

## **Historic, Archive Document**

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



**SPECIAL PRICE LIST**

October - November - December

**1930**

**A. B. C. "SUPREME" QUALITY FLOWER SEEDS**

**"Pure Stocks of Selected Florists' Types"**

For Fall and Winter Sowing Under Glass and Southern Open Ground Planting

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.

Our 68-page illustrated catalog contains a complete list of the average florists' needs. Copy of same will be mailed free to the trade upon request.

**NOTE!**

This List Also Includes Calceolaria, Cyclamen, Roses and Other Seasonable Plant Stock

**ASPARAGUS PLUMOSUS NANUS**

One of Our Leading Specialties  
Northern Greenhouse Grown, True. Per 5000 seeds, 50c; per 1000 seeds, \$2.50; per 1000 seeds, \$10.00.  
Lath-House Grown. Per 100 seeds, 30c; per 1000 seeds, \$1.50; per 5000 seeds, \$7.00; per 10,000 seeds, \$12.00.

**ASPARAGUS SPRENGERI**

Per 100 seeds, 20c; per 1000 seeds, \$1.25; per 5000 seeds, \$5.50; per 10,000 seeds, \$10.00.

**BEGONIAS**

Unsurpassed for pot plants and bedding.  
**SEMPERFLORENS "GRUGA" (New)**  
The colour of the flowers is a pure deep carmine pink of astounding regularity, which is magnificently set off by the small bright green leaves. "Gruga" is an excellent bedding and pot plant and will soon be highly valued amongst the dwarf varieties. Tr. Pkt., 50c.

**"CHRISTMAS CHEER"**

This exceptionally hardy bedding Begonia was introduced to the trade some few years ago by an American specialist and is now in large demand. Color bright rich cherry crimson. Blossoms attain a diameter of two inches. Tr. Pkt., \$1.00.

**SEMPERFLORENS**

Albert Martin. Crimson. Tr. Pkt., 75c.  
Erfordia. Pink. Tr. Pkt., 50c.  
Flame of Love. Brilliant scarlet flowers with shining Golden Yellow Stamens. 1-32 oz., \$2.50; Tr. Pkt., \$1.00.  
Gustav Knaake. Crimson, resembles Gloire Lorraine in form; a grand acquisition to the Semperflorens family. Tr. Pkt., \$1.00.  
Salmon Queen. Salmon red. Tr. Pkt., 75c.  
Vernon. Deep red. 1-16 oz., 75c; Tr. Pkt., 40c.  
Choice Mixed. Tr. Pkt., 40c.

**GRACILIS**

Luminosa. Flery dark red. 1-32 oz., \$2.50; Tr. Pkt., 50c.  
Prinadonna. Carmine rose. 1-32 oz., \$5.00; Tr. Pkt., 75c.  
Rosea. Pink. Tr. Pkt., 50c.  
Alba. Whitish. Tr. Pkt., 50c.

**TUBEROUS ROOTED**

Single, Mixed. Tr. Pkt., 50c.  
Double, Mixed. Tr. Pkt., \$1.00.

**CALENDULAS**

**A. B. C. Improved Sensation**

Has proved to be a real money maker for the florist.  
Fritz Bahr states in The Florists' Exchange: "For the Winter and early Spring months, I don't know a better Catch Crop than Calendulas."  
The principal value of A. B. C. Improved "Sensation" lies in the fact that it is much larger than any other calendula on the market and has a very distinct crimson or scarlet sheen which, with its orange base, provides a most outstanding and appreciable combination of coloring. Furthermore, the same is produced on unusually long stems.

Price of A. B. C. Improved Sensation Calendula. Bright Orange with Scarlet Sheen. Tr. Pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00; 2 oz., \$5.00; 4 oz., \$9.00; 8 oz., \$16.00.

**CALENDULAS (Continued)**

**"RADIO"**

The color of Radio is a glowing orange, the petals are beautifully quilled, enhancing the beauty of the flowers, which are globular in shape and do not show the center until far advanced in age. Price per trade pkt., 50c; per oz., \$3.00.

**CALENDULAS**

**General List**

(All supplied in Geo. J. Ball's original packages.)

**Ball's Orange.** Large, deep, full petaled Ball Calendula; deep orange.  
**Ball's Gold.** Deep golden yellow, of extra size and extra long stem.  
**Ball's Supreme.** Light orange with a rich dark brown eye. Not extra large, but more freely produced.  
**Ball's Long Orange.** (NEW.) An orange selection from Gold. Identical in growth and shape with our Gold.  
**Ball's White.** (NEW.) A selection from our Supreme. Creamy white color with a dark center. Not a strong grower, but a most attractive color. All are priced at: Tr. pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00; 2 oz., \$5.00; 4 oz., \$9.00; 8 oz., \$16.00.

**CANDYTUFT GIANT HYACINTH FLOWERED**

White. Particularly recommended for under glass, provides excellent cut flowers. Tr. Pkt., 15c; oz., 75c; lb., \$7.00. We have a particularly fine strain of the true kind.

	Tr. Pkt.	¼ Oz.	½ Oz.	1 Lb.	5 Lb.
Empress. Large white.....	.15	.25	.75	2.75	
Pink, Flesh color.....	.15	.50	1.50	4.50	
Purple .....	.15	.25	.75		
Carmine .....	.15	.40	1.25		
Lavender .....	.15	.40	1.25	4.00	
Lilac .....	.15	.40	1.25	4.00	
Rose Cardinal. Brilliant rosy red .....	.15	.50	1.50	5.50	

**CARNATION**

Chaubaud's. Earliest large flowering; is very choice double mixture. Tr. Pkt., 50c; oz., \$1.50.

**CENTAUREA**

**Imperialis: Fine for Cutting**

	Tr. Pkt.	Oz.
Giant Rose .....	\$0.20	\$0.75
Deep Lavender .....	.20	.75
Lilac .....	.20	.75
Purple .....	.20	.75
White .....	.20	.75
Favorita, Rose-Lilac .....	.20	.75
Imperial Giant. Mixed.....	.20	.75

**CENTAUREA, CYANUS**

Popular free-flowering annuals. Now largely grown under glass for Mothers' day sales, also Decoration day.

	Tr. Pkt.	Oz.
Double Blue, (lb., \$4.00).....	\$0.15	\$0.50
Double Rose, (lb., \$4.50).....	.15	.50
Double White, (lb., \$5.00).....	.20	.50
Emperor William. Single blue .....	.15	.25

**CENTAUREAS (Continued)**

**Americana** (Basket Flower). A splendid native variety, growing 2 feet high and bearing immense thistle-like blooms of a rosy-lavender color. Very showy in the mixed border and splendid for cutting. Tr. Pkt., 15c; oz., 50c.  
**Americana Alba.** White. Tr. Pkt., 15c; oz., 60c.  
**Suaveolens** (Yellow Sweet Sultan or Grecian Cornflower). Very showy, large, bright yellow flowers; sweetly scented and a popular sort for cutting; fastening well. Tr. Pkt., 15c; oz., 45c.  
**Moschata.** Mixed Sweet Sultan. Tr. Pkt., 15c; oz., 50c.

**CHINESE FORGET-ME-NOT**

**Cynoglossum Amabile.** An exceptional cut flower for under glass or outside (blue). Tr. Pkt., 25c; oz., \$1.00.  
**Alba.** White flowered. Tr. Pkt., 50c.

**CHRYSANTHEMUM (Annual)**

**Desirable for Greenhouse Culture**

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

All of above have dark centers.

**CLARKIA**

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

**Double**

	Tr. Pkt.	Oz.
Salmon Queen .....	\$0.15	\$0.75
White .....	.15	.75
Queen Mary. Rose-carmine.....	.15	.75
Scarlet Queen .....	.15	.75
Mixed .....	.15	.75
Vesuvius. Orange-scarlet.....	.15	.75

**GIANT "SHOW" CYCLAMEN SEED**

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 Ferd. Fischer's True Strain. **Special Note:** Because of the high quality of Ferd. Fischer's Cyclamen Seed other strains are now being offered under name of "Fischer." We therefore suggest care be taken to insure obtaining the true "Ferd. Fischer" strain. All Cyclamen seed supplied by us is contained in Ferd. Fischer's original packages. A. B. C.

(Continued on next page)



**NEW BALCONY PETUNIA**

**"Star of California"**

The flowers are velvety violet with a touch of crimson. Starred with five pure white blotches the flowers are quite large and the effect in window boxes or hanging baskets is dazzling.

Price, Trade Pkt., 50c; ¼ oz., \$1.50; ½ oz., \$2.50

LIBRARY RECEIVED  
★ APR 4 1931 ★  
U. S. Department of Agriculture

**A. B. C. "SUPREME" QUALITY FLORISTS' FLOWER SEEDS**

**CYCLAMEN (Continued)**

**FERD. FISCHER'S IMPROVED**

(Originator's 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 Wundtsbeck, 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
Rococo, 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
Liebsteuener, Ruby salmon	2.25	18.00
Perle, Salmon, white edge	1.50	12.00

If you are in the market for Cyclamen seed in quantity and will indicate to us your needs, we will be glad to quote special price—the true "Ferd Fischer Strain" has few, if any, competitors as to quality. Particularly does this refer to many of his exclusive and outstanding shades.

**DIDISCUS COERULEUS**

**Blue Lace Flower**

Excellent for bouquets. Flowers continually from July until frost. A money maker for florists.  $\frac{1}{4}$  oz., 40c; Tr. Pkt., 25c; oz., \$1.50.

**FORGET-ME-NOT**

"Sussane." Best variety for cut flowers. Pkt., \$1.00; 6 pkts., \$5.00.

**GERBERA**

Excellent for pots or cut flowers. Jauneson, Mixed Hybrids, 100 seeds, 60c; 1,000 seeds, \$4.00.

**GODETIA—Satia Flower**

Tall, Double Azalea-Flowered Carminea (Double Schamini). We highly recommend the Schamini type, which might be called tall Azalea-flowered. Produced on long stems. A particularly useful variety is Carminea, being a pink with a very striking marking. Tr. Pkt., 25c; oz., 75c. Dwarf Double Azalea-Flowered Carminea. Can be described as a dwarf growing form of the tall, double Carminea, which has become so popular for a cut flower. This we recommend highly for pot culture. This plant is so floriferous that when it is in full bloom it is nothing but flower. It can be called an annual Azalea. Tr. Pkt., 25c; oz., 75c. Gloriosa, Blood-red. Tr. Pkt., 15c; oz., 50c. Rosamond, Shell-pink. Tr. Pkt., 15c; oz., 50c. Mixed. All colors. Tr. Pkt., 15c; oz., 50c.

**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.  $\frac{1}{4}$  lb., 60c; lb., \$1.75; Tr. Pkt., 15c; oz., 25c.

**LARKSPUR**

**Stocks Flowered Brauching**

Now practically indispensable to the florist trade either as regards production for wholesale market or your own retail outlet. (Particularly recommended to plant when mums are through or later. Sow now in pots or open ground.) California growers have the past few years been vying with each other in the introduction of up-to-date cut flower shades, the following are particularly recommended:

	Tr. Pkt.	$\frac{1}{4}$ Oz.	Oz.
Empress Rose, Hermosa pink	\$0.25	\$0.50	\$1.50
Los Angeles, Salmon	.35	.85	3.00
Rose	.25	.35	1.00
La France, Salmon Pink	.25	.35	1.00
Exquisite Pink Improved, Choice Pink	.25	.50	1.50
Newport Pink, Dark	.15	.25	.60
Blue Splre, Deep Oxford Blue	.35	.85	3.00
Miss California, A very rich deep pink on a Salmon ground	.35	.85	3.00

**Other Desirable Kinds**

	Tr. Pkt.	Oz.	Lb.
White	\$0.25	\$0.60	\$5.40
Dark Blue	.25	.60	5.40
Exquisite, Shell Pink	.25	.60	5.40
Imp. Exquisite, Rose	.35	1.00	8.50
Flesh Pink	.25	.60	5.40
Lilac	.25	.60	5.40
Lavender	.25	.60	5.40
Rosy Scarlet	.25	.60	5.40
Sky Blue	.25	.60	5.40
Rose	.25	.60	5.40
Ageratum Blue	.25	.60	5.40
Lustrous Carmine	.25	.60	5.40
Mixed. All colors	.15	.50	5.00

**LARKSPUR (Continued)**

**LARKSPUR**

**Hyacinth Flowered**

Produces only one specimen, long flower stem, consequently should be planted close.

	Tr. Pkt.	Oz.
Dark Blue	\$0.25	\$0.60
Lilac	.25	.60
Pink	.25	.60
Purple	.25	.60
White	.25	.60
Mixed	.15	.75

**LOBELIA**

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

**LUPINUS (Annual)**

Fine for forcing, splendid cut flower. **Pink**, Rich Blue, Sky Blue, White, Scarlet, White Tipped Rose or Yellow. Tr. Pkt., 15c; oz., 35c; per lb., \$3.25.

**MARIGOLD**

**TALL AFRICAN VARIETIES**

**A. B. C. Special Strain of "Orange Ball"** Double Orange. Tr. Pkt., 20c; oz., \$1.00; lb., \$12.00. **A. B. C. Special Strain of Lemon**, Clear lemon-yellow. Tr. Pkt., 20c; oz., \$1.00; lb., \$12.00. **Tall African Mixed**. Tr. Pkt., 15c; oz., 60c.

**DWARF VARIETIES**

**Pride of Garden** (Dwarf African). Golden yellow. Tr. Pkt., 15c; oz., 50c. **"Legion of Honor"**, Single, golden yellow with crimson spot. Tr. Pkt., 15c; oz., 45c; lb., \$4.25. **"Electric Light"**, Double Legion of Honor. Tr. Pkt., 15c; oz., 45c. **Dwarf, Gold Striped**, Brownish red, striped yellow. Tr. Pkt., 15c; oz., 45c. **Dwarf, French Mixed**. Tr. Pkt., 15c; oz., 35c. **Dwarf, Lilliput**, Very dwarf, excellent for pots. Tr. Pkt., 15c; oz., 50c. **Tall French Single "Josephine"**, Single, dark crown with edging of gold and a glint of crimson. Tr. Pkt., 15c; oz., 60c.

**MIGNONETTE**

Desirable for cutting. Fragrant. **Allen's Dehance**. Tr. Pkt., 15c; oz., 40c. **Bismarck**, Large, compact spikes. Tr. Pkt., 20c; oz., 85c. **Golden Midget**, Golden yellow. Tr. Pkt., 15c; oz., 75c. **Goliath**, Extra large spikes. Tr. Pkt., 25c; oz., \$1.00. **New York Market**, Greenhouse grown, one of the finest for forcing.  $\frac{1}{8}$  oz., 75c; Tr. Pkt., 50c; oz., \$4.00. **The Itall**, Somewhat lighter in color than New York Market. Very good. Tr. Pkt., \$1.00;  $\frac{1}{4}$  oz., \$2.50. **Midget**, Red, fine spikes. Tr. Pkt., 15c; oz., 65c. **Sweet Scented**, Odorata. Oz., 15c.

**PANSIES**

**A. B. C. "Private Stock"**

**Faucy Exhibition Mixture**

A. B. C. "Private Stock" is a really outstanding "all-purpose" mixture and has given the utmost satisfaction both for cut flowers and plant sales. **Trade Pkt.**, 50c; per  $\frac{1}{2}$  oz., \$1.25; per  $\frac{1}{4}$  oz., \$2.00; per oz., \$7.00.

**A. B. C. "DE-LUXE" PANSY MIXTURE**

We obtain a limited quantity of seed of this mixture each year from an American private estate gardener and if you are looking for "the unusual in pansies" and your trade will pay the price for product, here it is. **Tr. Pkt.**, \$1.00;  $\frac{1}{2}$  oz., \$2.50; oz., \$18.00.

**STEELE'S PANSY MIXTURES**

Supplied to us direct by Steele **Steele's Mastodon "400" Mixed**. Price: Tr. Pkt., 50c; 1,000 seeds, \$1.00;  $\frac{1}{2}$  oz., \$1.75;  $\frac{1}{4}$  oz., \$3.25;  $\frac{1}{2}$  oz., \$6.25; oz., \$12.00; 2 oz., \$23.00; 4 oz., \$42.00. **Steele's Miracle Mixed**. Price: Tr. Pkt., \$0.50;  $\frac{1}{4}$  oz., \$5c;  $\frac{1}{2}$  oz., \$1.25;  $\frac{1}{4}$  oz., \$2.50;  $\frac{1}{2}$  oz., \$4.75; 1 oz., \$9.00; 2 oz., \$17.00; 4 oz., \$30.00. **Steele's Masterpiece Mixed**. Price: Tr. Pkt., 50c;  $\frac{1}{4}$  oz., \$5c;  $\frac{1}{2}$  oz., \$1.50;  $\frac{1}{4}$  oz., \$2.75;  $\frac{1}{2}$  oz., \$5.25; 1 oz., \$10.00; 3 oz., \$27.00; 4 oz., \$31.00. **Steele's Greenhouse Special**. Price: Tr. Pkt., 35c;  $\frac{1}{4}$  oz., 65c;  $\frac{1}{2}$  oz., \$1.00;  $\frac{1}{4}$  oz., \$1.75;  $\frac{1}{2}$  oz., \$3.25; 1 oz., \$6.00; 3 oz., \$15.00; 4 oz., \$19.00.

**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 odd colorings. **Tr. Pkt.**, 0.50;  $\frac{1}{4}$  oz., \$3.50; per oz., \$12.00.

**PANSIES (Continued)**

**Ordinary Mixture**

Tr. Pkt., \$0.25; $\frac{1}{4}$ oz., \$0.50; per oz., \$1.50.		
Giant Trimardeau, Choice	Tr. Pkt.	$\frac{1}{4}$ Oz. Oz.
mixed	.30	.75 2.00

**A. B. C. GIANT PANSIES**

	Tr. Pkt.	$\frac{1}{4}$ Oz.	Oz.
Apricot	\$0.50	\$0.80	\$3.00
Adonis, Light Blue	.30	.50	1.65
Bridesmaid, Apple blossom pink	.50	.75	2.25
Black-Blue	.30	.50	1.65
Bugnot, Shades of red, bronze	.35	.80	3.00
Cardinal, Brilliant red	.35	.60	2.40
Cecily, Steel blue	.50	.75	2.75
Emperor William, Blue	.30	.50	1.65
Giant Prize, Azure blue	.30	.50	1.65
Golden Queen, Golden-yellow	.30	.50	1.65
Hortensia Red	.30	.50	1.65
King of the Blacks	.30	.50	1.65
Lord Beaconsfield, Pure Violet	.30	.50	1.65
Madame Perret, Shades of pink and rose	.30	.60	2.00
Peacock, Blue, claret and white	.30	.50	1.65
Prince Henry, Dark blue	.30	.50	1.65
Dark Brown shades	.30	.60	2.00
Pure Yellow	.30	.50	1.65
Snow Queen, Pure white	.30	.50	1.65
Striped and Mottled	.30	.50	1.65
White with Eye	.30	.50	1.65
Yellow with Eye	.30	.50	1.65

**PETUNIAS**

**The Better Kinds**

**A. B. C. DE LUXE PETUNIAS**

**Special Florists' Strains**  
**Petunias for Mother's Day**

Well grown Petunias, especially Double-flowered varieties, also "Theodosia" and "Floretta," 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.

**PORTLAND PETUNIAS**

**Single Large Flowered**  
**(Originator's Seed)**

Very desirable for bedding or pot plants—"Blk's Pride" is outstanding. Now very popular with the trade (we supply originator's new crop seed).

	Tr. Pkt.
Blk's Pride, "Royal Purple"	\$1.00
Pride of Portland, Deep rose	1.00
White Beauty	1.00
Scarlet Beauty, Bright scarlet	1.00
Lilac Beauty, Soft lilac	1.00
Apple Blossom, Light pink	1.00
Ruffled Heliotrope, Soft heliotrope	1.00
Mixed Colors	1.00
3 packages of any of above	\$2.50
6 packages of any of above	\$4.50

**The "De Luxe" of Double 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 equalled. **Price: Trade Pkt., \$1.75; 5 Pkts., \$8.00.** **Marvelous Double Mixed**. Similar to the preceding, but with fewer of the very large, peony-flowered type. **1,000 seeds, \$1.00.** **New Carnation or Small Flowered Double**. Free bloomer; excellent for pot plants. **500 seeds, \$1.50; 1,000 seeds, \$2.75.** **New Double White "Madonna"**. Gives a large percentage of pure white, deeply fluted flowers; a line florist's flower. Comes remarkably true. **1,000 seeds, \$1.50.**

**A. B. C. SPECIAL STRAINS OF CALIFORNIA GROWN PETUNIAS**

**Giant Flowered—Single**

California Giant Mixed, Mammoth flowering. $\frac{1}{16}$ oz., \$3.00; $\frac{1}{8}$ oz., \$1.75; Tr. Pkt., 50c.	
Grandiflora Fringed, Hybrid Mixed, Beautifully fringed. $\frac{1}{16}$ oz., \$1.50; Tr. Pkt., 50c.	
Ruffled Giants, Fluffy Ruffles, Mixed colors. $\frac{1}{16}$ oz., \$3.00; $\frac{1}{8}$ oz., \$1.75; Tr. Pkt., 75c.	
Romany Lass (New), Clear, bright crimson. Tr. Pkt., 50c.	
Giant Copper Red, Ruffled. 1,000 seeds, \$1.00.	
Giant White, Large flower. 1,000 seeds, \$1.00.	
Triumph, Beautifully ruffled; bright pink. Tr. Pkt., 75c.	

**SINGLE SMALL FLOWERED SORTS**

**General Dodds**, Velvety blood-red. Tr. Pkt., 25c;  $\frac{1}{4}$  oz., 40c; oz., \$1.50. **Countess of Ellesmere**, Rose, white throat. Tr. Pkt., 25c; oz., \$1.00. **Striped and Blotched**. Mixed. Tr. Pkt., 25c; oz., \$1.00. **Howard's Star**, Crimson-maroon. Tr. Pkt., 25c; oz., \$2.00.

(Continued on next page)

**AMERICAN BULB CO.**

AMERICAN BEAUTY ROSE  
FOR MOTHER'S DAY *and* MEMORIAL DAY SALES

---

We are fortunate in being able to secure a fair supply of this all important Rose for MOTHER'S DAY and MEMORIAL DAY Sales.

STRONG 2 YEAR OLD, BENCH GROWN STOCK  
@ \$20.00 per 100

AMERICAN BULB CO., INC.

31-37 WEST 27th STREET

NEW YORK, N. Y.

# A. B. C. "SUPREME" QUALITY FLORISTS' FLOWER SEEDS

## PETUNIAS (Continued)

### SMALL FLOWERED BALCONY PETUNIAS

Trailing or Drooping Habit  
Recommended for Porch and  
Window Boxes

Blue, Rose, White, Red. Also mixed. Tr.  
Pkt., 25c; 1/8 oz., 50c.

### SINGLE SMALL FLOWERED Dwarf Sorts (Nana)

Rosy Morn. Dwarf; rose, select stock. 1/4  
oz., 75c; Tr. Pkt., 50c; oz., \$2.50.  
Rose of Heaven. Very dwarf. Rose-pink.  
1/4 oz., 75c; Tr. Pkt., 50c; oz., \$2.00.  
Blue Bird (Blue Rosy Morn). Tr. Pkt.,  
50c; 1/4 oz., 80c; oz., \$2.50.  
Snowball. Dwarf. Pure white. Very com-  
pact. Tr. Pkt., 30c; 1/4 oz., 45c; oz., \$1.50.  
Violaeca (New). Deep violet; fine. Tr.  
Pkt., 50c; 1/4 oz., 75c; oz., \$2.00.  
Dwarf Inimitable. Of dwarf, compact  
habit; flowers striped and blotched. Tr.  
Pkt., 30c; 1/4 oz., 50c; oz., \$1.50.

## PETUNIA

### New Dwarf Single Flowered California Giants

#### "Ramona" Strain Mixed

By far the best strain of Giant Mixed  
Petunias for pot culture. Also exceptional  
for bedding.  
Trade Pkt. (1000 seeds), \$1.00; 1/2 oz.,  
\$3.00; 1/8 oz., \$5.00.

### DIENER'S CALIFORNIA PETUNIAS For Pot Plants and Bedding

Giant Double Mixed. In most cases the  
seedlings appearing first are the singles,  
while the latest are the double. Diener's  
Double Giant Mixed. Tr. Pkt., \$1.50; 3  
Pkts., \$4.00.  
Ruffled Monsters Mixed. A selection of  
single flowered varieties. Tr. Pkt., 75c;  
3 Pkts., \$2.00.  
DIENER'S SINGLE LARGE FLOWERING  
PINK. Strong veined center. Exquisite  
color combinations. Tr. Pkt., 75c; 3  
Pkts., \$2.00.  
Red with Black Center. Outer edge of the  
flower is red with a coal black center.  
Tr. Pkt., 75c; 3 Pkts., \$2.00.  
Blue and White. Especially adapted for  
window boxes or hanging baskets. Tr.  
Pkt., 75c; 3 Pkts., \$2.00.  
Pink Glory. Pure flame rose-pink, without  
a trace of purple. Tr. Pkt., \$1.00; 3  
Pkts., \$2.75.  
Variegated. Tr. Pkt., 75c; 3 Pkts., \$2.00.  
Copper Red. Tr. Pkt., 75c; 3 Pkts., \$2.00.

### DOUBLE PETUNIA

#### Rosy Morn

This beautiful small flowered double pink  
petunia has come into the greatest favor.  
However, since seed produces only a nom-  
inal number of double flowers, it is well  
to sow early and take cuttings from the  
true double. The single flowers are in-  
variably equal to high class Rosy Morn,  
consequently the crop is all available.  
Pkt., \$1.00; 6 Pkts., \$5.00. Plants from 2 1/4  
inch pots, per 100, \$7.00.

### "THEODOSIA"

#### (A. B. C. Introduction)

### The "All Purpose" Giant Flowered Single Fringed Petunia; Rose and Gold

Grow Petunia "Theodosia" for Pot  
Plant Sales for Mother's Day  
and Memorial Day

Price: Trade Pkt., \$1.00; 6 for \$5.00; 1/2  
oz., \$3.50; 1/8 oz., \$6.00.

### UNSOLICITED TESTIMONIALS FROM SOME OF OUR CUSTOMERS

American Bulb Co., Galion, Ohio,  
Gentlemen: June 26, 1929.

Our petunias this season, Ruffled and  
Theodosia, from your seed, were a sight  
to see—consequence, could have easily  
sold as many more.

(Signed) Yours,

C. H. HELFRICH.

American Bulb Co., Chicago, Ill.,  
Dear Sirs: May 24, 1928.

Your petunias are certainly a knockout,  
especially "Theodosia." We had over three  
thousand petunias all from A. B. C. seed,  
and at this date, May 24th, we have not  
a single one left for Memorial Day. The  
retail price these petunias are bringing is  
35c from 4-inch pots, which beats gerani-  
ums to a standstill. Petunia seed from  
A. B. C. for me always.

(Signed) Yours truly,

JOHN HAUPRICHT.

Station C, R. 3, Box 268, Toledo, Ohio,  
Scipio, Ind.,  
June 17, 1930.

The "Theodosia" Petunia is par excel-  
lence, the best in size, the finest in color,  
the prettiest in form, grows in pot or bed,  
not too large in growth nor small in size.  
Just right. Will please the most fastid-  
ious. (Signed) W. L. WILSON.

NOTE: We supply originator's  
true strain of "Theodosia." There  
is no substitute for this exceptional  
variety.

### PETUNIA "FLORETTA"

#### A. B. C. Introduction

Color beautiful steel blue, veined black,  
flowers handsomely ruffled. Originator's  
strain.  
Price: 500 seeds, \$1.00; 1000 seeds, \$1.75.

## PETUNIAS (Continued)

### NEW BALCONY PETUNIA

#### "Star of California"

Illustrated on front page. The flowers  
are velvety violet with a touch of crim-  
son, starred with five pure white  
blotches. The flowers are quite large and  
the effect in window boxes or hanging  
baskets is dazzling.

Price: Trade Pkt., 50c; 1/8 oz., \$1.50;  
1/4 oz., \$2.50.

### "WHITE CLOUD"

#### Single Flowered

Along with the tall and hanging Pe-  
tunias, which are indispensable for win-  
dow boxes and balcony decoration, the  
Dwarf Petunias are gaining the favor of  
the public more and more, since they are  
eminently suited for pot plants and bed-  
ding purposes and produces fine, compact  
bushes only 12 inches high, richly covered  
with pure white blooms 3 to 3 1/2 inches in  
diameter. This new variety "White Cloud,"  
works with strong and brilliant effect  
singly in pots and especially when bedded  
out. It is reproduced true from seed. Per  
Pkt., 50c; 3 for \$1.25.

## SALPIGLOSSIS

Very showy annuals, splendid for cutting.  
Tr. Pkt. Oz.  
Crimson and Gold.....\$0.30 \$1.15  
Prlurose......30 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 Mixed......25 .75  
Emperor, Extra large flow-  
ering, mixed......25 1.00

### SCABIOSA—Morning Bride

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

### SCHIZANTHUS—"Butterfly Flower"

For cut flowers. Tr. Pkt. Oz.  
Garroy's Hybrids.....\$0.50 .  
Hybrid Grandiflora......20 \$0.75  
Wisetonensis, Rose and am-  
ber shades. 1/4 oz., 60c......30 1.00  
Wisetonensis Mixed......30 1.00

### SHAMROCK

True Irish. 1/4 lb., \$2.50; Tr. Pkt., 20c;  
oz., 75c.

### SMILAX

#### Myrsiphyllum Asparagoides

A well known greenhouse climber,  
Valuable for floral decorations. Tr. Pkt.,  
15c; oz., 50c; 1/4 lb., \$1.75; lb., \$6.00.

## PETUNIA "THEODOSIA"

Is in a Class by Itself as a Florists' Money Maker

(See opposite)

## SNAPDRAGONS

### Now Now or Up to Mid-Winter for a Spring Crop

We consider the following named varieties as the most worthy for cut flowers, viz.:  
"Ceylon Court" yellow, "Cheviot Maid" finest deep pink, "Afterglow" golden bronze,  
"Rose Queen" dark pink, "White Rock" pure white, "Roman Gold," "Jennie Schneider"  
light rose pink.

### A. B. C. Headquarters for "Pure Strain" Seed Produced Under Glass, Much Superior, We Believe, to That Obtained Under Open Ground Culture

	1 Pkt.	3 Pkts.	5 Pkts.	7 Pkts.
Ceylon Court Yellow. The best early yellow.....	\$1.00	\$2.50	\$4.00	\$ 5.50
Cheviot Maid. The best early clear pink.....	1.50	4.45	7.35	10.00
Laura. Dark rose pink; early and fine.....	1.50	4.00	6.25	8.50
Geneva Pink. Beautiful soft rose pink.....	1.00	2.50	4.00	5.40
Happiness (Allman). Highly attractive shade of rose pink..	2.00	5.50	8.50	
Rose Queen (Witterstaetter). Large early dark pink.....	2.00	5.50	8.50	
Jennie Schneider.....	1.00	2.50	3.75	5.40

Beautiful Columbia Rose Pink. Originator's Greenhouse-grown Seed (exclusively controlled by A. B. C.).

### Words of Critical Growers Regarding Jennie Schneider

Henry Smith Floral Co., Grand Rapids, Mich., says of the Jennie Schneider:  
"Jennie Schneider an Early Bloomer"

"Wish you could see a bunch 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."

Pierre Schneider's information with regard to producing "Winter-flowering Snap-  
dragons" should be in the hands of every Snapdragon grower. Supplied free to customers  
when asked for.

	1 Pkt.	3 Pkts.	5 Pkts.	7 Pkts.
Helen. A fine shade of salmon.....	\$1.00	\$2.50	\$3.75	\$ 5.50
Afterglow. Finest deep golden bronze.....	2.00	5.00	8.00	10.50
Imp. Sunburst. Color of Sunburst rose.....	1.50	4.00	6.25	8.50
Golden Pink Queen. Color as named.....	1.00	2.50	3.75	5.40
White Rock. The standard long-stemmed white.....	1.00	2.50	3.75	5.40
Philadelphia Pink. The standard pink.....	1.00	2.50	3.75	5.40
Roman Gold.....	1.50	4.00	6.25	8.50

### ROMAN GOLD (Another A. B. C. Introduction)

An exceptionally early variety, and very popular on the Chicago cut flower market.  
Color: A combination of pink, copper and golden yellow shades. We consider this on  
a par in value to the florist with the variety Jennie Schneider.

### Originator's Greenhouse-grown Seed (exclusively controlled by A. B. C.)

	1 Pkt.	3 Pkts.	5 Pkts.	7 Pkts.
Orlando. A standard bronze.....	\$1.00	\$2.50	\$3.75	\$5.40

### An Ideal Pot Plant for Mother's Day Sales

#### DWARF SNAPDRAGON "GLORIA"

#### Color Deep Pink

Many florists have found this a profit-  
able adjunct to their collection of pot  
stock for one of the best plant sales  
days of the year. Start seed in Novem-  
ber-December. Price Trade Pkt., \$0.25;  
per oz., \$1.50.

## SOLANUM

Cleveland Cherry. Yellow. Tr. Pkt., 50c.  
Bird's Eye Pepper. Tr. Pkt., 50c.  
Capsicastrum Nannum.

Jerusalem Cherry. Tr. Pkt., 20c; oz., 75c.  
Hlavaeck's "Masterpiece." "Cleveland  
Cherry." More compact than the old  
type and produces much more freely of  
fruit. A very pronounced improvement  
over the old form. Grows more compact  
than above and produces the scarlet ber-  
ries in greater profusion. Tr. Pkt., 50c;  
oz., \$3.00.

## STATICE

Suyorowi (Russian or Cattail Statice.) A  
very good novelty cut flower. Tr. Pkt.,  
35c; oz., \$1.25.

## SNAPDRAGON'S

## CEYLON COURT

## CHEVIOT MAID

## AFTERGLOW

## JENNIE SCHNEIDER

and

## ROMAN GOLD

are, we believe, the most  
outstanding and profitable  
cut flower kinds

# AMERICAN BULB CO.

31 to 37 West 27th St.

NEW YORK

We Highly Recommend  
**"Improved Bismarck"**  
 Stocks for Cut-Flowers  
 Our Strain of Which Is  
 Second to None

**AMERICAN GROWN DOUBLE STOCKS FOR CUT FLOWERS**

A. B. C. Special Florists' Strains  
 One of Our Principal Specialties

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 Wisley, England, 60% to 80% of large flowering double blooms are usually produced from these wonderful American strains. We recommend "Improved Bismarck" as most outstanding for cut flowers.

**IMPROVED BISMARCK (Early Giant Imperial)**

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 about twelve weeks after seedlings are planted.

White; Chamois; Blood Red; Blush, Apple Blossom; Canary Yellow (Golden Bell); Dark Blue, Fiery Blood Red, Fine; Lavender, Extra; Rose, Deep rose-pink. Price of all of above: Tr. Pkt., 25c; 1/4 oz., 50c; 1/2 oz., \$1.00; 1 oz., \$1.75; 1 1/2 oz., \$3.00; 2 oz., \$5.50.

**IMPROVED BISMARCK MIXED**

Tr. Pkt., 35c; 1/4 oz., 35c; 1/2 oz., 60c; 1 oz., \$1.15; 1 1/2 oz., \$2.25; 2 oz., \$4.00.

**STOCK IMPROVED BISMARCK "Golden Rose"**

A rich light rose enhanced by a pleasing golden effect in the center of each individual floret. Very large double flowers on long stems. A wonderful cut flower. Trade Pkt., 50c; per oz., \$6.00.

**STOCK IMPROVED BISMARCK "Old Rose"**

A very beautiful shade of old rose—this color has been lacking in the Bismarck group. It is very double and has very large individual florets. Pkt., 50c; per oz., \$6.00.

**STOCK IMPROVED BISMARCK "Eik's Pride"**

Eik's Pride is a new shade in the Early Giant Imperial group, being an intense royal purple of vigorous growth, attaining a height of twenty-four to thirty inches. It is very early blooming, the florets are quite large and sweetly scented. The strain is very double. Pkt., 50c; per oz., \$6.00.

**MAMMOTH BEAUTY OF NICE STOCKS**

Particularly desirable because of their long stems and branching habit. Canary Yellow, Carmine Rose, Crimson, Deep Blue, Flesh Pink, Old Rose, Rosy Lilac, White, Lavender. Price of all of above: Tr. Pkt., 25c; 1/4 oz., 40c; 1/2 oz., 75c; 1 oz., \$1.25; 1 1/2 oz., \$2.50; 2 oz., \$4.50.

**BEAUTY OF NICE MIXED**

1/8 oz., 35c; 1/4 oz., 60c; 1/2 oz., \$1.10; 1 oz., \$2.00; 2 oz., \$3.75.

**EARLY LARGE-FLOWERING WINTER STOCK "ZEPHYR"**

This Stock stands out from all other known sorts on account of its especially charming delicate lavender blue coloring. In its habit Stock Zephyr resembles the favorite Beauty of Nice; it grows to a height of 24 to 28 inches, forms a fine long middle spike of bloom and numerous good side-shoots; it is eminently suited for cutting purposes. Tr. Pkt., 35c.

**GIANT PERFECTION (Perpetual Branching) "Cut-and-Come-Again"**

A fine group for florists; very early and free blooming. Blood Red; Flesh; Pale Blue; Pale Blush; Heatham Beauty, Rose, shaded Terra Cotta; Rose; Snowdrift (New), Early, pure white; Princess Alice, White (Cut-and-come-again). Price of all of above: Tr. Pkt., 25c; 1/4 oz., 40c; 1/2 oz., 75c; 1 oz., \$1.25; 1 1/2 oz., \$2.50; 2 oz., \$4.50.

**GIANT PERFECTION MIXED**

1/8 oz., 35c; 1/4 oz., 60c; 1/2 oz., \$1.10; 1 oz., \$2.00; 2 oz., \$3.75.

If you do not find in this list the desired flower seeds, plants, etc., please ask for our 68 page catalogue, mailed free to the trade.

**SWEET PEAS**

"Up-to-the-Minute" Florists' Varieties

If you are in the market for quantity, please ask us for special prices

**EARLY SWEET PEAS**

For Winter and Spring Flowering

Note: We Supply 1/4 lb. or 1/2 lb. at Pound Rate  
**Up-to-the-Minute Popular Cut Flower Varieties**

- Balf's Blue**, Clear blue. Per oz., 50c; per lb., \$5.50.
  - Blue Wonder**, A wonderful large, clear blue. Per oz., 50c; per lb., \$6.00.
  - Burr's Rose**, Glowing rose-pink. Per oz., 65c; per lb., \$7.00.
  - Burpee's Lavender** (Novelty), A beautiful wisteria-lavender with magnificent flowers on long, substantial stems. Certified, Pkt. (20 seeds). Per oz., \$4.25; per lb., \$25.00.
  - Burpee's Orange**, Glistening orange. Per oz., 65c; per lb., \$7.00.
  - Burr's Orange**, A deeper shade. Per oz., 50c; per lb., \$10.00.
  - Blue Bird**, A charming shade of blue. Per oz., 50c; per lb., \$5.00.
  - Commonia** (bianca variety), Rose-pink and creamy white. Per oz., 45c; per lb., \$5.00.
  - Chevalier**, True rose with lemon sheen. Per oz., 50c; per lb., \$5.50.
  - Eldorado**, Tangerine-orange. Per oz., 60c; per lb., \$7.00.
  - Gutters**, Bright orange-scarlet. Per oz., 45c; per lb., \$5.50.
  - Gorgeous**, Soft salmon-cerise. Per oz., 40c; per lb., \$4.80.
  - Grandier**, Rich poppy-scarlet. Per oz., 50c; per lb., \$6.00.
  - Giant Rose**, Large rose-pink flowers. Per oz., 60c; per lb., \$7.00.
  - Jeanne Mamtsch**, Glowing rose-pink. Per oz., 50c; per lb., \$6.00.
  - Harmony**, Beautiful clear lavender. Per oz., 50c; per lb., \$5.50.
  - Lavender King**, True deep lavender. Per oz., 45c; per lb., \$5.00.
  - Madonna**, Black seeded white. Per oz., 50c; per lb., \$5.00.
  - Mrs. Calvin Coonidge**, Rich salmon-pink. Per oz., 60c; per lb., \$6.00.
  - Mrs. Kerr**, A true salmon color. Per oz., 60c; per lb., \$6.00.
  - Mrs. Warren G. Harding**, Lovely silvery blue. Per oz., 50c; per lb., \$5.50.
  - Mrs. Herbert Hoover**, Bright blue. Per oz., \$2.25; per lb., \$25.00.
  - Miss Spokane**, Peach red. Wings bright scarlet. Per oz., 50c; per lb., \$5.00.
  - New Blue**, New deep blue. Per oz., 65c; per lb., \$8.00.
  - Peerless Pink**, The standard is a luminous shade of eosine pink and the wings show a decidedly rose cast. Per oz., 75c; per lb., \$8.00.
  - Princess**, A vigorous grower with large flowers, fluted and waved. Color a lovely shade of soft lavender suffused mauve. Per oz., 45c; per lb., \$5.00.
  - Rose Queen Improved**, Color a most attractive shade of pink. Per oz., 60c; per lb., \$6.00.
  - Red Cross** (Novelty), A glowing poppy-scarlet synonymous with the late variety, **Hawmark Scarlet**. Per oz., \$1.75; per lb., \$20.00.
  - Snowstorm Improved**, Pure white. Per oz., 45c; per lb., \$5.00.
  - Spring Song**, Rose-pink on cream. Per oz., 55c; per lb., \$7.00.
  - Superior Pink**, Pink, suffused salmon. Per oz., 50c; per lb., \$6.00.
  - The Blaze** (Novelty), A glistening fiery orange of great substance. Under artificial light it is gorgeous. Per oz., \$1.75; per lb., \$20.00.
  - True Blue**, This lovely variety is a charming shade of true blue or light violet-blue. Per oz., 45c; per lb., \$5.00.
  - Vulcan**, Rich, scarlet-orange. Per oz., 50c; per lb., \$5.00.
  - White Star**, Black-seeded. Flowers of enormous size, pure white without any pink shading. Per oz., 50c; per lb., \$5.00.
  - White Harmony**, A black-seeded white. Per oz., 55c; per lb., \$10.00.
  - Yarrawa**, Bright rose-pink with a clear, creamy base. Flowers average 2 1/2 inches in diameter; many are duplex or double. Per oz., 50c; per lb., \$5.00.
  - Zvolanek's Rose**, Rich rose-pink. Per oz., 50c; per lb., \$5.50.
- Six Magnificent "Morse-Bred" Novelties in Early-Flowering Sweet Peas for 1930**
- Early Pal**, New scintillant rich rose crimson, long-stemmed. Per oz., \$1.50; per lb., \$20.00.  
Awarded Silver Medal, New York Spring Show 1930.
  - Early Apollo**, New long-stemmed, soft salmon cerise, a wonderful shade. Per oz., \$1.50; per lb., \$20.00.  
Awarded Silver Medal, New York Spring Show, 1930
  - Early Vogue**, New sweet-scented lilac lavender, with vigorous Harmony type of growth. Per oz., \$1.50; per lb., \$20.00. Certificate of Merit, Chicago Garden and Flower Show, 1930
  - Early Forty-niner**, New long-stemmed, brilliant orange of vigorous growth. Per oz., \$1.50; per lb., \$20.00. Certificate of Merit, New York Spring Show, 1930
  - Early Sparkle**, New bright scarlet cerise—same shade as Late-flowering Royal Scot. Per oz., \$1.50; per lb., \$20.00.
  - Early Fandango**, Grand new bright rose self, Duplex, a huge flower. Per oz., \$2.00; per lb., \$28.00.

**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 1/4 lb., \$1.50; per lb., \$5.00.

**SWEET PEAS**

**Spencer's Late or Summer Flowering Sweet Peas**

- Recommended for late spring and early summer blooming under glass. South of the Ohio river seed can be sown in the open, and if winter conditions are favorable, good results may be expected.
- Appleblossom**, Rose with primrose. (Mrs. Cuthbertson superseded this old variety.)
  - Asta Obs.**, A soft, pinkish lavender self. Oz., 25c; lb., \$2.00.
  - Austin Frederick Improved**, Oz., 20c; lb., \$2.00.
  - Barbara**, Salmon. Oz., 25c; lb., \$2.00.
  - Blanche Ferry**, Rose standard and white wings. Oz., 20c; lb., \$1.75.
  - Blue Monarch**, Dark blue. Oz., 25c; lb., \$2.50.
  - Camphire**, Bright scarlet. Oz., 25c; lb., \$2.50.
  - Charming**, Soft cerise. Oz., 20c; lb., \$2.00.
  - Crimson King**, Extra crimson. Oz., 25c; lb., \$2.00.
  - Commander Godshall**, Dark blue. Oz., 20c; lb., \$2.00.
  - Constance Hinton**, Black seeded white. Oz., 20c; lb., \$2.00.
  - Countess Spencer**, Oz., 25c; lb., \$2.50.
  - Daisybud**, A harmonious combination of apple blossom tints with a cast of cream pink. Oz., 25c; lb., \$2.50.
  - Elfrida Pearson**, Large, pale pink. Oz., 20c; lb., \$2.00.
  - Empire**, Deep pink, fine. Oz., 40c; lb., \$5.00.
  - Fordhook Orange**, Extra. Oz., 35c; lb., \$3.50.
  - Gloxy**, Cerise. Oz., 25c; lb., \$2.50.
  - Gold Crest**, Salmon, extra. Oz., 20c; lb., \$2.00.
  - Hawmark Cerise**, Oz., 20c; lb., \$2.00.
  - Hawmark Lavender**, Clear, light lavender. Oz., 30c; lb., \$3.00.
  - Hawmark Salmon-Pink**, Rich, deep pink with salmon and orange tints in the standard. Oz., 20c; lb., \$2.00.
  - Hebe**, Large, bright pink. Oz., 20c; lb., \$2.00.
  - Hercules**, Giant pink. Oz., 20c; lb., \$2.00.
  - King White Improved**, Pure, glistening white. Oz., 20c; lb., \$1.75.
  - King Edward VII**, The best pure red. Oz., 20c; lb., \$2.00.
  - Matchless**, Cream color. Oz., 25c; lb., \$2.50.
  - Mammoth**, Orange-scarlet. Oz., 45c; lb., \$4.00.
  - Miss California**, Cream-pink. Oz., 20c; lb., \$2.00.
  - Mrs. Cuthbertson**, Rosy pink standard, white wings. Oz., 20c; lb., \$2.00.
  - Mrs. Tomlin**, Scarlet, extra. Oz., 25c; lb., \$2.50.
  - Mrs. Tom Jones**, Bright blue, large. Oz., 20c; lb., \$2.00.
  - Picture**, A blend of cream and pink. Oz., 20c; lb., \$2.00.
  - Powers Court**, Pure lavender, extra. Oz., 20c; lb., \$2.00.
  - Royal Purple**, Rich purple. Oz., 20c; lb., \$2.00.
  - Royal Scot**, A fiery, deep cerise of vigorous habit. Oz., 20c; lb., \$2.00.
  - Spencer White**, Oz., 20c; lb., \$1.75.
  - Supreme**, Light pink, extra. Oz., 30c; lb., \$3.00.
  - Sunset**, Soft, rich rose with a glowing yellow suffusion near the base. Oz., 25c; lb., \$2.50.
  - Tangerine Improved**, Orange. Oz., 20c; lb., \$2.00.
  - Valentine**, Pleasing shade of delicate blush pink. Oz., 25c; lb., \$2.50.
  - Warrior**, Rich, reddish maroon flushed with bronze. Oz., 20c; lb., \$2.00.
  - Wedgewood**, Blue. Oz., 25c; lb., \$2.50.
  - Youth**, Large, white, pink picotee. Oz., 20c; lb., \$2.00.
- Extra choice**, Mixed. Oz., 20c; lb., \$1.80. Four ounces and upward of one variety supplied at pound rate. Less than 4 ounces of one variety at ounce rate.
- MORSE'S "PINKIE"**  
 Pinkie is a very large, deep rose-pink, having four mammoth flowers well placed on long stems, very vigorous and continuous bloomer. This NOVELTY should be in every collection.  
 Per oz., 50c; lb., \$4.50.
- SWEET PEAS**  
**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 four invariably well placed on long, stiff stems.  
 Per oz., 25c; lb., \$2.50.
- SPECIAL NOTE!**  
 We can recommend the above two varieties as being the best of their respective colors in summer flowering Sweet Peas.  
 A. B. C.  
 NOTE: We supply 1/2 oz. at oz. rate; 1/4 lb. and 1/2 lb. at pound rate.

**"Sweet Wivelsfield"**  
The New Race of Annuals  
That Is Much Thought  
of by the Trade

**SWEET WIVELSFIELD**  
The New Annual for Cut Flowers and  
Pot Plants that Has Taken the  
Trade by Storm

An entirely distinct and novel hardy Dianthus. This new race resulted from a cross between Dianthus Allwoodii and Sweet William (D. barbatus) made seven years ago.

Individual blossoms are nearly three times as large as those of Sweet Williams and are borne in loose cymes. The colors come in hundreds of various shades including rich reds and purples with black facings, whites and pinks with flakes and many other colors with innumerable markings.

Sow in heat from late January to mid-March for early flowering.

Transplant into boxes, grow in cold frames, and finally transplant in their flowering quarters in April or early May.

These plants will begin flowering in June and continue until November, especially if the old flowers are cut and seed pods are not allowed to form.

**Sowing in the Open**

Seeds can be sown in April in the open for late summer flowering.

Excerpt from the Florists' Review, issue October 2nd, 1930.—By A. M. Herr, renowned florist grower of Lancaster, Pa.

**SWEET WIVELSFIELD**

"A query as to the merits of Sweet Wivelsfield from one who had three plants, prompts me to tell my experience with this novelty. In my humble opinion, it is one of the finest acquisitions of the past few years.

"More than 2,000 plants in the open field, with the most unfavorable summer for growing that we have had for years, have been one continuous mass of bloom all summer; the range of color would delight the heart of any gardener. Because of dry weather and no means of watering, the stems were a bit short, but in an ordinary season I think they would measure up to requirements to meet anyone's taste. The plants came from seed sown in late January, grown into 3-inch pot plants and then planted out the last of April.

"After we know this novelty a little better, I think it is going to make a splendid pot plant for the holidays, especially for Mothers' day. I might add that it seems to love the full sunlight, as a few planted in a partial shady spot did not give the results those out in open did.

"Its bid for favor is that it blooms continuously from the day it is planted out until frost catches it and, unless I am much mistaken, it is going to meet popular favor among all who have gardens; it possibly will meet favor as a pot plant, if grown on into a 5-inch or 6-inch pot. The few 4-inch ones I had last spring were fine enough for anyone."

Albert M. Herr."

Price: Trade Pkt., \$1.00; 6 Pkts., \$5.00; 15 Pkts. for \$10.00.

(Ideal as a pot plant for Mothers' day sales. For blooming at this time, sow seed in November—December.)

**THUNBERGIA—Black-Eyed Susan**

Mixed. Tr. Pkt., 20c; oz., \$1.00.

**TORENIA**

Fourieri Grandiflora, Blue. Tr. Pkt., 35c; 1/2 oz., 50c; oz., \$3.00.

**VERBENA**

	Tr. Pkt.	Oz.
Mammoth Scarlet (Defiance)	\$0.25	\$1.25
Pink	.25	1.25
Purple	.25	1.25
Blue	.25	1.25
Striped	.25	1.00
Mammoth mixed	.20	1.00

**VERBENA HYBRIDA**

Grandiflora "Royale." This is a Verbena of enormous size, the individual florets measuring over an inch and a quarter in diameter. The color of this new Verbena is a rich, deep royal blue with a large, creamy yellow eye. A wonderful acquisition to our group of Grandiflora Verbenas. Tr. Pkt., 35c; oz., \$3.50. Fireball, Bright scarlet dwarf, 1/4 oz., \$1.25; Tr. Pkt., 50c.

	Tr. Pkt.	Oz.
Etna (New), Red	\$0.35	\$3.00
Lucifer, Cardinal red	.30	1.50
White	.30	1.25
Rose-Cardinal	.30	1.50
Yellow	.30	1.25
Giant Flowered Mixed	.35	1.50
Lemon Scented	.35	3.75

**VERBENA VENOSA**

Produced from seed (but must be sown early in the year). Provides a most outstanding bedding plant, especially when bordered with Dwarf Sweet Alyssum (sow early). Pkt., 30c; oz., \$1.50.

**VERBENAS**  
of the Better Kinds  
Supplied in Plants Only  
as Noted Below

**PLEASE NOTE!**

The following exceptional varieties of large flowering Verbenas can only be supplied in plants.

The large flowering, free blooming verbenas (especially Beauty of Oxford cerise red) are now indispensable to the florist doing a retail business.

Note: The following varieties, with possible exception of Grandiflora Royale, do not come true from seed, consequently are supplied in plants only.

**VERBENAS**

- Rooted cuttings and 2 1/4 inch.
  - True Beauty of Oxford, the "Mother's day" Verbena, R. C., cerise-red; king of all Verbenas. \$2.00 per 100; \$18.00 per 1000.
  - True Beauty of Oxford, 2 1/4 in. \$5.00 per 100; \$45.00 per 1000.
  - True Pink Beauty of Oxford, R. C., same size bloom as above. \$2.00 per 100; \$18.00 per 1000.
  - True Helen Wilmott, king of the Pinks, R. C. \$2.00 per 100; \$18.00 per 1000.
  - True Helen Wilmott, 2 1/4 in. \$5.00 per 100; \$45.00 per 1000.
  - Grandiflora Royale, rich, deep royal blue; large creamy yellow eye; enormous size. R. C. \$2.00 per 100; \$18.00 per 1000.
  - American Beauty, rose-pink. R. C. \$1.50 per 100; \$12.50 per 1000.
  - Mayflower, light pink; large bloom. R. C. \$1.50 per 100; \$12.50 per 1000.
  - Firefly, very bright red. R. C. \$1.50 per 100; \$12.50 per 1000.
  - Gigantea Alba, pure white. R. C. \$1.50 per 100; \$12.50 per 1000.
  - Purple, True shade. R. C. \$1.50 per 100; \$12.50 per 1000.
- Clean healthy stock; proper packing guaranteed.

**VINCA—Periwinkle**

An excellent bedding plant. Sow seed early.

	Tr. Pkt.	Oz.
Alba Pura, Pure White	\$0.20	\$0.80
Alba, White with Eye	.20	.80
Rosea, Pink	.20	.80
Mixed	.20	.75

**Bodger's True Strain**  
**DAHLIA FLOWERED**  
**ZINNIAS**

**DAHLIA FLOWERED VARIETIES**

- 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.
  - Crimson Monarch. By far the largest and best of red shades.
  - Dream. A fine, deep lavender, turning to purple (Mallow Purple); a new, desirable shade in Zinnias.
  - Exquisite. Color, light rose with center a deep rose. (Tyrian Rose.)
  - 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.
  - Golden State. A very rich orange-yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom.
  - Illumination. Similar to Exquisite, but a striking self color of deep rose. (Tyrian Rose.)
  - Meteor. A rich, glowing deep red (Spinal Red) and the darkest of all the red shades. Pine form, with good depths of petals. Very large.
  - Old Rose. This is adequately described by its name, as it is of the real old rose shade.
  - 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.
  - Polar Bear. A very large, pure white, the best white yet seen in Zinnias.
  - Scarlet Flame. A large, beautiful, bright scarlet, with a beautiful blending of orange throughout the petal. This is not a bicolor.
- 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 list above for \$2.00.  
Special Mixture. A well-blended mixture containing the named varieties. Price: Trade Packet, 25c; per oz., \$1.50.

**ZINNIA ELEGANS—"Lilliput"**  
SMALL DOUBLE FLOWERS

These small flowered Zinnias are becoming wonderfully popular throughout the country as a cut flower, particularly the "Salmon Rose."

	Tr. Pkt.	Per Oz.
Dark Crimson	\$0.15	\$0.80
Golden Gem	.15	.80
Salmon Rose (very select)	.15	.80
Scarlet Gem	.15	.80
White Gem	.15	.80
Mixed Colors	.15	.60

**Giant Mammoth Zinnia**  
**"ENCHANTRESS"**

This is the same pleasing color as Exquisite in the Dahlia Flowered type and is undoubtedly the most popular of all Zinnias today. This variety and "Cerise Queen" listed below, are worthy companions to "Miss Willmott" for cut flowers as well as garden show. Price per Pkt., 25c; 1 oz., \$1.00.

**Giant Mammoth Zinnia**  
**"CERISE QUEEN"**

Another new color we have added which should be in all collections. It is very bright and very striking. Price per Pkt., 25c; 1 oz., \$1.00.

**Zinnia Pumila Picotee**  
**"DELIGHT"**

**The Season's Novelty in Zinnias**

For several years the pleasing shade of salmon-rose in the Dwarf Double Pumila type of Zinnia has been a favorite among florists for basket work and general cut flower use. Realizing that a variation in this type would be acceptable, Bodger's, the famous Zinnia specialists, crossed it with tall picotee and have now succeeded in perfecting a new type, which we prophesy will be of incalculable value to florists.

"Delight" can be classed as a Pumila type, very floriferous and of compact growth. The petals of the flowers are ruffled and curled, giving a light and dainty effect. In addition, each petal is beautifully picoteed, making it a most striking flower.

The assortment of colors is most suitable for florists. It includes salmon shades, cream, buff, biscuit, golden yellow, lavender, in fact a collection of colors that are most acceptable for florists' use. We highly recommend it for all who wish something of merit for the fancy florist trade. Price: Trade Pkt., 25c; per oz., \$3.00; per 1/4 lb., \$10.00.

**ZINNIAS—Elegans Pumila Dwarf**  
**Double Varieties**

A most desirable type for bedding as well as cut flowers.

Crimson, Pink, Scarlet, White or Yellow. Tr. Pkt., 15c; oz., 80c.  
Salmon Rose. (Exceptional for cut flowers.) Tr. Pkt., 15c; oz., 80c.  
Mixed. Tr. Pkt., 15c; oz., 40c.

**ZINNIAS—Double Large Flowering**  
**Giants**

**(Improved Grandiflora Robusta)**

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

Buttercup, Deep Yellow, Crimson, Purple, Golden Yellow, Rose, Salmon, Scarlet, Shrimp, Pink, Sulphur Yellow, Violet or White. Tr. Pkt., 30c; oz., \$1.00.

Special Mixed. Tr. Pkt., 20c; oz., 75c.

**ZINNIAS—Miscellaneous Varieties**

Red Riding Hood. A dwarf, compact sort with small, double red flowers. Tr. Pkt., 20c; oz., 75c.

Giant Picotee ("Golden Pheasant"). Gold ground tipped with maroon. Tr. Pkt., 35c; oz., \$1.80.

Mexicana Perfection (Haageana). Single star, yellow. Tr. Pkt., 30c; oz., \$1.00.

**ZINNIAS—Giant Mammoth or**  
**California Giants**

**"MISS WILLMOTT"**

This is a mutation from the Dahlia Flowered and is of the imbricated type. When in full bloom, it has a flattened appearance. The flowers when young are very graceful and are used for florists' work. When in full bloom they become show flowers of enormous size. One of the colors lacking in this type was a good, soft, salmon-pink. Our grower has been successful the past season in perfecting this shade and we take pleasure in offering Miss Willmott as the most delicate of soft, salmon-pinks. Unquestionably, it is a great acquisition to this collection of Zinnias. Do not forget to include this variety in your collection for the coming season. Price per Pkt., 25c; 1/4 oz., 75c; 1 oz., \$1.50.



**CALCEOLARIAS**

PROFITABLE POT PLANTS FOR MOTHERS' DAY AND SPRING SALES Hybrids, Perfect Model, and other very fine varieties; 2 1/4-inch; 25 plants of a variety at 100 rate. Price per 100, \$12.00.

**CYCLAMEN**

Ferd Fischer's True Strain

Strong, clean plants; salmon pink and red shades; 2 1/4-in. potted, \$10.00 per 100; 3-in. potted, \$15.00 per 100; 4-in. potted, \$25.00 per 100; 5-in. potted, \$50.00 per 100; 6-in. potted, \$1.00 each, in paper pots.

**FORGET-ME-NOT**  
Winter Blooming

"BLUEBIRD"

2 1/4-in., per 100 . . . . . \$6.00

**DAISIES**

Boston Yellow

2 1/4-in., per 100 . . . . . \$7.00

**DOUBLE PETUNIA**

**Rosy Morn**

**ROSY MORN**

This beautiful small flowered double pink petunia has come into the greatest favor and up to the present time we have not been able to supply the unusual demand for same. One of our specialist growers has, however, propagated several thousand plants and we expect to be in position to furnish them in quantity for some period of time. Price, 2 inch, per 100, \$7.00.

**PELARGONIUMS**

Strong, healthy plants, free of white fly. Careful packing.

Easter Greeting, Lucy Becker, Swabian Maid, Wurttembergia, Prince Bismarek, German Glory, Gardener's Joy, Mrs. Loyal, Wolfgang Goethe.

2-in., \$10.00 per 100, \$90.00 per 1,000; 3-in., \$15.00 per 100, \$140.00 per 1,000.

Pride of Quedlinburg and Springtime. 2-in., \$15.00 per 100, \$140.00 per 1,000; 3-in., \$20.00 per 100, \$180.00 per 1,000.

**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.

**SPIRAEAS**

(November-December Delivery)  
Extra Fine Two-Year-Old Clumps

**NEWER SORTS**

- Amethyst. Violet purple.
- Diamant. Pure white.
- Hyacinth. Clear lilac.
- Rubens. Deep rose pink.
- Standard Varieties.
- Gloria. Dark pink.
- Gladstone. White.
- Queen Alexandria. Clear pink.
- America. Lilac rose.
- Peach Blossom. Clear pink.

**PRICES ON APPLICATION**

**STEVIAS**

Stevias, best double white, well branched plants, pinched twice.  
2 1/4-in., \$4.00 per 100, \$36.00 per 1,000;  
3-in., \$6.00 per 100, \$55.00 per 1,000.

**CALENDULAS**

Strong, Clean, Healthy Stock, 2 1/4-in.

	Per 100	Per 1,000
New Sensation . . . . .	\$3.50	\$30.00
Ball's Orange King . . . . .	3.50	30.00
Radio . . . . .	3.50	30.00
	Assuring Quality	

**Hardy Double-Flowered  
GYPSOPHILA EHRLEI**

**STRONG GRAFTED PLANTS**

Provides Exceptional Dried Flowers for Winter Cut Flower Work

(Delivery Spring, 1931)

GYPSOPHILA EHRLEI surpasses any that has ever been introduced. It is a distinct, new form, early, pure white, double flowering and not a variety of paniculata fl. pl. An additional feature of this novelty is that its flowers are produced before paniculata begins to bloom. After the main crop has been cut, flower spikes make their appearance until frost. It is far superior to Gypsophila pan. fl. pl. because of the enormous size of its pure white flowers. Flowers were cut as late as November 15th.

GYPSOPHILA EHRLEI will grow in any sunny position if location is not too wet. Lime in any form adds greatly to the vigor of the plant. This plant is a strong grower, so give plenty of room—should be planted three feet apart in three to four feet rows. Plants on their own roots do not grow well and produce no roots, while the grafted plants produce good strong roots and healthier plants.

PRICES: 5 to 25 plants, each 35c; 25 to 100 plants, \$25.00 per 100; 250 to 1,000 plants, \$200.00 per 1,000.

**PHILODENDRON  
CORDATUM**

This climbing genus has been grown in botanical gardens for the past twenty years and of recent years has been taken up by the florists' trade in a large way, since this plant adapts itself unusually well to the unnatural conditions of the average home better than most any other plant. A very large demand has ensued from the public. It is particularly suitable for sun parlor decoration, but does equally well in any part of the house, even in comparatively dark situations. Can be grown successfully in pots or hanging baskets, but seems particularly "happy" in wall pockets. Florists have found an unusually large demand for this valuable trailing vine and it can be merchandised with the assurance of giving utmost satisfaction with a minimum of care, when grown in pots and placed on brackets or shelves in the show window. It furnishes a beautiful "green atmosphere" and attracts no little attention. Try out this valuable plant in a merchandising way; we are sure you will follow with a repeat order in a short time.

Prices: 2 1/2-in., \$25.00 per 100; 3-in., \$35.00 per 100; 4-in. (3 to a pot), \$75.00 per 100, F. O. B. shipment Mo.  
25 Plants at 100 rate

NOTE: We do not supply a smaller number of plants than 25. However, this unit may be made up of the various sizes listed herein.

**FLORISTS' FORCING ROSES**

**CLIMBING OR TRAILING VARIETIES**  
(Continued)

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. 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 at market price.

**BABY ROSES**

Ideal. Color intense lustrous garnet; the flowers are produced in very large trusses and are very effective.

Baby Rambler (Mme. Levvasseur). Crimson.

Baby Tausendschon. Pink, white shading.

Baby Orleans. Geranium-red.

Baby Erna Teschendorf. Rosy-pink.

Baby Ellen Poulson. Cherry-pink.

Edith Cavell. Deep bright red.

Gnrley. Strong growing, deep red.

Magnifique (New). Bright pink, slightly fringed. Good forcer.

Susanne Miller. Brightest red.

Triomphe de Orleans. Cherry-red.

**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.

Roserie. Sport from Tausendschon. Like a 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.

Marie Gouchalt (New). Deep pink.

**2 1/4-IN. SNAPDRAGONS**

Strong, Clean, Healthy Stock

	Per 100	Per 1,000
Jennie Schneider . . . . .	\$5.00	\$45.00
Cheviot Maid . . . . .	5.00	45.00
Rose Queen . . . . .	5.00	45.00
Afterglow . . . . .	5.00	45.00
Golden Pink Queen . . . . .	5.00	45.00
Ceylon Court Yellow . . . . .	5.00	45.00
Improved Sunburst . . . . .	5.00	45.00
Helen . . . . .	5.00	45.00
White Rock . . . . .	5.00	45.00

Above All Grown from Seed  
Assuring Quality

**PLEASE NOTE**

Unless otherwise specified, plants offered above are for present or soon delivery.

A. B. C.

