Bane. Has large, yellow marguerite-like flowers, 2½ to 3 inches across, in early spring. 1½ to 2 ft. May, June	3.50	25.00
ECHINOPS Ritro. Metallic blue flowers; thistle-like foliage. 3 to 4 ft. July-Aug.....	1.75	12.00
ERYNGIUM (Sea Holly). Finely cut spiny foliage and thistle-like heads of flowers of a beautiful steel blue. Very decorative in the hardy border, and useful for dry bouquets in winter.		
E. Alpinum. The true blue thistle, with amethyst stems and bracts	1.50	10.00
ERIGERON GRANDIFLORUS Elatior. Bluish lilac.		
Hybridus Grandiflorus. Excellent cut flower.....	1.75	12.00
EUPATORIUM Ageratoides. Fine cut-flower; fall bloomer	1.75	12.00
Coelestinum. Simply covered with blue. Ageratum-like flowers in August and September. 2 feet. Fine for cutting.....	1.50	10.00
EUPHORBIA Corollata (Flowering Spurge). A branchy low-growing plant with fine stems and foliage, literally covered from June to August with loose umbels of pretty white flowers. Good for cutting in long sprays, and one of the most charming mist-flowers to mix with bouquets of Larkspur	1.75	12.00
FUNKIA Undulata Variegata (Day Lily). Graceful green leaves having fluted white edge. Florists now cultivate these largely in the greenhouse as a pot plant since their beautiful decorative effect makes them particularly desirable for combining with blooming and other plants in the making up of show baskets, boxes, etc., at Easter time..	1.75	12.00
Coerulea. Long, nodding, deep blue flowers. Leaves green	1.50	10.00
Lanceolata. Valuable by reason of its late flowering, lilac flowers in September; 2 ft.....	1.50	10.00
GAILLARDIA Grandiflora (Blanket Flower). This is considered one of the most beautiful and desirable plants in cultivation, beginning to bloom in June they continue one mass the entire season. Base of petals are scarlet crimson, bordered golden yellow. A most beautiful combination. Fine for cutting.....	1.50	10.00
Grandiflora Copper-Red. A striking color.....	1.50	10.00
GYPSOPHILA Paniculata (Baby's Breath). A beautiful old-fashioned plant possessing a grace not found in any other perennial and attracting the eye of everyone. Dense spreading bush, numerous tiny flowers in light, feathery panicles, delicate foliage, fine for cutting, excellent for border or large rock gardens. July and August. Strong two-year-old roots.....	1.75	12.00
Strong double flowered. (Grafted).....	7.00	50.00

We supply a special grade of Delphinium, Belladonna and Bellamosum for forcing.

HARDY LILIES

SUCH AS

L. Auratum, L. Speciosum, Album, Rubrum, Magnificum, Regale, etc.

Provide excellent cut-flower material for use in conjunction with various hardy perennials.



IRIS KAEMPFERI, Japan Iris

	Per 10	Per 100
ASPASIE. Single, soft mauve blue.....	\$2.00	\$15.00
ASTARTE. Double beautiful dark violet.....	2.50	20.00
CIRCE. Double dark violet blue, finely lined with white	2.00	15.00
EUMEE. Single dark violet.....	2.00	15.00
GEKKA-NO-NAMI. Earliest to bloom, and the choicest white; very free. Glistening white with creamy white stigmas	2.00	15.00
GOLD BOUND. A fine double, pure white, enriched by a creamy glow from the gold banded center..	2.00	15.00
HELENE. Double blue ground, slightly veined darker blue	2.00	15.00
HERCULE. Double, clear lilac, blue.....	2.00	15.00
IPHIGENIE. Double, beautiful coloring, deep Chinese lilac	2.50	20.00
ISO-NO-NAMI. Double soft blue, silvery veins....	2.50	20.00
KUMO-NO-OBI. Bright, clear purple, with distinct rays of white surrounding the golden throat, the pure white standards tipped purple.....	2.50	20.00
MAHOGANY. Large double flowers, the latest to bloom. Purpled mahogany-red. The erect petals prettily crested	2.50	20.00
MELPOMENE. Double, soft blue, distinctly veined with dark blue	2.00	15.00
MINERVA. Single, white tinted rose.....	2.00	15.00
NEPTUNE. Single deep rich velvety pansy violet with blackish reflections	2.50	20.00
NEREIDE. Double beautiful indigo blue.....	2.00	15.00
PATROCLE. Single, superb dark reddish violet....	2.00	15.00
PROSERPINE. Single bright rich blue produced by sanding of velvety blue on white.....	2.00	15.00
KOKI-NO-IRO. (Purple and Gold.) Enormous double flowers often ten inches across, early and free blooming; one of the very best varieties. Color, rich violet-purple with white petaloids tipped violet. The conspicuous golden throat extends outward in sharp bluish white rays.....	2.00	15.00
REINE DE BULGARE. The three large interpetals of soft lilac blue, finely veined with white. The black more pronounced in the small center petals	2.00	15.00
SKI-NO-RYO. Double blue and white.....	2.00	15.00
UCHIU. (Universe.) Beautiful, six-petaled flowers of largest size, on the longest stems. Color, cerulean blue with golden center and white. This variety covers the longest blooming season and is altogether one of the most attractive.....	2.00	15.00
ZAMA-NO-MORI. Only three petaled, but larger than most; one of the daintiest and most delightful of the delicate toned kinds. White, with a heavy azure blue zone.....	2.00	15.00

JAPANESE AND GERMAN IRIS

A Special Offering of Choicest Named Varieties, also Mixed (Note Low Prices)

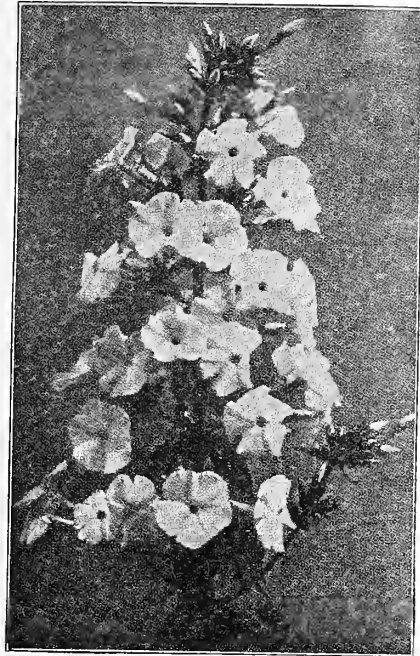
EXPLANATION: "S" REFERS TO THE THREE STANDARD, OR UPRIGHT CURLING PETALS; "F" TO FALLS OR DROOPING PETALS

Iris Germanica, German Iris

	Per 10	Per 100
ARCHEVEQUE. New S. deep purple violet, F. deep violet, an unusual color rarely found in iris.....	\$1.25	\$ 7.50
BALCENG BLUE BEARD. White flaked pale blue, F. sulphur handsomely marked purple. They fill a gap between the very earliest varieties and the tall later flowering ones.....	.65	4.25
BUTTERFLY. Dwarf bearded. Pale yellow spotted brown, desirable dwarf65	3.75
DARIUS. (Variegated) 26-in. Lemon yellow F. amethyst with deep veining and yellow edge.....	.85	5.00
ELDORADO. (Squalens) 32-in. Fiery opalescent F. old gold silhouetted with burnt purple, a distinct harmony of subdued hues and perfect blendings..	1.25	7.50
GERMANICA. Very fine early variety, F. dark blue standard light blue	1.25	7.50
ISOLINE. (Squalens) 36-in. S. opalescent lilac, mauve falls	1.35	10.00
KOCHI. Tall bearded. S. and F. rich claret purple, very handsome	1.25	7.50
LOHENGRIN. (Pallida) 35-in. S. and F. pinkish silvery mauve shading to near white at the claw. A tall grower with wide foliage.....	.85	5.00
LORELY. (Variegated) 30-in. Breast of wild canary F. creamy white with purple reticulations blended into a velvety purple near the ends which are margined with deep canary.....	.85	5.00
MASSASOIT. (Farr) S. and F. very distinct shade of metallic Venetian blue.....	1.25	7.50
MONSIGNOR. (Neglecta) 28-in. S. violet ray F. clerical velvety purple crimson whose dark veining adds dignity to the whole.....	.85	5.00
MME. CHEREAU. (Plicata) 28-in. S. lavender pink mottled all over. F. creamy white center bordered with lavender pink.....	.65	4.25
MRS. E. DARWIN. (Amoena) 26-in. S. and F. satiny white with a little purple reticulation at the claw	1.00	6.00
PARC DE NEUILLY. (Pallida) 28-in. S. navy blue of reddish tinge with ever-changing effect... 1.35	1.35	10.00
PERFECTION (Neglecta) 30-in. S. and F. lavender pink mottled all over, F. creamy white, center heavily bordered with lavender pink.....	.85	5.00
SANS SOUCI. Standard and falls fine yellow gold mahogany brown85	5.00
VIOLACEA GRANDIFLORA (Pallida) 32-in. S. and F. fresh clear violet. Massive and blooms late; desirable but not sufficiently appreciated.....	.65	4.25
MIXED IRIS. Unnamed varieties in mixed colors. \$30.00 per 1000.....	.60	4.00
BEARDLESS IRIS		
LONGIPETALA (Beardless) S. violet blue, F. white with lilac veining, gold and bronze spots... 1.25	1.25	7.50
SPURIA A. W. TATE (Syn. Longipetala) Superba, flowers a soft porcelain blue with long pale blue falls, with golden blotch at the base.....	1.25	7.50
PSEUDACORUS. Tall, bright yellow, fine for damp places, also does equally well in dry sandy soil.....	.85	5.00
SIBERIAN IRIS		
ORIENTALIS (Sibirica) 30-in. S. and F. intense deep blue, narrow foliage, suitable for naturalizing. .85	.85	5.00
ORIENTALIS, Blue King. Clear blue flowers.....	.85	5.00
ORIENTALIS, Snow Queen. Large ivory white flowers85	5.00

NOTE: We can supply some 50 exceptional varieties of German Iris. Please write for complete list, which will be mailed free.

Gladiolus "Virginia" is the sensational cut-flower variety of the year. (See Gladiolus pages in this book for illustration and prices.)



PHLOX, MISS LINGARD. "The Cut-Flower Phlox."

Fritz Bahr, the well-known florist and horticultural writer, states in his book, "Commercial Floriculture" as follows: "If I had to name the one best Phlox for the florist, here it is. Every retail grower should have a few hundred plants to cut from." Per Doz., \$1.75; Per 100, \$12.00.

For continued list of hardy Phlox see opposite column of this page. We have an exceptionally fine stock of same.

Doz. Per 100

- MALLOW MARVELS.** A giant race derived from the common native Hibiscus, which has elevated this type almost to the dignity of shrubs.
Marvel Mallows. In choicest mixture. Strong one-year-old 1.50 10.00
- OENOTHERA. Evening-Primrose. Frasierie.** Erect habit, fine deep golden flowers..... 1.50 10.00
- PACHYSANDRA Terminalis.** One of the best ground covering plants, averaging 6 to 8 inches in height and branching freely into a dense mat. Its shapely indented foliage is practically evergreen; thick, rubbery, lustrous dark green. It bears small spikes of light colored flowers during May and June..... 1.75 12.00
- Polemonium Coeruleum** 1.50 10.00
- PAPAVER Orientale. Mrs. Perry.** Apricot orange
Orientale. Scarlet 2.15 15.00
- PENTSTEMON Barbatus Torreyi.** (Beard Tongue.) Slender spikes of bright scarlet flowers. 4 feet. June-August 1.50 10.00
- PHLOX.** (See illustration.) Strong field grown. We have an exceptionally fine lot of these very desirable hardy Phlox.
- Baurs Pink.** Bright deep pink..... 1.50 10.00
- Athis.** Deep, clear salmon. Very fine..... 1.50 10.00
- B. Compte.** Deep, rich oxblood red..... 1.50 10.00
- Eclairer.** Brilliant rosy Magenta, white eye.... 1.50 10.00
- Gefion.** Tender peach-blossom pink with bright rose eye, creating a soft mauve effect. Flower and truss very large on erect, compact stems... 1.50 10.00
- Mrs. Jenkins.** (Tall)—The best tall, early white for massing 1.50 10.00
- Miss Lingard.** Pearly white flower, with delicate pink eye. Very remarkable bloomer, producing two or three crops of flowers during the season; indispensable as a cut-flower for florists' use.... 1.50 10.00
- Ryndstrom.** A lovely Neyron shade of rose-pink. The standard solid deep pink variety..... 1.50 10.00
- Sir Edwin Landseer.** Very bright crimson; large trusses and vigorous, healthy growth..... 1.50 10.00
- Sieboldi.** Crimson 1.50 10.00
- Special French.** Glowing pink. Mammoth trusses 1.50 10.00

HEMEROCALLIS

- | | Doz. | Per 100 |
|---|--------|---------|
| Flava (Lemon Lily). Crowned by beautiful lemon-colored flowers 3 to 4 inches in diameter, and delightfully fragrant | \$1.50 | \$10.00 |
| Thunbergi. Much like Flava, but flowers in July, a month later, and 6 to 10 inches of the upper portion of the flower scapes are thickened and flattened | 1.50 | 10.00 |
| Minor. Dwarf lemon yellow. First of June..... | 1.50 | 10.00 |
| HELENIUM Autumnale Superbum. Light yellow.. | 1.50 | 10.00 |
| Autumnale Rubrum. Similar to superbum, but has bright terra cotta red flowers | 1.50 | 10.00 |
| Riverton Gem. Old gold, changing to wallflower red. August and September. 4 feet..... | 1.75 | 12.00 |

- HOLLYHOCKS.** We have this season a fine lot of strong, clean, healthy, vigorous one-year-old flowering plants of the finest strains under Double Pink, Double Red, Double White, Double Yellow, Maroon
- | | | |
|--|------|-------|
| | 1.50 | 10.00 |
| New Allegheny. Immense semi-double flowers, with fringed edges..... | 1.50 | 10.00 |

- IBERIS, Sempervirens.** Hardy Candytuft. Flowers white, 10 in. April-May
- | | | |
|-------|------|-------|
| | 1.50 | 10.00 |
|-------|------|-------|

- LATHYRUS** (Hardy Everlasting Pea). One of the best and most desirable flowering hardy climbing plants, attractive both in flowers and foliage, growing to a height of 8 to 10 feet, and producing cluster of large flowers the entire summer; fine for cutting; lasting well.

- | | | |
|--|------|-------|
| Alba. Pure white..... | 1.50 | 10.00 |
| Latifolius. Deep rosy-red | 1.50 | 10.00 |
| Rosea. Pink | 1.50 | 10.00 |

- LIATRIS Pycnostachya.** Kansas Gay Feather. Purple. 4 to 5 ft. July-August. Provides an excellent cut-flower
- | | | |
|-------|------|-------|
| | 1.75 | 12.00 |
|-------|------|-------|

- LYCHNIS Viscaria Splendens.** Spikes of handsome, double-red flowers on stems one foot high, blooms in June.....
- | | | |
|-------|------|-------|
| | 1.50 | 10.00 |
|-------|------|-------|

- Haageana.** Brilliant orange-scarlet flowers in May and June. 12 inches.....
- | | | |
|-------|------|-------|
| | 1.50 | 10.00 |
|-------|------|-------|

- LYTHRUM Roseum Superbum.** Shrubby perennial 2 to 5 feet, at its best in cool and moist location, although quite successful in the average border and among shrubs.....
- | | | |
|-------|------|-------|
| | 1.75 | 12.00 |
|-------|------|-------|



TRITOMA PFITZERI

"Red-hot Poker" blooms in August-September and is in a class by itself for decorative work, show window, basket filling, etc. Per doz., \$2.00; per 100, \$15.00.

Please Note:

We supply the true type of Tritoma "Pfitzeri." Not "Hybrids" of this family. Furthermore, roots furnished are such that will bloom freely first season after planting. There's a difference.

TRITOMA PFITZERI
"RED-HOT POKER"

PHLOX, Subulata (Moss Pink). The moss-like foliage covers the ground like a carpet; covered in April and May with a blanket of white or pink flowers.	Doz.	100
Alba. Pure white.....	\$1.50	\$10.00
Amoena. 4 in. high, bright pink.....	1.50	10.00
Lilacina. Soft lilac.....	1.50	10.00
Rosea. Bright pink.....	1.50	10.00
PHYSOSTEGIA Virginica (American Heather).		
Lavender pink.....	1.50	10.00
Alba. Pure white, very fine.....	1.50	10.00
Gigantea. New dwarf pink.....	1.75	12.00
PHYSALIS Francheti (Japanese Lantern Plant). An ornamental variety of the Winter Cherry, forming dense bushes about 2 feet high, producing freely its bright, orange-scarlet, lantern-like fruits	1.75	12.00
PLATYCODON Grandiflorum (Chinese Bellflower).		
June to September. Blue.....	1.50	10.00
Alba. White Bellflower.....	1.50	10.00
Mariesii. Large blue.....	1.50	10.00
Japonica fl. pl. from seeds.....	1.50	10.00
PYRETHRUM Hybridum (Painted Daisies). Red, white and pink mixed, blooms in June and July, a most beautiful hardy plant.....	1.75	12.00

Pyrethrum Hybridum Double Flowered Florence Shadley

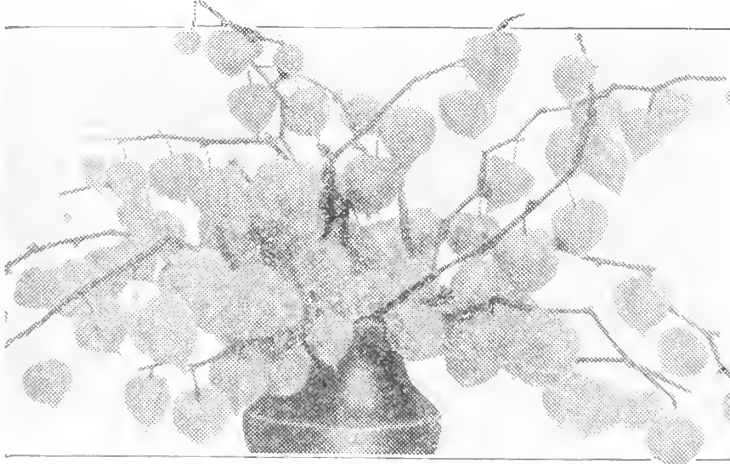
See back page for colored illustration. Per 25, \$9.00; per 100, \$35.00. A genuine hardy cut-flower novelty

Uliginosum (Giant Daisy).....	1.50	10.00
RUDBECKIA (Golden Glow). We question if any one hardy perennial plant has met greater popularity than this. It is a strong, robust grower, attaining a height of 5-6 feet and produces masses of double golden yellow Cactus Dahlia-like flowers from July to September.....	1.50	10.00
Newmanii (Black Eyed Susan). Dark orange yellow flowers, with deep purple cone, borne on stiff, wiry stems three feet high. July to September..	1.50	10.00
SCABIOSA Caucasica (Pin Cushion Flower). Blue Bonnet. A soft and charming shade of lavender; commences to bloom in June.....	2.00	15.00
SPIRAEA		
Filipendula. Fern-like foliage with white flowers on stems 15 inches high. June and July.....	1.75	12.00
Ulmaria Flora Plena (Meadow Sweet). One of the most useful hardy plants, grows about 3 feet high, and produces its double white flowers during June and July.....	1.75	12.00
STACHYS Lanata. Silver leaves.....	1.75	12.00
STATICE Latifolia (Sea Lavender). Grows 15 to 18 inches high with tufts or clumps of thick, leathery foliage and immense panicles of delicate blue		



STATICE LATIFOLIA

	Doz.	Per 100
flowers. Individual flowers very minute, similar in form to the Forget-me-not, but made into heads 18 inches or more across. Provides an excellent cut-flower, either fresh or dried.....	\$1.75	\$12.00
STOKESIA Cyanea (Cornflower Aster). Large blue flowers. 4 inches in diameter. July-October. 1½ feet.....	1.50	10.00
THALICTRUM Aquilegifolium. Meadow Rue. Pure white. 1 to 3 ft. May-July.....	1.75	12.00
Adiantifolium. Leaves resemble Maidenhair fern. Yellow. 1 ft. June-July.....	1.75	12.00
TRITOMA (Pfitzeri). (See illustration.) Red Hot Poker plant. Orange-scarlet. Aug.-Sept.....	2.00	15.00
VALERIANA Alba (Garden Heliotrope)	1.50	10.00
Officinalis (Hardy Garden Heliotrope). Light pink. 3 to 5 ft.....	1.50	10.00
Coccinea. Red.....	1.50	10.00
VERONICA Longifolia Subsessilis (Speedwell). A 2-foot border plant with attractive foliage of distinct character, a roughened bronze green. Flowers are borne abundantly during July and August in long compact spikes. Deep blue.....	1.75	12.00
Incana. Deep blue flowers with silvery foliage. 1 foot. July-August.....	1.75	12.00
Spicata. 18 inches. June and July. Long spikes of violet-blue flowers.....	1.75	12.00
VIOLETS		
Prince of Wales.....	1.75	12.00
Viola (Tufted Pansies). Jersey Gem Everblooming	2.00	15.00



JAPANESE LANTERNS (Physalis Francheti).

JAPANESE LANTERNS (Physalis Francheti)

This wonderful decorative plant is easy to grow and multiplies rapidly. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter. The color of these lantern fruits is orange-vermilion and are everlasting after drying.

Single plants produce as many as thirty lanterns that sell readily in any flower market. They are beautiful for home decoration, being an everlasting.

We offer strong root divisions to mature the coming summer. Per 25, \$3.50; per 50, \$6.50; per 100, \$12.00.

MISCELLANEOUS SPRING BULBS

GIANT AMERICAN HYBRID AMARYLLIS
THE CHOICEST STRAIN EVER OFFERED

This is the finest strain of Amaryllis that has ever been produced in this country; flowers of largest size, composed of broad, well-rounded, overlapping petals, large, strong bulbs, throwing strong, vigorous stems with from four to six gigantic blooms of the most perfect form, ranging in color from pure white grounds with varied markings of rose, red and crimson to the richest self-colors, as scarlet, crimson, bright red, cherry and almost maroon.

We offer them in choicest mixed colors.

\$4.50 per dozen, \$35.00 per 100, \$325.00 per 1000.

CALADIUM ESCULENTUM
(ELEPHANT'S EAR)

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

	Per 100	Per 1000
5 to 7-inch circumference.....	\$ 3.50	\$30.00
7 to 9-inch circumference.....	5.50	50.00
9 to 11-inch circumference.....	10.00	
11 to 12-inch circumference.....	13.50	
12-inch circumference.....	17.50	

FANCY LEAVED CALADIUMS
TRUE BRAZILIAN

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 is grown for us by the leading specialist in this line.

	Per 100
Assorted colors.....	\$20.00
Mixed Varieties.....	17.00

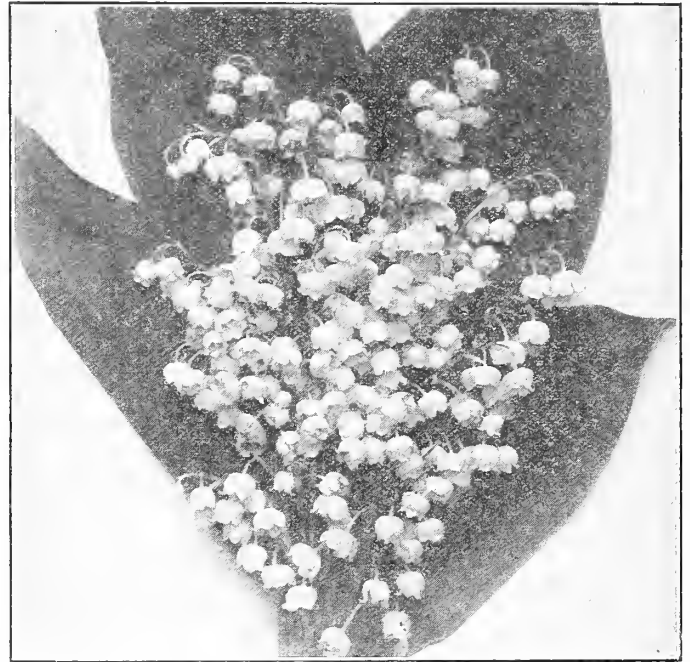
ISMENE CALATHINA
(PERUVIAN DAFFODIL)

A grand summer flowering bulb, producing with great freedom large Amaryllis-like, pure white, fragrant blossoms. Exceptional for cutflowers.

	Per Doz.	Per 100
Medium Size Bulbs.....	\$2.00	\$12.00
Extra Large Size Bulbs.....	2.75	20.00

CINNAMON VINES

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



LILY OF THE VALLEY

LILY-OF-THE-VALLEY PIPS

A. B. C. "SUPREME" QUALITY

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 100-250, 500-1000 and 2500 pips from cold storage, Chicago and New York.

Per 100 Pips.....	\$ 5.00
Per 250 Pips.....	10.00
Per 500 Pips.....	18.00
Per 1,000 Pips.....	35.00
Per 2,500 Pips.....	75.00

(Prices subject to change.)

Write for latest market quotations on quantity.

LILY OF THE VALLEY

IN "CLUMP FORM" FOR GARDEN OR FIELD PLANTING

(See illustration opposite.)

We have had grown by a Valley specialist a large quantity of Lily of the Valley in "clump form," each of which contains a plentiful supply of flowering pips. Especially recommended for selling to the public for garden planting as they will produce flowering results the first season. Price per doz., \$3.50; per 100, \$25.00. special price quoted for quantity. Lining out stock, \$12.00 per 1000.

TUBEROSES

We are among 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 100	Per 1000
Double Pearl. 3 to 4-inch.....	\$2.25	\$18.00
Double Pearl. 4 to 6-inch, extra large.....	3.00	25.00
Single Armstrongs, 3 to 6-inch.....	3.00	25.00



LILY OF THE VALLEY

In clump form for garden or field planting

In order to obtain advantage of special low prices quoted on these pages, place your order now and we will make shipment at any time up to March 15th, 1928. Our storage facilities are of the best.



DOUBLE LARGE FLOWERING TUBEROUS-ROOTED BEGONIAS

**TUBEROUS-ROOTED
 BEGONIAS AND
 GLOXINIAS**

“TRUE BELGIAN STRAIN”

**Are Again Obtainable Especially in Large
 Size Bulbs for Pot Culture**

TUBEROUS-ROOTED BEGONIAS

FOR POT PLANTS AND BEDDING

Tuberous-Rooted, Single. Large blooming bulbs. Scarlet pink, crimson, yellow, salmon, white. Per 100, \$12.50.

Tuberous-Rooted, Double. Large blooming bulbs. Crimson, scarlet, yellow, salmon, white, pink. Per 100, \$15.00.

GLOXINIAS

Exceptional for Pot Plants. Large blooming bulbs. Separate colors.
 1¼ to 1½-inch\$18.00
 1½ to 2 -inch 20.00
 25 of any of above at 100 rate.

“For early flowering you plant the bulbs, or rather tubers, about January, in flats or sandy soil, barely covering the tops. Place on a propagating bench with a good bottom heat, or on the return pipes, and keep fairly moist—not soaking wet. As soon as growth appears, pot them up in 3½-in. pots and place in a 55-deg. house on a sunny bench. Such early started ones may flower for Easter, even if that day does come in April, and beautiful, attractive pans can be made up by using three or five plants to an 8-in. pan. For bedding purposes start about the early part of March and treat the same way, but during April and May carry the plants in an airy and rather cool house, to avoid a soft growth. Another batch can be started about April 1st, and the plants after being potted up, brought to a hotbed where later on the sashes can be removed and the plants hardened off.”

Previous to the United States embargo, Tuberous-rooted Begonias and Gloxinias were in the greatest favor as a pot plant, likewise for bedding in partially shaded situations; however, until the present American growers had not succeeded in producing sufficient stock of first quality to anywhere near supply the demand. One of our specialist growers has, however, now furnished us with a considerable number of both, and we might say that the quality is even superior to the majority of bulbs which were formerly imported from specialists in Belgium.



GLOXINIA, TRUE BELGIAN STRAIN

**TRUE TO
 NAME**

Large Flowering CANNAS



CANNA, THE PRESIDENT.
 The "Last Word" in Red-Flowering Green-Leaved Cannas

CANNAS LARGE FLOWERING
 A.B.C. "Supreme Quality"

Strong 2 to 3 Eye Dormant Roots

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.

Red Shades, Green Foliage

	Per 100	Per 1000
Alphonse Bouvier. 5 feet. Rich variety red.....	\$3.50	\$30.00
Chas. Henderson. 4 feet. Brilliant crimson, flame yellow throat	3.50	30.00
Louisiana. 6 feet. Vivid red.....	3.50	30.00
Meteor. Of compact growth, broad green foliage, bright red flowers produced in mammoth clusters 4½-ft.	3.50	30.00
Pennsylvania. 6 feet. Scarlet, overlaid orange.....	3.50	30.00
Express. 2½ feet. Dwarf crimson.....	3.50	30.00
The President. 4 feet. Flaming scarlet. The best red	5.00	45.00
Wintzer's Colossal. Vivid scarlet.....	4.00	35.00

Variegated Flowers, Green Foliage

Kate Gray. 5 feet. Orange carmine, dotted yellow throat	\$3.50	\$30.00
Mme. Crozy. 3 feet. Scarlet, bordered yellow.....	3.50	30.00
Apricot. Buff-yellow and salmon-pink.....	5.00	40.00

Texas Grown "Roots That Qualify"
5 GRAND CANNAS That Stand Out Above All Others

Per 100 Per 1000

Apricot. 4 feet. The color is a buff-yellow base overspread with salmon-pink, making a mass effect of rich apricot. The chief characteristic of this flower is its marvelous durability, for it stands heavy rain and hot sun better than any other Canna we know. We recommend it highly.....	\$5.00	\$40.00
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 flowers of the one with the free-blooming character of the other, with handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. (Scarce crop; very short).....	5.00	45.00
Mrs. Alfred Conard. One of the very best Cannas in commerce today. 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. (Crop short)	6.50	60.00
The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly 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. (Crop short).....	5.00	45.00
Yellow King Humbert. 4 feet. 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 in. across; individual petals measuring 3 to 3½ in. in diameter. Flower a deep rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment	5.00	45.00

Various Colors, Bronze Foliage

Ambassador. Brilliant cherry red, bronze foliage 4 ft.	\$8.50	\$80.00
A distinguished looking Canna. Flowers vivid cherry-red, has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms. Ambassador has a habit of holding its flowers high above the foliage, a feature which makes this variety especially attractive. With true "King Humbert" foliage.		
King Humbert. Scarlet, the great favorite.....	5.00	45.00
Shenandoah. 4 feet. Salmon-pink.....	3.50	30.00
Wyoming. Beautiful orange	3.50	30.00

Pink Shades, Green Foliage

City of Portland. Deep pink. Green foliage 3½ feet. Extra good flower. Does not fade.....	\$8.50	\$80.00
Hungaria. 3½ feet. La France pink.....	8.00	75.00
Mrs. Alfred Conard. Salmon-pink.....	6.50	60.00
Venus. Rosy pink, bordered creamy yellow.....	3.50	30.00

Yellow Shades, Green Foliage

Austria. Lemon chrome spotted red; green foliage. 5 feet	\$3.50	\$30.00
King Midas. Clear yellow, green foliage. Best yellow.	8.50	80.00
Florence Vaughan. 5 feet. Yellow spotted crimson	3.50	30.00
Gladiator. 4½ feet. Golden yellow, dotted crimson...	3.50	30.00
Indiana. Rich golden orange.....	3.50	30.00
Orange Bedder. Green foliage. Bright orange with just enough scarlet suffusion to intensify the dazzling mass of color. A very free bloomer. 4 feet.	5.50	50.00
Richard Wallace. Canary-yellow	3.50	30.00
Yellow King Humbert. 4 feet. Deep rich yellow, spotted bright red.....	5.00	45.00

White Shades, Green Foliage

Eureka. 4 feet. The best white.....	\$5.00	\$45.00
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NOTE: Cannas are again this year in short supply. Order early.

Jersey's Beauty



The Only True Pink Dahlia

THAT is what the connoisseurs say about Jersey's Beauty. Most pink Dahlias have a slight tint of lavender in the petals. Jersey's Beauty is a true pink, almost entirely free from the lavender tinge. Because of its exceptionally true color it is considered the finest pink Dahlia ever introduced. The color is a lovely rose pink. The blooms are large and of a true decorative type—well rounded and artistically proportioned. Extra fine stems. Truly a Dahlia treasure, a flower that the connoisseurs and amateur growers will be equally enthusiastic about. Our extensive contract growing facilities and exceptionally large stock make it possible to offer you this Dahlia for the price of: Each 60c; per doz., \$7.00; per 100, \$50.00.

Excerpt from Florists' Exchange 1926

DAHLIA JERSEY'S BEAUTY WINS AWARD

Dahlia Jersey's Beauty, after trial at the R. H. S. Gardens at Wisley, England, this season, has been granted the joint award of merit by the R. H. S. and the National Dahlia Society. This variety apparently was the only American sort to gain the award.

A. B. C. "SUPREME"
QUALITY

Dahlia Roots

Produced under contract by a specialist grower who primarily confines his large crop to "Quality" cut flower sorts which are listed in these pages.

The Culture of the Dahlia

The Dahlia thrives in an open, sunny location, though they will succeed in partial shade in some instances. They will grow in any kind of soil, but a rich, sandy loam is the best. To enrich poor ground in the fall spade in well-rotted manure or decayed vegetation. Use bone meal at planting time, working it well into the soil. Spade the soil thoroughly as deep as possible before the tuber is planted.

Watering. Use very little water until flowering buds appear, after which plants can be thoroughly watered about once a week. Soak the ground until moist at least six inches deep. Rake over the surface the following day. This conserves moisture and lets in air and sunshine.

To Preserve Cut Flowers. Flowers should be cut late in the afternoon or early in the morning. Place tips of the stems in water for about twenty seconds while boiling on the stove and immediately plunge the tips deep into cold water. If blooms droop prematurely place stems deep in hot water and allow them to remain until the water cools. This will usually revive them. A pinch of salt in the water helps.

The Dahlia

Without

A Peer

"Jersey's Beauty"

(Decorative), a true decorative flower of real merit, excellent formation, strong, straight, stiff stems, large in size, good depth and good keeper; color, a beautiful clear rose-pink—a cut-flower variety without a peer. If you have room for but a few dahlias don't fail to include this unusually desirable sort.

Price, each, \$0.60; per doz., \$7.00; per 100, \$50.00.

LARGE FLOWERING DAHLIAS "THE BETTER KINDS"

A selected list of varieties especially recommended for cut-flowers.
Equally desirable for garden show. All supplied
in strong dormant root divisions.
True to name.



Decorative Dahlia, Insulinde

Pyrethrum
"Florence
Shadley"
Is Worth
While
As a
Cut-Flower
See
Back Cover
Page

Each Dozen Per 100

Each Dozen Per 100

A. D. LIVONI. Show—Soft pink free bloomer.	\$.020	\$1.85	\$12.00
AMUN RA. Decorative—In a class by itself, in form and color it is a tropical setting sun, colors include copper, orange and amber.	.65	6.00	42.00
AUTUMN GLORY. Decorative—A soft golden terra cotta, rich and pleasing.	.20	1.85	12.00
AZALEA. Decorative—Soft creamy yellow, outer petals tinted pink.	.60	6.00	42.00
BARON SCHROEDER. Decorative — Rich glowing purple	.20	1.50	10.00
BLUE BIRD. Peony flowered, color mauve or lilac which in certain light has a bluish sheen. Good free bloomer	.65	6.00	42.00
COUNTESS OF LONSDALE. Cactus, deep salmon pink	.25	2.50	18.00
C. W. BRUTON. Decorative—Canary yellow.	.20	1.50	10.00
DARLENE. Decorative—Claimed to be florists' most promising dahlia, and we can vouch for this. Beautiful shade of shell pink with blending of white at center.	.20	1.85	12.00
DELICE. Decorative—Bright pink suffused lavender	.25	2.50	18.00
DIEMONT VON BYSTEIN. Peony flowered. A popular shade of deep blue lilac. A strong grower and free bloomer	.25	2.50	18.00
DOROTHY FLINT. Decorative — Beautiful salmon pink, striped yellow.	.65	5.00	30.00
DOROTHY PEACOCK. Show—Pink shading, lighter pink towards center.	.25	2.50	18.00
DR. TEVIS. Decorative—Salmon rose, old gold and apricot	.65	5.00	30.00
ELLINOR VANDERVEER. Decorative, color glowing satiny rose pink, stems exceptionally long and still. An unusually free bloomer. We have no hesitancy in recommending this variety	2.00	8.00	12.00
FAIRY QUEEN. Pompon, sulphur yellow, edged pink, free bloomer, fine for baskets and design work	.20	1.50	10.00

FRANK WALKER. Decorative — Beautiful shade of deep lavender pink; splendid cut flower variety for retail florists.	.20	1.85	12.00
FRAU G. SCHEIFF. Decorative—An exquisite blending of apricot, orange and yellow.	.65	5.00	30.00
GOLDEN GATE. Cactus—Color, bright golden yellow	.25	2.50	18.00
INSULINDE. Decorative—Very fine, large flower on good stems, color deep gold, with bronze suffusion	.65	5.00	30.00
JACK ROSE. Decorative—Brilliant crimson.	.20	1.50	10.00
JEAN CHAZOT. Hybrid cactus—Color a beautiful golden bronze with slight suffusion of nasturtium red	.50	4.00	22.00
JEAN KERR. Decorative—White	.65	6.00	42.00
JEANNE CHARMET. Decorative, lilac pink shading to pure white toward the center with a tinge of light yellow at the margin.	.25	2.50	18.00
JERSEY'S BEAUTY. (See illustration on previous page.) Decorative, without a doubt the best true pink dahlia on the market today. If you grow dahlias, you cannot afford to be without this one. A real money-maker	.60	7.00	50.00
KITTY DUNLAP. Decorative — American Beauty Shade	.65	5.00	30.00
KING OF AUTUMN. Decorative, an old and popular variety. The coloring is a unique buff-yellow suffused terra cotta	.65	5.00	30.00
KLEIN DOMITEA. Pompon—A beautiful autumn shade. In great demand in retail stores in general due to its wonderful use for basket work, table decorations, etc.	.20	1.50	10.00
KRIEMHILDE. Cactus—Delicate pink shading to white in center	.20	2.00	15.00
LA GRAND JUANE. A Holland decorative; a very beautiful light yellow and a splendid cut flower variety. We gladly recommend this	.65	6.00	42.00
LITTLE JEWEL. Pompon decorative, color peach blossom pink. One of the finest little dahlias we know for the retail florist. Every retailer should grow it	.20	1.85	12.00
LYNDHURST. Decorative, color brilliant cardinal red	.20	1.85	12.00
MADONNA. Peony—White, tinted lavender pink	.20	1.85	12.00
MARGARET KENNER. Hybrid cactus, color clear pink toning to silver in center. A delightful blend	1.00	10.00	60.00
MARIPOSA. Hybrid cactus, a delightful shade of true pink. A faint violet suffusion adds to the effect	1.00	10.00	60.00

Plant Gladiolus "Virginia" for Cut-Flowers

LARGE FLOWERING

DAHLIAS

"THE BETTER KINDS"

(Continued)

The dahlias listed on these pages are produced by a specialist who prides himself on cultivating only varieties that "stand out," particularly for cut-flowers.



Decorative Dahlia, Paul Michael



Cactus Dahlia, Jean Chazot

	Each Dozen Per 100			Each Dozen Per 100			
MADGE GREEN. Peony, variegated deep pink and yellow	\$0.20	\$1.50	\$10.00	QUEEN MARY. Decorative—Soft pink.....	\$0.20	\$1.85	\$12.00
MARGARET BOUCHON. Cactus — Color bright, lively pink; splendid in form and color25	2.50	18.00	ROSA NELL. Decorative—Color clear bright rose, good stiff stems, held well above the foliage65	6.00	42.00
MAUD ADAMS. Show—Color pure snowy white overlaid with pink. This indeed is a wonderful variety and one that no retail florist can do without. From a retail standpoint this is a real money maker and has first consideration on account of its pleasing color and blooming qualities.....	\$0.25	\$2.50	\$18.00	ROSE PINK CENTURY. Single—Color rose pink20	1.50	10.00
MILLIE ROGERS. Decorative—Old gold to amber25	2.50	18.00	ROTARIAN. Decorative—Violet maroon of large size, very rich and soft.....	.65	5.00	30.00
MILLIONAIRE. Decorative—Of mammoth size. Color dainty lavender with a pink sheen65	6.00	42.00	SOUV. DE GUSTAV DOAZON. Decorative —Color a pleasing shade of orange red. It is a vigorous grower, foliage heavy green....	.20	2.00	15.00
MINA BURGLE. Decorative—Scarlet.....	.25	2.50	18.00	STORM KING. Show—Best white, free bloomer20	1.50	10.00
MINNIE McCULLOUGH. Decorative—Golden yellow, tipped bronze.....	.20	1.50	10.00	SUNDOWN. Peony—Color orange yellow and pink, produces large flowers, splendid keeping qualities60	5.50	40.00
MRS. CARL SALBACH. A decorative dahlia that really needs no introduction. Color mauve pink shading to white. Produces blooms on long stout stems.....	.65	6.00	42.00	SYLVIA. Decorative—White, edged pink. One of the most desirable for florists.....	.20	1.50	10.00
MRS. CARRIE HAYWARD. Peony flowered. A dahlia that attracts immediate attention; color bright peach red, blooms early and late..	.65	5.00	30.00	TILLAMOOK. Colossal—Blush shaded to pink tips20	1.85	12.00
MRS. H. C. DRESSELHUIS. Decorative—A beautiful soft pink, overlaid white. Can recommend this very highly for the retail florist25	2.50	18.00	TOMMY ATKINS. Decorative—A most unusual red, the color being entirely different from the general run. Blooms produced on good stiff stems	1.15	11.00	72.00
MRS. JOHN BOWMAN. Colossal—The color is an exquisite shade of deep golden yellow with reverse of the petals slightly tinted magenta50	4.25	24.00	VELMARY. Decorative—Primrose to gold center, overlaid pink65	5.00	30.00
OREGON BEAUTY. Decorative—Scarlet....	.20	2.00	15.00	W. D'ARCY RYAH. Decorative—Fantastic, yet fascinating. Violet purple heavily tipped white65	6.00	42.00
PATRICK O'MARA. Autumn shade, claimed to be improvement over King of Autumn....	.50	4.25	24.00	WM. GUDE. Decorative—Pure white.....	.16	1.40	10.00
PAUL MICHAEL. Decorative—Old gold, full and deep, one of the most exquisite of the autumn shades65	6.00	42.00	WM. STARK SMITH. Decorative—Beautiful golden yellow artistically striped and splashed scarlet55	4.50	28.00
PRIDE OF CALIFORNIA. Decorative—Color crimson red with dark full center.....	.25	2.50	18.00	YELLOW COLLOSSE. Decorative — Large showy flowers of pure primrose yellow.....	.25	2.50	18.00
PRINCESS VICTORIA. Show—Good yellow..	.20	1.50	10.00	ZEPPLIN. Peony—Violet mauve, silvery suffusion20	1.85	12.00
PINK ABUNDANCE. Cactus—Mallow pink, white shadings60	5.50	40.00	DOUBLE LARGE FLOWERING DAHLIAS UNDER COLOR—			
PURPLE GEM. A show dahlia, color deep purple, distinct20	1.85	12.00	Various shades of red.....	1.25	8.00	
				Various shades of yellow.....	1.50	10.00	
				Various shades of purple.....	1.25	8.00	
				White	1.50	10.00	
				Variegated	1.50	10.00	
				Maroon and dark shades.....	1.25	8.00	
				Pink shades	1.50	10.00	
				Mixed dahlias.....	\$65.00 per 1000	1.25	8.00

Decorative and Cactus Types of Dahlias Seemingly Are Taking the Lead for Cut-Flowers

**AMERICAN GROWN
 FREESIAS**

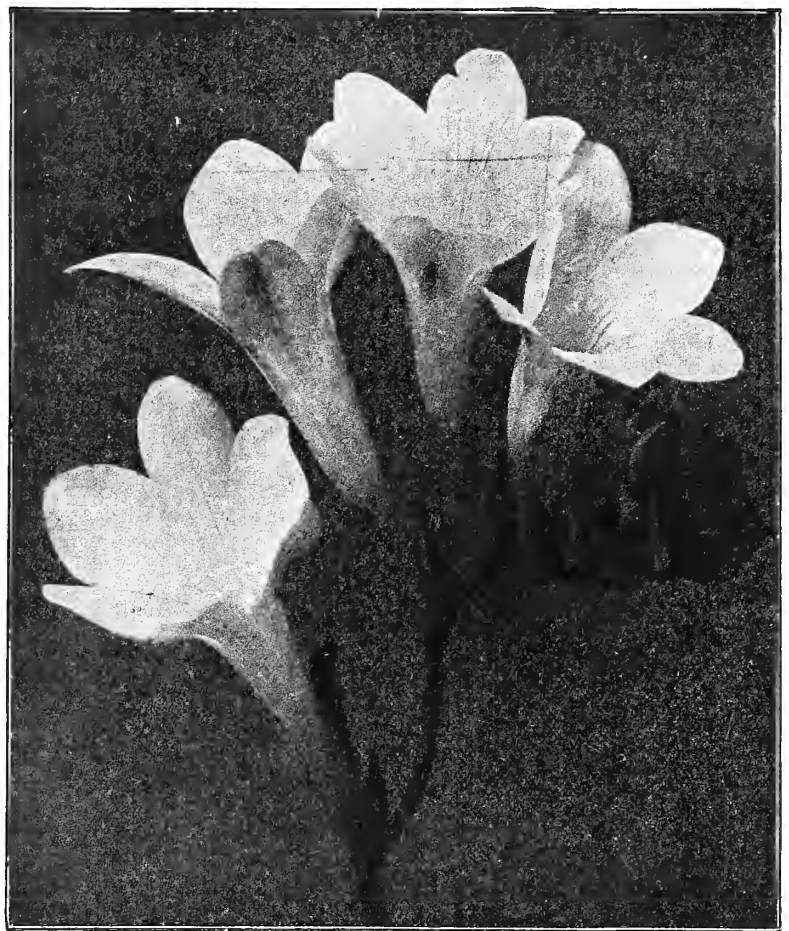
**A. B. C. "IMPROVED PURITY
 SUPERFLORA"**

We can deliver Freesia bulbs early enough to enable you to get them in bloom for Christmas, if properly handled. Large size bulbs should be planted for this purpose. 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:

Improved Purity Superflora, 1/2-5/8.....	} Prices Quoted On Application
Improved Purity Superflora, 5/8-3/4.....	
Improved Purity Superflora, 3/4-7/8.....	
Improved Purity Superflora, 7/8-1.....	

COLORED FREESIAS OF MERIT

Pershing—Lavender, Pink, 1/2-5/8.....	} Quoted On A P P L I C A T I O N
Pershing, 5/8.....	
California—Golden Yellow, 1/2-5/8.....	
California, 5/8.....	
Fischeri—Giant White, 1/2-5/8.....	
Fischeri—Giant White, 5/8-3/4.....	
Fischeri—Giant White, 3/4.....	
Splendens—Beautiful Lilac 1/2-5/8.....	
Splendens—Beautiful Lilac 5/8-3/4.....	
Olivette—Bright Carmine Red 5/8.....	
Marc. Peters—Blotched Orange and Yellow 5/8.....	
Carrie Budau—Lavender Pink 5/8.....	
Buttercup—Beautiful, Large Yellow, New European Introduction.....	
Carmencita—Light Orange Salmon.....	



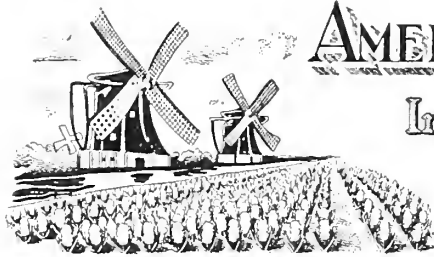
FREESIAS—A. B. C. Improved Large-Flowering "Purity Superflora"

**IMPORTANT
 NOTE**

The bulbs which we deliver to you are produced for us by one grower to assure a fixed strain of the best quality. It is important that you do not receive mixed lots from many growers.—A. B. C.



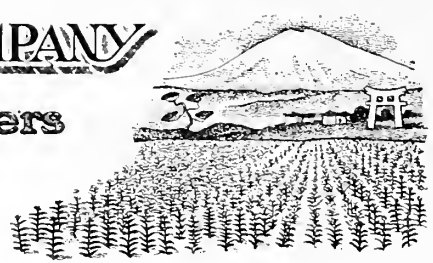
HOUSE OF A. B. C. "IMPROVED PURITY SUPERFLORA" FREESIAS GROWN BY ROWE FLORAL CO., KIRKWOOD, MO.



AMERICAN BULB COMPANY

Importers & Growers

182 North Wabash Avenue
 Telephones: CENTral 5662, 5663
 CHICAGO, ILLINOIS
 6 MURRAY ST. NEW YORK CITY



Alice Tiplady—"Prim. Hybrid." A grand, large "Prim." of most beautiful orange saffron color. Was awarded First-class Certificate of Merit by the North Shore Horticultural Society, Manchester, Mass., Summer of 1919. Winner of hundreds of awards. Very choice.

Prices 1½ inch up, per 1000, \$30.00;
 1¼ inch up, per 1000, \$27.00.

A. B. C. "SUPREME" Quality Gladioli for Forcing

The following varieties are generally conceded to be the most dependable for forcing. Likewise very desirable for outdoor culture. Bulbs are produced under A. B. C. personal supervision, on our contract farms in California, Indiana, Michigan and Iowa. We guarantee that none of same have been under crop for cut flowers. Therefore you can be assured of stock that contains full vigor and which has been scientifically treated, after harvest, especially for greenhouse culture.

**ALL OF THE FOLLOWING ARE FIRST SIZE 1½ INCH UP
 FOR PRICES ON SECOND SIZE BULBS SEE FOLLOWING PAGES**

	Per 100	Per 1000
Alice Tiplady (Prim.) See illustration opposite. Rich orange	\$3.50	\$30.00
Flaming Sword. Exceptional red. Early.....	7.00	65.00
E. J. Shaylor. Deep rose-pink.....	3.25	28.00
Early Sunrise. Salmon red.....	4.50	40.00
Le Marechal Foch. Light pink.....	2.35	20.00
Mrs. Frank Pendleton. Rose-pink on white.....	3.00	25.00
Maiden's Blush (Prim.) Blush pink. Early.....	2.35	20.00
Odin. Salmon color, dark blotches.....	3.60	32.00
Myrtle. Pink. Extra fine.....	4.00	36.00
Rose Luisante (Prim.) Pink, extra.....	4.50	40.00
Remembrance. Improved Shaylor. Extra fine.....	5.00	45.00
Orange Queen (Prim.) Extra.....	7.00	65.00
Souvenir (Prim.) Yellow.....	4.10	37.00
Mrs. Francis King. Flame pink.....	3.00	25.00
Virginia. Scarlet. Extra fine Early.....	4.00	35.00
Halley. Delicate salmon pink.....	2.65	23.00
Herada. Pure mauve.....	3.35	30.00
Joe Coleman. Rich red.....	4.00	35.00
Mona Lisa. Blush white.....	4.00	35.00
Rose 1910. Rose pink.....	2.85	25.00
Rose Glory. Purest rose pink.....	3.35	30.00
Scarlano. Bright red.....	4.00	35.00
War. Deep blood red.....	3.85	35.00
Duchess of York. Purple blue.....	4.50	40.00

For success in forcing it is most important that you obtain the highest quality of Gladiolus bulbs possible. We can and will supply you with such. It is suggested that order be placed at once for shipment as wanted.—A. B. C.

The following are newer and finer varieties offered at remarkably low prices. See following pages for quotations.

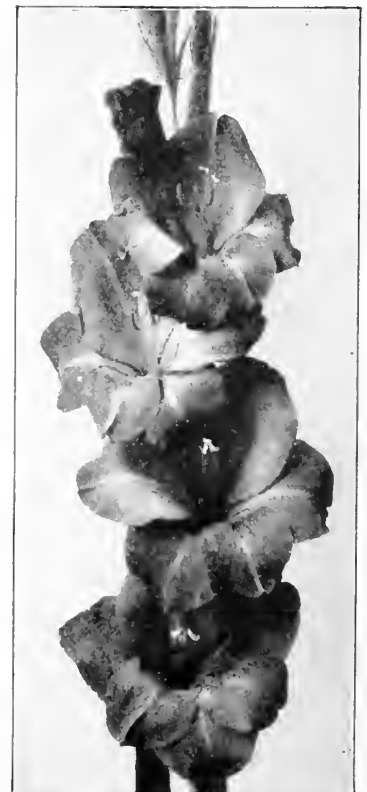
Blue Bird, Chicago Lavender, Duchess of York, Flaming Sword, Orange Queen, Helga, Peach Rose, Baby Pendleton, Giant Nymph, Tyrian Beauty, A. B. Kunderd, Fern Kyle, Thos. T. Kent, Rose Precose, Brilliant, Los Angeles, Ruth Huntington, Violet Beauty, Dr. W. Van Fleet.

Excerpt from Florists' Review 1927—By that Up-to-date California Firm, Armacost and Royston, Los Angeles

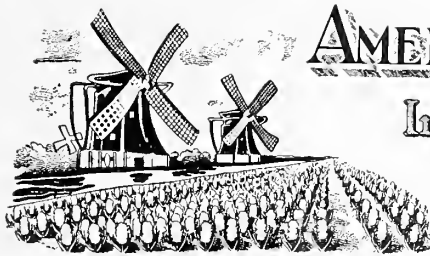
WHAT DO YOU HAVE THAT'S DIFFERENT?

"The grower who overlooks the Virginia Gladiolus is certainly making a great mistake. 'Jay Dee' said recently in one of our trade papers, "Numerous growers who have forced Gladioli under glass tell me that Virginia invariably produced fully 95 per cent and in many instances 100 per cent saleable spikes, most unusual with forcing varieties, excepting possibly as pertains to Pendleton. I predict that this comparatively new variety is going to make more money for the grower and retailer than any sort introduced since Mrs. Frank Pendleton, and my tip is arrange for a supply of Virginia for 1928 crops, especially for greenhouse culture."

This writer certainly "knows his oil" (a California expression to indicate that one knows whereof he speaks) when it comes to Virginia Glads. They mighty near put red roses out of the business at Christmas the last couple of years around Los Angeles.



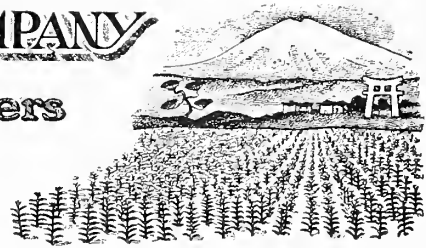
GLADIOLUS "VIRGINIA"



AMERICAN BULB COMPANY

Importers & Growers

182 North Wabash Avenue
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 CHICAGO, ILLINOIS
 6 MURRAY ST. NEW YORK CITY



6 "HIGH-LIGHTS"

In
 Early Flowering
 Cut-Flower
GLADIOLUS
 New Large
 Flowering Hybrid
 "Prim"
 or "Art" Varieties

To growers who have had failure under glass with the large flowering Gladiolus this type is recommended. Equally desirable for out-door culture. They cannot only be flowered in a comparatively short period of time, but they not infrequently produce two or more flowers to the first size, properly cured, forcing bulb.

The rich tones contained in some of this new type particularly fit them to the obtaining of "high art" effects and harmonizing in vase and basket work in connection with the new Dahlia-flowered Zinnia, etc.

Mr. George Wienhoeber, the well known Chicago retailer, known from coast to coast for his flower artistry and ability to harmonize flower colors, likewise Holm & Olson, of St. Paul, Minn., and Max Schling, of New York City, both well known for their skill in flower arrangement, have used this particular type of Gladiolus in their high class vase and basket work almost since the introduction of this worthy type.

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. A grand, large Hyb. Prim. of the 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.

Alice Tiplady has created somewhat of a sensation in the European cut flower markets, one English grower having recently purchased from us 50,000 of same for present delivery.

	100	1000
1 1/2 inches and up.....	\$3.35	\$30.00
1 1/4 to 1 1/2 inches.....	3.10	27.00

**WONDERFULLY
 PRODUCTIVE**

ONE-AND-ONE-QUARTER-INCH BULBS of ALICE TIPLADY, MAIDEN BLUSH AND ROSE LUISANTE SEEM TO BLOOM AS FREELY AS DO ONE-AND-ONE-HALF-INCH BULBS. TRY THEM FOR FORCING.

FOR BASKET DECORATIVE WORK THESE LARGE FLOWERING HYBRID "PRIM" VARIETIES ARE IN A CLASS BY THEMSELVES—

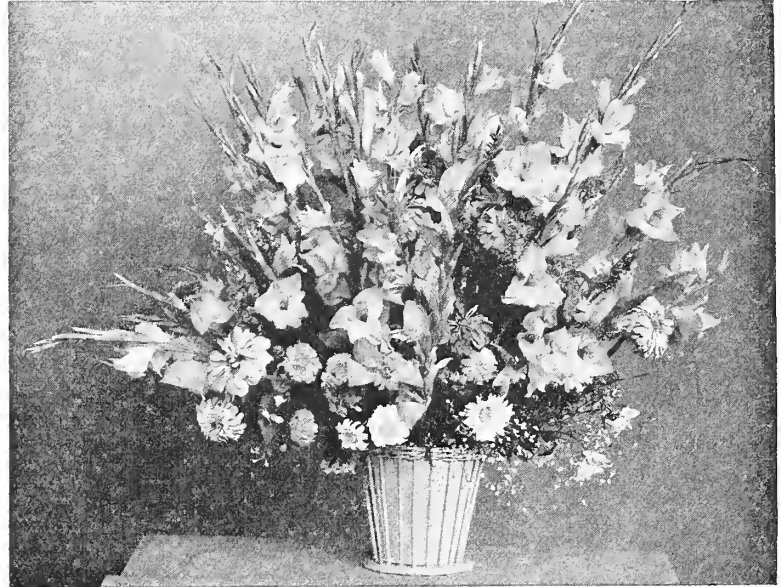
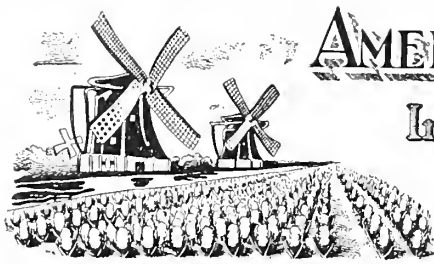


Illustration above indicates, insofar as printed matter can convey, the striking effect which can be realized by the use of new large-flowering hybrid or "Art" Gladiolus combined with A. B. C. Gold Medal Dahlia-Flowered Zinnias, etc. Arrangement by George Wienhoeber, the well known retail florist of Chicago. "Maiden Blush" Gladiolus Predominating.

Maiden's Blush

This Gladiolus has a combination of qualities that promise to make it one of the most popular varieties in existence. Earliest of all. Forces in seven weeks. Most attractive and charming, deep enchantress pink. Free-blooming. Produces an average of two spikes from first size bulbs when forced, and when grown outside the second size bulbs often act in the same manner. Prolificness. Makes an abundance of large bulblets that germinate easily. We hold possibly the largest stock of Maiden's Blush in this country. Another variety that holds high prominence in England—some growers planting as high as 100,000 in a season for the cut flower markets.

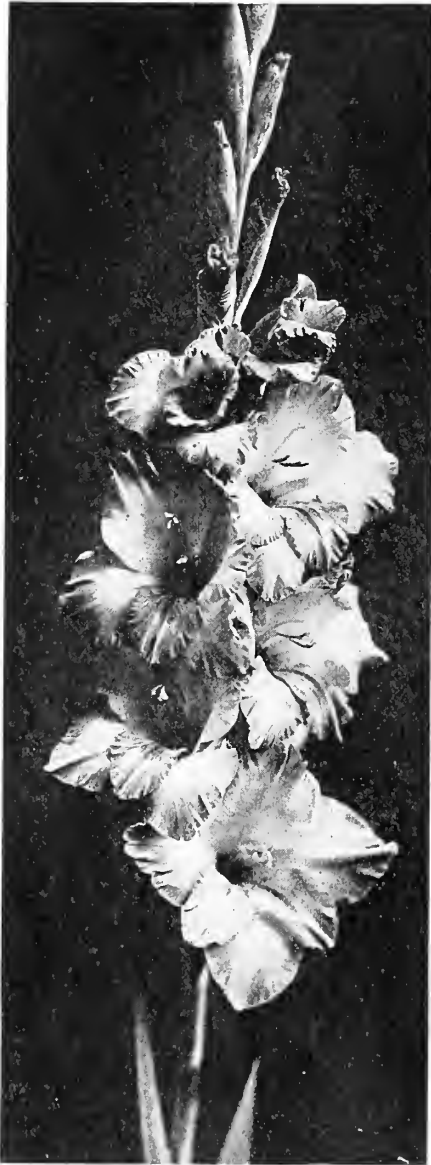
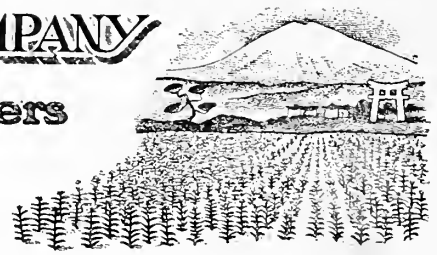
100	1000	
1 1/2 inch up.....	\$2.35	\$20.00
1 1/4 inch up.....	2.10	17.00
ROSE LUISANTE (Improved Maiden Blush.) Color similar to "Myrtle." Deep pink, very early, rather tall, well balanced spike. (Extra).	100	1000
1 1/2 inch up.....	\$4.50	\$40.00
1 1/4 inch up.....	4.00	35.00
SOUVENIR. Most superb deep yellow self. (An exceptional forcing variety.) Tall-stemmed, large hooded flowers facing forward, 4 to 6 open at the same time. Flowers ship and keep exceptionally well. Early.	100	1000
1 1/2 inch up.....	\$4.10	\$37.00
1 1/4 inch up.....	3.75	34.00
PRIMUMELLA (R-1915). A grand ruffled butterfly, orchid-like flower, orange, saffron color. Beautiful. (Scarce).	100	1000
1 1/2 inch up.....	\$5.50	50.00
1 1/4 inch up.....	5.00	45.00
SALMON BEAUTY. Very large flowered. Deep salmon, rich salmon-yellow throat. Certificate of Merit awarded this variety by the Mass. Hort. Soc., and winner of many other awards. A really grand variety for cut flowers.	100	1000
1 1/2 inch up.....	\$3.40	\$30.00
1 1/4 inch up.....	3.10	26.00



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E. J. SHAYLOR

An outstanding cut-flower variety and one you should have.

	First Size 1½-in. up		Second Size 1¼-1½-in.	
	Per	Per	Per	Per
A. B. KUNDERD. Tall large intensely ruffled flower of delicate pink cream color. Overspread finest flush pink...	100	1000	100	1000
	\$6.50	\$60.00	\$6.00	\$55.00
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.....	2.35	18.00	1.75	15.00
ARIZONA. Rose-pink; dark crimson blotch; grows erect, flowers beautifully placed. Early, good forcer, admired equally as much as Pendleton.	2.75	24.00	2.35	20.00
ALICE TIPLADY (Prim.) Rich orange; extra fine, a great favorite; about 50 per cent produce two flowers	3.35	30.00	3.10	27.00

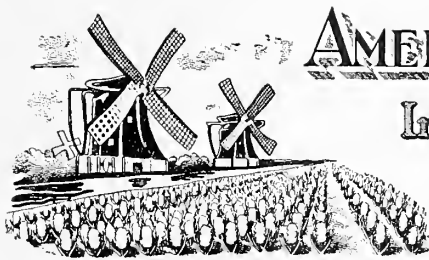
A. B. C. "Supreme" Quality Gladiolus

	First Size 1½-in. up		Second Size 1¼-1½-in.	
	Per	Per	Per	Per
ANNA EBERIUS. A little different in color from anything on the market. Dark velvety plum rose, throat deeper shade. This is a color combination that florists have been hoping for; it harmonizes well in most all kinds of floral work.....	100	1000	100	1000
	\$3.10	\$27.00	\$2.75	\$24.00
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.....	2.85	25.00	2.65	23.00
A. W. HUNT. Large flame orange red, wide open flowers on strong sturdy stem.....	6.50	60.00	6.00	55.00
BABY PENDLETON. Smaller than Pendleton and deeper in color. Very fine grower.....	5.50	50.00	5.00	45.00
BARON J. HULOT. The best deep blue; deep violet-blue with many open flowers on tall spike.....	5.00	45.00	4.65	42.00
BEST VIOLET. Dark velvety violet, strong grower.....	3.50	30.00	3.00	25.00
BRENCHLEYENSIS. Bright red. Tall grower of a striking red color, a choice cut flower and ideal for landscape work	2.85	25.00	2.35	20.00
BLUE BIRD. Improved Baron J. Hulot. Beautiful dark blue similar to Hulot but larger flower.....	4.50	40.00	4.00	35.00
BRILLIANT. Very beautiful European introduction. Bright red. Early.....	6.50	60.00	6.00	55.00
BYRON L. SMITH. Lavender on white ground; exceptional for cut flowers..	5.50	50.00	5.00	45.00
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.....	2.15	18.00	1.90	16.00
CHALLENGER. Rich dark red.....	6.50	60.00	6.00	55.00
CHICAGO LAVENDER (Kunderd Seedling). Color somewhat darker than Herada. Good forcer, strong grower. Many flowers open at once. We control entire stock.....	6.00	55.00	5.50	50.00
DR. NORTON. The finest cream and pink; the sensation amongst the newer Gladioli shown at the American Gladiolus Society's show, and awarded the highest honors; a variety that is really in a class by itself; exceptionally fine for cut flowers.....	4.50	40.00	4.00	36.00
DUCHESS OF YORK. A seedling of the well known Baron J. Hulot, has the same habit but the flowers are much larger and of a more beautiful purple-blue color. We think very highly of this grand variety.....	4.50	40.00	4.00	35.00
EARLY SUNRISE. Large-flowering Gladiolus; salmon-red; a favorite for indoor forcing in California and much thought of in the Chicago market....	4.50	40.00	4.00	35.00

E. J. SHAYLOR [See Illustration Opposite]

A beautiful deep rose-pink; slightly ruffled; has created the greatest sensation during the past years, wherever shown. Was awarded certificate of merit by the Royal Horticultural Society of England, Aug. 10, 1920. One of the very best forcers; brought the highest price of any variety in the Chicago market last season; in a class by itself. 1½ in. up, per 100, \$3.15; per 1000, \$28.00; 1¼-1½ in., per 100, \$2.75; per 1000, \$24.00.

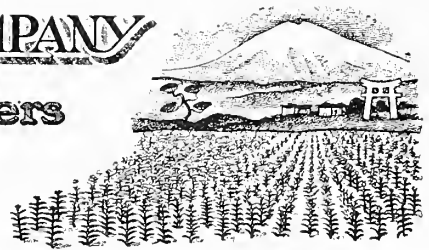
Early Orders for Gladiolus Will, We Believe, Prove Mutually Advantageous



AMERICAN BULB COMPANY

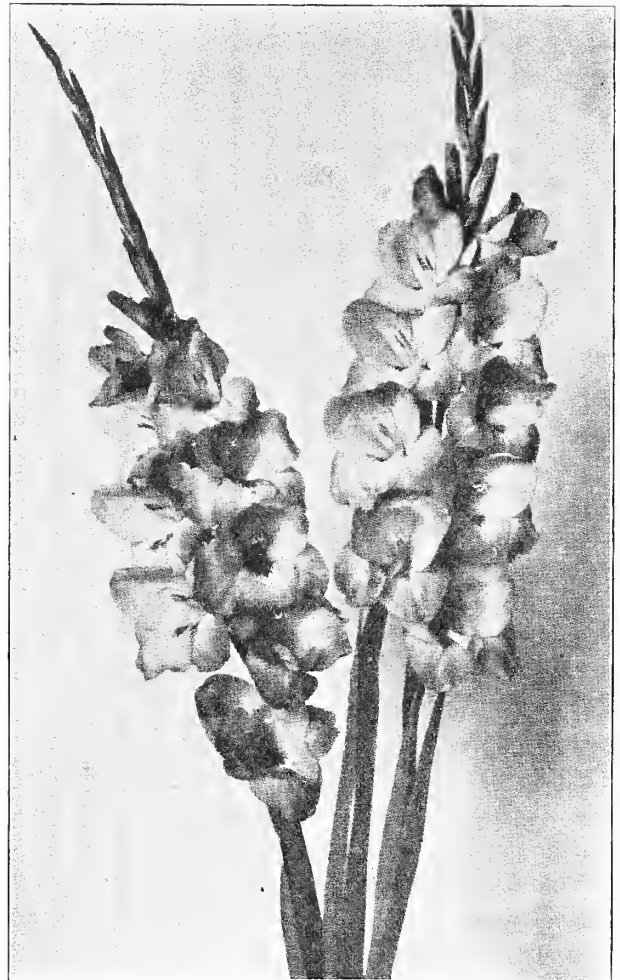
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A. B. C. "Supreme" Quality Gladiolus

	1 1/2-in. up	1 1/4-1 1/2-in.	First Size	Second Size
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.....	\$4.25	\$38.00	\$4.00	\$35.00
FLAMING SWORD. European introduction earliest of all reds tinted salmon. A variety that is coming to the front very fast, of brilliant red color, opens well and comes into flower very early. We can recommend this sort very highly.....	7.00	65.00	6.50	60.00
DR. W. VAN FLEET. Extra tall and slender plant, flowers of remarkable form and large size. A magnificent shade of delicate rose-pink, deeper at edges of all petals. Throat of softest canary-yellow or cream tint beautifully blended. A very extra variety equal to Mrs. Dr. Norton	8.50	80.00	8.00	75.00
FERN KYLE. Creamy white large heavily ruffled flowers, long stem with many flowers open at one time.....	12.00	10.00
FLORA. Beautiful golden yellow; large flowers. A very strong grower. We consider this wonderful variety much superior to Schwaben.....	4.50	40.00	4.00	36.00
GRETCHEN ZANG. The blooms are of pink, blending into scarlet on lower petals, a color much wanted.....	4.00	35.00	3.50	30.00
GENERAL JOFFRE. Scarlet red slightly mottled deeper scarlet; earlier than exceptional red variety War ...	3.35	30.00	2.85	25.00
GOLDEN MEASURE. Golden yellow, extra large flowers on a tall spike; the largest and best yellow	6.50	60.00	6.00	55.00
GOV. HANLEY. Tall, showy. Early. Rich cardinal-red with deep throat; a first-class bedding and cut flower variety	4.00	35.00	3.50	30.00
GIANT NYMPH. Very large light pink with creamy throat, one of finest varieties on strong stem	6.50	60.00	6.00	55.00
GLORY OF TEUCH. Large beautiful yellow. Many flowers open at one time	4.50	40.00	4.00	35.00
HELEN FRANKLIN. Pure white with violet stripes on lower petals; slightly ruffled; a great favorite in New England; admired wherever exhibited; good forcer	4.00	35.00	3.40	30.00
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	2.65	23.00	2.35	20.00
HELGA. Fine salmon rose. Deeper rose and cream on white ground. Unusually graceful spike, tall and handsome plant	8.50	80.00	8.00	75.00
HERADA. Pure mauve with deeper markings on throat and on lower petals. In great demand as a cut flower. ...	3.35	30.00	3.00	26.00
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	2.85	25.00	2.35	20.00

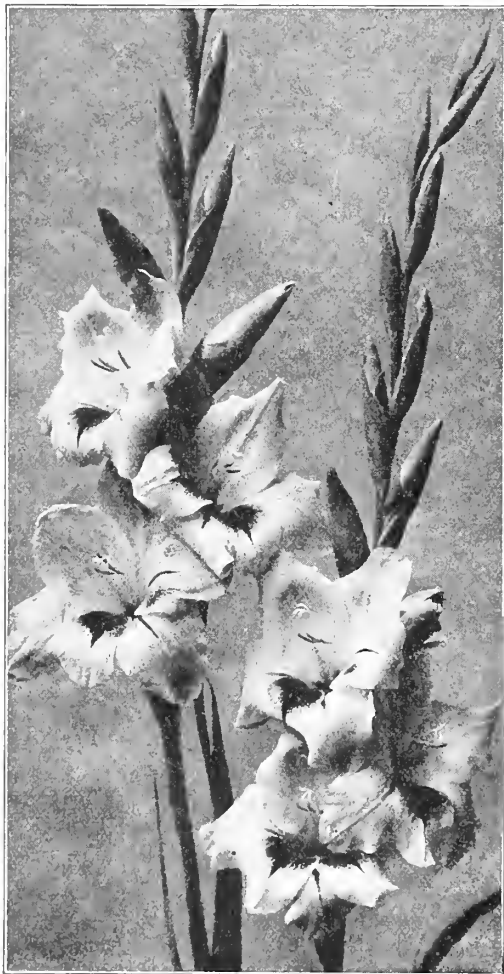


MRS. F. C. PETERS

One of the recent introductions that have become extremely popular for cut-flowers.

	1 1/2-in. up	1 1/4-1 1/2-in.	First Size	Second Size
	Per	Per	Per	Per
JOE COLEMAN. One of the best sellers on Chicago market. Very large and vigorous; rich red, one of the finest ruffled varieties.....	\$4.00	\$35.00	\$3.50	\$30.00
KITTY GRULLEMANS (Prim.). Large ruffled flowers, light yellow, edge of petals soft orange	5.00	45.00	4.50	40.00
KUNDERDI GLORY. Creamy apricot tinted light pink suffused with red on lower petal. Ruffled	3.50	30.00	3.00	25.00
L'IMMACULEE. Pure white, long spike of many flowers open at one time; very early; one of the best of the white varieties	4.00	35.00	3.50	30.00
LE MARECHAL FOCH. Beautiful shade of light pink; flowers twice as large as America; one of the earliest blooms, blooms the same time as Halley and Wilbrinck; a Holland production	2.35	20.00	2.10	17.00
LILY WHITE. An extremely fine novelty; early, pure white flower; rapid multiplier	3.35	30.00	2.85	25.00

"Virginia," a Forcing Gladiolus of Exceptional Merit



MRS. FRANK PENDLETON

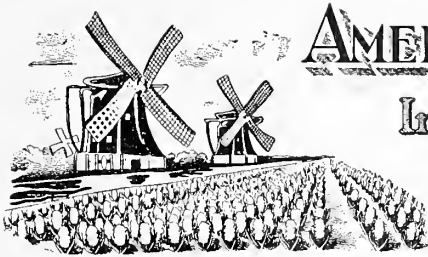
This exceptional variety, has, we might say, placed Gladioli "on the map" from a cut flower standpoint. (Note low price allowable because of plentiful supply.) One of the "highlights" in forcing varieties as well as being exceptional for outdoor culture.

A. B. C. "Supreme" Quality Gladiolus

	First Size 1½-in. up	Second Size 1¼-1½-in.		
	Per 100	Per 1000	Per 100	Per 1000
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 orchids grown by leading florists; this is one variety that differs from all others; big flower; free grower; this variety is in a class by itself.	\$5.00	\$45.00	\$4.60	\$42.00
LENA GRAETZ. Very meritorious as a cut flower, almost pure white	3.35	30.00	2.85	25.00
LOS ANGELES. Salmon pink, large early. Many flowers open at a time on long sturdy stem	6.00	55.00	5.50	50.00
MAIDEN'S BLUSH (Hybrid). Exquisite blush-pink; flowers finely formed on long straight stems; free flowering; about 50 per cent produce two flowers	2.35	20.00	2.10	17.00
MYRA (Hybrid). Large flowering; deep salmon, yellow throated; early, good forcer	2.85	25.00	2.60	22.00
MARY PICKFORD. Delicate creamy white, throat of finest sulphur yellow	5.00	45.00	4.50	40.00

MYRTLE. The most beautiful pink yet introduced; clearest dainty ruffled rose-pink, softly dissolving into a throat of clear creamy white; early flowering; distinctive in form and color and of good size; Myrtle stands among the elite of "Wizard" Kunderd's many exquisite productions...	\$4.00	\$36.00	\$3.60	\$32.00
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 18 to 20 flowers, six to eight open at one time; a magnificent variety	3.00	25.00	2.50	20.00
MRS. FRANK PENDLETON. The sensational beauty, winner of awards and prizes everywhere; the petals show beautiful 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.	3.00	25.00	2.50	20.00
MRS. F. C. PETERS. The blooms of this new variety 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 newest introduction of Gladioli	6.00	55.00	5.50	50.00
MRS. H. E. BOTHIN. Flesh salmon-pink, flame scarlet center. A large show flower. As a cut flower variety this is second to none and we predict that it will, before a long time, become as popular as that great favorite, Mrs. Frank Pendleton	4.00	35.00	3.60	32.00
MERTON W. WENTWORTH (Plain Petaled). Outer petals delicate pink, shading to Marechal Niel yellow. Back of petals show a tint of very delicate lavender. Lower petals blotched	2.85	25.00	2.35	20.00
MONA LISA. A Kunderd introduction. Strong plant. Many flowers open at a time. Of palest soft rose or blushed white. A magnificent almost pure self color. Gorgeous	4.00	35.00	3.50	30.00
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	3.60	32.00	3.35	30.00
ODIN. A sport of Prince of Wales; salmon color with dark blotches; early, good forcer	3.60	32.00	3.15	28.00
ORANGE BRILLIANT (Prim.) Beautiful orange; extra	4.00	35.00	3.50	30.00
ORANGE QUEEN. This variety originated by the famous German horticulturist, W. Pfitzer. Has been accepted by the most critical Glad lovers of America, and the finest of his recent introductions. We sent this Glad to California and it was accepted by the exclusive stores like no other variety in recent years. It is an early bloomer, good grower, and color copper orange	7.00	65.00	6.50	60.00

If You Require Gladiolus Bulbs in Volume, Write for Special Prices



AMERICAN BULB COMPANY

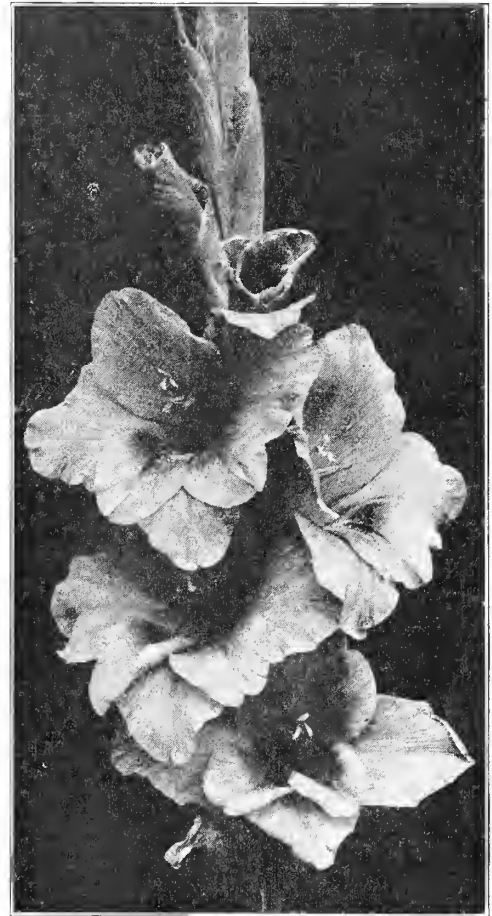
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A. B. C. "Supreme" Quality Gladiolus

	First Size 1 1/2-in. up		Second Size 1 1/4-1 1/2-in.	
	Per	Per	Per	Per
PEACE. Giant white flowers with lilac feathering in throat of two of the petals; flowers correctly placed on a tall, graceful spike	100	1000	100	1000
	\$2.85	\$25.00	\$2.35	\$20.00
PEACH ROSE. An extra choice and distinct deep rose-pink of remarkable color and appearance. A variety universally loved; flowers sell at sight; you have it once you will never do without it. A Kunderd introduction. Was awarded First Class Certificate of Merit by Mass. Horticultural Society, Summer of 1919	8.50	80.00	8.00	75.00
PRINCE OF WALES. Delicate salmon-pink; very large flowers; award of merit first-class certificate at Haarlem and London; good forcer; very popular	3.55	32.00	3.15	28.00
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	2.85	25.00	2.60	22.00
PINK PERFECTION. Showy, bright pink, large	4.50	40.00	4.00	35.00
PRIMUMELLA (Prim.), A grand ruffled butterfly, orchid-like flower. Orange-saffron color. Beautiful	5.50	50.00	5.00	45.00
ROSE 1910. Early, rose-pink; very desirable cut flower	2.85	25.00	2.35	20.00
ROSE PEARL. A beautiful pink sport of Halley; superior to Wilbrinck	3.35	30.00	2.85	25.00
ROSE PRECOSE. European introduction. Beautiful salmon rose, slightly ruffled. Many well placed flowers open at a time, on long straight sturdy stems	6.50	60.00	6.00	55.00
ROSE ASH. Ashes of roses, a decidedly new color which has attracted much attention	6.00	55.00	5.50	50.00
ROSE LUISANTE. Shell pink, cream throat	4.50	40.00	4.00	35.00
ROSE GLORY. Purest rose-pink, deeper in throat; ruffled	3.35	30.00	3.10	27.00
ROSELLA. Delicate rose mauve stained purple and white	5.50	50.00	5.00	45.00
RUBINI (new). Glowing salmon scarlet with lighter throat; very early large flower	6.50	60.00	6.00	55.00
RUTH HUNTINGTON. Beautiful violet lilac with deeper lilac markings on lower petals. Large, strong plant with tall, fine spikes. A general favorite	8.50	80.00	8.00	75.00
REMEMBRANCE. Deep rose with throat of carmine. Ruffled. Similar to E. J. Shaylor but larger flower	5.00	45.00	4.50	40.00
SCARLANO. Finely ruffled bright red, a very distinct and beautiful variety	4.00	35.00	3.70	32.00
SCHWABEN. The strongest growing and largest of all Gladioli of yellow color; a clear citron yellow with aster-purple tongue on lower petals	3.00	26.00	2.65	23.00
SALMON BEAUTY (Prim). One of Kunderd's best introductions. Salmon Beauty was awarded first-class certificate of merit by the Massachusetts Horticultural Society, in the summer of 1919. Early; good forcer	3.40	30.00	3.10	26.00
SOUVENIR. Most superb deep yellow self. Tall-stemmed, large hooded flowers facing forward, 4 to 6 open at the same time. Flowers ship and keep exceptionally well. Early	4.10	37.00	3.75	34.00
THOS. T. KENT. Rose Pink. Ruby color running through center of each petal. Very vigorous in growth	4.00	35.00	3.50	30.00
TYRIAN BEAUTY. A beautiful large flower near American Beauty rose color. Grand. Awarded first prize for best gladioli at Midwestern Glad. Show, Des Moines, Iowa, 1925. Kunderd introduction	6.50	60.00	6.00	55.00
VESTA TILLY. Blush pink, small lilac blotch. This valuable variety must be seen to be appreciated. We suggest that you include at least a nominal number in your order	4.00	35.00	3.50	30.00
VIOLET BEAUTY. Tall, large, cerise-violet. Red throat blotches. Very remarkable. A cut flower favorite. Early forcer	8.50	80.00	8.00	75.00



GLADIOLUS ANNA EBERIUS.

	First Size 1 1/2-in. up		Second Size 1 1/4-1 1/2-in.	
	Per	Per	Per	Per
WAR. Deep blood-red, shaded crimson-black; very tall and conspicuous; the best Gladiolus of this beautiful shade of red; try it	100	1000	100	1000
	\$3.85	\$35.00	\$3.35	\$30.00
WILBRINCK. A sport of Halley; retains Halley's earliness and has the color of America; soft yellow blotch on lower petals	3.00	25.00	2.50	22.00
YELLOW BIRD. A very pleasing shade of yellow, penciled with dark wine color on lower petals	2.85	25.00	2.35	20.00

SPECIAL MIXTURES

STANDARD MIXED. This mixture is made up of good standard sorts in a big variety and should not be confused with the mixtures of culls and discarded kinds offered in many places. We can recommend this mixture to those wanting a quantity of good flowers at a minimum price	\$2.15	\$18.00	\$1.90	\$15.00
LARGE FLOWERING HYBRIDS MIXED. These hybrids, gained by crossing the species of Primulinus with the larger varieties of the Gandavensis type, have retained all the daintiness and graceful form of the Primulinus parent, even to the "hood" formed by the drooping of the upper petal, and have an added beauty of exquisite coloring, from the softest primrose to a beautiful rose	2.15	18.00	1.90	15.00
GLORY MIXTURE. The par excellence of Gladiolus mixtures	3.00	25.00	2.50	20.00

VIRGINIA [Scarlet Princesps]

See illustration on another page of this book. Won first prize at the American Gladiolus Show, Rochester, N. Y., Aug., 1925, also winner of many other awards, 1 1/2-in. up, per 100, \$4.00; per 1000, \$35.00; 1 1/4-in. up, per 100, \$3.50; per 1000, \$30.00.

THE REGALE LILY

J. HORACE McFARLAND, NOTED HORTICULTURIST,
WRITES IN "BREEZE HILL NEWS"

LILIES, LILIES, LILIES!

All gardeners have suddenly begun to be interested in lilies. Just what started renewed attention to this great and neglected family it would be hard to determine. Possibly it was the advent of the true REGALE LILY which resulted from one of Mr. E. H. Wilson's productive journeys to Western China on behalf of Arnold Arboretum. Governor Morris some years ago told a delightful story in the Saturday Evening Post, "The Incandescent Lily," reciting some of Wilson's adventures in finding this marvelous new lily. A storm of enthusiasm for *Lilium Regale* is sweeping over the country, and rightly so—

"FRITZ BAHR ADDS A WORD"

"This sweet scented, graceful Lily is especially well adapted for basket work and for mixing with other flowers in an arrangement; its slender stems render it charming in a floral spray. Get acquainted with *Lilium regale* by flowering a few next season."

PRICES OF REGALE LILIES TRUE NORTHERN GROWN

FIRST SIZE, ABOUT 1 inch to 1½ inch Diam.
Per Doz. \$3.50 Per 100 \$25.00

SELECT SIZE, ABOUT 1½ inch Diam.
PER DOZ. \$4.50 PER 100 \$35.00

MAMMOTH SIZE, ABOUT 2 INCH DIAM.
(SUPPLY LIMITED) PER DOZ. \$7.00
PER 100 \$50.00

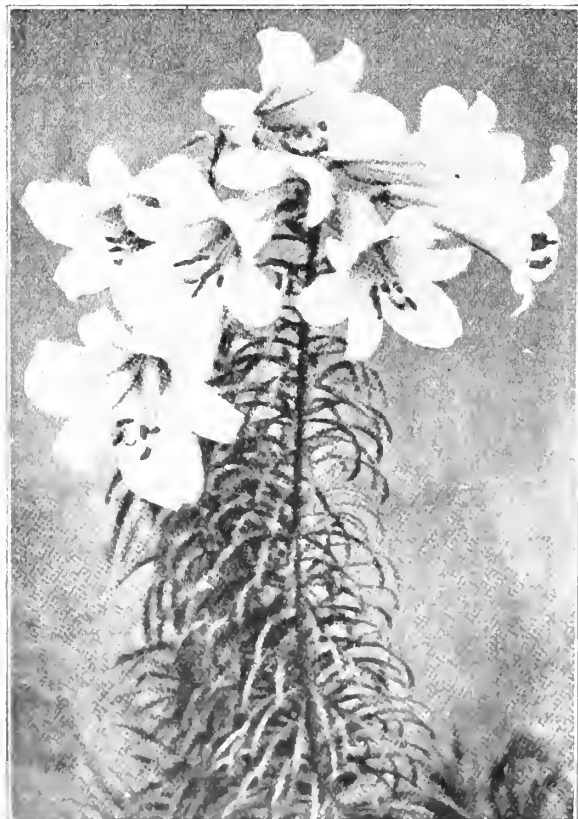
Our supply of Regale
Lilies is from Bulbous
Stock, not seeds.

There's a difference.

25 OF ANY SIZE OFFERED ABOVE AT 100 RATE



The basket of flowers illustrated above was made up entirely of Regale Lilies and field-grown perennials which bloom at a time of year when greenhouse cuts and "fillers" are scarce.



THE REGALE LILY

EXCERPT FROM THE AMERICAN FLORIST, ISSUE OF SEPT.
30th, 1927, BY "J A Y D E E," HORTICULTURAL WRITER

Lilium Regale (Myriophyllum) Finding Great Favor

While this valuable cut flower lily was introduced from China, several years ago, it was only within the past year or two that florists generally have come to appreciate its value as a cut flower.

The flower stems of the Regale lily are slender and flexible, but tense as steel and from 3 to 5 ft. tall, covered with dense narrow foliage, and crowned with a profusion of funnel shaped blooms, the outside of which are streaked brown and shading off to pink, the inside is flushed yellow in center, shading off to pure white at the outer edge, and when used in conjunction with Achillea, Gypsophila (Baby's Breath,) Delphinium, Gladiolus, etc., for basket or vase work, the effect is most pleasing and artistic as well. The Regale blooming as it does in July harmonizes with many perennial blooms in flower at the same time and also when greenhouse stock is not over plentiful.

The Regale is perfectly hardy, but should be planted now or before severe frost sets in, and fully nine inches deep, thriving best in rich leafy loam, although in the absence of such, any thoroughly drained loam will answer very well. For culture under glass, pot bulbs now and leave in cold frame until late December when they can be taken inside and started off in temperature of 55 deg. and which can be increased later to 70 deg. or even higher, but it is as an outdoor summer flowering lily that I believe this grand variety will prove itself most valuable to the trade, and my tip this week is to arrange now for supply of bulbs, either for present or spring 1928 delivery, since spring planting seems to give good results.

The Regale has proved itself, and cannot be too highly recommended, it seems to me.

A. B. C. IMPROVED "ERABU"

The Most Valuable Florists' Lily Introduced to the Trade in the Past Twenty-five Years

During the year of 1919, our Mr. A. Miller made a tour of the Lily producing fields in Japan and noted particularly an exceptionally good type, unusually free blooming, the flowers of which attained a much stronger texture than shown in any other variety. Furthermore, the generally strong character and healthfulness of the plant appealed to Mr. Miller as being the type that florists would appreciate. Arrangements were then made for a supply of these Lily bulbs from the Island of Erabu, sample cases of which were exhibited at the florists' convention held in Detroit, Mich., August, 1919. Florists quickly appreciated this worthy variety and have encouraged us to maintain the high standard of same.

LILIUM "ERABU"

Introduced to America by A. B. C. in the year 1919. Especially recommended to growers who are required to carry Lily plants under comparatively cool temperatures for Easter bloom.

(Erabu Grown, none genuine unless certificate vised by Japanese government accompanies each case.)

LILIUM ERABU

True type, introduced by us in 1919. Exhibited at Detroit in 1919. Per case

7 to 9-inch, 300 to a case.....	} MARKET PRICE
8 to 10-inch, 225 to a case.....	
9 to 10-inch, 200 to a case.....	
9 to 11-inch, 180 to a case.....	
10 to 11-inch, 150 to a case.....	
11 to 12-inch, 130 to a case.....	
11 to 13-inch, 120 to a case.....	

LILIUM HARRISII

(BERMUDA GROWN)

This Lily is again popular and being planted extensively for early bloom—bulbs planted in August usually bloom in January. For Easter plant October-November. We offer bulbs from growers who are painstaking in supplying true type and from selected fields.

6-7—335 to case.....	} MARKET PRICE
7-9—200 to case.....	
9-11—100 to case.....	

SO LITTLE USE FOR LILIES!

"To tell the truth about the matter, we sell so very few Easter Lilies during the year, outside of Easter week, that it doesn't pay us to buy a case of bulbs and try to grow them ourselves." Whenever a florist speaks in that way, he is talking himself out of making money. We are living in an age where Callas are used for bridal bouquets and Easter Lilies are seen at the weddings as well as funerals and on practically every other occasion where flowers are used, but you won't sell any if you haven't any to sell. Get acquainted with the easily grown Lilies; it will pay you. Plant a few cases now and during winter, of cold storage bulbs; let your customers see them in the store or in floral arrangements and you will soon need a good many more cases of bulbs.

Excerpt from remarks of Fritz Bahr, noted Horticultural Writer and Florist, in the Florists' Exchange.



LILIUM ERABU. A. B. C. Improved Strain.

Each case of A. B. C. Erabu Lilies contains government certificate, insuring you of trueness of type and healthfulness of bulbs. Erabu is particularly recommended to growers who are required to carry Lily plants under comparatively cool temperature for Easter bloom.

"I DO LIKE FORMOSUMS"

Why are the Formosums or Erabu lilies the most profitable of all the so-called Easter lilies to handle for the retail grower? Here is the answer: Planted from now on, carried in a cold frame outdoors, brought in sometime in October before there is danger of frost and given a house 50 or 52 degrees, the plants will start blooming in February, and keep on until Mothers' Day. Some will be tall, some short, but most likely 90 per cent will make saleable pot plants or can be used for cutting.

With a little extra work you can time at least a fair percentage to come in for Easter, but why not leave this to the specialist and allow your plants to come along as they like, giving you flowers over a period of three to four months! What could pay better!

Excerpt from Florists' Exchange issue Sept. 17, 1927, by Fritz Bahr, noted horticultural writer and florist.

LILIUM ERABU

Place order now for delivery from 1928 crop, sizes 7 to 9 inch to 11 to 13 inch. Market price at time of delivery.

Available September and Later

SEE FOLLOWING PAGE FOR LIST OF HARDY LILIES.

Year after Year A. B. C. Lilies

continue to be the choice of careful buyers. The reputation that holds so many firm friends for A. B. C. Lily Bulbs is a reliable guide for all who seek quality.

NEW CROP LILIES

A. B. C. "SUPREME" Quality from Cold Storage LILIUM GIGANTEUM "A. B. C. Mountain Grown"

Lilium Giganteum remains as the standard variety to grow for Easter under heat control. Mountain Grown Lilium Giganteum are superior to the Saitama Grown Giganteum. Saitama is the section where about 75% of the Giganteums are grown and in securing Lilies free from disease and such quality, you are absolutely safe in buying Mountain Grown—cost slightly more but much cheaper at the finish.

	Per Case
6 to 8-inch, case of 400 bulbs.....	\$18.00
7 to 9-inch, case of 300 bulbs.....	22.00
8 to 10-inch, case of 225 bulbs.....	23.50
9 to 10-inch, case of 200 bulbs.....	25.00
10 to 11-inch, case of 100 bulbs.....	25.00

GIGANTEUM AUSTRALIS Superior Strain of Giganteum

An early flowering Giganteum; we have seen this Lily in bloom, (planted in November) in the latter part of February. To florists who have not excessive heat and wish to secure a good height Giganteum, we recommend this new Giganteum Australis. We have handled this Lily for three years in an experimental way and it has proved very successful. We recommend your trying a case or two—absolutely free from disease.

	Per Case
7 to 9-inch, case of 300 bulbs.....	\$27.00
8 to 10-inch, case of 225 bulbs.....	32.00
9 to 10-inch, case of 200 bulbs.....	36.00

LILIUM MULTIFLORUM

Multiflorum is well known to the trade for its fine flowers. It produces and blooms much earlier than Giganteum and grows slightly taller—demand good and crop extremely short. We offer the following sizes for immediate acceptance:

	Per Case
7 to 9-inch, case of 300 bulbs.....	\$36.00
8 to 10-inch, case of 225 bulbs.....	36.00
9 to 10-inch, case of 200 bulbs.....	36.00
9 to 11-inch, case of 180 bulbs.....	36.00
10 to 11-inch, case of 150 bulbs.....	36.00

APRIL EIGHT IS THE DATE for Easter 1928.

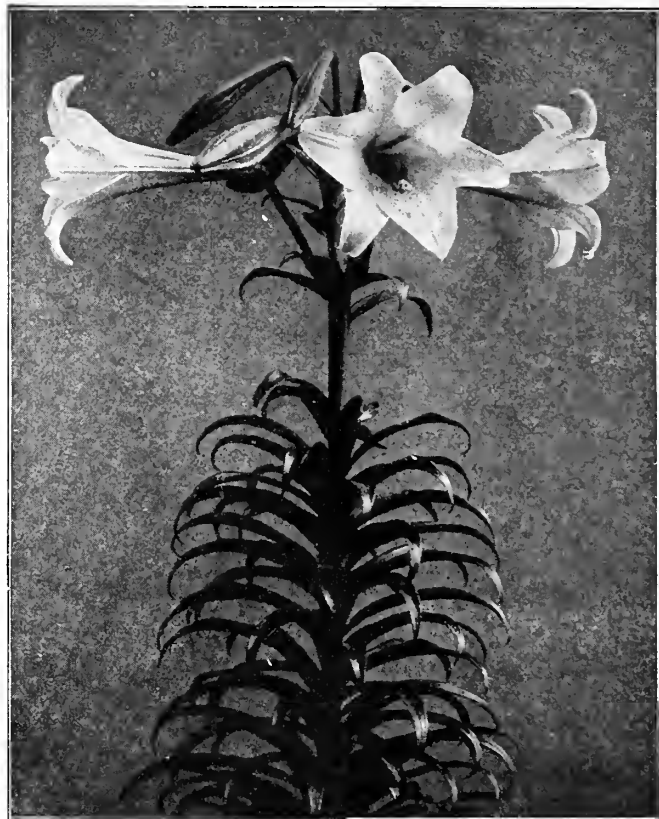
American Bulb Co.,
172 N. Wabash Ave., Chicago, Ill.
Gentlemen: While resetting bulbs, we came to your lot. My nephew, who is sixteen years of age, said this:
"Now, what is the reason that all at once we get into such an even, splendid lot of Lilies so well budded?"
My answer was that they were from 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.

Lilium Giganteum "A. B. C. Mountain Grown" from Cold Storage
We aim to supply Lilium Giganteum the year around and we believe it will be to your interest to arrange for your total anticipated needs now and for delivery as required throughout the season. Write for latest quotations.

"FRITZ BAHR SAYS"

In the Florists' Exchange

"Did you ever plant too many Rubrum or Magnificum Lilies? For the average florist it means just this: He can get along without Rubrum Lilies, even not miss them. On the other hand, those who once get into the habit of using them usually find them such a profitable and at the same time easily handled crop that they try each year to prolong the flowering period, which, with the help of cold storage bulbs, is not hard to do."
(SEE NEXT PAGE)



LILIUM GIGANTEUM. Mountain Grown

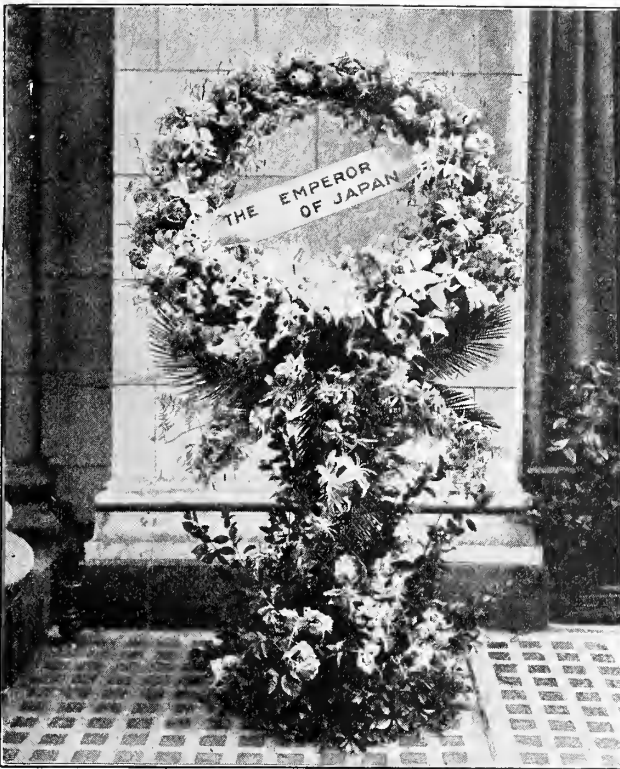
Planting Table For Giganteum Lilies

Excerpt From "The Florist's Review"

The Review receives so many queries in regard to giganteum lilies, for Easter mostly, but in some measure for other occasions, that it has endeavored to arrange a planting table, with the dates of starting, the approximate time of flowering, and the average temperature needed to bring them into bloom at various periods. Of course these dates are merely approximate; severe cold or intense heat may retard or advance plants, and long spells of dark weather will also have their effect. While some lilies do well when grown comparatively cool, the best success with giganteums is always secured when they are grown warm from the start. Moderate watering is necessary until the pots are nicely filled with roots; then an ample supply is needed. Fresh bulbs require more water at all stages of their growth than cold storage ones; they also require a longer season to come to perfection.

As lilies make all their best roots from the tops, and not from the bottoms of the bulbs, it is an advantage to start them in 4-inch pots, later shifting and burying the bulbs deeper in 6-inch pots, or to pot in 6-inch pots at once, setting the bulb well down, and, after growth has started, to give a top-dressing.

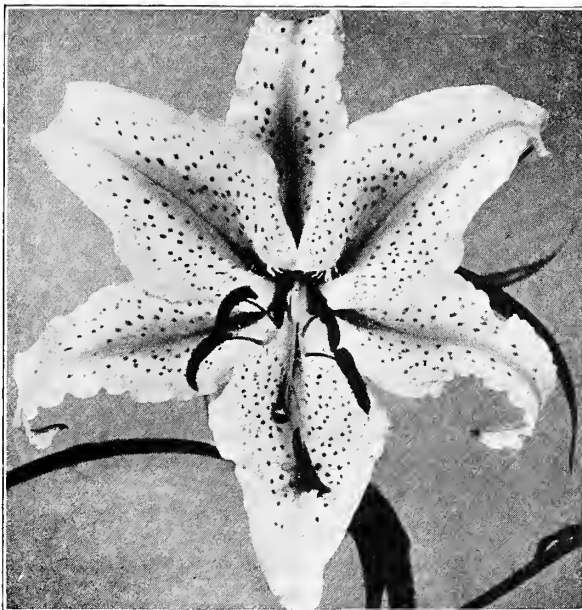
Planting Time.	Flowering Time.	Kind of Bulbs.	Temperatures	
			Start at.	Later.
Jan. 1.....Apr. 10 to Apr. 30.....	Cold storage	55 degrees	65 to 75 degrees	
Jan. 15.....Apr. 20 to May 10.....	Cold storage	55 degrees	65 to 75 degrees	
Feb. 1.....May 1 to May 20.....	Cold storage	55 degrees	65 to 75 degrees	
Feb. 15.....May 10 to May 30.....	Cold storage	55 degrees	65 to 75 degrees	
Mar. 1.....May 20 to June 10.....	Cold storage	60 degrees	65 to 80 degrees	
Mar. 15.....June 1 to June 25.....	Cold storage	60 degrees	65 to 85 degrees	
Apr. 1.....June 20 to July 10.....	Cold storage	60 degrees	65 to 85 degrees	
Apr. 15.....July 5 to July 20.....	Cold storage	60 degrees	65 to 85 degrees	
May 1.....July 15 to Aug. 5.....	Cold storage	62 degrees	65 to 85 degrees	
May 15.....Aug. 1 to Aug. 20.....	Cold storage	65 degrees	70 to 85 degrees	
June 1.....Aug. 10 to Aug. 30.....	Cold storage	65 degrees	70 to 85 degrees	
June 15.....Aug. 25 to Sept. 10.....	Cold storage	65 degrees	70 to 85 degrees	
July 1.....Sept. 5 to Sept. 25.....	Cold storage	70 degrees	75 to 90 degrees	
July 15.....Sept. 20 to Oct. 10.....	Cold storage	70 degrees	75 to 90 degrees	
Aug. 1.....Oct. 5 to Oct. 25.....	Cold storage	70 degrees	75 to 90 degrees	
Aug. 15.....Oct. 20 to Nov. 15.....	Cold storage	65 degrees	70 to 85 degrees	
Sept. 1.....Nov. 10 to Nov. 30.....	Cold storage	65 degrees	70 to 85 degrees	
Sept. 15.....Nov. 25 to Dec. 20.....	Cold storage	65 degrees	70 to 85 degrees	
Oct. 1.....Dec. 15 to Jan. 10.....	New season bulbs	60 degrees	65 to 80 degrees	
Oct. 15.....Jan. 5 to Jan. 30.....	New season bulbs	60 degrees	65 to 80 degrees	
Nov. 1.....Jan. 25 to Feb. 15.....	New season bulbs	60 degrees	65 to 80 degrees	
Nov. 15.....Feb. 10 to Mar. 1.....	New season bulbs	55 degrees	65 to 75 degrees	
Dec. 1.....Feb. 25 to Mar. 15.....	New season bulbs	55 degrees	65 to 75 degrees	
Dec. 15.....Mar. 10 to Apr. 1.....	New season bulbs	55 degrees	65 to 75 degrees	



STANDING WREATH

Illustrating the Use of *Lilium Speciosum Rubrum* (Magnificum)

with orchids in an unusually high class piece of designing. Sent by the Emperor of Japan as a tribute to our late President Warren G. Harding. Photograph furnished by the well-known florists, J. H. Small & Sons, Washington-New York. *Lilium Rubrum* (Magnificum) cannot be excelled for supplying "tone" to most all kinds of floral work.



LILIUM AURATUM (Gold Banded Lily of Japan)

LILIUM SPECIOSUM MAGNIFICUM

Improved Rubrum (White Ground, Pink Spotted)

Size	Price Per Standard	Full Size Case	Price Per 100
7 to 9 inch, 220 to case	\$24.00		\$13.00
8 to 9 inch, 200 to case	24.00		14.00
8 to 10 inch, 170 to case	24.00		16.00
9 to 10 inch, 150 to case	25.00		18.00
9 to 11 inch, 130 to case	25.00		22.00
10 to 11 inch, 120 to case	25.00		23.00
11 to 13 inch, 90 to case	26.00	

LILIUM AURATUM—Gold Banded Lily of Japan

Cream, spotted chocolate-red with gold band through center of each petal.

Size	Price Per Standard	Full Size Case	Price Per 100
8 to 9 inch, 170 to case	\$20.00		\$14.00
8 to 10 inch, 150 to case	20.00		16.00
9 to 10 inch, 120 to case	20.00		18.00
9 to 11 inch, 100 to case	20.00	

LILIUM AURATUM—Platyphyllum

Size	Price Per Standard	Full Size Case	Price Per 100
8 to 10-inch, 150 to case	\$26.00		\$19.00
9 to 10-inch, 120 to case	26.00		23.00

LILIUM SPECIOSUM ALBUM—White

Size	Price Per Standard	Full Size Case	Price Per 100
8 to 9 inch, 200 to case	\$55.00		\$30.00
8 to 10 inch, 170 to case	60.00		38.00

25 bulbs priced at 100 rate, less than 25 bulbs invoiced at 20 per cent advance over 100 prices.

LILIUM CANDIDUM

(Ready August-September)

A most desirable white flowered hardy Lily for outdoor culture. Perfectly hardy and continues to bloom from year to year.

20-22 ctm.	{ Northern } { French } { Grown }	} Market } Price
22-24 ctm.		
24-26 ctm.		
26 ctm. up		

General List of Hardy Lilies. Note: We do not supply a less number than 12 of a variety of Lilies offered on this page

Prices quoted are per dozen, per 100 and per 1,000 in the order given.

Batemanni—Three to four feet high with five to ten flowers of reddish-orange color. Blooms in July or August. \$2.50 per dozen; \$16.00 per 100.

Canadense—Bell shaped blossoms which vary in red and yellow colors. Three to five feet high. \$1.50 per dozen; \$10.00 per 100.

Pardalinum (Leopard Lily)—Rich scarlet and yellow flowers, spotted with rich brown. Robust and free-flowering. \$2.50 per dozen; \$16.00 per 100.

Elegans (Leonard Joerg)—Rich apricot spotted. Very fine. \$2.25 per dozen; \$15.00 per 100.

Hansoni—Attains height of three to five feet. Reflexed blossoms two inches across, petals bright orange-yellow, faintly spotted brown, eight to twelve in a cluster, flowering in June or early July. \$8.00 per dozen; \$55.00 per hundred.

Superbum—Three to six feet high, flowers from five to forty, nodding brilliant orange-red. Blooms in July. \$1.50 per dozen; \$10.00 per 100.

Krameri. Unique for its color and grows from 2 to 4 feet high. The funnel-shaped finely formed flowers are 6 inches or more in length and as much across, of a beautiful clear pink color, often shaded blush. \$2.25 per dozen; \$15.00 per hundred.

Regale (See next page).

LILIUM TIGRINUM

The old-fashioned "Tiger Lily." Florists are again taking up the cultivation of this showy, bright orange Lily with black spots. Blooms freely outdoors in midsummer and provides showy material for window decoration, basket work, etc. Single-flowered *Splendens*, per doz., \$1.75; per 100, \$12.00. Double-flowered, per doz., \$2.00; per 100, \$14.00.

Florists' Forcing Roses

Roses forced in pots for Easter and other spring holidays have increased greatly in number in the past few years. No plants are more attractive and the demand each spring is larger than the supply. Through contract arrangements with specialist growers we are in position to supply strong two-year-old budded stocks of the highest quality and in the most up-to-date varieties.

BABY ROSES

IDEAL. We consider this the "last word" in Baby Roses. Color intense lustrous garnet; the flowers are produced in very large trusses and are very effective.

BABY RAMBLER (Mme. Levavasseur). Crimson.

BABY TAUSENDSCHON. Pink, white shading.

BABY ORLEANS. Geranium-red.

BABY ERNA TESCHENDORF. Rosy-pink.

BABY ELLEN POULSON. Cherry-pink.

BABY KOSTER'S ORLEANS. Rosy-pink.

And all worth-while varieties.

CLIMBING OR TRAILING VARIETIES

EUGENE JACQUET. A vigorous growing Rose, producing large clusters of fragrant cherry-red flowers. We predict that Eugene Jacquet will be more freely grown for Easter forcing than any of the other sorts usually produced for this purpose.

ROSARIE. Sport from Tausendschon. Like the standard Tausendschon in habit with very charming pink or carmine flowers. An American introduction worthy of much attention. A favorite florists' forcing variety.

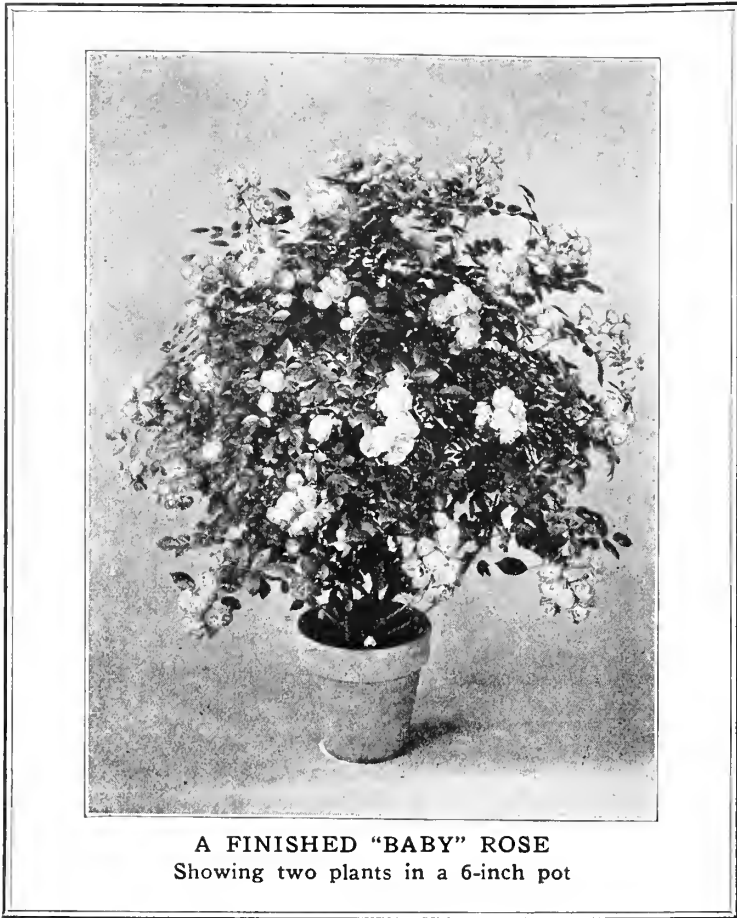
TAUSENDSCHON. The buds are cherry-pink, opening to very double flowers of softer shades that eventually fade to white.

DOROTHY PERKINS. Clear cherry-pink, slightly fragrant flowers, borne in great profusion and lasting for a long time.

EXCELSA. H. W. (Walsh, 1908.) An intense crimson, with the edges of the petals a little lighter, produced in immense clusters.

CRIMSON RAMBLER. Great masses of crimson, semi-double flowers are borne by the vigorous plants.

PAUL'S SCARLET, THE BRIGHTEST AND PUREST RED OF ALL PILLAR ROSES



A FINISHED "BABY" ROSE
 Showing two plants in a 6-inch pot

MISCELLANEOUS ROSES FOR POT PLANTS

HYBRID PERPETUAL. (Leading varieties, such as Magna Charta, Paul Neyron, etc.)

HYBRID TEA. (Leading varieties.) 2-year-old budded stock.

ALL ORDERS FOR ROSES BOOKED AT MARKET PRICE.

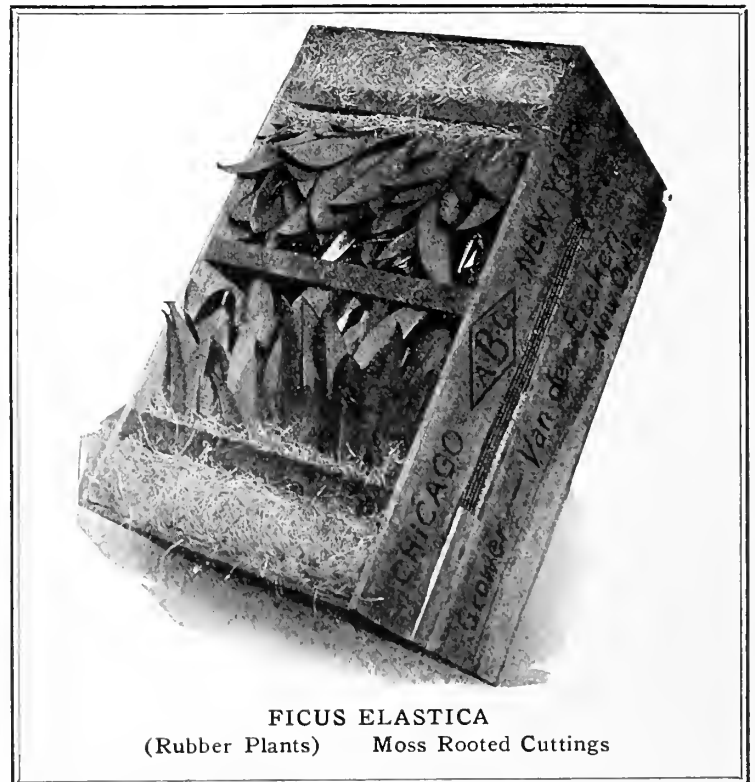
BENCH OR GARDEN ROSES
FOR SPRING DELIVERY

This is now an important department of our business, and we have in Chicago and tributary towns the largest field in the world to draw from. We are generally in position to supply all varieties grown for cut flowers such as Premier, Templar, Pernet, Columbia, Milady, etc. Write for latest market quotations or refer to list in classified columns of the Florists' Review, beginning March, 1928.

FICUS ELASTICA

(RUBBER PLANTS) MOSS ROOTED CUTTINGS

Appreciating the importance of shipping Ficus cuttings that are properly rooted, with healthy leaves and packed to reach the buyer in good condition, we have arranged with a specialist in Louisiana for a large supply of same for delivery during the coming season. Ficus Elastica is now one of the most profitable plants which the florist grows. Price on application.



FICUS ELASTICA
(Rubber Plants) Moss Rooted Cuttings

Refer to Classified Pages of Florists' Review for Special Plant Offers

Poinsettias, the Better Kinds

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time

We have contracted with a specialist grower in California to supply us with a quantity of heavy field plants for propagating purposes and offer same as follows F. O. B. Calif. Delivery spring season 1928.

EARLY RED—TRUE CHRISTMAS RED. (This is the standard variety) **AND PINK.** Price, \$15.00, \$18.00, \$25.00 and \$30.00 per 100 according to size.

OAK LEAVED AND THE NEW VARIETY "HOLLYWOOD" recognized as a big improvement over the "TRUE CHRISTMAS RED." Price: \$25.00, \$35.00 and \$50.00 per 100 according to size.

POINSETTIAS FROM 2½-INCH POTS, DELIVERY JUNE AND LATER (MARKET PRICE)

SPIRAEA CLUMPS FOR FORCING

Spiraeas, previous to the U. S. embargo, were in great favor with the trade, after which, because of the difficulty in obtaining satisfactory quality roots these desirable plants lost their vogue to a large extent. Now, however, roots equal, if not superior, to stock formerly imported are obtainable, and at a price that is bound to bring back this old favorite to popular demand. Spiraeas provide a very satisfactory blooming plant at very low cost, especially for Easter and Mothers' Day sales.



POINSETTIA
 Christmas True Red

Note: In addition to the varieties of Poinsettias listed opposite we shall expect to have a nominal supply of the new introductions, namely "Saint Louis" and "Double Oak Leaf Variety." Prices on application.

SPIRAEAS
 (NOVEMBER-DECEMBER DELIVERY)

Extra fine two-year-old clumps.

- | | |
|------------------------------------|--------------------------------------|
| Gladstone. White..... | } PRICES ON AMERICA. Lilac rose..... |
| Queen Alexandria. Clear pink..... | |
| Princess Mary. Rose..... | |
| And all worth-while varieties..... | |
| | |

FRENCH HYDRANGEAS

FOR EASTER, MOTHERS' DAY AND MEMORIAL DAY FORCING. FALL DELIVERY

Pot-grown and especially prepared for early forcing.

We now supply this important plant item to many of the largest growers in the U. S. A.—in some instances in carload lots. Our grower invariably finishes them AI and we can furnish the various sizes in the most saleable varieties.

- | | |
|--------------|--------------------|
| 4-inch | } WRITE FOR PRICES |
| 5-inch | |
| 6-inch | |
| 7-inch | |

FERNS

Generally deliverable in quantity May-June, however, we can frequently supply same throughout the year.

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

- | | |
|---|-------------------------|
| Nephrolepis Bostoniensis. 2¼ inch pots. | Teddy Jr. 2¼ inch pots. |
| Dwarf Boston. 2¼ inch pots. | Verona. 2¼ inch pots. |
| | Whitmani. 2¼ inch pots. |

F. O. B. EASTERN SHIPMENT

Price of the above, \$7.00 per 100; per 1000, \$65.00.

TABLE FERNS

(IN FLATS, JUNE DELIVERY)

We mention a few of the most desirable sorts, but can generally supply all varieties in commerce. All f. o. b. Eastern Shipment.

- | | | |
|-------------------------|-------------------|-----------------------|
| Aspidium Tsussimense. | Pteris Wimsettii. | Alexandria. |
| Cyrtomium Rochfordianum | Wilsoni. | Victoria. |
| | Serrulata. | Rivertoniana. |
| | Tremua. | Cretica-Albo-Lineata. |

Price of Table Ferns, \$3.00 per flat; 10 flats or more at \$2.75 per flat.

ERICA HEATHER

FALL DELIVERY

LILAC-PINK. The well-known Christmas-flowering Heather. Provides an exceptional pot plant and the flowering branches are much used in fine floral sprays.

F. O. B. California
 Per 100
 Estimated express charge per plant to Chicago

- | | | |
|----------------------------|----------|-----|
| 3-inch, 100 in case..... | \$ 35.00 | 15c |
| 4-inch, 48 in case..... | 50.00 | 30c |
| 4-inch, 48 in case (Fancy) | 75.00 | 30c |
| 5-inch, 36 in case..... | 100.00 | 40c |
| 5-inch, 36 in case (Fancy) | 125.00 | 45c |
| 6-inch, 24 in case..... | 150.00 | 80c |



FRENCH HYDRANGEA

A Popular Easter and Mothers' Day and Memorial Day Plant

Gladiolus "Virginia" Is the Outstanding Cut Flower Variety of the Year

Rooted Cuttings Secured from growers in the "Know How" of sending them SHIPMENT DIRECT FROM GROWING STATIONS
out, to the end that "the other fellow" will be satisfied.

CHRYSANTHEMUM STRONG ROOTED CUTTINGS

Delivery Spring of 1928—Early Orders Advisable

WHITE	YELLOW	PINK	BRONZE AND RED
Smith's Advance	Yellow Advance	Smith's Enchantress	Calumet
Oconto	Golden Glow	Pink Chieftain	Roy
Quaker Maid	Yellow Frost	Rose Delight	Mrs. G. G. Mason
Mrs. Tim	Gold Lode	Rose Chochard	Indian Summer
Betsy Ross	Sun Glow	J. W. Prince	Gladys Pearson
White Chieftain	Gold King	Pink Turner	Antique
Charles Rager	E. M. Benson	Dr. Enguehard	
Wm. Turner	Adrain's Pride	Thanksgiving Pink	
White Chadwick	Whittier	Mrs. E. A. Seidwitz	
Monument	Honey Dew		
	Yellow Turner		
	Golden Chadwick		
	Golden Measure		

The above at \$4.00 per 100; \$35.00 per 1000, except the following:

Mrs. Tim, Rose Chochard, E. M. Benson, Honey Dew, Calumet, Mrs. G. G. Mason, Wm. Turner, Yellow Turner, Gold Lode, White Chadwick, Golden Chadwick, Indian Summer, Quaker Maid.

These are \$5.00 per 100; \$45.00 per 1000, except Quaker Maid and Gold Lode and Golden Measure, which are \$12.00 per 100 and \$100.00 per 1000. The above list is named in the order of their blooming period. 250 at 1000 rate.

Chrysanthemum Pompons, Singles and Anemones, Strong Rooted Cuttings

Delivery Spring of 1928

WHITE	YELLOW	PINK	BRONZE
Margot	Crawfordia	Idolph	Iva
Blanche	Baby	Niza	Rowena
Zenobia	Betty Watkins	Minta	Hilda Canning
Golden Climax	Sunshine	Fairy Queen	Graystone
Nuggets	Christmas Gold	Garza	Frank Wilcox
Improved Golden Mensa			Becky McLean
Peter Pan			Governor Lake
			New York
			Western Beauty
			Mrs. E. D. Godfrey
			Mary Nansig
			Western Beauty

The above at \$4.00 per 100; \$35.00 per 1000. These varieties are listed in the order of their blooming. 250 at 1000 rate.

We offer the following Carnation Strong Rooted Cuttings

For December or later delivery. Early orders advisable.

Variety	Per 100	Per 1000	Variety	Per 100	Per 1000
Maine Sunshine	\$12.50	\$120.00	Variegated Matchless	\$ 5.00	\$ 45.00
Laddie	12.00	100.00	Pink Matchless	5.00	45.00
Dorner's Surprise	8.00	75.00	White Enchantress	5.00	45.00
Arctic	8.00	75.00	Super Supreme	5.00	45.00
Jewel	8.00	75.00	Morning Glow	5.00	45.00
Yankee Girl	8.00	75.00	White Ward	12.00	100.00
Betty Lou	6.00	50.00	Enchantress Supreme	5.50	50.00
Spectrum	6.00	50.00	Harvester	5.00	45.00
Winsome	6.00	50.00	Golden Glow	7.00	60.00
White Matchless	5.00	45.00	Eldora	7.00	60.00

HILDA (Elitch Gardens)

HILDA is a beautiful shade of Laddie Pink, retaining its color during the Summer months. It is productive, easy to propagate, roots practically 100 per cent, and is undoubtedly a wonderful acquisition to the existing varieties of today. The best keeper and shipper in existence. Hilda has been grown for four years.

Rooted Cuttings, \$15.00 per 100, \$125.00 per 1000

EARLY DAWN (Dorner)

Color—Light yellow ground with faint pink markings becoming deeper toward the edge of the petals.

Growth—Strong and robust, makes large plants and is early flowering and very prolific. Has strong stems, a perfect calyx and is of the very best keeping qualities.

Rooted Cuttings, \$15.00 per 100, \$125.00 per 1000

EARLY ROSE (Dorner)

We have found this to be the earliest of all the pink Carnations. Establishes very quickly and is exceptionally early and free with a continuous crop.

Color—Is an even, clear, light, rose pink that holds without fading.

Size—3 inches and over. A pleasing form and a perfect calyx. Good keeper and shipper.

Growth—Is strong and straight, upright flower stems. With its bright attractive color and early habit this variety will be largely grown.

Rooted Cuttings, \$15.00 per 100, \$125.00 per 1000

SOPHELIA (Schaefer's)

SOPHELIA is a good commercial pink Carnation. A seedling of Akehurst on Matchless. Growth and production like Matchless, but much stronger. The color is similar to Betty Lou, except that it has a salmon cast while Betty Lou has a blue cast.

SOPHELIA has a long, stiff stem with full center, also keeps and ships well.

Rooted Cuttings, \$15.00 per 100, \$125.00 per 1000

WHITE ELDORA (Patten)

WHITE ELDORA. Sport from Eldora, pure, glistening white with the freedom of bloom and keeping qualities of Eldora. Size 3 inches.

Rooted Cuttings, \$12.00 per 100, \$100.00 per 1000

PINK ELDORA (Patten)

PINK ELDORA, sport of Eldora, a pleasing shade of medium pink, with the freedom of bloom and keeping qualities of Eldora. Size 3 inches.

Rooted Cuttings, \$12.00 per 100, \$100.00 per 1000

NORTH STAR. A fine yellow, not quite so large as Sunshine, but a good commercial size; very free. Rooted Cuttings, \$12.00 per 100, \$100.00 per 1000.

RADIOLITE. A brilliant scarlet, the best red. Rooted Cuttings, \$12.00 per 100, \$100.00 per 1000.

SCEPTRE. Laddie color, free bloomer and a good all-around commercial variety. Rooted Cuttings, \$12.00 per 100, \$100.00 per 1000.

YANKEE GIRL. Color, good, clear, deep pink, similar to Ward. Rooted Cuttings, \$12.00 per 100, \$100.00 per 1000.

IVORY. Pure white flowers borne on long, wiry stems; a good keeper and extremely prolific. Rooted Cuttings, \$10.00 per 100, \$90.00 per 1000.

Cane Stakes. Japanese. Per 1000

Green Dyed, 1½-foot, 2000 to a bundle	\$ 3.00
2 -foot, 2000 to a bundle	4.00
2½-foot, 2000 to a bundle	4.50
3 -foot, 2000 to a bundle	5.00
3½-foot, 2000 to a bundle	6.00
4 -foot, 2000 to a bundle	7.00
5 -foot, 2000 to a bundle	8.50
Natural—6 -foot, 2000 to a bundle	10.00

Chenille. All standard colors, 12-yd. rolls. **\$0.45** Each **\$4.50** Doz.

Chiffon. Bolts 40 to 45 yards. French. 4-inch, all colors, 6c per yard.

Chiffon. Bolts 40 to 45 yards. French. 6-inch, all colors, 7c per yard.

Chiffon, Valley. 6-inch, all colors. French. 9c per yard.

Chiffon, Domestic. 40-yd. bolts, 6-inch. 7c per yard.

Cosmos, Japanese. \$1.00 per doz., \$10.00 per gross.

Elephant Gauze. Metalline, moisture proof, 6-inch, 8c per yard.

Chip Mats.
 Plain Colors, \$1.50 per dozen, \$10.00 per 100.
 Plaid Checks, \$1.65 per dozen, \$12.00 per 100.

Galvanized Steel Wire Stakes.

Gauge No. 9	Per 1000	Gauge No. 8	Per 1000
1½ ft.	\$ 5.50	3½ ft.	\$15.65
2 ft.	7.25	4 ft.	16.95
2½ ft.	9.00	5 ft.	20.00
3 ft.	10.50	6 ft.	25.00

Clips. Bulldog. Box of 1000, \$0.85; carton of 10,000, \$7.50.

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

Crepe Paper. Papyrus Waterproof.
 All colors, per roll 35c; per doz., \$3.60; per 100, \$27.00.

Corsage Pins. Assorted color heads, 4½ in., \$1.75 per gross.

Corsage Shields. Doz., \$2.25; gross, \$20.00. All colors.

Cycas Leaves.

8 to 12, per 100	\$2.75	28 to 32, per 100	\$ 6.00
12 to 16, per 100	3.00	32 to 36, per 100	7.00
16 to 20, per 100	3.75	36 to 40, per 100	8.50
20 to 24, per 100	4.50	40 to 44, per 100	9.50
24 to 28, per 100	5.00	44 to 48, per 100	10.50

Flower Supports. Vacuum 4 inch; per doz., \$3.50.

Tie More Fibre Ribbon. Per bolt, \$1.15, 20 pieces to box at \$1.00.

Greening Pins. New Philly.
 Box of 10 lbs., \$2.25; 10 boxes, \$20.00.

Hose, Electric.

	50 ft.	100 ft.
¾-inch, per foot	\$0.23	\$0.21
Couplings, 25c each, extra.		

Hyacinth Stakes. (See Match Sticks).

Immortelles. Per bunch 45c; per doz., \$4.50; per 100, \$34.00.

Labels.

	Plain	Painted
4 inch, per 1000	\$1.30	\$1.65
5 inch, per 1000	1.60	2.00
6 inch, per 1000	2.00	2.50
8 inch, per 1000	5.00	5.50
10 inch, per 1000	5.50	6.50
12 inch, per 1000	6.10	7.70

Tree Labels. 3½ inch copper wire. 1.95 2.35

Lycopodium, Dyed. 10-lb. cartons, \$2.75 per carton.

Moss, Sheet. \$2.25 per sack; 5 sacks, \$10.00; 10 sacks, \$17.50.

Moss, Sphagnum. Burlapped bales. F. O. B. Chicago

1 bale	\$ 1.50
5 bales	7.00
10 bales	12.50

Prices quoted on larger quantities, f.o.b. Woods, 1928 delivery.

Magnolia Leaves. Dr. Dux. Brown, Green, Purple.
 \$1.65 per box; 6 boxes, \$1.60 per box; 12 boxes, \$1.55 per box;
 100-lb. cases, \$21.00 per case. Red. Per box, \$2.00.

Match Sticks. (Hyacinth Sticks.)
 Dyed Green, 12 inch, per 1000.....\$1.75
 Dyed Green, 18 inch, per 1000..... 2.65

Neponset Pots—F. O. B. Chicago or New York.

Size	Crate Holds per 1000	Size	Crate Holds per 1000
2¼ inch	1000 \$4.10	4 inch	500 \$ 9.20
2½ inch	1000 4.65	5 inch	500 14.25
3 inch	1000 5.85	6 inch	500 19.00
3½ inch	1000 7.45		

Paper.
 Tissue, American Beauty, 400 sheets.....\$ 1.35
 Tissue, American Beauty, 4000 sheets..... 12.50
 Green Wax, 400 sheets 2.25

Peat Mull. Per original bale, \$4.50.

Pussy Willows Per doz. Per gross
 Single stem. (Box of 36 doz.)\$0.35 \$4.00
 3 stem. (Box of 12 doz.)60 6.50

Raffia, Natural. Best grade. Lb., 30c; 5 lbs., at 27c; 10 lbs., at 25c;
 100 lbs., \$22.50; bales, 225 lbs., \$22.00.

Ribbonzene Bon Ton. All colors, 500 yd. spool, \$1.50.

Ribbons. Leonard Pot Tie Ribbon tinsel striped. Assorted colors.
 50 yds., \$1.35. Box of 20 pieces at \$1.25 each.

Shower Ribbon.
 No. 2 white, picot edge, 50-yd. bolts, each \$1.75; per doz. bolts, \$1.50 each.

German Statice—White.
 Best Statice on market. Imported by us direct from Germany.
 1 lb. lots\$1.15
 10 lb. lots, per lb. 1.00
 25 lb. lots, per lb.95

Colored Statice.
 Purple, Gold, Silver, Lavender, Pink, Blue, Red, per lb.....\$1.75

Thread, Green. "Best Yet." Box of 8 spools, \$1.40.

Tinfoil. Plain 5 inch, 6 inch and 7 inch.

1 lb., 25c; 10 lbs., \$2.00; 100 lbs., 16.00.
 Green or Violet, 45c per lb.; 10 lbs., 40c per lb.

Toothpicks. (Wired.)

Plain box, 10,000	\$ 2.50
Plain box, 50,000	11.00
Green box, 4,500, 4 inch	2.75
Green box, 3,000, 6 inch	2.25
Green box, 8,000, 3 inch	3.25

Twine, Cotton. 5-lb. sacks, 3- to 4-ply, 50c per lb.

Wire. 12 lbs. to box, cut 12 inch and 18 inch.

No. 18	\$1.40
No. 20	1.60
No. 22	1.80
No. 24	2.40

Wire Work. At standard prices; all designs.

FLORISTS' HIGH GRADE FERTILIZERS

CHICAGO IS THE "FOUNTAIN HEAD" FOR SUPPLY

Sold Under the Basis of Guaranteed Analysis

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

	100 lbs.	500 lbs.	1000 lbs.	Ton
Wizard Pulverized Sheep Manure, f. o. b. Chicago	\$2.65	\$10.00	\$17.00	\$32.00
Wizard Pulverized Sheep Manure, f. o. b. New York	3.25	15.00	26.50	50.00
Wizard Cattle Manure, f. o. b. Chicago	2.65	10.00	17.00	32.00
Wizard Cattle Manure, Shredded, f. o. b. New York	3.25	15.00	26.50	50.00
Rose Growers' Bone Meal	3.55	15.00	28.00	55.00
Regular Grade Bone Meal	3.35	14.00	25.75	50.00
Blood and Bone	3.25	14.00	26.00	50.00
Star Acid Phosphate, 16 per cent.	2.20	8.30	15.00	29.50
Dried Blood	7.00	33.00	62.50	120.00
Special Carnation Mixture. Pot-ash derived from sulphate	3.00	14.00	26.00	50.00
Horn Shavings	\$5.00 per sack; 10 sacks, \$4.75 per sack.			



VIGORO

The Fertilizer That Provides More Profit to the Grower

Hundreds of commercial flower growers and nurserymen are using Vigoro to grow high quality flowers and nursery stock with less fuel and labor. This means more profit to them.

Frank Oechslin, Cicero, Ill., authority on flower growing, says: "We have for the past three years been using Vigoro both in the mixture of our soil and as a top dressing with excellent results." The D. Hill Nursery Company of Dundee, Ill., says: "Vigoro gives healthy growth and vigor to plants in landscape planting where soil is poor and cultivation neglected."

Vigoro is a complete plant-food, scientifically prepared to supply all of the elements of plant-food needed for sturdy and beautiful growth—clean, odorless, easy to apply. Complete directions in every bag.

Factories convenient to all territories.

Prices per 100 lb. bag \$3.50 (Minimum order 500 lbs.)

For shipment to Rocky Mountain States and West and New England States. Price as below:

Per 100 lb. bag \$3.85 (Minimum order 500 lbs.)

All prices f. o. b. Shipping Point.

"VOLCK" FLORIST INSECTICIDES

For elimination of Red Spider, Mites, White Fly, Scales, Mealy Bug, Caterpillars, Aphis, Thrips, etc. One of the most effective insecticides on the market. Descriptive circular free. Per pint, \$0.75; per quart, \$1.00; per gallon, \$3.00; 5 gallons, \$12.00.

Nico-Fume Liquid. 1-lb. can, \$2.00; 4-lb. can, \$7.00; 8-lb. can, \$13.00.

Nico-Fume Paper, 24 sheets, \$1.25; 144 sheets, \$5.25; 288 sheets, \$9.50.

Nico-Fume Powder, 1-lb., \$1.00; 5 lbs., \$4.00; 10 lbs., \$7.50.

Cyanogas.

100-lb. drum \$30.00

25-lb. tins 10.00

5-lb. tins 3.00

Wilson's O. K. Plant Spray. A powerful, yet harmless efficient insecticide, which has stood the test. \$3.00 per gallon; 5 gallons, \$12.00.



ANNIHILATEUM		ANNIHILATEUM INSECTICIDE		TESTIMONIALS	
No. 2	MITE INSECTICIDE	No. 2			
Especially prepared for the control of Mite on Cyclamen, Chrysanthemum, Geranium, Begonia, Fuchsia, etc.					
2-lb. bottle	\$ 7.00				
4-lb. bottle	13.00				
8-lb. bottle	24.00				

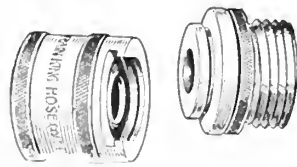


This Spray Implement is for spraying the under side of foliage, thus killing insects by direct contact. Can be connected with any make of spray tank. Price \$3.50

Cicero, Ill., Nov. 24, 1926.
We have carefully tested and are now using the No. 2 Mite Insecticide and find same very efficient for the control of the insects same is intended for.
FRANK OECHSLIN.

Morton Grove, Ill., Nov. 24, 1926.
The No. 2 Mite Insecticide has proven very satisfactory, as we are able to keep our Cyclamen perfectly clean and free from Mite.

POEHLMANN BROS. CO.,
Carl C. Mueller, Supt. Plant Department.



BRAND NEW! RAIN KING HOSE COUPLER

The illustration opposite shows how the Rain King Hose Coupler connects. Simply slip the grooved recess on the right hand part onto the grooved projection of the other part and it snaps together—INSTANTLY.

Instead of screwing your hose connections together, you can now snap them on—Instantly. This

new invention makes your sprinkling job easier, because it eliminates the trouble and annoyance of connecting your hose in the same old way.

The Rain King Hose Coupler is machined from solid brass bars and precision made throughout. Fits nozzles, sprinklers, and standard hose connections.

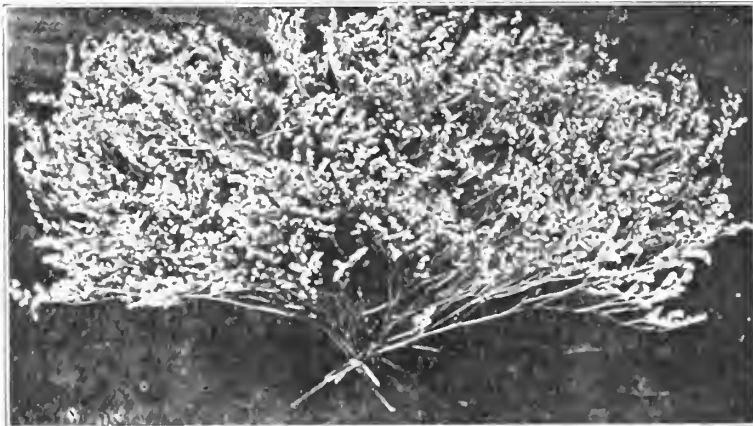
PITTSBURG ROSE NOZZLE
The ideal Spray for reaching underside of Roses and other plants. Each \$1.75.

PRICES: FOR 3/4-INCH HOSE

Complete Coupler as per illustration.....	Each \$0.60
Female half only35
Male half only25

FOR 1-INCH HOSE

Complete coupler as per illustration.....	Each \$0.80
Female half only45
Male half only35



GERMAN STATICE

We import yearly and in carload lots a high grade of Statice from Germany, and usually are in position to furnish this desirable florists' material throughout the year supplying dry and clean stock that will carry in good condition for a long period of time. Statice, either natural or dyed, is now indispensable to the average florist.

Prices: Per lb., \$1.15; 10 lbs. for \$10.00; 25 lbs. for \$23.75.

Write for price on quantity. We are headquarters for this item.—A. B. C.

We are headquarters and stock in large volume Bamboo Cane Stakes, Japanese Mats (direct importations of both, semi-yearly from Japan), Neponset Paper Flower Pots, Sphagnum Moss, Insecticides, Fertilizers, etc. If you are in the market for any of the above mentioned in volume, please write us for latest market quotations.

KEEP STATICE ON HAND ALL THE TIME!
It will no doubt come in handy, especially when you are "pinched" for filling in material.

Excerpt from the *American Florist*, Issue of July 14, 1927

TIMELY TIPS for the GROWER

FROM "JAY DEE"

New Double Cutflower Pyrethrum "Florence Shadley"

"During the past months a hardy plant grower in Ohio has been shipping in to the Chicago wholesale market an exceptionally large double flowering pyrethrum, the arrival of which has been eagerly awaited by retailers each morning, who willingly pay fully double the price asked for the general run of this type of flower showing on the sales tables.

"The color is of a clear enchantress pink carnation and fully the size of a well-grown bloom of same. This new pyrethrum has long stems and wonderful keeping qualities. (The writer during the past June had a vase of 'Florence Shadley' on his desk for ten days, at the end of which time the blooms were sent to a garden show arranged by one of the Chicago utilities, where it held up and was much admired by the public for two days longer.) Said variety is a careful selection from a seedling obtained several years ago and is now perfected so that it comes true from root divisions, thereby making voluminous propagation easily and quickly.

"As is well known, the pyrethrums are so closely related to the hardy chrysanthemums that they are frequently called 'spring flowering chrysanthemums.' For all around hardiness lasting qualities in water and desirability as a cutflower, I do not know of any hardy perennial plant that compares with it, at least from a cutflower standpoint. If you have a bit of garden room, my tip is to arrange now for a supply of this most valuable hardy flowering plant."

"JAY DEE"

We have Closed Contract for exclusive sale of the above worthy plant novelty. If you are a dealer in hardy plants or grow same for cutflowers do not miss the opportunity of securing a supply of the above. As a lasting cutflower it is in a class by itself and has proved a wonderful money-maker. Perfectly hardy and increases in size and value from year to year.

A. B. C.

ROOT DIVISIONS

Delivery spring, 1928, per
 100 \$35.00
 50 plants 17.50
 25 plants 9.00

NOTE: We do not supply smaller units than 25 plants.



GERMAN IRIS

We mention hereinunder a few of "the very best in German Iris." They are in a class by themselves.

For general list of Iris both German and Japanese see perennial pages in this book.



NEW HARDY CUT-FLOWER PYRETHRUM
 "FLORENCE SHADLEY"

GERMAN IRIS

Each Per 10

Ambassadeur. A strong growing late variety with very large flowers. Standards reddish-violet falls deep velvety brown beard and style arms yellow. Of exceptional merit
 3½ ft. \$0.75 \$6.50

Lent A. Williamson. Early. Rated in 1922 by the American Iris Society as the finest iris in the world. Campanula violet and velvety royal purple. Brilliant gold beard..... .65 5.50

Mother of Pearl. (See illustration above.) Standards and falls pale bluish lavender with a faint creamy undertone. Large flowers of exceptional substance and perfect form on well branched stems. It is a self color with all the soft iridescent colors of Mother of Pearl. Has been called "the perfect Iris."85 7.50

Pallida Dalmatica Princess Beatrice. Flowers of large size; both standards and falls of a clear lavender blue shading to a pale silvery blue at the base and sweetly scented. It is of strong, vigorous growth, over three feet high with unusually heavy glaucous foliage. .30 2.50

AMERICAN BULB COMPANY

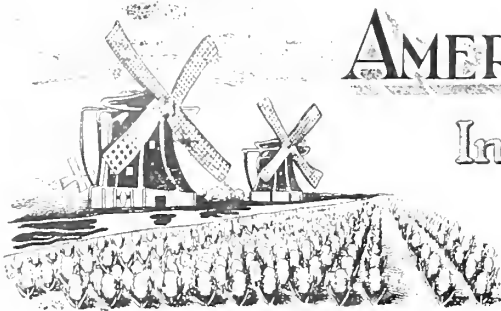
Importers & Growers

CHICAGO

NEW YORK

182 N. WABASH AVE.
NORTH OF RANDOLPH

6 MURRAY ST.
WEST OF BROADWAY



CHICAGO TELEPHONES
CENTRAL 5662-5663



CHICAGO CABLE ADDRESS "BULBS"
A.B.C. AND BENTLEY CODES

EARLY ORDERS WILL, WE BELIEVE,
PROVE MUTUALLY ADVANTAGEOUS

A.B.C. "SUPREME" Quality

Gladioli for Forcing

Bulbs are produced under A. B. C. personal supervision, on our contract farms in California, Indiana, Michigan and Iowa. We guarantee that none of same have been under crop for cut flowers. Therefore you can be assured of stock that contains full vigor and which has been scientifically treated, after harvest, especially for greenhouse culture.



SPIRÆA GLADSTONE

Spiraeas are indispensable to the Florist as a pot plant. We supply all of the better varieties.



GLADIOLUS "VIRGINIA"

Generally accepted as one of the most outstanding forcing gladioli of the day.

Equally as valuable from a cut-flower or garden show standpoint for outdoor culture. The most sensational variety since Mrs. Frank Pendleton.



DUTCH BULBS

*Personal Selection
in Holland each
season.*

*We can and will
make it worth your
while to look to us
for your bulb
needs.*

*Have a word with
us about your
requirements.*



TYPES OF DARWIN TULIPS

A liberal outdoor planting of DARWIN TULIPS will improve the appearance of your grounds and furnish most desirable cut flowers for spring sales. Where low temperature prevails in spring, plant in deep coldframes for Mothers' day bloom.

American Bulb Co.

Chicago

New York