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# WHOLESALE PRICE LIST FOR FLORISTS SEEDSMEN NURSEYMEN



1930

*Petunia "Theodosia"*  
(See flower seed pages in  
this book for description)  
Trade Pkt. - 3125  
6Pkts. for - 3522

## FLOWER SEEDS BULBS

*American and  
European Novelties  
And Standard Kinds*

Begonias, Caladiums, Cannas, Gladiolus,  
Gloxinias, and all leading Florists kinds.  
Lily Headquarters  
Fertilizers and Supplies

*Petunia "Floretta"*  
(See flower seed pages in  
this book for description)  
Trade Pkt. - 3125  
6Pkts. for - 3522



# AMERICAN BULB COMPANY

*Importers & Growers*

CHICAGO  
1335-1341 WEST RANDOLPH ST.

NEW YORK  
31-37 WEST 27TH ST.

Bodger's

True Strain

Tallia Flowered Zinnias

"The Flower of the Day"

For Cut Flowers or Garden Show

(For Description and Prices  
See Alphabetically Ar-  
ranged Flower Seed Pages  
in this Book and on  
Opposite Page).



Wm. H. Walker

# Bodger's

True Strain

IMPROVED

DAHLIA FLOWERED

## Zinnias

Unusually good for summer and fall cut flowers. Numerous florists who have heretofore grown them in a large way tell us they would not be without a good sized planting of the same each season.

Florists who merchandise small plants to the public for garden planting will, no doubt, find these **Dahlia Flowered Zinnias** a most profitable line. Wherever shown, the blooms of above have created somewhat of a sensation.



**JOHN BODGER**

*Founder of John Bodger & Sons Co. and Originator of Dahlia Flowered Zinnias*

*Excerpt from the Florists Review, issue April 25, 1929*

### ZINNIAS

"There are usually too few zinnia plants offered. Years ago these annuals were rather flouted at and despised, but today they stand much higher in the estimation of garden lovers. The habit of the plants is stiff, it is true, but there have been wonderful advances in both types and colors in late years and there is rarely any dying out in the open, as in the case of asters. Furthermore, zinnias flower over a much longer season than asters and are good for cutting and few annuals are more effective in the garden. There is still time to sow the seeds and have strong plants early in June, as it takes but a few days for the seeds to germinate. The dahlia-flowered types carry flowers of immense size and there is such a range of colors that one or more are sure to meet with the approval of even the most critical of color-scheme artists. For many folks, mixtures will answer admirably, but it is necessary to have separate shades of color to suit many buyers today."

## BODGER'S IMPROVED DAHLIA FLOWERED ZINNIAS

(Illustrated in True Color on Opposite Page from a Painting by Winifred Walker)

Now the Most Popular Annual in the World of Gardening

Zinnias are among the most popular annuals in the market today. They are suitable for florists' use, for home gardens and household decoration. Their easy culture and long blooming season make them a profitable investment. Their varied forms and exquisite colors have brought them into prominence in flower shows both in the United States and other countries for the past ten years. The Dahlia Flowered type, introduced by the late Honorable John

Bodger, of California, in 1919, which received a Gold Medal and Award of Merit from the Royal Horticultural Society in London in 1924, set a new fashion in Zinnias. Since that time the firm of Bodger's have annually added to the varied forms and captivating colors in which Zinnias may be procured today. In the following pages are listed the latest novelties in Zinnias as well as some of the earlier introductions which should be better known.

### List of Varieties and Prices of Bodger's Improved Dahlia Flowered Zinnias

**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. Fine 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.

**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.

Price of each: Extra Size Trade Packet, 35¢; ¼ oz., 60¢; per oz., \$2.00.

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

**Special Mixture.** A well-blended mixture containing the named varieties. Price Trade Packet, 25¢; per oz., \$1.50.

*For Complete List of Zinnias See Alphabetically Arranged Flower Seed Pages in This Book*

# AMERICAN BULB COMPANY

## Importers & Growers

CHICAGO

NEW YORK

1335 W. RANDOLPH ST.  
CORNER ADA

31 TO 37 WEST 27TH ST

CHICAGO CABLE ADDRESS 'BULBS'  
A.B.C. AND BENTLEY CODES

### A Message From Our President . . .

## "THE LAW OF COMPENSATION"

We usually pay for exactly what we get—we get what we pay for, and in these days of mass production and sharp competition in many horticultural lines we believe it is imperative that the grower have care in his purchase of basic material to the end that he may realize a fair profit on his investment. We are jealous of our reputation for supplying to the trade "Supreme" quality

### BULBS, SEEDS, AND PLANTS

at prices consistent with market values, and we shall leave no stone unturned to maintain this priceless possession. The success of this firm is due to that principle, real honest-to-goodness interest in their customers' needs, not for the dollar that it may bring, but because it is right.

We wish to take this opportunity to thank our many friends and clients for their past patronage, and hope for a continuance of their favors.

Awaiting your valued commands,

Faithfully yours,

AMERICAN BULB CO.

Per A. Miller,

President

### Announcement

The American Bulb Company has moved its New York office and warehouse to more commodious quarters at 31-37 West 27th Street, New York City.

Telephone Number—Pennsylvania 6351-6352.

Our ever-increasing business has not only warranted, but necessitated this expansion. Our new location is situated in the cut flower market district—in close proximity and easy access to the cut flower market.

We extend to our customers and friends as well, a cordial invitation to inspect our new quarters.

AMERICAN BULB CO.

New York

J. J. Karins, Manager

### SPECIAL NOTE

Please mail orders from this list to  
AMERICAN BULB COMPANY

31 to 37 West 27th Street  
New York, N. Y.

### "To Serve You Better"

Our new fireproof three-story building in Chicago which we now occupy. Constructed under specifications particularly applicable to the conduct of our specialized lines and to the end that allows us to "Serve You Better." 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

**PARCEL POST**—We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. We do not deliver any 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.

must return them at once, and money will be refunded or proper credit 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.

# GRAFTED YOUNG ROSE PLANTS

FROM 2 1/2 INCH POTS

The very satisfactory quality of grafted roses which Messrs. Bassett and Washburn supplied to our customers last season has induced us to again contract with this well known concern for delivery of a large quantity of same during 1930 season. Extensive and careful preparations are therefore now being made by said firm to graft for us, using especially Slocock's English Manetti. This is the best English Manetti

known to American rose growers.

Now is the time to order young grafted Rose plants. Early planting is the secret of success in growing Roses for the cut flower trade, as each Rose plant will only produce so many flowers and the early planting gives the young plant a chance to get well established to produce flowers during the winter months.

We list the following varieties:

**PREMIER SUPREME**—The finest of the Premier family.

**JOANNA HILL**—The new Yellow.

**GOLDEN PERNET**—This is much superior to Pernet.

**RAPTURE**—This variety is far superior to Butterfly, producing more flowers and a better color. It is also a healthier variety in every way.

**MATCHLESS**—This is the best Red—the ideal winter flower.

**TEMPLAR**—The old stand-by in Red.

**MRS. FRANK PIERSON**—The ideal of Christmas Red.

**DOUBLE WHITE KILLARNEY**—The true Budlong strain — comes pure White all during the hot weather months.

**WILHELM KORDES**—This is a great novelty Rose.

**BRIARCLIFF**—This is a great improvement over Columbia.

**AMELIA GUDE**—The most productive Yellow Rose of any variety of Rose.

**\$25.00 per 100 .. \$225.00 per 1000**

F. O. B., Hinsdale, Illinois

We can also furnish Talisman and Van Rossem in quantities if wanted. Prices quoted on application.

Grafted Plants will be ready for shipment during March.



RAPTURE

## INDEX OF CONTENTS OF THIS CATALOGUE

Asparagus .....	9	Ferns .....	58	Lilies .....	52-53
Bleeding Heart .....	35	Fertilizers .....	63 to 64	Lily-of-the-Valley .....	39
Begonia Bulbs .....	40	Ficus (Rubber Plants) .....	59	Miscellaneous Plants .....	54 to 61
Begonia Seed .....	10	Flower Seeds .....	5 to 31	Poinsettias .....	58
Book, Fritz Bahr's .....	38	Florists' Supplies .....	62-63-64	Roses .....	3
Bulbs, Miscellaneous .....	39	Gladiolus .....	45 to 51	Semesan .....	64
Caladiums .....	Back Cover and 39	Gloxinias .....	40	Spiraea .....	58
Calceolarias .....	10-55	Hydrangeas .....	58	Terms of Business .....	2
Cannas .....	41	Hardy Perennial Plants .....	32 to 38	Tritoma Pfitzeri .....	38
Carnations .....	55	Hardy Perennial Seeds, Alphabetically .....		Tuberose .....	39
Chrysanthemums .....	56-57	Insecticides .....	64	Vegetable Seeds .....	31
Cyclamen .....	54	Lawn Grass Seed .....	3	Zinnias .....	30-31
Dahlias .....	42-43-44				

### 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.

A. MILLER, PRESIDENT

BEN MILLER, VICE-PRES.

J. J. KARINS, VICE-PRES.

A. L. KOEHLER, SEC.-TREAS.

# AMERICAN BULB COMPANY

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CHICAGO TELEPHONES  
HAYMARKET 6774-6775



CHICAGO CABLE ADDRESS "BULBS"  
A. B. C. AND BENTLEY CODES



### Buying Imported and American Grown Forcing Bulbs in Advance of the Season

The general scarcity of Dutch, French, Japanese and other bulbs the past season is indicative, we believe, of a comparative like condition as regards supply of same for 1930 delivery and it would therefore appear to us that it behooves the trade to arrange for their needs along this line as early in the year as possible.

Such action on the part of the buyer enables us to anticipate requirements and take advantage of early quotations which are almost, if not always, invariably lower than prices ruling when shipping season opens.

Buyers should bear in mind that in making arrangements for their Bulb needs now they have all to gain since we guarantee market prices at time of shipment. Act at once for your own interests.

### Why We Can Supply You with Bulb Stock to Advantage

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

Personal inspection during growing and packing season.

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

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

We can and will make it worth your while to look to us for your bulb needs each season.

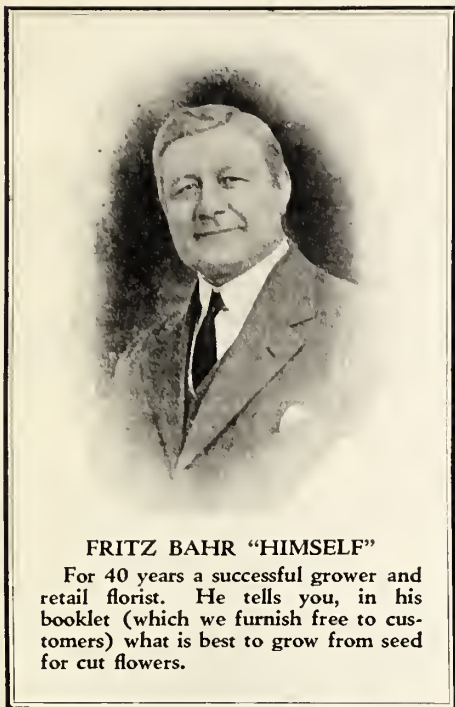
A. B. C.



SINGLE EARLY TULIP "PROSPERITY" EXCEPTIONAL FOR CUT FLOWERS OR POT PLANTS



## ASSISTING OUR CUSTOMERS TO OBTAIN WORTH- WHILE RESULTS FROM A. B. C. "SUPREME" QUALITY FLOWER SEEDS



**FRITZ BAHR "HIMSELF"**

For 40 years a successful grower and retail florist. He tells you, in his booklet (which we furnish free to customers) what is best to grow from seed for cut flowers.

With the thought in mind of assisting our customers in obtaining highest possible germination from A. B. C. "Supreme" quality flower seeds, we arranged last year with Mr. Fritz Bahr of Highland Park, Ill., universally known florist and horticultural writer, to furnish us with cultural directions for the most important kinds now grown under glass. This up-to-the-minute work (Second Edition) has been published in pamphlet form and will be furnished free of charge to all of our

customers upon request. Mr. Bahr needs no introduction to the trade, his writings, "The Week's Work" in the Florists' Exchange, and his work, "Commercial Floriculture (now being accepted as the florist text book), entitles him, we believe, to consideration as an authority in the premise. If you might be interested in securing the latest data on the subject aforementioned, don't fail to ask for a copy when ordering flower seeds.

Petunia's  
 "Theodosia"  
 and  
 "Floretta"  
 Illustrated  
 on Front Cover  
 Are in a Class  
 By Themselves

*Early Orders, Will We Believe, Prove  
Mutually Advantageous*

## "Pure Stocks of Selected Florists' Types"

It has always been our sincere desire to furnish to the florist grower the HIGHEST POSSIBLE TYPES OF FLOWER SEEDS, and in order to consummate this ideal we spare no pains or expense to obtain from the world's specialist growers just that quality. We can, we believe, point with no little pride to the fact of our having introduced some of the most outstanding kinds, and which are "standard" today, amongst them being snapdragons, "Jennie Schneider," "Roman Gold," and "Sunburst"; Calendula "Sensation," "M. & M. Primula" Obconica, "Theodosia" Petunia, "Fischer's Cyclamen," "Private Stock" Pansy, and others.

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.

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.

Soliciting your valued commands.

Faithfully yours,

CHICAGO  
AND  
NEW YORK

AMERICAN BULB CO.,

A. MILLER, President.



### ANNUAL STOCK FLOWERED LARKSPUR

Provides exceptional cut flower material either under glass or in the open.

(See Alphabetically Arranged Flower Seed Pages in This Catalogue)



A corner in our Florists' Flower Seed Department (Chicago), where A. B. C. "Supreme" Quality Flower Seeds are segregated and transported from coast to coast.

## A.B.C. "Supreme" Quality Florists Flower Seeds "The Better Kind"

### ACROCLINIUM

Everlasting hardy annual for cutting and winter bouquets.

	Tr. Pkt.	Oz.
Double Rose .....	\$0.20	\$0.60
Double White .....	.20	.60
Double Mixed .....	.15	.40

### ABUTILON

Choice Mixed Varieties. Tr. Pkt., 50c.

### ACHILLEA—Milfoil or Yarrow (Perennial)

Patmica "The Pearl." Double pure white, easily grown. Tr. Pkt., 50c; oz., \$4.00.

### ACONITUM—Monkshood (Perennial)

Napellus. Long spikes of blue flowers. Tr. Pkt., 50c; oz., \$2.00.

### AGERATUM MEXICANUM

	Tr. Pkt.	Oz.
Blue Perfection, dark blue.....	\$0.15	\$0.60
Imperial Dwarf, blue .....	.15	.60
Imperial Dwarf, white .....	.15	.60
Little Blue Star, 3" high; fine for bedding .....	.25	2.50

### AGERATUM LASSEAUXII

Mauve pink, exceptional for cut flowers. Tr. Pkt., 25c; oz., \$1.50.

### AGROSTEMMA—Mullein Pink (Perennial)

Coronaria, Hardy. Deep crimson flowers. Tr. Pkt., 15c; oz., 35c.

### ALYSSUM

	Tr. Pkt.	Oz.
Bouquet (Carpet of Snow).....	\$0.15	\$0.50
Lilac Queen .....	.15	.50
Little Gem, Dwarf and compact (1/4 lb., \$1.50; 1 lb., \$5.00).....	.15	.60
Sweet (Maritimum), trailing, 1 lb., \$2.00 .....	.10	.20

### ALYSSUM—Golden Tuft (Perennial)

Sexatile Compactum. Desirable for border or rockery producing in May, masses of broad, flat heads of bright yellow flowers. Tr. Pkt., 15c; oz. 50c.

### AMARANTHUS

Caudatus. Love Lies Bleeding. Tr. Pkt., 10c; oz., 25c.  
Tricolor Slendens (Joseph's Coat). Also called "Summer Poinsettia." Desirable pot plant. Tr. Pkt., 15c; oz., 60c.

### AMMOBIUM (Winged Everlasting)

Alatum Grandiflorum, silvery white. Tr. Pkt., 15c; oz., 50c.

### ANCHUSA

Capensis (Cape Forget-Me-Not), blue annual. Tr. Pkt., 15c; oz., 50c.  
(Perennial)  
Italica, Dropmore Variety. Gentian blue. Tr. Pkt., 20c; oz., 75c.

### ANEMONE—Windflower (Perennial)

Coronaria. Mixed colors. (Poppy Anemone). Tr. Pkt., 35c; oz., \$1.50.  
St. Brigid. A beautiful selection of the above. Tr. Pkt., 50c; oz., \$6.00.

### ANTHEMIS

(Perennial)  
Kelwayi, Hardy. Yellow Marguerite. Tr. Pkt., 25c; oz., \$1.25.

### AQUILEGIA—Columbine (Perennial)

Very desirable for cut flowers.  
Long Spurred Hybrids. Large flowering, mixed colors, Tr. Pkt., 40c; oz., \$2.25.  
Chrysantha. Yellow. Tr. Pkt., 35c; oz., \$2.00.  
Copper Queen. Copper red. Tr. Pkt., 50c.  
Coerulea Hybrida. New long spurred, large flowering hybrids. Tr. Pkt., 40c; oz., \$2.50.  
Rose Queen. Shades of rose with white center. Tr. Pkt., 50c; oz., \$5.00.  
Farquhar's Pink. Beautiful pink, long spurred flowers. Tr. Pkt., 50c; oz., \$5.00.  
Californica Hybrida. Flowers large, long spurred, dark Carmine Lake with light yellow corolla. Tr. Pkt., 50c; oz., \$2.50.  
Silver Queen. Long spurred, white. Tr. Pkt., 50c; oz., \$2.50.  
Mrs. Scott Elliot's Hybrids. 1/4 oz., \$2.25; Tr. Pkt., 50c; oz., \$8.00.  
Recognized as the "last word" in large flowering, long spurred Aquilegia.

### ARABIS—Rock Cross

Double Mixed. Tr. Pkt., 15c; oz., 60c.  
Single Mixed. Tr. Pkt., 15c; oz., 60c.  
(Perennial)  
Alpina. Dwarf Spring flowering perennial for edging and rockery, pure white. Tr. Pkt., 20c; oz., 75c.

### ASTER—Perennial

Michaelmas Daisy. Large flowering, mixed. Tr. Pkt., 35c; oz., \$2.50.

### AURICULA—Primula Auricula (Perennial)

A well-known favorite of great beauty; choice mixed varieties. Tr. Pkt., 75c.

Note: Unless otherwise noted, all flower seeds listed in these pages are to be treated as Annuals.

May we call your special attention to the following flower seed items listed in these pages, all of which we believe are particularly worth-while, viz.:

- Aster, Swansdown.
- Aster, Maiden's Blush.
- Calendula, Sensation.
- Calendula, Radio.
- Fred Fischer's Cyclamen.
- Prize Cineraria.
- Marigold Robert Beist.
- Marigold, Pulchra-Plena.
- Petunia, Double Seed Producing, Mixed.
- Petunia, Theodosia.
- Petunia, Floretta.
- Stock's Bismarck.
- Snapdragon, Jennie Schneider.
- Snapdragon, Cheviot Maid.
- Snapdragon, Ceylon Court.
- Sweet Wivelsfield.
- Zinnias, Dahlia Flowered.
- Zinnias, Delight.

# A. B. C. SNAPDRAGON SEED HEADQUARTERS

**FOR GARDEN PLANTING**

We believe you will find the merchandising of small Snapdragon Plants to the public a profitable adjunct to your business.

The following varieties are especially recommended for Greenhouse Culture—desirable also for outdoor planting. However for this purpose they require staking because of tall growth.

### "Jennie Schneider" Beautiful Columbia Rose-Pink

Introduced to the trade by A. B. C. and which is today, we believe, the most popular variety of cut flower Snapdragon on the market.

#### Words of Critical Growers

Henry Smith Floral Co., Grand Rapids, Mich., says of the Jennie Schneider:

#### "An Early Bloomer"

"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."

**Price: Originator's Greenhouse Grown Seed (Exclusively Controlled by A. B. C.), per trade pkt., \$1.00; 3 pkts. for \$2.50; 6 pkts. for \$4.50.**

**Pierre Schneider's Information with Regard to Producing "Winter Flowering Snapdragons" Should Be in the Hands of Every Snapdragon Grower. Supplied Free to Customers.**

*Other Desirable Varieties of Snapdragons for Greenhouse Culture.*

### 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."

**Price: Originator's Greenhouse Grown Seed (Exclusively Controlled by A. B. C.), per trade pkt., \$1.50; 3 pkts., \$4.35; 6 pkts., \$8.50.**

**Improved Sunburst.** An outstanding shade of yellow tinged with bronze copper color. **Price per trade pkt., \$1.50; 3 pkts., \$4.35; 6 pkts., \$8.50.**

**Geneva Pink.** An exceptionally good pink variety. **Per trade pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$5.00.**

**Indian Summer.** A lovely, rich, velvety and glossy copper color, indescribably beautiful. **Per trade pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$5.00.**

	Per Trade Pkt.	3 For	6 For
Cheviot Maid, clear pink.....	\$1.50	\$4.25	\$8.00
Laura, glossy, deep rose-pink.....	1.50	4.25	8.00
Philadelphia Pink, pure pink.....	1.00	2.50	4.50
Afterglow, bronze.....	2.00	5.00	9.00
Ceylon Court Yellow.....	1.50	3.75	7.20
Penn Orange.....	1.00	2.50	4.50
White Rock, pure white.....	1.00	2.50	4.50
Orlando, bronze.....	1.00	2.50	4.50
Silver Pink, marvelous producer.....	1.00	2.50	4.50
Hybrid, delicate orchid shade of pink.....	1.00	2.50	4.50

## ANTIRRHINUM (SNAPDRAGON)

### GENERAL LIST

Primarily for Outdoor Culture  
Semi-Dwarf Growing Varieties

	Tr. Pkt.	Oz.
Amber Queen, amber, suffused chamois.....	\$0.25	\$1.50
Aurora, bright scarlet, yellow lip.....	.20	.85
Bonfire, orange-buff, shaded scarlet.....	.25	1.25
Carmine Queen.....	.25	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
Golden Queen, yellow.....	.20	1.00
Grenadier, orange-scarlet, white tube.....	.25	1.25
Mont Blanc, pure white.....	.20	.80
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
Mixed, named varieties.....	.25	1.00

## ANTIRRHINUM (SNAPDRAGON)

### GENERAL LIST

Primarily for Outdoor Culture

Provides excellent cut flower material during summer season

Plant freely of them

Giant or Tall Growing Varieties

	Tr. Pkt.	Oz.
Brilliant Rose.....	\$0.20	\$1.00
Cardinal, scarlet.....	.20	1.00
Coral Rose.....	.20	1.00
Crimson King.....	.25	1.00
Defiance, orange-scarlet.....	.25	1.25
Fire King, orange-scarlet, white tube.....	.25	1.00
Garnet.....	.20	.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	1.00



SNAPDRAGON "JENNIE SCHNEIDER"  
The Pink Greenhouse Snapdragon Par-Excellence

### SNAPDRAGON PLANTS—From 2 1/4-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.

# ASTERS

## Aster Culture

Realizing the importance of the Aster to cut flower growers, we secure our supply of seed from Bodger's of California, who unquestionably produces the choicest Asters in the world.

Following is statement of said firm and which we have fully verified through personal visits by members of our firm during growing period.

"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."



(Excerpt from The American Florist, issue of May 11, 1929)

The asters for cut flowers this summer should be put into the field now. I know this is a busy time, but if the plants are left in the house they will grow too tall, will get pot bound or if in flats will be worse, will not get the water they need, will be bothered by aphids or spiders or both and thus will never have a chance when they do get out. They will suffer more from the shock of transplanting later, too, and the better care they get inside the worse will be the shock of the setting out when it is done. The only answer is to put them in the field now.

Asters will stand almost as much cold as cabbage or peas and, when young, dislike hot weather. Put them in a rich soil, use care in the transplanting, water them well, spray them regularly once a week with Bordeaux mixture and arsenate of lead and weed them when they need it. Weeding and watering can be cut down if one uses a mulch and if straw isn't available, use the paper mulches so widely advertised now. —W. B.

**ASTER—Early Wonder**

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

	Tr. Pkt.	Oz.
Dark Blue .....	\$0.50	\$2.50
Pink .....	.50	2.50
White .....	.50	2.50

**ASTER—Queen of Market**

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

	Tr. Pkt.	Oz.
Blush Pink .....	\$0.25	\$1.00
Brilliant Rose .....	.25	1.00
Crimson .....	.25	1.00
Lavender .....	.25	1.00
Purple .....	.25	1.00
White .....	.25	1.00
Mixed .....	.20	.75

**Type of New Cut Flower Aster: Howard's "Swansdown" and "Maiden's Blush"**

We are offering two new Asters obtained from Mr. Fred Howard of California (see illustration above).

Mr. Howard is renowned for his introduction of valuable cut flower annuals and we believe these two new sorts to be the "last word" in Asters for the florist.

Following is Mr. Howard's description of same:

"These Asters are both very fine cut flower varieties. They are non-lateral branching, wonderful keepers and shippers, coupled with large size for this particular class."

Swansdown, pure white.  
Maiden's Blush, soft pink.

Price, each of above: Trade Pkt., 50c; Per oz., \$3.00.

Having observed these Asters in bloom, we do not hesitate to recommend them most highly for late flowering A. B. C.

**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 .....	\$0.30	\$1.50
Rose-Pink .....	.30	1.50
White .....	.30	1.50
Fine Mixed .....	.30	1.25

**ASTER—American Beauty**

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; plant 2 to 3 feet high.

	Tr. Pkt.	Oz.
Azure Fairy .....	\$0.30	\$1.50
Carmine-Rose .....	.30	1.50
Lavender .....	.30	1.50
Purple .....	.30	1.50
September Beauty, shell pink....	.30	1.50
White .....	.30	1.50
Mixed .....	.30	1.50

**Treat Aster Seed With "SEMESAN"**

The Premier Seed Disinfectant Improves Germination

Controls Disease	Hastens Germination
Produces Sturdier Plants	Increases Crop Yield
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.

**ASTER—Mignon**

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

	Tr. Pkt.	Oz.
Brilliant Rose .....	\$0.40	\$2.00
Fiery Scarlet .....	.40	2.00
Light Blue .....	.40	2.00
White .....	.40	2.00

**ASTER—Early Royal Branching**

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

	Tr. Pkt.	Oz.
Crimson .....	\$0.30	\$1.50
Lavender-Purple .....	.30	1.50
Rose-Pink .....	.30	1.50
Shell Pink .....	.30	1.50
Mixed .....	.30	1.25

**ASTER—Florists' Favorite**

A. B. C. Introduction

Florists' Favorite is of the most exquisite shade of lavender-pink imaginable, full double flowers of large size, and a cut flower shade the trade will, we believe, fully appreciate. Plants of strong branching habit.

Per Tr. Pkt., \$0.50; 3 for \$1.25; oz., \$2.50.

**ASTER—King**

Needle type, 1 1/2 to 2 feet. Large flowers with quilled petals.

	Tr. Pkt.	Oz.
Crimson .....	\$0.30	\$1.50
Lavender .....	.30	1.50
Purple .....	.30	1.50
Rose .....	.30	1.50
Shell Pink .....	.30	1.50
Violet .....	.30	1.50
White .....	.30	1.50
Mixed .....	.30	1.25

# ASTERS—Continued

## ASTER—Semple's Branching

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.

	Trade Pkt.	Oz.
Azure Blue.....	\$0.30	\$1.50
Crimson .....	.30	1.50
Deep Purple.....	.30	1.50
Lavender .....	.30	1.50
Enchantress Pink.....	.30	1.50
Shell Pink.....	.30	1.50
Vick's Silvery Rose..	.35	1.50
White .....	.30	1.50
Mixed .....	.30	1.25

## ASTER—Ball's Improved White

Trade Pkt., \$0.35; Oz., \$2.00

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

## ASTER—Lavender Gem

Trade Pkt., \$0.30; Oz., \$1.50

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

## ASTER—Giant Comet

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.

	Trade Pkt.	Oz.
Crimson .....	\$0.35	\$1.25
Light Blue.....	.35	1.25
Malmaison Pink.....	.35	1.25
Royal Purple.....	.35	1.25
Mixed .....	.35	1.25
White .....	.30	1.25

## ASTER—Ostrich Feather

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

	Trade Pkt.	Oz.
Crimson .....	\$0.30	\$1.50
Dark Blue .....	.30	1.50
Deep Rose.....	.30	1.50
Light Blue.....	.30	1.50
Shell Pink.....	.30	1.50
White .....	.30	1.50
Mixed .....	.30	1.25

## ASTER—Heart of France

Trade Pkt., \$0.30; Oz., \$1.50

Plants about 2 feet high, branching habit; flowers medium size; admittedly the choicest Red Aster on the market.

## Asparagus Plumosus Nanus and Sprengeri

We stock these items in large volume and are prepared to supply seeds of strong vitality throughout the year.



IMPROVED "SUNSHINE" ASTER, ANEMONE FLOWERED

## ASTER "IMPROVED SUNSHINE"

Anemone Flowered

(See Illustration Above)

White, Pink, Blue or Mixed, per trade pkt., 50c; 5 for \$2.00.  
New Crimson, per trade pkt., 75c.

## ASTER—Improved Crego

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

	Trade Pkt.	Oz.
Azure Blue.....	\$0.30	\$1.25
Crimson .....	.30	1.25
Lavender .....	.30	1.25
Purple .....	.30	1.25
Rose Pink.....	.30	1.25
Shell Pink.....	.30	1.25
White .....	.30	1.25
Mixed .....	.30	1.25

## ASPARAGUS PLUMOSUS NANUS

One of Our Leading Specialties

Northern Greenhouse Grown, True. Per 100 seeds, 50c; per 1,000 seeds, \$3.00; per 5,000 seeds, \$14.25; per 10,000 seeds, \$26.00.

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.

## BALLOON VINE

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

## BAPTISIA AUSTRALIS—False Indigo (Perennial)

Dark Blue, Trade Pkt., \$0.25; Oz., \$1.75.

## ASTER—Daybreak

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

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

## ASTER

### 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 disbudbing 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.

	Trade Pkt.	Oz.
Light Blue.....	\$0.50	\$2.50
Peach Blossom.....	.50	2.50
Purple-Violet .....	.50	2.50
Rich Rose.....	.50	2.50
White .....	.50	2.50
Mixed .....	.40	2.25

## ARCTOTIS—African Daisy

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

## BALSAM—Lady Slipper

Varieties Bismarck and White Perfection especially recommended for memorial designs.

### Camellia-Flowered

	Trade Pkt.	Oz.
Pink .....	\$0.20	\$0.75
Scarlet .....	.20	.75
Bismarck (Salmon).....	.20	.75
White Perfection.....	.20	.75
Finest Mixed.....	.15	.60

## BALSAM APPLE

	Trade Pkt.	Oz.
Mormordica Balsamina.....	\$0.15	\$0.30

## BEANS—Flowering and Running

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

## BELLIS or DOUBLE ENGLISH DAISY

	¼ oz. Tr. Pkt.	Oz.
Longfellow, very large, double dark rose.....	\$0.50	\$0.25 \$1.60
Snowball, double white, excellent .....	.50	.25 1.60
Monstrosa, double pink.....	.50	.35 2.00
Double red (dark rose).....	.60	.35 2.00
Double white .....	.60	.35 2.00
Double mixed .....	.60	.35 2.00

## BOLTONIA—False Chamomile (Perennial)

	Tr. Pkt.	Oz.
Asteroides, pure white.....	\$0.35	\$1.50
Latisquama, pink, tinged lavender .....	.35	1.50

## BRACHYCOME—Swan River Daisy

	Tr. Pkt.	Oz.
Iberidifolia, a free blooming annual with small flowers, blue or white .....	\$0.20	\$0.75



**CALENDULA**  
**A. B. C. Improved Sensation**  
**Bright Orange With Scarlet Sheen**

**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.**
- Christmas Cheer. **Tr. Pkt., \$1.00.**
- 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. Fiery dark red. 1-32 oz., \$2.50; **Tr. Pkt., 50c.**
- Primadonna. 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**

(See Illustration Opposite)

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. **Trade Pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00; 2 ozs., \$5.00; 4 ozs., \$9.00; 8 ozs., \$16.00.**

*What Some of the Trade Think of This Valuable New Calendula*

From the Dale Estate of Brampton, Ontario, Canada  
(30 Acres Under Glass)

"You very kindly sent us a sample of calendula seed in September last in accordance with your letter September 12th. This improved type of calendula has proved to be very satisfactory, and our Mr. Dale thinks it better than anything he has ever had before."

Maysville, Ky.,  
January 1, 1929.

The American Bulb Co.  
Gentlemen:  
We are enclosing check covering bill, and we overlooked adding this to our former check.

By the way, the Sensation Calendula is all you claim for it.

Yours very truly,  
(Signed)

**C. P. DIETERICH & BRO.**  
De Soto, Mo.,  
July 24, 1929.

American Bulb Co.,  
Dear Sirs:

For the enclosed \$2.00 please send me ½ oz. Sensation Calendula seed. Had some from you last year and they certainly were the finest Calendulas ever grown on this place.

Very truly yours,  
(Signed) G. M. HOST.

We do not believe that Calendula sensation has any competitor in its respective color.

**BLUE LACE FLOWER**

(*Didiscus Coeruleus*)

Excellent for bouquets. Flowers continually from July until frost. A money maker for florists. **Tr. Pkt., 30c; ¼ oz., 40c; oz., \$1.30.**

**BROWALLIA**

Very useful free flowering annuals.  
Elata. Blue. **Tr. Pkt., 20c; oz., 75c.**  
Elata. White. **Tr. Pkt., 20c; oz., 75c.**  
BABY'S BREATH (See Gypsophila).  
BACHELOR'S BUTTON (See Cantareua and Gomphrena).

**CALCEOLARIA**

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

Hybrida Grandiflora. Tall mixed. **Tr. Pkt., \$1.00.**

Compacta. Dwarf, mixed. **Tr. Pkt., \$1.00.**  
Rugosa. Mixed. **Tr. Pkt., \$1.00.**

**CALENDULA'S, GENERAL LIST**

Ball's Orange. Deep glowing 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 freely produced.

We have a complete supply of these Ball Calendulas in George Ball's original sealed packets. All are priced at: **Trade Pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00; 2 ozs., \$5.00; 4 ozs., \$9.00; 8 ozs., \$16.00.**

Orange King. Bright orange. **Per oz., 25c; per ¼ lb., 75c.**

Lemon Queen. We have a finely selected stock of this light or lemon yellow Calendula. For stem and size of flower it is very fine. **Tr. Pkt., 25c; ½ oz., 50c; 1 oz., \$1.00; 2 oz., \$1.50.**

Nankeen. This is a cream shaded apricot with a light pink flush. **Pkt., 50c; ¼ oz., \$1.00.**

Trianon. This is an apricot shaded yellow with a dark center. **Pkt., 50c; ¼ oz., \$1.00.**

**A New "Break" in Cut Flower CALENDULA'S, "RADIO"**

(See Illustration Below)

"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.**



**CALENDULA "RADIO"—Color Glowing Orange**



**CANDYTUFT**

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

**CAMPANULAS—Bellflowers**  
(Biennials)

**Campanula Media** (Canterbury Bells)

Single Blue, Lilac, Rose or White. Tr. Pkt., 15c; oz., 50c.  
Mixed. Tr. Pkt., 15c; oz., 40c.  
Double Blue, Rose or White. Tr. Pkt., 25c; oz., \$1.50.  
Mixed. Tr. Pkt., 25c; oz., \$1.50.

**Persicifolia Grandiflora** Blue (Peach Bell). Undoubtedly one of the finest of the hardy Bellflowers; grows 2 to 3 feet high, with large blue flowers. Tr. Pkt., 50c; oz., \$3.50.

**Persicifolia Grandiflora** Alba. The white-flowered Peach Bells. Tr. Pkt., 50c; oz., \$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. Tr. Pkt., 25c; oz., \$1.50.

**Pyramidalis** Alba. Same as above, but with white flowers. Tr. Pkt., 50c; oz., \$1.50.

**Rotundifolia** (Blue Bells of Scotland). Tr. Pkt., 50c; oz., \$5.00.

**CALYCANTHEMA—Cup and Saucer**  
Canterbury Bells

**Calycanthema**. Blue, rose, white. Tr. Pkt., 30c; oz., \$1.75.

**Calycanthema**. Mixed. Tr. Pkt., 25c; oz., \$1.50.

Single. Dark blue, light blue, rose, white. Tr. Pkt., 15c; oz., 40c.

Single. Mixed. Tr. Pkt., 10c; oz., 30c.

Double-flowering. Mixed. Tr. Pkt., 20c; oz., 75c.

**CARPATICA—Hare Bell**

	Tr. Pkt.	Oz.
Blue or white.....	\$0.25	\$1.50
Mixed .....	.25	1.50

**CALLIOPSIS**

**Golden Wave**. (Drummondii) yellow (Annual). Tr. Pkt., 15c; oz., 25c.

**Nigra Speciosa**. Crimson-maroon (Annual). Tr. Pkt., 15c; oz., 25c.

**Large Golden Yellow** (Annual). Tr. Pkt., 15c; oz., 50c.

**Mixed Annual Dwarf**. Tr. Pkt., 15c; oz., 25c.

**CANNAS**

**Crozy's Finest Mixed**. Dwarf varieties. Tr. Pkt., 15c; oz., 25c.

**CANARY BIRD VINE**

**Tropaeolum Canariense**. Flowers bright canary-yellow. ¼ lb., 75c; oz., 25c.

**CANDYTUFT GIANT HYACINTH FLOWERED**

(See illustration)

White. Particularly recommended for under glass, provides excellent cut flowers. Tr. Pkt., 15c; oz., 75c; ¼ lb., \$2.25; lb., \$6.00.

We have a particularly fine strain of the true kind.

**CANDYTUFT**

	Tr. Pkt.	Oz.	¼ lb.	Lb.
Crimson .....	\$0.15	\$0.40	\$1.50	\$4.00
Empress. Large white	.15	.25	.75	2.75
Little Prince. Very dwarf white.....	.15	.50	1.75	.....
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
Mixed. All colors.....	.15	.30	1.00	3.00

**CARNATION—Hardy**

Hardy border, double mixed. Tr. Pkt., 30c; oz., \$3.00.  
Grenadier. Tr. Pkt., 35c; oz., \$3.00.  
Dwarf Vienna. Tr. Pkt., 35c; oz., \$3.00.

**CARDINAL CLIMBER**

**Ipomoea Quamoclit** Hybrids. Rapid growing annual climber producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed. Tr. Pkt., 30c; oz., \$1.00.

**CARNATION**

**Chabaud's**. Earliest large flowering; is very choice double mixture. Tr. Pkt., 50c; oz., \$1.50.  
Grenadier. Scarlet. Tr. Pkt., 35c; oz., \$1.50.  
Marguerite. New giant Malmaison, finest mixed. Tr. Pkt., 25c; oz., \$1.50.  
Early Vienna. Choice mixed. Tr. Pkt., 35c; oz., \$1.25.  
Choice Mixed. Double border. Tr. Pkt., 30c; oz., \$1.40.  
Castor Oil Bean (See Ricinus).

**OTHELLO (New)**

Dark Crimson. Trade Pkt., 35c

**CELOSIA CRISTATA**

**Dwarf Cockscomb**

For beds, borders and pots

	Tr. Pkt.	Oz.
Glasgow Prize. Dark crimson	\$0.30	\$1.75
Empress. Bright red; dark foliage .....	.30	2.25
Choice Mixed.....	.25	2.00

**CELOSIA, MISCELLANEOUS VARS.**

	Tr. Pkt.	Oz.
Plumosa Scarlet (Feathcred).....	\$0.15	\$1.00
Plumosa Golden Plume .....	.15	1.00
Plumosa Mixed .....	.15	1.00
Pride of Castle Gould. Mixed.....	.50	3.00
Thompsoni Magnifica. Mixed.....	.25	1.25
Thompsoni Triomphe de l'Exposition. Crimson splendid	.25	.75
Childsi (Chinese Woolflower). Crimson, Pink, Yellow or mixed .....	.30	1.30

**BRYSONI CHRYSANTHIFLORA**

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.

Mixed. Trade Pkt. 50c; ¼ Oz., 75c

**CENTAUREA, WHITE LEAVED—Dusty Miller**

For borders, vases, baskets, etc.  
Candidissima. Silvery gray foliage. Tr. Pkt., 40c; oz., \$2.00.  
Gymnocarpa. Fine silvery foliage. Tr. Pkt., 15c; oz., 60c.

**CENTAUREA, CYANUS**

(See illustration)

Popular free-flowering annuals. Now largely grown under glass for Mother's Day sales, also Decoration Day.  
Double Blue. (¼ lb., \$1.50) Tr. Pkt. \$0.15 Oz. \$0.50  
Double Rose. (¼ lb., \$1.50) .15 .50  
Double White. (¼ lb., \$1.50) .20 .50  
Emperor William. Single blue .15 .25



**CENTAUREA CYANUS**  
"Bachelor's Buttons"

**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

**VARIOUS CENTAUREAS**

**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. Tr. Pkt., 15c; oz., 50c.

**Americana Alba.** White. Tr. Pkt., 15c; oz., 60c.

**Suaevolens** (Yellow Sweet Sultan or Grecian Cornflower). Very showy, large, bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well. Tr. Pkt., 15c; oz., 45c.

**Moschata.** Mixed Sweet Sultan. Tr. Pkt., 15c; oz., 50c.

**CHRYSANTHEMUM** (Annual)

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 Mixed .....	.15	.30
Double Mixed .....	.15	.30

All of above have dark centers.

**CINERARIA**

**Stellata Hybrida.** Tr. Pkt., 50c.

**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 Mother's Day sales.  $\frac{1}{2}$  Tr. Pkt., \$1.00; Tr. Pkt., \$1.50.

**Maritima Candidissima** (Dusty Miller). For bedding, vases, baskets, etc. Tr. Pkt., 15c; oz., 40c.

**CHINESE FORGET-ME-NOT**

**Cynoglossum Amabile.** An exceptional cut flower for under glass or outside (blue). Tr. Pkt., 35c; oz., \$1.50.

**Alba.** White flowered. Tr. Pkt., 50c.

**CHRYSANTHEMUM (Perennial)**

Perennial, but will flower the first season from seed if sown early in the year. Excellent for cutting.

**Shasta Daisy, "Alaska."** Pure white. Tr. Pkt., 40c; oz., \$2.00.

**Maximum, "King Edward VII."** Pure white. Tr. Pkt., 20c; oz., 60c.

**Japanese Hybrids. Mixed.**  $\frac{1}{8}$  oz., \$1.50; Tr. Pkt., 50c.

**CINERARIA HYBRIDA GRANDIFLORA**

**A. B. C. "Prize," "The World's Best Strain"**  
(Illustrated Below)

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.

**A. B. C. Prize.** Medium tall, mixed.  $\frac{3}{8}$  Tr. Pkt. oz., \$3.50..... \$1.00

**A. B. C. Prize.** Dwarf, mixed.  $\frac{3}{8}$  oz., \$3.50..... 1.00

**A. B. C. Prize.** Salmon-Pink shades. Medium tall..... 1.00

**A. B. C. Prize.** Blue shades..... 1.00

**A. B. C. Prize.** Crimson and Carmine shades. A magnificent selection, particularly brilliant under artificial light.... 1.00

**Matador.** Scarlet..... 1.00

**CONVOLVULUS—Morning Glory**

**Japanese Imperial.** Mixed..... \$0.15 \$0.25

**Major** (Morning Glory). Mixed..... .15



**COSMOS—EXTRA EARLY**  
Double Crested

**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

**CLEOME PUNGENS**

(Spider Plant.) Rose..... \$0.15 \$0.30

**COBAEA SCANDENS—Cup and Saucer Vine**

Plant seeds edgewise to insure good germination.

	Tr. Pkt.	Oz.
Blue. $\frac{1}{4}$ lb., \$1.25.....	\$0.15	\$0.40
White .....	.20	.75

**COLEUS**

**Large Leaved.** Choicest mixed.  $\frac{1}{8}$  oz., \$1.00..... \$0.50 \$7.00

**COSMOS**

	Tr. Pkt.	Oz.
Double Extra Early Flowering (Crested). Crimson, pink or white .....	\$0.50	.....
Single Early Flowering. Crimson, pink or white.....	.15	\$0.50
Giant Lady Lenox. Pink, crimson or white.....	.15	.30
Klondyke. Yellow.....	.25	.....
Giant Flowering. Mixed.....	.15	.30

**COREOPSIS—Golden Coreopsis (Perennial)**

	Tr. Pkt.	Oz.
Lanceolata Grandiflora .....	\$0.15	\$0.50
Lanceolata Grand. fl. pl. Double-flowered .....	.35	1.25



**A. B. C.**  
**"Prize"**  
**Cineraria.**  
 This  
 exceptional  
 strain can  
 truly be  
 classed  
 as the  
 "World's  
 Best"  
 Mixture





One of the numerous Greenhouses utilized by Ferd. Fischer (Germany) for production of Giant Show Cyclamen Seed to supply American Bulb Company, Chicago and New York. Mr. Ferd Fischer in foreground.

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.

GIANT "SHOW" CYCLAMEN SEED

	Per 100	Per 1000
Ferd. Fischer's Improved (Originator's Strain)		
Improved Perle of Zehlendorf.		
Dark salmon .....	\$1.50	\$12.00
Improved Rose of Zehlendorf.		
Delicate salmon.....	1.50	12.00
Glory 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 Mariantal. 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
Roccoco. 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
Liebesfeuer. Ruby salmon.....	2.25	18.00
Perle. Salmon, white edge.....	1.50	12.00



Supplied in Season  
**CYCLAMEN PLANTS**  
Grown from Ferd. 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.

Ferd. Fischer's Cyclamen is now considered the "Standard" for American and Canadian culture.

**FISCHER'S GIANT CYCLAMEN**  
Produced from true Ferd. Fischer's Seed by Garden City Floral Co., Missoula, Mont.  
Edward Webber, Superintendent Greenhouses  
N. B. Note size of 6-inch plant set in 21-inch walk.



# Delphinium

## HARDY LARKSPUR

WREXHAM

TRUE HOLLYHOCK STRAIN

### CYPERUS ALTERNIFOLIUS

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

### CYPRESS VINE

Scarlet, White or Mixed.....\$0.15 \$0.50

### CYNOGLOSSUM AMABILE

Chinese Forget-me-not

An exceptional cut flower for under glass or outside.  
Tr. Pkt., 50c; oz., \$1.50.

## DAHLIA

Tr. Pkt. Oz.  
Double Large Flowering,  
Mixed .....\$0.20 \$2.00  
Double Cactus, Mixed.... .40 4.00  
Single, Coltness Strain.... .50 3.50  
Single Collarette, Mixed.. .30 1.35  
Single, Mixed ..... .25 1.00

### DAISY—Shasta (Perennial)

Perennial, but will flower the first season from seed if sown early in the year. Excellent for cutting.

Shasta Daisy, "Alaska." Pure white.

Tr. Pkt., 40c; oz., \$2.00.

Maximum, "King Edward VII." Pure white.

Tr. Pkt., 20c; oz., 60c.

### DELPHINIUM—Hardy Larkspur (Perennial)

Belladonna. Light turquoise blue \$7.00

per ¼ lb.; Tr. Pkt., 40c; oz., \$2.00.

Bellamosum. A rich, deep blue form of

Belladonna. Tr. Pkt., 50c; oz., \$2.50.

Gold Medal Hybrids. Finest strain of

mixed Hybrids. Tr. Pkt., 50c; oz.,

\$2.50.

Wrexham Hollyhock Strain. Tr. Pkt.,

\$1.00; oz., \$7.00.

Blackmore & Langdon's Hybrids. Tr.

Pkt., \$1.00; oz., \$5.00.

Chinense. Intense gentian blue, dwarf.

Tr. Pkt., 35c; oz., \$1.00.

Chinese Album. White dwarf. Tr.

Pkt., 20c; oz., 75c.

Formosum. Deep blue with white center.

Tr. Pkt., 30c; oz., \$1.50.

### DICTAMNUS—Gas Plant (Perennial)

Fraxinella Alba. Seed somewhat slow in

germinating. Tr. Pkt., 25c; oz., \$2.40.

### DIANTHUS

Hardy Pink (Biennials)

Allwoodi (New Perpetual Hardy Pinks),

packet of 100 seeds, \$1.25.

Latifolius Atrococcineus fl. pl. Rich,

fiery scarlet-crimson. Tr. Pkt., 25c;

oz., \$1.50.

Plumarius Single Mixed (Pheasant Eye

Pink). Tr. Pkt., 25c; oz., 75c.

Plumarius Double Mixed (Hardy Garden

Pinks). Tr. Pkt., 35c; oz., \$2.00.

Plumarius Semperflorens (Ever-blooming

Hardy Pinks). Mixed colors. Tr.

Pkt., 50c; oz., \$2.50.

### DIANTHUS—Pinks (Annual)

Double Fireball. Fiery red. Tr. Pkt.,

20c; oz., \$1.00.

Heddewigii. Double Japan, best mixed.

Tr. Pkt., 15c; oz., 60c.

Giant Double Annual. Mixed. Tr.

Pkt., 15c; oz., 75c.

Dwarf Erfurt. Double Mixed. Peren-

nal. Tr. Pkt., 40c; oz., \$2.00.

Clove-Scented. Mixed. Perennial. Tr.

Pkt., 50c; oz., \$2.50.

### DIDISCUS COERULEUS—Blue

Lace Flower

Excellent for bouquets. Flowers contin-

ually from July until frost. A money

maker for florists. ¼ oz., 40c; Tr.

Pkt., 30c; oz., \$1.30.

### DIGITALIS—Foxglove (Biennials)

Giant Shirley. A greatly improved strain.

Tr. Pkt., 50c; oz., \$2.50.

Monstrosa (Mammoth Foxglove). Mixed.

Tr. Pkt., 20c; oz., 85c.

Gloxinaeflora. Mixed; all colors. Tr.

Pkt., 20c; oz., 85c.

## DIMORPHOTHECA

Tr. Pkt. Oz.  
African Orange Daisy. Choice  
for cutting and adapted to  
forcing .....\$0.25 \$1.00  
Hybrid Mixed ..... .25 1.00

### DOLICHOS—Hyacinth Bean

Desirable Annual Climber

Purple Violet .....\$0.10 \$0.20

Daylight, White ..... .10 .20

### DRACAENA

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., 15c; oz., 50c.

Indivisa. Narrow green leaves. The popular

kind bedding or vases. ¼ lb., \$1.25; Tr.

Pkt., 15c; oz., 40c.

Dusty Miller. (See Centaurea and Cineraria

Maritima.)

### ECHINOPS RITRO—Globe Thistle (Perennial)

Silvery, thistle-like foliage and fine, steel-blue

flowers. Tr. Pkt., 25c; oz., 75c.

### ERYNGIUM—Sea Holly (Perennial)

Tr. Pkt. Oz.  
Amethystinum .....\$0.50 \$2.50

### ESCHSCHOLTZIA—California Poppy

Choice Mixed. All colors.....\$0.15 \$0.25

### EUPATORIUM—Thoro Wort (Perennial)

Ageratoides. A very useful variety, growing

3 to 4 feet high, with dense heads of minute

white flowers from August to October. Tr.

Pkt., 25c; oz., \$1.00.

Coelestinum. Sky blue. Tr. Pkt., 50c.

Purpureum. Wine red. Tr. Pkt., 25c; oz.,

\$1.20.

### EUPHORBIA

Heterophylla (Mexican Fire Plant). Tr. Pkt.,

20c; oz., \$1.00.

Variegata (Snow-on-the-Mountain). Tr. Pkt.,

15c; oz., 40c.

### FEVERFEW—Matricaria

Double White. Extra for cut flowers. Tr.

Pkt., 15c; oz., 40c.

### FORGET-ME-NOT

"Susanne." Best variety for cut flowers. Pkt.,

\$1.00; 6 pkts., \$5.00.

See also under "Myosotis."

"Four O'Clock." (See Marvel of Peru.)

### GAILLARDIA

(Annual Varieties)

Picta Single. Mixed. Tr. Pkt., 15c; oz., 40c.

Picta Lorenziana Double. Mixed. Tr. Pkt.,

15c; oz., 40c.

### GAILLARDIA

The Dazzler (Perennial)

The flowers are very large, of dark, rich red

with a bright orange tip on the end of each

petal, making it a very attractive flower for

florists. Tr. Pkt., 50c; oz., \$2.00.

### PORTOLA HYBRIDS

These are hybrids of the well-known Portola

variety and reproduce quite satisfactorily from

seed. This is a red with a golden tip. Tr.

Pkt., 50c; oz., \$4.00.

Grandiflora Compacta. A com-

pact variety, forming bushy

plants 12 to 15 inches high.....\$0.15 \$0.60

Grandiflora Superb Mixed..... .15 .50

Tangerine. True tangerine

color .....\$0.25 \$2.00

Bremen. Coppery scarlet with

brown disc, marguerite-

shaped flower ..... .30 .....

**GERANIUM**

Zonale. Single, mixed. Tr. Pkt., 35c; oz., \$1.50.

**GERBERA**

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

**GEUM—Avens (Perennial)**

Atrosanguineum fl. pl. Tr. Pkt., 35c; oz., \$1.50.

Mrs. Bradshaw. Large, double brilliant orange-scarlet; in flower throughout the entire summer. Tr. Pkt., 40c; oz., \$2.50.

**GILLIA—Capitata**

A pretty annual for cutting with heads of lavender-blue flowers. Tr. Pkt., 15c; oz., 30c.

**GLOBE AMARANTH**

A useful, everlasting and used in bedding, especially in semi-shady beds. Mixed, all colors. Tr. Pkt., 15c; oz., 30c.

**GLOXINIA**

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

**GODETIA—Satin 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.

**GOMPHRENA**

Splendid everlasting; excellent for cutting. Nana Compacta Red. Dwarf red. Tr. Pkt., 15c; oz., 50c. Aurea Superba (Haageana). Orange-yellow. Tr. Pkt., 15c; oz., 60c. Mixed Colors. Tr. Pkt., 15c; oz., 35c.

**GOURDS—Ornamental**

Mixed, Various Sorts. Tr. Pkt., 15c; oz., 25c.

**GRASSES—Ornamental**

Pennisetum Ruppelianum (Purple Fountain Grass). Tr. Pkt., 20c; oz., \$1.50. Longistylum. Tr. Pkt., 15c; oz., 50c. Above used largely for bordering canna beds.

**GREVILLEA—Silk-Oak**

Ornamental foliage plant for vases, etc. Easily raised from seed. Tr. Pkt., 20c; oz., 85c.

**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., 15c; oz., 25c.

Numerous growers make several sowings of Paris Market "Baby's Breath" during the spring and summer season. Provides excellent cut flower material. Elegans Grandiflora Carmine, ¼ lb., 75c; Tr. Pkt., 15c; oz., 30c.

**(Perennial)**

Paniculata, Single. Tr. Pkt., 15c; oz., 40c. Paniculata, Double. Tr. Pkt., 50c; oz., \$6.00.

**Hollyhock Exquisite**

Very large flowers with beautifully curled and fringed white margined petals, each adorned with a long blotch in various shades of Red. (Exceptional.) Trade Pkt., 25c; oz., \$2.00.



SEE PERENNIAL PLANT PAGES FOR DESCRIPTION AND PRICES OF GYPSOPHILA "EHRLEI."

**HELENIUM—Sneeze Wort (Perennial)**

Strong growing, hardy perennials, giving an enormous crop of flowers, in late summer. Autumnale Superbum. Golden-yellow flowers; 5 to 6 feet. Tr. Pkt., 25c; oz., \$1.00. Riverton Beauty. Rich lemon-yellow, with a large purplish-black cone; 4 feet. Tr. Pkt., 25c; oz., \$1.50.

**HEUCHERA SANGUINEA (Perennial)**

Coral Red. Tr. Pkt., 50c. Rosy Glow. Giant plant, massive flower of fine rose-pink, on white ground. Very beautiful. Tr. Pkt., 50c.

**HELIANTHUS—Sun Flower Annual Varieties**

Chrysanthemum Flowered. Double yellow. Tr. Pkt., 15c; oz., 25c. Cucumerifolius (Miniature Sunflower). Single yellow. Tr. Pkt., 15c; oz., 25c. Cut and Come Again. Single yellow. Tr. Pkt., 15c; oz., 25c. Double Globe (Globosus Fistulosus). Rich yellow. Tr. Pkt., 15c; oz., 25c. Dwarf Double (Globe of Gold). Deep yellow. Tr. Pkt., 15c; oz., 25c. New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow. Tr. Pkt., 15c; oz., 40c. Oscar Wilde. Single yellow, with black center. Tr. Pkt., 15c; oz., 25c. Russian. Large yellow; single. Oz., 5c. Stella. Single yellow, black center. Tr. Pkt., 15c; oz., 25c.

**HELICHRYSUM—Strawflowers**

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

	Tr. Pkt.	Oz.	Lb.
Fireball. Showy, deep crimson .....	\$0.20	\$0.60	\$6.00
Golden Ball. Clear golden-yellow .....	.20	.60	6.00
Canary Yellow Buttercup. New .....	.20	.60	6.00
Rose-Carmine .....	.20	.60	6.00
Rose-Pink .....	.25	1.00	10.00
Salmon-Pink .....	.20	.60	6.00
Silver-Pink .....	.20	.60	6.00
Silver Ball .....	.20	.60	6.00
Violet .....	.20	.60	6.00
Mixed. All colors.....	.15	.50	6.00



**GYPSOPHILA (Annual) "PARIS MARKET"**  
This is an exceptionally large flowering variety for cut flowers

**HELIOTROPE**

Lemoine's Giant. Excellent large flowering strain. Tr. Pkt., 40c; oz., \$2.00. Choice Mixed. Tr. Pkt., 25c; oz., \$1.00.

**GIANT HIBISCUS—Marshmallow (Perennial)**

Crimson Eye. White, crimson eye. Tr. Pkt., 20c; oz., 60c. Golden Bowl. Yellow, maroon center. Tr. Pkt., 20c; oz., 60c. Moscheutos Roseus. Large, pink. Tr. Pkt., 15c; oz., 80c. New Giant. All sorts mixed. Tr. Pkt., 15c; oz., 60c.

**HOLLYHOCK (Perennial)**

Extra fine Chaters' strain, producing a very large percentage of double flowers. Double Pink, Rose-Pink, Scarlet, Crimson, Salmon, White, Yellow or Maroon. Tr. Pkt., 20c; oz., \$1.25. Double Mixed. Tr. Pkt., 20c; oz., \$1.00. Single Everblooming Mixed. Tr. Pkt., 20c; oz., 85c. Double Everblooming Mixed. Tr. Pkt., 20c; oz., \$1.00.

**HUMULUS—Japanese Hop**

Rapid growing annual climber, quite ornamental. Japonicus. Green foliage. Tr. Pkt., 15c; oz., 35c. Folius Variegatus. Foliage mottled white. Tr. Pkt., 15c; oz., 50c.

**HUNNEMANNIA—Bush Escholtzia**

Fumariaefolia. Produces flowers from July till frost. Desirable for cutting. Tr. Pkt., 15c; oz., 50c.

**HYACINTH BEAN (See Dolichos).**

**GYPSOPHILA**  
**"EHRLEI"**  
(Offered in perennial plant pages of this book) is exceptional for cutting

**IBERIS—Hardy Candytuft**  
(Perennial)

Gibraltarica Hybrid. White shading to lilac. Tr. Pkt., 20c; oz., \$1.00.

Sempervirens. The popular hardy white variety. Tr. Pkt., 50c; oz., \$4.00.

**ICE PLANT**

Mesembryanthemum Crystallinum. Tr. Pkt., 15c; oz., 50c.

**IMPATIENS**

**Sultan's Balsam**

Splendid for house and conservatory; fine for pot plant. Tr. Pkt.

Sultani. Vermilion.....\$0.40

Sultani Hybrids. Mixed.... .40

Holsti. Mixed..... .40

Holsti Hybrids. Mixed..... .40

**IPOMOEA—Moonflower**

Noctiflora (Moonflower). Mexicana Grandiflora Alba.) ¼ lb., \$1.25; Tr. Pkt., 15c; oz., 40c.

Heavenly Blue (Rubro-Coerulea). Tr. Pkt., 20; oz., 90c.

Setosa (Brazilian Morning Glory). Blue. Tr. Pkt., 15c; oz., 30c.

**KOCHIA**

Summer Cypress or Mexican Fire Bush

Childsi. Improved strain. Tr. Pkt., 10c; oz., 20c.

**LANTANA**

Desirable for bedding, pot culture or vases.

Dwarf Compacta. Mixed. Tr. Pkt., 15c; oz., 50c.

Hybrida. Tall, mixed. Tr. Pkt., 15c; oz., 40c.

**LATHYRUS—Everlasting or Hardy Sweet Pea**

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

Latifolius "White Pearl." The finest white. Tr. Pkt., 20c; oz., 85c.

Pink Beauty. Rosy pink. Tr. Pkt., 20c; oz., 85c.

Red. Rosy red. Tr. Pkt., 20c; oz., 85c.

Mixed. All colors. Tr. Pkt., 20c; oz., 85c.

**LAVANDULA VERA**

True Sweet Lavender. Tr. Pkt., 25c; oz., \$1.00.

**LIATRIS**

**PYCNOSTACHA**

Blazing Star or Gay Feather (Perennial)

Trade packet, 25c; ounce, 75c.

**LARKSPUR**

**"LOS ANGELES"**

(See illustration opposite) is being introduced this year for the first time and we believe that this grand new sort is a most desirable acquisition to the Annual Larkspur family for cut flowers.

**Annual Stock Flowered Larkspur for Cut Flowers**

"Los Angeles" illustrated below, was developed in response to the demand for a Larkspur of the same growing habit as La France, but with a richer color—something between La France and Rosy Scarlet.

In Los Angeles we have the same rich salmon ground, overlaid with a brilliant and pleasing rose. The type of growth is similar to La France, but the foliage of Los Angeles is a much darker green, making the large, double flowers stand out more prominently.

Both Los Angeles and La France are particularly lovely under artificial light. If your trade was pleased with La France last year, we feel they will welcome Los Angeles as a valuable addition to the Stock Flowered type. Per Pkt., 75c; Per Oz., \$3.00; Per ¼ Lb., \$10.00.



NEW ANNUAL LARKSPUR  
"Los Angeles"

The introduction, a few years ago, of such colors as Lustrous Carmine, Rosy Scarlet and Ageratum Blue brought the stock-flowered Larkspur into popularity with florists for use as a cut flower and the same is now grown in large volume both under glass and out of doors. Provides exceptional cut flowers.

**La France.** The exceptional new salmon-pink which is considered one of the most outstanding varieties to date for cut flowers. Per Pkt., 75c; ¼ oz., \$1.00; oz., \$3.00.

**Empress Rose.** This new Larkspur has the same shade of color as La France with flowers more compact on the stems, the plant producing from 15 to 25 spikes 4 feet high from the base. The erect habit of this Larkspur allows close planting and makes it a first class cut flower which we recommend. ¼ oz., 75c; Tr. Pkt., 50c; oz., \$2.25.

Following is a list of other desirable colors and shades of true Stock-Flowered Annual Larkspur:

**Improved Exquisite.** Soft pink. ¼ oz., 75c; Tr. Pkt., 50c; oz., \$2.25; lb., \$5.40.

**Exquisite Rose.** New rose pink. ¼ oz., 75c; Tr. Pkt., 50c; oz., \$2.25.

**Lilac.** Tr. Pkt., 15c; oz., 60c; lb., \$5.40.

**Dark Blue.** Tr. Pkt., 15c; oz., 60c; lb., \$5.40.

**Newport Pink** (lustrous carmine). Tr. Pkt., 15c; oz., 75c; lb., \$8.00.

**Bright Rose.** Tr. Pkt., 15c; oz., 60c; lb., \$6.00.

**Shell Pink.** Tr. Pkt., 15c; oz., 75c; lb., \$6.50.

**Sky Blue.** Tr. Pkt., 15c; oz., 60c; lb., \$5.40.

**Pure White.** Tr. Pkt., 15c; oz., 60c; lb., \$5.40.

**Giant Stock-Flowered.** Mixed. Tr. Pkt., 10c; oz., 40c.

**LARKSPUR (Annual)**

**Giant Hyacinth-Flowered Improved.** This is the non-branching type, producing but one long handsome spike. About 36 inches. This should be planted 4 or 5 inches apart and not topped. The following are the standard colors: Dark Blue, Lilac, Pink, Purple and White and are priced at: Trade Pkt., 25c; oz., 90c.

**Giant Hyacinth-Flowered.** Mixed. Tr. Pkt., 15c; oz., 75c.

**Dwarf Double Rocket.** Mixed. Tr. Pkt., 15c; oz., 75c.



LILIUM REGALE

The introduction of this valuable variety has created a sharp demand for colored Lilies generally.

LILIUM REGALE (Perennial)

100 seeds, 25c; 1,000 seeds, \$1.25; oz., \$2.50. For price of bulbs, see back page.

LINARIA—Macedonica Speciosa

Reselected. This is a very fine perennial, easily grown from seed, and is undoubtedly the best yellow perennial that can be grown for general use. It is hardy and can be used where medium height is needed in rock garden work. The flowers resemble large golden snapdragons, borne on stems averaging three feet. The foliage is rather attractive and has a silvery, medium-sized leaf which extends up the stems at the joint from where the flowers advance. Trade Pkt., 35c; per oz., \$2.00.

LINARIA

Cymbalaria (Kenilworth Ivy or Mother of Thousands). Lavender and purple. A beautiful hardy perennial trailing plant, suitable for baskets, vases, pots and rock work. Tr. Pkt., 40c; oz., \$2.00.

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.
- Erinus Gracilis. Light blue, trailing. Tr. Pkt., 15c; oz., 75c.

- LOBELIA—Continued
- 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.

LOBELIA—Cardinalis (Perennial)

	Tr. Pkt.
Cardinal Flower .....	\$0.50
Syphilitica Blue .....	.50

LUNARIA—"Honesty"

Alba. Admired for its silvery seed panicles. Tr. Pkt., 15c; oz., 65c.

Lupinus (Annual)

Fine for forcing, splendid cut flower.

Pink, Rich Blue, Sky Blue, White, Scarlet, White Tipped or Yellow. Tr. Pkt., 15c; oz., 35c.

LUPINUS—Lupine (Perennial)

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. Rose.....	\$0.20	\$0.70
Polyphyllus. Blue ....	.15	.40
Polyphyllus. White..	.15	.40
Polyphyllus Mixed..	.15	.40

LYCHNIS—Rose Champion-Jerusalem Cross (Perennial) Chalcedonica. Fine scarlet flowers. Tr. Pkt., 20c; oz., 65c.

MARIGOLD

(See next page for complete list of Marigolds).

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.

MARVEL OF PERU—Four O'Clock Mixed Colors. ¼ lb., 40c; Tr. Pkt., 10c.

MATTHIOLA

Bicornis. Evening-scented stock, purplish lilac. Tr. Pkt., 15c.

MATRICARIA—Feverfew

Capensis fl. pl. Double white; choice cut flower. Tr. Pkt., 20c; oz., 50c.

Golden Ball. Of compact habit with densely double golden yellow blooms which completely cover the plant; exceptional for bedding. Tr. Pkt., 35c; oz., \$1.25.

MESEMBRYANTHEMUM

Crystallinum. Ice plant. White flowers. Tr. Pkt., 15c; oz., 40c.

MIGNONETTE

Desirable for cutting. Fragrant. Allen's Defiance. Tr. Pkt., 15c; oz., 40c.

Bismarck. Large, compact spikes. Tr. Pkt., 20c; oz., 85c.

Golden Mchet. 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. ½ oz., \$1.00; Tr. Pkt., 50c; oz., \$6.00.

The Ball. Somewhat lighter in color than New York Market. Very good. Tr. Pkt., \$1.00; ¼ oz., \$2.50.

Mchet. Red, fine spikes. Tr. Pkt., 15c; oz., 65c.

Sweet Scented. Odorata. Oz., 15c.



FORGET-ME-NOT (Myosotis) Variety "Susanne" (See Next Page for Description and Prices)



MARIGOLD "ROBERT BEIST"

### MARIGOLD DWARF FRENCH "Robert Beist" Selected Strain

This dwarf French Marigold is very desirable as a cut flower. The blooms measuring about the equivalent of a fifty-cent coin and the color combination most pleasing, namely velvety reddish brown with small golden center. Robert Beist is a particularly free bloomer and for retail cut flower work should prove worth growing in some quantity.

Robert Beist. Tr. Pkt., 25c; per oz., \$1.00.

### NEW GIANT FRENCH MARIGOLD "Pulchra-Plena"—Brown and Gold

Tall growing and excellent for culture, either under glass or in the open. We highly recommend this for cutting. Tr. Pkt., 25c; per oz., \$1.00.

### AFRICAN MARIGOLDS

These require a somewhat different treatment from that of the French Marigolds. The seed may be sown in heat about the same time, and the plants pricked off into a good, rich compost. Care must be taken that they do not suffer from want of water, as when the roots become matted on the surface they are apt to cheat the cultivator, the soil on the top appearing damp after watering, while it may be dust dry beneath. Harden off, and plant out about the end of May, or in June, in well-prepared and rich soil, 15 inches apart. The after-treatment should be somewhat liberal till the bloom buds appear, when it may be moderate. The great point is to secure strong, healthy plants which may be expected to produce large, fine blooms. If exhibition blooms are desired not more than four branches should be allowed on each plant, and only one bloom on each branch.

## MARIGOLDS For Cut Flowers

Marigolds, Particularly

TALL AFRICAN

"ORANGE BALL" and "LEMON BALL"

have of recent years become immensely popular as cut flowers and are now grown in large volume—one florist in the Southwest cultivating yearly some six acres of "ORANGE BALL" and shipping several hundred thousand blooms to various parts of the U. S. A. Appreciating their value we have arranged with a California specialist grower for a particularly fine strain of the above named desirable kinds.

	Tr. Pkt.	Oz.	Lb.
A. B. C. Special Strain of "Orange Ball" .....	\$0.20	\$1.00	\$12.00
A. B. C. Special Strain of "Lemon Ball" .....	.20	1.00	12.00

### NEW MARIGOLD—"Fire Cross"

An improvement over Legion of Honor. A much brighter color. Very desirable for cut flowers or bedding. Tr. Pkt., 25c; per oz., 75c.

*See next page for complete list of Marigolds*



MARIGOLD, TALL AFRICAN  
A. B. C. Special Strain of "Orange Ball" for Cut Flowers

**MIMOSA**—Sensitive Plant  
 Pudica. Trade Pkt. 15c; Oz., 40c.

**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**  
 Climber, rosy carmine. Trade Pkt. 25c.

**MOMORDICA**  
 Balsamina (Balsam Apple).....\$0.15 \$0.35  
 Charantia (Balsam Pear)..... .15 .35

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

**MYOSOTIS—Forget-Me-Not**  
 (Biennials) Standard Varieties

Alpestris Victoria. Dwarf blue.....	\$0.25	\$1.00
Dissitiflora. Early bloomer, dark blue.....	.40	3.00
Eliza Fanrobert (Robusta Grandiflora). Blue, fine for pots .....	.30	1.50
Palustris. Deep blue. The true marsh Forget-Me-Not. Per- ennial .....	.35	2.00
Semperflorens. Everblooming....	.40	2.00
Royal Blue. Rich blue.....	.25	1.00
Ruth Fischer. Fine blue. 1/8 oz., \$1.25 .....	.50	.....
Alpestris, Mixed. All colors....	.15	.60
Pink Bouquet. 1/4 oz., 75c.....	.30	.....

**MYOSOTIS—Forget-Me-Not "Susanne"**  
 Price per pkt., \$1.00; 6 pkts., \$5.00. Seed  
 of above planted in April-May usually produce  
 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., \$1.25..... .15

Salmon Pink. 1/4 lb., 40c; lb., \$1.25..... .15

Dwarf Flowering. Mixed. 1/4 lb., 35c;  
 lb., \$1.20..... .10

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**  
 Varying in color from creamy white to deep  
 orange and carmine. Excellent for bedding.  
 Mixed. Tr. Pkt., 35c; oz., \$1.80.

**NICOTIANA—Ornamental Tobacco**  
 Showy sweet-scented annual plants, giving a  
 continuous display of Summer flowers.

Affinis. Fragrant, white.....\$0.15 \$0.35  
 Affinis Hybrida. Mixed..... .15 .40  
 Sanderae. Red..... .15 .50

**NIEREMBERGIA**  
 For baskets, vases or bedding out.  
 Frutescens. White, tinted lilac...\$0.30 \$4.00

**NIGELLA**  
 Love-in-a-Mist

**Damascena.**  
 Mixed. (Love-  
 in-a-Mist.) Tr.  
 Pkt., 15c; oz.,  
 25c.

**Miss Jekyll.**  
 Long stem-  
 med variety;  
 blue; fine for  
 cutting. Tr.  
 Pkt., 15c; oz.,  
 30c.

**PLANTS  
 PRODUCED  
 FROM  
 A. B. C.  
 "PRIVATE  
 STOCK"  
 PANSY  
 SEED  
 SELL  
 ON  
 SIGHT**



TYPE OF A. B. C. "PRIVATE STOCK" PANSY

# PANSIES

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

A. B. C. "Private Stock" cannot be excelled  
 either for producing cut flowers or plants. It  
 represents our own exclusive mixture and in-  
 variably gives every satisfaction.  
 Trade Pkt., 50c; per 1/8 oz., \$1.25; per 1/4 oz.,  
 \$2.00; per oz., \$7.00.  
 Choice Mixed, Tr. Pkt., \$0.25; 1/4 oz., \$0.50;  
 per oz., \$1.50.

### STEELE'S PANSY MIXTURES

Supplied to us direct by Steele.

Steele's Mastodon "400" Mixed. Price: 1000  
 seeds, \$1.00; 1/8 oz., \$2.00; 1/4 oz., \$3.75;  
 1/2 oz., \$7.25; oz., \$14.00; 2 oz., \$26.00;  
 4 oz., \$48.00.

Steele's Mastodon Miracle Mixed. Price: 1/8  
 oz., \$0.85; 1/8 oz., \$1.25; 1/4 oz., \$2.50; 1/2  
 oz., \$4.75; 1 oz., \$9.00; 2 oz., \$17.00; 4 oz.,  
 \$30.00.

Steele's Mastodon Masterpiece Mixed. Price:  
 1/8 oz., \$0.85; 1/8 oz., \$1.50; 1/4 oz., \$2.75;  
 1/2 oz., \$5.25; 1 oz., \$10.00; 3 oz., \$27.00;  
 4 oz., \$34.00.

Steele's Mastodon Greenhouse Special. Price:  
 1/8 oz., \$0.65; 1/8 oz., \$1.00; 1/4 oz., \$1.75;  
 1/2 oz., \$3.25; 1 oz., \$6.00; 3 oz., \$16.00;  
 4 oz., \$21.00.

### "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 odd colorings.  
 Tr. Pkt., \$0.50; 1/4 oz., \$3.50; per oz., \$12.00.

## A. B. C. Giant Pansies

	Tr. Pkt.	1/4 Oz.	Oz.
Apricot .....	\$0.50	\$0.80	\$3.00
Adonis. Light blue.....	.30	.50	1.65
Bridesmaid. Apple blos- som 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
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
Giant Trimardeau. Choice mixed .....	.30	.75	2.00

### PENTSTEMON

**Sensation.** Largely used for bedding; should  
 be treated the same as petunias, verbenas,  
 etc.; mixed colors. Tr. Pkt., 40c; oz., \$3.50.

**New Hybrids Mixed.** Hardy perennial; large  
 spikes. Tr. Pkt., 50c; oz., \$3.00.

**Barbatus Torreyi.** Spikes of brilliant scarlet  
 flowers; height of 3 to 4 feet; mixed. Con-  
 taining a great variety of sorts. Tr. Pkt.,  
 20c; oz., 60c.

# TWO PAGES of "De Luxe"

## PETUNIA

**New Dwarf California Giants**  
**"RAMONA" STRAIN MIXED**  
 (Illustrated Opposite)

By far the best strain of Giant Petunias for pot culture. Also exceptional for bedding. We have checked this type against many in our experimental grounds this season and consider it the most compact Giant Petunia with the largest and best formed flowers of any dwarf type of Petunia on the market today. As in the above illustration, when in full bloom the plant shows nothing but large, colorful flowers with open throats well marked and veined. Wherever this strain has been tested it has proved all that we say of it.

Trade pkt. (1,000 seeds), \$1.00; 3/2 oz., \$5.00.

## DIENER'S CALIFORNIA PETUNIAS

(Originator's Seed)

### FOR POT PLANTS AND BEDDING

**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.** Tr. Pkt., \$1.50; 3 Pkts., \$4.00.

**Ruffled Monsters Mixed.** A wonderful 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.

## Florists' Money Makers

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 "De Luxe" of this worthy plant family. All of the seed offered has been hand pollenized, consequently is true to type.



New Dwarf California Giant "Ramona" Strain Petunia Has Proven a Successful Item for Pot Culture

### DIENER'S SINGLE LARGE FLOWERING (Continued)

**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.  
**Red and White Variegated, yellow center.** Tr. Pkt., 75c; 3 Pkts., \$2.00.

**Mauve.** Center veined royal purple. 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 nominal number of double flowers, it is well to sow early and take cuttings from the true double. The single flowers are invariably equal to high class Rosy Morn, consequently the crop is all available. Pkt., \$1.00; 6 pkts., \$5.00.

Plants from 2-in. pots, per 100, \$7.00.

*"Theodosia"*  
*and*  
*"Floretta"*  
*are*  
*Illustrated*  
*in Color on*  
*Front Cover*



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

## "THEODOSIA"

(A. B. C. Introduction)

**The "All Purpose" Petunia; Rose and Gold.**  
**Grow Petunia "Theodosia" for Pot Plant Sales**  
**for Mother's Day and Memorial Day**  
 (Illustrated in color on front page of this catalogue.)

We believe this to be the ultimate in Petunia selection. 500 seeds \$1.00; 1,000 seeds, \$1.75.

Galion, Ohio,  
June 26, 1929.

American Bulb Co.,  
Gentlemen:

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:

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 geraniums 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.

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



# PETUNIAS for POT PLANTS, BEDDING PORCH BOXES, VASES, ETC.

**PETUNIA "FLORETTA"**  
A NEW A. B. C. INTRODUCTION  
(Illustrated in color on front cover of this catalogue.) Color, beautiful steel blue, veined black, flowers handsomely ruffled. A fitting companion to that grand variety, "Theodosia." Originator's strain. Price: 500 seeds, \$1.00; 1,000 seeds, \$1.75.

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 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 per cent of very large double flowers in all colors, and with a high percentage of germination.

Price—500 seeds, \$1.00; 1,000 seeds, \$1.75; 6,000 seeds for \$10.00; 16,000 seeds for \$25.00. 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 fine 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.  $\frac{1}{8}$  oz., \$3.00;  $\frac{1}{2}$  oz., \$1.75; Tr. Pkt., 50c.

Grandiflora Fringed, Hybrid Mixed. Beautifully fringed.  $\frac{1}{8}$  oz., \$1.50; Tr. Pkt., 50c.

Ruffled Giants, Fluffy Ruffles. Mixed colors.  $\frac{1}{8}$  oz., \$3.00;  $\frac{1}{2}$  oz., \$1.75; Tr. Pkt., 75c.

Romany Lass (New). Clear, bright crimson. Tr. Pkt., 50c.

Velvety blood-red with purple throat, striped in black.

Giant Copper Red. Ruffled, with bronze or black throat. 1,000 seeds, \$1.00.

Giant Rose. Ruffled; veined black. 1,000 seeds, \$1.00.

Giant White. Large flower. 1,000 seeds, \$1.00.

## LARGE FLOWERED—Single Dwarf Sorts

Triumph (New). Beautifully ruffled; bright pink. Tr. Pkt., 75c.

Howard's Star. Crimson-maroon. Tr. Pkt., 40c; oz., \$2.00.

## 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. (See Illustration Opposite.)

### Price of Theodosia

500 Seeds, \$1.00  
1,000 Seeds, 1.75

### "WHITE CLOUD"

Along with the tall and hanging Petunias, which are indispensable for window 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 bedding purposes and produces fine, compact bushes only 12 inches high, richly covered with pure white blooms 3 to 3½ 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.

### SINGLE SMALL FLOWERED Dwarf Sorts

Rosy Morn. Dwarf; rose, select stock.  $\frac{1}{4}$  oz., 75c; Tr. Pkt., 50c; oz., \$2.50.

Rose of Heaven. Very dwarf. Rose-pink.  $\frac{1}{4}$  oz., 75c; Tr. Pkt., 50c; oz., \$2.00.

Blue Bird (Blue Rosy Morn). Tr. Pkt., 50c; oz., \$2.50.

Snowball. Dwarf. Pure white. Very compact. Tr. Pkt., 30c; oz., \$1.50.

Violacea (New). Deep violet; fine. Tr. Pkt., 50c; oz., \$2.00.

Dwarf Inimitable. Of dwarf, compact habit; flowers striped and blotched. Tr. Pkt., 30c; oz., \$1.50.



THE PROFIT-PROVIDER PETUNIA, "THEODOSIA"  
(See Illustration in Color on Front Page of This Catalogue)

## Petunias

### DOUBLE SMALL FLOWERED

Double Rosy Morn. 6 pkts., \$5.00; Tr. Pkt., \$1.00.

### SINGLE SMALL FLOWERED SORTS

General Dodds. Velvety blood-red. Tr. Pkt., 50c; oz., \$1.50.

Courtess of Ellesmere. Rose, white throat. Tr. Pkt., 50c; oz., \$1.00.

Striped and Blotched. Mixed. Tr. Pkt., 25c; oz., \$1.00.

### SMALL FLOWERED BALCONY PETUNIAS

Blue, Rose, White, Red. Desirable for porch boxes, etc. Also mixed. Tr. Pkt., 25c;  $\frac{1}{8}$  oz., 50c.

### PORTLAND PETUNIAS

Single Large Flowered (Originator's Seed)

Now very popular with the trade (we supply originator's new crop 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
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 for \$2.50  
6 packages of any of above for 4.50

See Offering in Back Page of "Royal Purple", New Double Petunia

**PHLOX DRUMMONDI**

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

**Grandiflora Varieties**

	Tr. Pkt.	¼ Oz.	Oz.
Violet with Eye..	\$0.25	\$0.35	\$1.00
Alba. Pure white	.25	.35	1.00
Coccinea. Scarlet	.25	.35	1.00
Rose Pink .....	.25	.35	1.00
Flesh Pink .....	.25	.35	1.00
Yellow .....	.25	.35	1.00
Brilliant Rose....	.25	.35	1.00
Stellata Splendens. Scarlet, with white eye	.25	.35	1.00
Choicest Mixed..	.20		.80

**DWARF OR COMPACT VARIETIES FOR BEDDING**

	Tr. Pkt.	¼ Oz.	Oz.
"Cecily." Large flowering mixed	\$0.50	\$0.75	\$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

**PHLOX (Perennial)**

**Decussata.** Seed saved from a fine collection of named sorts. Can be supplied in mixture only. Tr. Pkt., 50c.

**PHYSALIS—Japanese**

**Lantern Plant (Perennial)**  
Francheti. Tr. Pkt., 25c; oz., \$1.00.

**PHYSOSTEGIA (Perennial)**

	Tr. Pkt.	Oz.
Virginica (Spæiosa). Pink.....	\$0.35	\$2.00
Virginica Alba. White.....	.35	2.00
Gigantea. Lilac-rose.....	.35	2.00
Compacta Rosea. Dwarf rose.....	.35	2.00

**PLATCODON—Japanese Bellflower (Perennial)**

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.

**Grandiflorum.** Large steel-blue flowers. Tr. Pkt., 20c; oz., \$1.25.

**Album.** Pure white variety. Tr. Pkt., 25c; oz., \$2.00.

**Mariesi.** Large, open bell-shaped flowers of a rich violet-blue; plant dwarf and compact. Tr. Pkt., 50c; oz., \$3.50.

**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; 1,000 seeds, \$4.50.

**POPPY**

**DOUBLE ANNUAL VARIETIES**

Carnation Flowered. Mixed.	¼ lb., 50c; Oz., 15c.
Crimson King. Crimson.	Tr. Pkt., 15c; oz., 25c.
Fairy Blush. White, fringed and tipped with rose	Tr. Pkt., 15c; oz., 25c.
Mikado (Striped Japanese). White, striped crimson.	Tr. Pkt., 15c; oz., 30c.
Peony-Flowered. Scarlet.	Tr. Pkt., 15c; oz., 30c.
White.	Tr. Pkt., 15c; oz., 30c.
Yellow.	Tr. Pkt., 15c; oz., 30c.



**PRIMULA OBCONICA, M AND M TYPE (Note Size of Flowers)**

**PRIMULA OBCONICA**

**"M and M" Large Flowering Strain**

Our supply of seed is secured direct from the originators. Price, red or rose, trade pkt., \$1.50; ½ oz., \$5.00.

**PRIMULA OBCONICA—Additional Varieties**

**A. B. C. New Blue.** An exceptional shade. Tr. Pkt., \$1.00.

**Grandiflora Alba.** White. ½ oz., \$2.50; Tr. Pkt., 50c.

Mixed. ½ oz., \$2.25; Tr. Pkt., 50c.

**POPPIES—Hardy (Papaver) (Perennial)**

**Nudicaule (Iceland Poppy).** Bright yellow. Tr. Pkt., 25c; oz., \$1.25.

**Nudicaule.** Pure white. Tr. Pkt., 25c; oz., \$1.25.

**Nudicaule.** Mixed. Tr. Pkt., 25c; oz., \$1.00.

**Oriente (Oriental Poppy).** Orange-scarlet. Tr. Pkt., 20c; oz., \$1.25.

**Oriente Princess Victoria.** Salmon. Tr. Pkt., 40c; oz., \$5.00.

**Oriente Hybrids.** Mixed. Tr. Pkt., 25c; oz., \$1.50.

Mixed. ¼ lb., 50c; oz., 15c.

**SINGLE ANNUAL VARIETIES**

**American Legion.** A new Shirley Poppy of a dazzling orange-scarlet; immense size. Tr. Pkt., 15c; oz., 50c.

**Miss Sherwood.** Chamois rose. Tr. Pkt., 15c; oz., 25c.

**Shirley.** Large flowers; mixed colors. ¼ lb., 75c; Tr. Pkt., 15c; oz., 25c.

**Tulip.** Glowing scarlet. Tr. Pkt., 15c; oz., 40c.

**Improved Shirley, May Queen.** An improved strain; large double flowers; mixed colors. Tr. Pkt., 20c; oz., 75c.

**Eldorado.** Double Shirley. Tr. Pkt., 25c; oz., \$1.25.

**PORTULACA**

**Double.** Large flowering, mixed; extra fine quality. Tr. Pkt., 30c; oz., \$2.00.

**Single.** Large flowering, mixed. ¼ lb., \$1.50; Tr. Pkt., 15c; oz., 50c.

**Pot Marigold (See Calendula).**

**PRIMULA CHINENSIS FIMBRIATA**

**Alba Magnifica.** White. ½ oz., \$1.50; Pkt., 50c.

**Chiswick Red.** Bright red. ½ oz., \$1.75; Pkt., 50c.

**Duchess.** White with zone of rosy carmine, yellow eye. ½ oz., \$1.75; Pkt., 50c.

**Rosy Morn.** Pink. ½ oz., \$2.25; Pkt., 75c.

**Kermesina.** Crimson. Pkt., 75c.

**Prize Mixture.** This mixture contains only the very finest sorts selected from the best strains. ½ oz., \$3.00; Tr. Pkt., 50c.

**PRIMULA—Various Sorts**

**Kewensis (Verbena Scented Yellow Primrose).** Of strong growth; long spikes of yellow flowers. ½ oz., \$1.25; Tr. Pkt., 50c.

**Malacoides (Improved Baby Primrose).** Color, light lilac. ½ oz., \$1.00; Tr. Pkt., 50c.

**Malacoides Alba.** Pure white. ½ oz., \$1.25; Tr. Pkt., 50c.

**Malacoides Superba.** Deep rosy pink flowers. Pkt., 50c.

**PRIMULA—Hardy Primrose (Perennial)**

**Auricula.** Choice mixed. Tr. Pkt., 75c.

**Veris (Cowslip).** Mixed, all colors. Tr. Pkt., 40c; oz., \$2.25.

**Vulgaris (English Primrose).** Canary-yellow, fragrant. Tr. Pkt., 50c; oz., \$3.00.

**PUERARIA—Kudzu Vine**

**Thunbergiana.** Perennial climber; rosy purple pea-shaped flowers. Tr. Pkt., 15c; oz., 40c.

**PYRETHRUM—Flowering Sorts**

**(Perennial)**

**Roseum.** Pink. Tr. Pkt., 40c; oz., \$2.75.

**Hybridum Roseum, Single.** Mixed. Tr. Pkt., 40c; oz., \$1.50.

**Hybridum Roseum, Double.** Mixed. Tr. Pkt., 50c; oz., \$10.00.

**RUDBECKIA—Coneflower (Perennial)**

**Newmani.** Dark orange-yellow flower with deep purple cone. Tr. Pkt., 30c; oz., \$1.50.

**Purpurea.** Flowers reddish-purple with large center of brown. Tr. Pkt., 25c; oz., \$1.25.

**PYRETHRUM—Foliage Sort for Bedding**

**Aureum (Golden Feather).** Yellow foliage. Tr. Pkt., 15c; oz., 45c.

**RHODANTHE—Everlasting Flower**

**Double Pink.** Choice for cutting. Tr. Pkt., 25c; oz., 60c.

**Double White.** Tr. Pkt., 25c; oz., 60c.

**Mixed Colors.** Tr. Pkt., 15c; oz., 50c.

**RICINUS—Castor Oil Bean**

**Borboniensis.** 15 feet. Green foliage. Oz., 15c; lb., \$1.25.

**Cambodgensis.** Bronzy maroon, 5 feet. Oz., 15c; lb., \$1.75.

**Sanguineus.** Blood red, 5 feet. Oz., 15c.

**Zanzibarensis.** 12 feet. Mixed colors. Oz., 15c; lb., \$1.75.

**Red Spire (New).** Bronze-green foliage. Oz., 50c. Showiest of the entire Ricinus family.



**LARGE FLOWERING SALPIGLOSSIS**  
Excellent for Cut Flowers

**SALPIGLOSSIS**

Very showy annuals, splendid for cutting.

	Tr. Pkt.	Oz.
Crimson and Gold .....	\$0.30	\$1.15
Primrose .....	.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 flowering, mixed .....	.25	1.00

**SANVITALIA**

Procumbens fl. pl. Bright yellow double flowers; useful in vases, etc. Tr. Pkt., 30c; oz., \$1.25.

**SALVIA**

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine, plump seed which is saved from specimen plants and such as shows a high germination. (Not to be compared with European grown seed of doubtful germination.)

	Tr. Pkt.	Oz.
America (Globe of Fire) .....	\$0.50	\$3.50
Bonfire (Clara Bedman) .....	.40	3.00
Fireball. Dwarf .....	.50	3.00
Splendens. Tall growing .....	.35	2.00
Drooping Spikes .....	.50	3.50
Zurich. Dwarf, early .....	.50	3.50
Patens. Blue .....	.50	.....

**SALVIA—Sage (Perennial)**

**Azurea Grandiflora.** A hardy perennial variety, producing during August and September spikes of pretty sky-blue flowers in great profusion; 3 to 4 feet. Tr. Pkt., 40c; oz., \$2.00.  
**Farinacea.** Light blue, makes a fine line. Tr. Pkt., 50c; oz., \$2.50.

**SAPONARIA**

**Vaccaria.** A free-blooming annual with beautiful pink feathery flowers. ¼ lb., 75c; Tr. Pkt., 15c; oz., 35c.  
Used in same manner as Baby's Breath.

**SAPONARIA—Soap Wort (Perennial)**

**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. Tr. Pkt., 15c; oz., 60c.

**SCARLET FLAX (See Linum).**

**SCABIOSA—Mourning Bride**

	Tr. Pkt.	Oz.
Lavender, Cherry Red, Crimson, 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

**SCABIOSA (Perennial)**

**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. Tr. Pkt., 50c; oz., \$2.50.

**Caucasica (Isaac House Strain).** White to darkest blue. Tr. Pkt., 75c; oz., \$8.00.

**SCHIZANTHUS—"Butterfly Flower"**

For cut flowers.

	Tr. Pkt.	Oz.
Garroway's Hybrids .....	\$0.50	.....
Hybrida Grandiflora .....	.20	\$0.75
Wisetonensis. Fine for pots .....	.30	1.00
Wisetonensis. Rose and amber shades. ¼ oz., 60c .....	.30	.....
Wisetonensis Mixed .....	.30	.....

**SENSITIVE PLANT—Mimosa**

**Pudica.** Flowers pinkish white. Tr. Pkt., 15c; oz., 50c.

**SHAMROCK**

**True Irish.** ¼ lb., \$2.50; Tr. Pkt., 20c; oz., 75c.  
**Shasta Daisy (See Chrysanthemum).**

**SMILAX—Myrsiphyllum Asparagoides**

A well known greenhouse climber. Valuable for floral decorations. ¼ lb., \$1.75; Tr. Pkt., 15c; oz., 50c.  
**Snapdragon (See Antirrhinum).**

**SOLANUM**

**Cleveland Cherry. Yellow.** Tr. Pkt., 50c.  
**Bird's Eye Pepper.** Tr. Pkt., 50c.  
**Capsicastrum Nanum.** Jerusalem Cherry. Tr. Pkt., 20c; oz., 75c.

**Hlavacek'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 berries in greater profusion. Tr. Pkt., 50c; oz., \$3.00.



**SOLANUM (CHRISTMAS CHERRY)**  
Hlavacek's "Masterpiece"

We introduced this valuable Solanum to the trade last year and the same is now accepted as "perfection" in the Cleveland Cherry type.

# American Stocks for Cut Flowers

A. B. C. Special Florists' Strains

STOCKS ARE ONE OF OUR PRINCIPAL SPECIALTIES

Our percentage of doubles equals the best European pot grown strains. 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.



## 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.

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
White .....	\$0.50	\$3.00	Dark Blue .....	\$0.50	\$3.00
Chamois .....	.50	3.00	Fiery Blood Red, Fine	.50	3.00
Blood Red .....	.50	3.00	Lavender, Extra .....	.50	3.00
Blush, Apple Blossom	.50	3.00	Rose, Deep rose-pink..	.50	3.00
Canary Yellow (Golden Bell) .....	.50	3.00	Choice Mixed .....	.50	2.50

## STOCK IMPROVED BISMARCK "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; per oz., \$6.00.

### "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.

### "ELK'S PRIDE"

Elk'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.

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Canary Yellow .....	\$0.40	\$2.50	Old Rose .....	\$0.40	\$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	2.00

## EARLY LARGE-FLOWERING WINTER STOCK

"ZEPHYR" (Benary)

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.

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Blood Red .....	\$0.40	\$2.25	Rose .....	\$0.40	\$2.25
Flesh .....	.40	2.25	Snowdrift (New) .....	.50	2.50
Pale Blue .....	.40	2.25	Early; pure white.....	.50	2.50
Pale Blush .....	.40	2.25	Princess Alice, White		
Heatham Beauty, Rose,			(Cut-and-come-		
shaded Terra Cotta..	.40	2.25	again) .....	.50	2.50
			Choice Mixed .....	.40	2.25

## LARGE FLOWERING DWARF TEN-WEEK STOCKS FOR BEDDING

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Blood Red .....	\$0.35	\$2.25	White .....	\$0.35	\$2.25
Bright Pink .....	.35	2.25	Flesh .....	.35	2.25
Canary Yellow .....	.35	2.25	Light Blue .....	.35	2.25
Deep Purple .....	.35	2.25	Choice Mixed .....	.35	2.00
Lavender .....	.35	2.25			



## Hardy Scabiosa "Isaac House" Strain

(See Illustration opposite)



**SCABIOSA CAUCASICA**  
"Isaac House" Strain

Scabiosa Caucasica is now becoming popular for growing under glass (seed produces blooming plants second year) and we prophesy that this strain of hybrids will greatly increase the popularity of Scabiosa Caucasica when it becomes known. Caucasica Hybrids are a great improvement over the Caucasica, being more vigorous with larger and longer stems and larger and heavier petals, which are ruffled and slightly frilled on the edges. In this hybrid strain you will find colors ranging from white to the darkest blue, but the predominating colors are of delicate lilac and mauve. We hope next season to offer this magnificent strain in separate colors, which will reproduce themselves true to name.

Price (Seed): Trade pkt., 50c; per 1/4 oz., \$1.50; per 1/2 oz., \$2.50; per oz., \$4.00.

Strawflower (See Helichrysum).

### SUNFLOWER—Helianthus

#### ANNUAL VARIETIES

- Chrysanthemum Flowered. Double yellow. Tr. Pkt., 15c; oz., 25c.
- Cucumerifolius (Miniature Sunflower). Single yellow. Tr. Pkt., 15c; oz., 25c.
- Cut and Come Again. Single yellow. Tr. Pkt., 15c; oz., 25c.
- Double Globe (Globosus Fistulosus). Rich yellow. Tr. Pkt., 15c; oz., 25c.
- Dwarf Double (Globe of Gold). Deep yellow. Tr. Pkt., 15c; oz., 25c.
- New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow. Tr. Pkt., 15c; oz., 40c.
- Oscar Wilde. Single yellow, black center. Tr. Pkt., 15c; oz., 25c.
- Stella. Single yellow, black center. Tr. Pkt., 15c; oz., 25c.
- Sweet Alyssum (See Alyssum).

### SWEET SULTAN—Centaurea Moschatus

Annual Mixed. Fragrant flowers resembling "Bachelor's Buttons." Tr. Pkt., 15c; oz., 50c.

### SWEET WILLIAM—Dianthus Barbatus

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

- Single Holborn Glory. Large flowering auricula-eyes. Various colors. Tr. Pkt., 15c; oz., 50c.
- Single Newport Pink. Salmony rose or watermelon pink. Tr. Pkt., 25c; oz., \$1.00.
- Single Scarlet Beauty. Intense bright scarlet. Tr. Pkt., 25c; oz., \$1.00.
- Single White. Tr. Pkt., 15c; oz., 50c.
- Single Velvety Black Maroon. Tr. Pkt., 15c; oz., 50c.
- Single Mixed. All colors. 1/4 lb., \$1.00; Tr. Pkt., 15c; oz., 30c.
- Double-flowering Giant Mixed. Very large. Tr. Pkt., 25c; oz., \$1.00.

### SWEET ROCKET—Hesperis (Perennial)

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

Mixed Colors. Tr. Pkt., 15c; oz., 50c.

### STATICE—Everlasting Flower

Valuable for cutting or decorative purposes.

#### STATICE, ANNUAL VARIETIES

Coming into great favor for cut flowers.

	Tr. Pkt.	Oz.	Lb.
Sinuata. Blue.....	\$0.20	\$0.50	\$4.50
White .....	.20	.50	4.50
Lavender .....	.20	.50	4.50
Rosea Superba .....	.20	.50	4.50
"True Blue." Extra deep blue, a special strain which comes true from seed. Tr. Pkt., 20c; oz., 50c; lb., \$4.50.			

Bonduelli, Golden Yellow. Tr. Pkt., 15c; oz., 40c.

Suworowi (Russian or Cattail Statice). Tr. Pkt., 50c; oz., \$1.25.

### STATICE—Sea Lavender (Perennial)

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.

Latifolia. Purplish-blue flowers. Tr. Pkt., 25c; oz., \$1.75.

### STEVIA

Serrata. Fragrant white flowers; desirable for cutting. Tr. Pkt., 30c; oz., \$1.50.

EARLY ORDERS FOR FLOWER SEEDS WILL, WE BELIEVE, RESULT TO OUR MUTUAL ADVANTAGE.  
A. B. C.

**ANNUAL  
STATICE  
when dried  
provides  
exceptionally  
good  
cut flower  
material,  
easily  
grown**



**STATICE LATIFOLIA**

## The Flower Seed Novelty of the Year *for Culture Under Glass or in the Open*

### "SWEET WIVELSFIELD"

An entirely distinct and novel hardy Dianthus known as "Sweet Wivelsfield." This new race resulted from a cross between Dianthus Allwoodii and Sweet William (D. barbatus) made seven years ago. For 200 years or so, crosses have been made between carnations and Sweet Williams, and pinks and Sweet Williams but the resulting hybrids have been sterile, producing no seed and have been difficult to propagate. However, this new race seeds reasonably well

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 lacings, whites and pinks with flakes and many other colors with innumerable markings.



"SWEET WIVELSFIELD"  
The New Race of Hardy Annuals

## HOW TO GROW "SWEET WIVELSFIELD"

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

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

### Grow as a Biennial

Sow from July to September in cold frames or in the open for next season's flowering, plant in their flowering quarters in October.

### *For Greenhouse Pot Culture*

As Effective as Schizanthus  
or Snapdragons

Sow thinly in boxes in frames during July or November, transplant into other boxes, pot off in September into 3 inch pots, grow on in a cool airy house or frames, potting into 6 inch flowering pots in January, in which they will flower from April until July. Flowering buds formed before January are best removed. A system of stopping to make extra large plants and regulate season of flowering is to stop the growth of the plant when 4 inches high.

Price Per Trade Pkt., \$1.00  
6 Packages for \$5.00

It is predicted that this new plant will become as popular as Asters, Stocks and Snapdragons. It is distinct in habit and freedom of Growth, method of flowering, and shows a greater variety of coloring than the so-called annual, Sweet William.

A Worthy Companion to  
"Sweet Wivelsfield"

### THE MAGNIFICENT "ALLWOODII"

This race of hardy plants, "Allwoodii," is half Carnation and half Pink, being a hybrid between the Perpetual Flowering Carnation and the Hardy Garden Pink. Exceptional for cut flowers, treat as a biennial. Price per 100 seeds, \$1.25.

*White Harmony,  
Sweet Pea, is the Last  
Word in White  
Varieties*



Early Flowering Sweet Peas

## EARLY

### Sweet Peas for Winter and Spring Flowering

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

- Aurora.** (Novelty color.) Striped or flaked orange-scarlet on a white ground. Per oz., 50c; per lb., \$5.00.
- Ball's Blue.** Clear blue. Per oz., 75c; per lb., \$8.00.
- Blue Boy.** Large, clear blue—abundant bloomer. Per oz., 40c; per lb., \$4.80.
- Blue Jacket.** Dark blue. Per oz., 40c; per lb., \$4.50.
- Blue Wonder.** A wonderful large, clear blue. Per oz., 50c; per lb., \$6.00.
- Ball's Rose.** Glowing rose-pink. Per oz., 80c; per lb., \$10.00.
- Burpee's Lavender.** (Novelty.) A beautiful Wisteria-lavender with magnificent flowers on long, substantial stems. Certified. Pkt. (20 seeds.) Per oz., \$2.25; per lb., \$25.00.
- Burpee's Orange.** Glistening orange. Per oz., 65c; per lb., \$7.50.
- Ball's Orange.** A deeper shade. Per oz., \$1.10; per lb., \$15.00.
- Blue Bird.** A charming shade of blue. Per oz., 50c; per lb., \$5.00.
- Columbia.** (Blanche Ferry.) 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.

#### 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 of 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.

- Eldorado.** Tangerine-orange. Per oz., 60c; per lb., \$7.50.
- Flamingo.** Pink, shaded salmon. Per oz., 50c; per lb., \$6.00.
- 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., 80c; per lb., \$10.00.
- Glitters.** Bright orange-scarlet. Per oz., 45c; per lb., \$6.00.
- Glorious.** Clear rosy purple. Per oz., 50c; 1 lb., \$5.00.
- Gorgeous.** Soft salmon-cerise. Per oz., 40c; per lb., \$4.80.
- Grenadier.** Rich poppy-scarlet. Per oz., 50c; per lb., \$6.00.
- Giant Rose.** Large rose-pink flowers. Per oz., 70c; per lb., \$8.00.
- Jeanne Mamitsch.** Glowing rose-pink. Per oz., 50c; per lb., \$6.00.
- Harlequin.** Striped or flaked deep chocolate on a light ground; grown in moderate quantity as a novelty. This is worth while. Per oz., 50c; per lb., \$5.00.
- Harmony.** Beautiful clear lavender. Per oz., 50c; per lb., \$5.00.
- Lavender King.** True deep lavender. Per oz., 45c; per lb., \$5.00.
- Louise Gude.** Brilliant pink. Per oz., 40c; per lb., \$4.80.
- Madonna.** Black seeded white. Per oz., 50c; per lb., \$5.00.
- Mrs. Calvin Coolidge.** 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., \$5.00.
- 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.
- Pink Cherokee.** Pink, suffused salmon. Per oz., 65c; per lb., \$7.50.
- Pink Profusion.** The flowers are a bright sparkling shade of rich pink. They are large, well-waved and crinkled. Per oz., 50c; per lb., \$6.00.
- 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., \$7.00.
- Red Cross.** (Novelty.) A glowing poppy-scarlet synonymous with the late variety, **Hawmark Scarlet**. Per oz., \$1.75; per lb., \$20.00.
- Silver Blue.** Per oz., 60c; per lb., \$7.00.
- Snowstorm Improved.** Pure white. Per oz., 45c; per lb., \$5.00.
- Spring Song.** Rose-pink on cream. Per oz., 90c; per lb., \$9.00.
- 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., 75c; per lb., \$8.00.
- 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.
- Torch.** This is a beautiful shade of salmon-orange and a great favorite in the Detroit, Mich., cut flower market. Per oz., 40c; per lb., \$4.80.
- 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., \$5.50.
- White Harmony.** A black-seeded white. Per oz., 90c; per lb., \$12.00.
- Yarrowa.** Bright rose-pink with a clear, creamy base. Flowers average 2½ 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., \$5.00.

#### 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 ¼ lb., \$1.50; Per lb., \$5.00.

NOTE: We supply ½ oz. at oz. rate; ¼ lb. and ½ lb. at pound rate.

## SWEET PEAS

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

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.

- Appleblossom.** Rose with primrose. (Mrs. Cuthbertson supersedes this old variety.)
- Asta Ohn.** A soft, pinkish lavender self. Oz., 25c; lb., \$2.00.
- Austin Frederick Improved.** Oz., 20c; lb., \$2.00.
- Barbara.** Salmon. Oz., 25c; lb., \$2.50.
- Blanche Ferry.** Rose standard and white wings. Oz., 20c; lb., \$1.75.
- Blue Monarch.** Dark blue. Oz., 25c; lb., \$2.50.
- Campfire.** Bright scarlet. Oz., 25c; lb., \$2.50.
- Charming.** Soft cerise. Oz., 20c; lb., \$2.00.
- Crimson King.** Extra crimson. Oz., 25c; lb., \$2.50.
- Commander Goddall.** 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.
- Glory.** Cerise. Oz., 25c; lb., \$2.50.
- Gold Crest.** Salmon, extra. Oz., 35c; lb., \$3.50.
- Hawlmarm Cerise.** Oz., 20c; lb., \$2.00.
- Hawlmarm Lavender.** Clear, light lavender. Oz., 30c; lb., \$3.00.
- Hawlmarm 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., \$2.00.
- 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., 25c; lb., \$2.50.
- Mrs. Cuthbertson.** Rosy pink standard, white wings. Oz., 25c; lb., \$2.50.



**SPENCER SWEET PEA**  
Morse's Pinkie

- Mrs. Tomlin.** Scarlet, extra. Oz., 25c; lb., \$2.50.
- Mrs. Tom Jones.** Bright blue, large. Oz., 20c; lb., \$2.50.
- 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., 25c; lb., \$2.50.
- 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., 25c; lb., \$2.50.
- Valentine.** Pleasing shade of delicate blush pink. Oz., 25c; lb., \$2.50.
- Warrior.** Rich, reddish maroon flushed with bronze. Oz., 25c; lb., \$2.50.
- Wedgewood.** Blue. Oz., 25c; lb., \$2.50.
- Youth.** Large, white, pink picotee. Oz., 25c; lb., \$2.50.

**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., 65c; ¼ lb., \$2.00; lb., \$7.00.

### SWEET PEA

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., 35c; lb., \$3.50.

### 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.



**TAGETES**

*Signata Pumila.* Good bedding plant; flowers golden yellow. Tr. Pkt., 15c; oz., 75c.

**THALICTRUM—Meadow Rue**  
(Perennial)

*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. Tr. Pkt., 50c; oz., \$3.00.

**THUNBERGIA—Black-Eyed Susan**  
Mixed. Tr. Pkt., 20c; oz., \$1.00.

**TORENIA**

*Fournieri Grandiflora.* Blue. Tr. Pkt., 50c; oz., \$4.00.

**TRITOMA (Perennial)**

(Red-Hot Poker, Flame Tower, or Torch Lily) *Hybrida.* It is not generally known that Tritomas are readily grown from seed. Tr. Pkt., 25c; oz., \$1.50.

**TUNICA (Perennial)**

*Saxifraga.* A pretty tufted plant with light pink flowers; produced all summer, useful either for the rockery or the border. Tr. Pkt., 15c; oz., 80c.

**VALERIANA—Valerian (Perennial)**

*Rubra.* Mixed. Showy hardy border plants producing large corymbs of red or white flowers; fine for bouquets; mixed, 2 feet. Tr. Pkt., 15c; oz., 60c.

**VERBENA**

	Tr. Pkt.	Oz.
Mammoth Scarlet (Defiance)	\$.025	\$1.25
Pink	.25	1.25
Purple	.25	1.25
Blue	.25	1.25
Striped	.25	1.00
Mammoth mixed	.25	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., \$4.00.



**NEW VERBENA "FIREBALL"**

A dwarf compact Verbena about six inches high literally covered with bright scarlet blooms, excellent for borders, beds, or pot plants and comes absolutely true from seed. Pkt., 50c; 1/4 oz., \$1.25.

**Note:**  
Tritoma Hybrids—While Tritomas can easily be grown from seed, however, we recommend the variety "Pfitzeri," which is of a distinct type and only produced from root divisions—color, rich orange-scarlet, exceptional for cutting.  
Price:  
Strong, blooming size roots,  
Per doz., \$2.10;  
per 100, \$15.00



**WALLFLOWER EARLY FORCING ANNUAL DOUBLE**

*Fireball (New).* Bright scarlet dwarf. 1/4 oz., \$1.25; Tr. Pkt., 50c.  
(See illustration below)

	Tr. Pkt.	Oz.
Etna (New). Red	.35	3.25
Lucifer. Cardinal red	.30	1.50
White	.30	1.25
Rose-Cardinal	.35	1.50
Yellow	.30	1.25
Mixed	.30	1.00
Giant Flowered Mixed	.50	1.50
Lemon Scented	.35	3.75

**VERBENA VENOSA**

*Heliotrope Blue.* This makes an exceptional bedding plant when combined with Dwarf White Sweet Alyssum. Tr. Pkt., 30c; oz., \$1.50.

**VERONICA—Speedwell (Perennial)**

*Maritima.* Long spikes of blue flowers from July to September. Tr. Pkt., 25c; oz., \$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 July. Tr. Pkt., 30c; oz., \$1.50.

**VINCA—Periwinkle**

An excellent bedding plant. Sow seed early.

	Tr. Pkt.	Oz.
Alba Pura, Pure White	\$.025	\$0.85
Alba, White with Eye	.25	.85
Rosea, Pink	.25	.85
Mixed	.20	.75

**VIOLET—Viola Odorata**

Single Blue Czar. Tr. Pkt., 50c; oz., \$4.00.

**VIOLA CORNUTA—Tufted Pansies**

	Tr. Pkt.	Oz.
Admiration, Dark Blue	\$.040	\$2.00
Cornuta, Mauve Queen.		
Mauve	.40	2.00
Blue Perfection. Light blue	.40	2.00
White Perfection. Pure white	.40	2.00
Mixed	.40	1.25

**WALLFLOWER (Biennial)**

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.
Single Mixed. All colors	\$.015	\$0.50
Double-flowering Finest		
Mixed	.35	2.00
Early forcing double	.35	.....

**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  
Per oz., \$1.50

# BODGER'S True Strain DAHLIA FLOWERED ZINNIAS

*Illustrated in color inside front cover of this catalogue.*

### 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. Fine 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; ¼ 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

See Illustration Opposite

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



**Bodger's True Strain  
DAHLIA FLOWERED  
ZINNIAS**  
*Illustrated in color on inside front cover of this catalogue.*

### Giant Mammoth "ENCHANTRESS" Zinnia

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 CERISE QUEEN Zinnia

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 ¼ lb., \$10.00.

### ZINNIAS—Elegans Pumila Dwarf Double Varieties

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

- Crimson, Pink, Scarlet, White, Pink or Yellow.**  
Tr. Pkt., 15c; oz., 50c.
- 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.



**ZINNIA, "LILLIPUT"  
Salmon Rose**

These Miniature Zinnias Are Finding the  
Greatest Favor as Cut Flowers



# Zinnias

## Giant Mammoth

or

## California Giants



"MISS WILLMOTT"

(See Illustration Opposite)



ZINNIA, GIANT MAMMOTH OR CALIFORNIA GIANT, "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; ¼ oz., 75c; 1 oz., \$1.50.

# GROW VEGETABLE PLANTS

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.

### CABBAGE

- Early Jersey Wakefield. Per oz., 30c; ¼ lb., 80c; 1 lb., \$2.75.
- Early Flat Dutch. Per oz., 25c; ¼ lb., 75c; 1 lb., \$2.50.
- Dutch Winter or Hollander. Per oz., 50c; ¼ lb., \$1.50; 1 lb., \$5.00.

### CAULIFLOWER

- New Snowball. Pkt., 25c; per oz., \$2.50; ¼ lb., \$8.50.

### CELERY

- Golden Self Blanching. Per oz., 60c; ¼ lb., \$2.00; 1 lb., \$6.00.

### CELERIAC (Turnip Rooted)

- Large Erfurt. Per oz., 40c; ¼ lb., \$1.25; 1 lb., \$4.00.

### EGG PLANT

- Black Beauty. Per oz., 50c; ¼ lb., \$1.60; 1 lb., \$5.50.
- New York Purple. Per oz., 45c; ¼ lb., \$1.50; 1 lb., \$5.00.

### PEPPER

- Bullnose (Hot). Per oz., 45c; ¼ lb., \$1.25.
- Large Bell (Sweet). Per oz., 45c; ¼ lb., \$1.25.

### TOMATO

- John Baer (Early). Per oz., 35c; ¼ lb., \$1.15; 1 lb., \$3.60.
- Dwarf Champion (Medium). Per oz., 45c; ¼ lb., \$1.25; 1 lb., \$4.25.
- Improved Stone (Late). Per oz., 30c; ¼ lb., \$1.00; 1 lb., \$3.25.

### FORCING LETTUCE (Leaf)

- Black Seeded Simpson. Per oz., 15c; ¼ lb., 45c; 1 lb., \$1.50.
- Grand Rapids Forcing. Per oz., 20c; ¼ lb., 50c; 1 lb., \$1.75.

### FORCING LETTUCE (Head)

- May King (Early). Per oz., 20c; ¼ lb., 50c; 1 lb., \$1.75.

### FORCING RADISH

- Imp. Scarlet Globe. Per oz., 10c; ¼ lb., 35c; 1 lb., \$1.00.

- Scarlet Globe. White Tip. Per oz., 10c; ¼ lb., 30c; 1 lb., 90c.
- Scarlet Turnip. White Tip. Per oz., 10c; ¼ lb., 25c; 1 lb., 70c.
- Twenty Day Forcing. Per oz., 10c; ¼ lb., 35c; 1 lb., \$1.00.

### SPECIAL NOTE!

We can supply all vegetable seeds in commerce—quality of the highest and priced right.

### 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.

Delphinium Belladonna  
produces excellent  
results under  
glass

# Hardy Perennial Plants

FOR CUT FLOWERS  
AND GARDEN SHOW

## Grow Perennial Plants for Cut Flower Production

### PROVIDING FOR AN EMERGENCY

How many times during the Summer have you wished you had some hardy perennials growing, making it possible for you to make up a beautiful basket of cut flowers on some special order. **YOU CAN DO IT** and at little expense. By careful selection from this price list you can have hardy perennials to fall back on from early Summer until Jack Frost makes his visit with such flowers as Lily Regale, Achillea, Gypsophilla, Delphinium, Daisies and so forth. It is not necessary for you to stick to these varieties. Pick out the varieties that do best in your particular location and **PLANT THEM. YOU**

**WILL BE SURPRISED** at the dollars you will be able to take in, that have in the past been handed to you and you had to return to the customer with the sorrowful reply, "I'm sorry."

You will be doing your customers a favor by growing perennials and having the flowers on hand during the Summer months for making sprays, wreaths and even Wedding Bouquets. Not price alone, but the keeping qualities of baskets made up by using **HARDY PERENNIALS** are better.

**OTHERS ARE DOING IT—SO CAN YOU.**



AQUILEGIA, COLUMBINE

### ACHILLEA—Ball of Snow

**Boule de Neige.** An improvement on the Pearl. Wonderful for cut flowers or garden. Flowers in June. A good filler. Per doz., \$1.50; per 100, \$10.00.

**Perry's White.** 1 to 2 feet. June to September. A choice new variety; pure white flowers; broad, overlapping petals. Nothing better for cutting. An excellent filler. Per doz., \$1.50; per 100, \$10.00.

### ANTHEMIS—Hardy Marguerite

**Kelwayii.** 2 ft. Daisy-like yellow blossoms, produced all summer. Excellent for cutting. Per doz., \$1.50; per 100, \$10.00.

**Kelway Alba.** Hardy white Marguerite. 3 ft. Per doz., \$1.50; per 100, \$10.00.

### AQUILEGIAS or COLUMBINES

Their period of flowering covers the late spring and early summer months. Taken as a whole they are the most important part of the hardy garden and should be grown in quantity by every lover of old-fashioned garden flowers.

### AQUILEGIAS—Continued

The following varieties are all suitable for cutting and are attractive when used with other flowers.

**Chrysantha Alba.** A fine, long-spurred white. Per 10, \$1.75; per 100, \$12.00.

**Chrysantha fl. pl.** Double yellow. Per 10, \$1.75; per 100, \$12.00.

**Coerulea.** Sepals blue, petals white, dainty effect. Per 10, \$1.75; per 100, \$12.00.

**Farquhar Pinks.** A beautiful strain of nothing but clear pink colors. Per 10, \$1.75; per 100, \$12.00.

**Long-Spurred Pink Hybrids.** A beautiful and reliable strain comprising a large percentage of pink and rose shades. Long spurs. Per 10, \$1.75; per 100, \$12.00.

**Nivea Grandiflora.** Large, pure white. Per 10, \$1.75; per 100, \$12.00.

### Field Grown, Healthy Plants Is What Is Supplied

No doubt you can buy some varieties cheaper, but the old adage, "Cheap stock is dear at any price" has proven itself true in hundreds of cases. Don't buy cheap, half-starved perennials; you will not be pleased with the results if you force them; your customers will be dissatisfied with the blooms they get from them after planting.



ARTEMISIA "SILVER KING"

(See next page for illustration of plant of above, also complete description)

When you need a "filler" for basket and bouquet work, sprays and wreaths, Artemisia "Silver King" will answer the purpose. Particularly desirable for intermingling in sprays of pink roses. Price: 25 for \$4.00, 50 for \$7.75; 100 for \$15.00.

### Fritz Bahr Says:

"Plant Perennials for cutting during the Summer months; there is hardly a single variety which in some way the Florist can't use and frequently the flowers are much preferred over Annuals by your customers. Plant Perennials and Bi-ennials suitable for flowering under glass for Spring flowering; plant them to be sold as plants during Spring and Fall to your customers for the hardy border; no other class of plants has gained more in public favor of late years, due to the great interest taken in gardening and it is up to the local Florist to supply the plants, in the handling of which there is worthwhile profit and as plants lifted from the field to be retailed are much to be preferred by those wishing to plant for immediate effect; plant Perennials to be potted up and sold in or out of pots during Summer, for those who come too late for field plants or those who, for some reason or other, were not ready in time and in order to obtain best results, plant A. B. C. Superior Stock, dependable and true to name, the same stock we are supplying to our clients."

By Fritz Bahr. Noted Horticultural Writer, Grower and Retail Florist for Forty Years.

# The Hardy Garden

## PLEASE NOTE

Prices quoted in this list are for strong field roots, NOT seedlings.

Provide a supply of Hardy Plants for your customers' gardens. The demand for same is yearly on the increase.



## ARTEMISIA

### "Silver King"

TRUE

A Plant of Rare Beauty for Cutting or Landscape

(See illustration opposite)

NOTE: We have learned to our "financial sorrow" that an inferior type of so-called "SILVER KING" is being supplied to the trade and which is absolutely worthless for cutting.

THIS Artemisia is one of such rare beauty and so valuable for various purposes that a description can hardly do it full justice.

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.

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. Price, 25 for \$4.00; 50 for \$7.75; \$15.00 per 100.

## ARTEMISIA

**Lactiflora.** An excellent hardy border plant, producing large, branching panicles of sweetly-scented, creamy flowers excellent for cutting. Three to four feet. August-September. A perennial you should have on hand for bouquets. Per doz., \$1.75; per 100, \$12.00.

## Hardy Perennial Plants

### ASCLEPIAS—Butterfly Flower

**Tuberosa.** Very showy native plants, about 2½ feet high, producing flowers of brilliant orange-scarlet during July and August. Nice for cutting. Per Doz., \$1.50; per 100, \$10.00.

### ASTERS

If you don't plant Asters you are passing up some good orders for flowers the other fellow is getting.

**Abendrothe.** 2½ feet, very effective rosy red flowers. Per Doz., \$1.50; per 100, \$10.00.

**Anita Ballard.** Double flowers of a clear petunia violet. Per Doz., \$1.50; per 100, \$10.00.

**Climax.** One of the best and showiest, with large pyramidal spikes of large, light lavender-blue flowers. Very free. 5 feet. Per Doz., \$1.50; per 100, \$10.00.

**Novae-Angelae Rosea.** Deep reddish violet. 4 ft. Per Doz., \$1.50; per 100, \$10.00.

**St. Egwin.** One of the finest, covered with beautiful pink flowers. Per Doz., \$1.50; per 100, \$10.00.

**Tartaricus.** Large bluish-lilac. 6 feet. Per Doz., \$1.50; per 100, \$10.00.

**White Climax.** Like Climax, except in color, which is pure white. Per Doz., \$1.50; per 100, \$10.00.

### BAPTISIA

**Australis (False Indigo).** A strong growing plant about 3 feet high, suitable either for the border or wild garden with dark green deeply cut foliage and spikes of dark blue, lupine-like flowers; good for cutting. Per Doz., \$1.50; per 100, \$10.00.

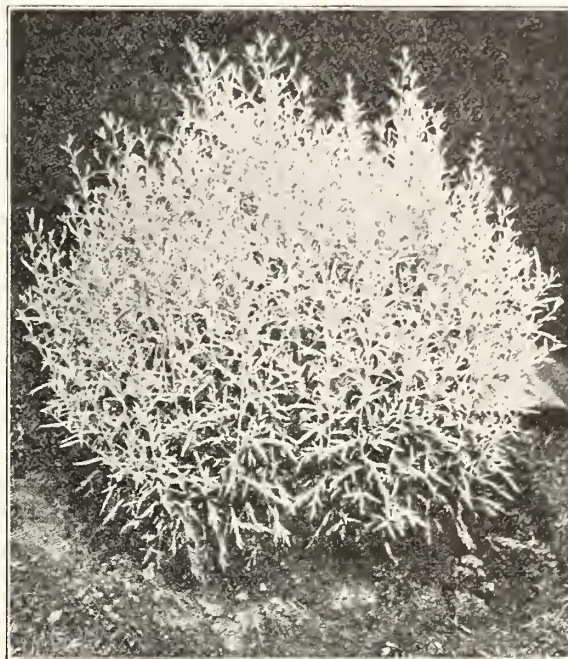
### BOCCONIA

**Cordata (Plume Poppy).** 6 to 8 feet. Big, feathery heads of creamy white flowers. Tall, upright habit. Fine for backgrounds, also makes a nice filler in basket work. Per Doz., \$1.50; per 100, \$10.00.

### BOLTONIA

**Latisquama.** Lavender-pink. 4 to 5 feet. Good for cutting. Per Doz., \$1.50; per 100, \$10.00.

**Delphiniums (Hardy Larkspur),** 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 Perennial Plant Pages" of this book.)



ARTEMISIA, "SILVER KING"

Indispensable to the Retail Florist, interspersed in a spray of pink roses or used as a filler in basket work the effect produced is incomparable. The plant of "Silver King" increases in value from year to year.

## Hardy Gypsophila Ehrlei

Strong, Grafted Plants

A Worthy Companion to ARTEMISIA, "SILVER KING" Illustrated Above

Provides Exceptional Dried Flowers for Winter Cut Flower Work

(See illustration and complete description of alphabetically arranged Perennial Plant Pages in this book.)

Price Each 35c (not less than 10 plants supplied at this price).

\$25.00 per 100; \$200.00 per 1000.

25 plants at 100 rate, 250 plants at 1000 rate.

NOTE: We Supply 25 Plants of a Variety at One Hundred Rate. We do not, however, supply a smaller unit than twelve plants of a variety.

## Hardy Perennial Plants

### 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 Calycanthema** (Cup and Saucer). Blue and rose. Colors separate. Classed among the showiest garden plants; also one of the most desirable cut flowers. Per doz., \$1.50; per 100, \$10.00.

**Media**. The well known "Canterbury Bells"; its numerous branches crowded with deep bells, the edges softly rolled back and fluted. In July; height 2 to 3 feet. Blue, rose or white. Very showy for garden; valuable for cutting. Per doz., \$1.50; per 100, \$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.

	Per doz.	Per 100
Giant Pink .....	\$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
Grenadin White. White form of above .....	1.75	12.00
Grenadin Pink .....	1.75	12.00

### CATANANCHE—Cupid's Dart

**Caerulea**. Two feet. July and August. Heads of pretty deep blue flowers on long stems. Profuse and excellent cut flowers. Per doz., \$1.50; per 100, \$10.00.

### CENTAUREA

Makes a fine display in the border; also excellent for cutting.

**Macrocephala**. Large, thistle-like golden-yellow flowers; useful for cutting and showy in the border; July and August. 3½ feet. Per doz., \$1.75; per 100, \$12.00.

**Montana** (Perennial Corn Flower). Grows 2 feet high, bearing large violet-blue flowers from July to September. Per doz., \$1.75; per 100, \$12.00.

**Montana Alba**. Pure white. Per doz., \$1.75; per 100, \$12.00.

### CHRYSANTHEMUMS, HARDY

Autumn Glow. Rose-crimson; large .....	Per doz. \$1.50	Per 100 \$10.00
Elkton. Profuse, very compact, multi-petaled flowers of dollar size, blue-white, slightly tinged lavender.....	1.50	10.00
Excelsior. Bright orange-yellow; very free; large.....	1.50	10.00
Field of Snow. Pure white button .....	1.50	10.00
Golden Queen. Yellow, large..	1.50	10.00
Indian. Copperish red.....	1.50	10.00
Little Bob. Bronze button.....	1.50	10.00
Marie Antoinette. Deep pink..	1.50	10.00
Old Homestead. A buff pink. One of the best.....	1.50	10.00
Victory. White, large.....	1.50	10.00
Skibo. Showy, golden button Pompon .....	1.50	10.00



### DELPHINIUM (PERENNIAL LARKSPUR)

Blackmore and Langdon's Strain of English Hybrids, Interspersed with Double Perennial "Ehrlei" Gypsophila

Delphiniums (Perennial Larkspur) represent today probably the most desirable of all Hardy Plants for the Florist, "Belladonna" having the largest call from a cut flower standpoint because of its beautiful turquoise color.

### CHRYSANTHEMUM MAXIMUM

(Giant Moonpenny or Shasta Daisy.) In the garden they are classed among the most known hardy plants. They also hold an important position as desirable cut flowers.

**Alaska**. Extra large. Per doz., \$1.50; per 100, \$10.00.

**Memorial**. A strong growing variety with extra good stems. Large flowers in bloom for use on Decoration Day. Very good cut flower. Per doz., \$1.50; per 100, \$10.00.

### COREOPSIS

**Delphinifolia—Larkspur Coreopsis**. Very floriferous, with yellow flowers a little smaller and later than lanceolata. Per doz., \$1.50; per 100, \$10.00.

**Lanceolata Grandiflora**. A beautiful hardy border plant, grows 15 to 18 inches high and produces its bright yellow flowers in great profusion. By cutting off old flowers, will bloom until fall. Per doz., \$1.50; per 100, \$10.00.

### DELPHINIUM CHINENSIS

A very pretty variety with fine, feathery foliage and intense gentian-blue flowers in open panicles. Per doz., \$1.50; per 100, \$10.00.

**Chinensis Alba**. A pure white form of the above. Per doz., \$1.50; per 100, \$10.00.

### DELPHINIUM

(Perennial Larkspur)

**Belladonna**. The most continuous blooming of all, never being out of bloom from June

1st until cut down by hard frost. The clear turquoise-blue of its flowers is not equalled for delicacy and beauty by any other flowers.

One year. Per doz., \$1.50; per 100, \$10.00. Select two-year-old clumps. Per doz., \$1.75; per 100, \$12.00.

**Bellamosum**. The dark blue form of the popular Belladonna.

One year. Per doz., \$1.50; per 100, \$10.00. Select two-year-old clumps. Per doz., \$1.75; per 100, \$12.00.

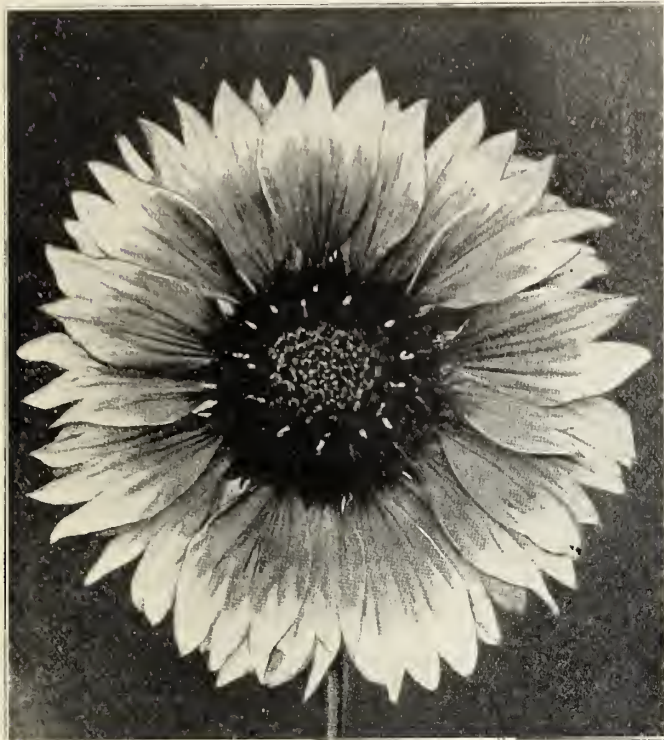
### DELPHINIUM—English Hybrids

Blackmore and Langdon's best strain. (See illustration above.) 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. One year. Per doz., \$1.75; per 100, \$12.00.

Two-year plants. Per doz., \$2.10; per 100, \$14.00.

NOTE: We supply 25 plants of a variety at one hundred rate. We do not, however, furnish a smaller unit than twelve plants of a variety.

# Hardy Perennial Plants



**HARDY GAILLARDIA COMPACTA**

## DAISY ELDER

This Daisy is now recognized by all for its earliness of flower and it is being used for forcing. \$1.75 per doz.; \$12.00 per 100.

## DIANTHUS

**Barbatus** (Sweet William). Old favorites, bearing their sweet, clover-scented flowers in the greatest profusion during May and June. They are indispensable for the edge of the hardy border and for cutting.

**Latifolius Atrococcineus fl. pl.** (Everlasting Hybrid Sweet William). Beautiful summer bedding variety producing masses of brilliant, fiery crimson flowers all season. \$1.50 per doz.; \$10.00 per 100.

**White Beauty.** Pure white. \$1.50 per doz.; \$10.00 per 100.

**Pink Beauty.** Improved fine, deep salmon-pink color. \$1.50 per doz.; \$10.00 per 100.

**Scarlet Beauty.** Rich, deep scarlet, bright green foliage, very fine. \$1.50 per doz.; \$10.00 per 100.

**Deltoides** (Maiden Pink). A dwarf variety with sprays of pink flowers; fine for rockery. \$1.50 per doz.; \$10.00 per 100.

**Plumarius Cyclops.** Red hybrids. \$1.50 per doz.; \$10.00 per 100.

**Atro-Sanguineus.** Blood-red. \$1.50 per doz.; \$10.00 per 100.

## DICENTRA SPECTABILIS "BLEEDING HEARTS"

Particularly desirable as a pot plant for St. Valentine Day sales.

The public is "sold" on "Bleeding Hearts" and we believe that florists will find them profitable to sell as a pot plant with the suggestion to set plants in the garden after home blooming accomplishes. Our offering is for "HEAVY FORCING GRADE" clumps (not Division).

Each, 50c.

Per doz., \$4.50.

Per 100, \$35.00;  
\$325.00 per 1,000.

25 roots at 100 rate.

## GYPSOPHILA EHRLEI, NOVELTY

Flowers are pure double white, larger than *Gypsophila paniculata* fl. pl. Wonderful for summer use as a filler. Excellent for drying for winter use. We highly recommend it, and we suggest that you try these plants this season. Our price for strong one-year field-grown grafted plants is \$3.50 per 10; \$25.00 per 100; \$200.00 per 1,000.

## 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. \$4.50 per doz.; \$35.00 per 100.

**Eximia** (Plumy Bleeding Heart). A dwarf-growing sort, with beautiful, finely cut foliage and showy racemes of pretty pink flowers throughout the season. \$2.00 per doz.; \$15.00 per 100.

## DIGITALIS

**Gloxiniiflora Alba.** An exceptional variety with spotted flowers. 4 ft. \$1.50 per doz.; \$10.00 per 100.

**Giant Shirley.** A strain of worthwhile hybrids. \$1.50 per doz.; \$10.00 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.

## 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 per doz.; \$10.00 per 100.

**Sanguinea.** Orange-red shades. \$1.75 per doz.; \$12.00 per 100.

## HELENIUM

(Helen Flower.) This magnificent perennial, during its blooming season from early August until the middle of September, literally produces hundreds of beautiful yellow to bronze-colored flowers. The flowers on one and the same plant vary in colors according to their growth and different stages of development. Beautiful for the garden. Fine for cutting.

**Autumnale** (Sneezeweed). This handsome native perennial attains a height of three to five feet. It branches at the top and bears many large yellow flowers in autumn. \$1.75 per doz.; \$12.00 per 100.

**Riverton Gem.** Old gold, changing to wall-flower red. August and September. Four feet. \$1.75 per doz.; \$12.00 per 100.

Provide a supply of Hardy Perennial Plants for your customer's gardens. We believe you will find them a profitable adjunct to your business.

A. B. C.



**DICENTRA SPECTABILIS "Bleeding Heart"**

NOTE: We supply 25 plants at the one hundred rate. We do not, however, furnish a smaller unit than 12 plants of a variety.



**GYPSOPHILA "EHRLEI"**  
Desirable for use in fresh state or dried



Illustration showing one half of patch of one-year-old plants taken June 21st, yielding over 1,000 bunches, which found a ready market and brought a good price

## Hardy Double-Flowered GYPSOPHILA EHRLEI STRONG GRAFTED PLANTS

*Provides Exceptional Dried Flowers for Winter Cut Flower Work*

**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 fifteenth.

**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.

### DRYING GYPSOPHILA

Perennial gypsophila is easy to dry, but the flowers must not be cut too soon, as immature blooms are sure to wilt. On the other hand, do not wait until every flower is out, as the blooms already out may begin to turn brown if the weather is extremely hot. If you want the stems long, cut within eight inches of the ground, but be sure to leave some flowers or foliage standing, as this prevents the roots from becoming damaged by the hot sun. When you start, you cannot rush harvesting too fast, as rain, followed by hot, sultry weather, might ruin the whole crop.

Tie the gypsophila up in bunches of about six large stems and hang them upside down in a cool, dry place which has plenty of venti-

lation. Do not crowd the bunches, as this might cause the flowers to mildew. Gypsophila will dry within ten to twenty days and can then be stored away in boxes free from dirt and dust.

### Additional Varieties of Gypsophila

**Gypsophila (Baby's Breath).** Does well in rather dry places. Valuable for "mist effect" in bouquets and in the garden where a mass of delicate, misty bloom will fill a bare place.

**Acutifolia.** Lilac-rose; height, 4 feet. Per doz., \$1.75; per 100, \$12.00.

**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 roots. If cut and dried will make excellent filler for winter use. Per doz., \$1.50; per 100, \$10.00.

### HEMEROCALLIS

Well known family resembling Lilies in character and bloom, usually sweet scented and bearing a great quantity of yellow flowers during long periods of summer varying with the variety. Are very showy in the garden. They run in height from 2 to 4 feet.

**Aurantiaca.** Bright orange Day Lily. 2½ to 3 feet. Blooms in July. Per doz., \$1.50; per 100, \$10.00.

**Flava (Lemon Daylily).** Fragrant yellow flowers in June. Grows 2 feet high with flowers on long stems for cutting. Per doz., \$1.50; per 100, \$10.00.

**Kwanso Fl. Pl.** Double orange flowers. July. 4 to 5 feet. Per doz., \$1.50; per 100, \$10.00.

**Luteola (Golden Day Lily).** Bright golden-yellow with Indian-yellow shadings; June and July. Per doz., \$1.50; per 100, \$10.00.

**Minor.** Dwarf lemon-yellow. First of June. Per doz., \$1.50; per 100, \$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. Per doz., \$1.50; per 100, \$10.00.

### HIBISCUS

**Crimson Eye.** Of quick, shrubby growth to 5 feet, bearing quantities of large, open flowers like single Hollyhocks; white with prominent crimson throat. Per doz., \$1.50; per 100, \$10.00.

**Moscheutos.** Large, bright pink flowers, on bushes about 4 feet high. Per doz., \$1.50; per 100, \$10.00.

**Mallow Marvels.** A giant race derived from the common native Hibiscus, which has elevated this type almost to the dignity of shrubs. Massed in great groups or generously interspersed with shrubs, these "marvels" grow very rapidly, sometimes getting up to 8 or 10 feet in height; with plenty of broad foliage to furnish a rich setting for the mammoth flowers. Can supply in mixture of white, pink and red. Per doz., \$1.50; per 100, \$10.00.

**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, Double Maroon. Per doz., \$1.50; per 100, \$10.00.

**Double New Lilac.** Per doz., \$1.75; per 100, \$12.00.

**Lemon Yellow.** Per doz., \$1.50; per 100, \$10.00.

**New Allegheny.** Immense semi-double flowers, with fringed edges. Per doz., \$1.50; per 100, \$10.00.



# Hardy Perennial Plants

## HEUCHERA

(Coral Bells.) Beautiful plants for front row of borders, with slender, fairy-like spikes of richly colored flowers; most striking in the garden and light and graceful for cutting.

**Sanguinea** (Coral Bells). Grow about two feet high, with scalloped purple-tinged round leaves; and throughout the summer throws up innumerable erect, slender flower stems, each crowned with a loose umbel of coral-red flowers. Per doz., \$2.25; per 100, \$14.00.

## LATHYRUS

(Everlasting Pea)

	Per Doz.	Per 100
<b>Latifolius.</b> These Everlasting Peas are but little known in this country, but are great favorites in England. They are extremely showy and fine. Charming climbers for covering trellises, arbors, etc.....	\$1.75	\$12.00
<b>Alba.</b> Pure white.....	1.75	12.00
<b>Pink Beauty.</b> Large racemes of pleasing deep rose flowers.....	1.75	12.00
<b>Red.</b> The well-known red Everlasting Pea.....	1.75	12.00
<b>White Pearl.</b> A great improvement on the older white variety, the stems giving from 12 to 15 flowers each.....	1.75	12.00

## LIATRIS

**Pycnostacha** (Blazing Star or Gayfeather). A perfectly hardy perennial of luxuriant growth, doing well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks 6 feet high in graceful spikes one foot long. In bloom during July and August. First rate cut flower. Per doz., \$1.75; per 100, \$12.00.

## LUPINUS

(Lupine.) Effective plants producing large spikes of flowers, blooming in May and June.

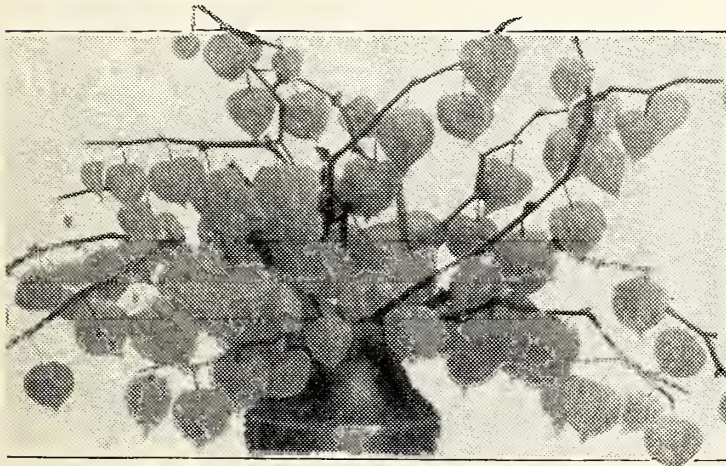
**Polyphyllus.** Blue, rose and white separate. Per doz., \$2.25; per 100, \$14.00.

**Regal** (Hybrids). A wonderful new strain of perennial Lupines. There are creamy shades, amber, coppery orange and almost canary yellow, mingled with bronze, bright rose, terra cotta, slate and lavender-blue. Some are distinctly bi-colored, having wings or standards of one solid color and keel of another, while in some the whole flower is suffused and overlaid with a glossy sheen of rose or copper over a groundwork of pale yellow or amber. Per doz., \$2.25; per 100, \$14.00.

## LYCHNIS

**Chalcedonica** (Maltese Cross; Jerusalem Cross; Scarlet Lightning). Two to three feet high, with white or scarlet flowers in good-sized corymbose heads. Give it a rich soil and it will bloom all summer. June. A showy plant for the garden and a striking cut flower. Per doz., 1.50; per 100, \$10.00.

NOTE: We supply 25 plants at one hundred rate. We do not, however, furnish a smaller unit than 12 of a variety.



PHYSALIS FRANCHETI  
"Chinese Lantern Plant"



PHYSOSTEGIA (FALSE DRAGON HEAD) Desirable for Cutting

## PHLOX Phlox Decussata (Hardy Phlox)

**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. Per doz., \$1.75; per 100, \$12.00.

Named varieties red, pink, lavender or white; strong field stock. Per doz., \$1.50; per 100, \$10.00.

**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. Per 25, \$3.00; per 50, \$5.50; per 100, \$10.00.

**Physostegia—Virginiana** (False Dragonhead). Flowers about an inch long. Per doz., \$1.50; per 100, \$10.00.

**Alba.** Pure white; very fine. Per doz., \$1.50; per 100, \$10.00.

**Gigantea.** New dwarf pink. Per doz., \$1.50; per 100, \$10.00.



TRITOMA PFITZERI  
"RED-HOT POKER"

A good cut flower  
Per 100, \$15.00

Peony roots for home garden planting during spring season. Strong 3 to 5-eye dormant roots.

	Per Doz.	Per 100
Red shades.....	\$3.50	\$25.00
Pink shades ..	3.00	20.00
White shades..	3.00	20.00

Equal quantities of each color named \$20.00 per 100.

# Hardy Perennial Plants—Continued

## PYRETHRUM

- Florence Shadley.** Beautiful pink. An exceptional cut flower. Per 25 plants, \$7.00; Per 50, \$13.00; Per 100, \$25.00.
- World's Fair.** A companion to "Florence Shadley," of a beautiful cerise-red color. Exceptional for cutting. Per 25 plants, \$9.00; Per 50, \$17.75; Per 100, \$35.00.
- Pyrethrum Roseum Hybridum (Painted Daisies).** Red, white and pink mixed; blooms in June. Per doz., \$1.50; Per 100, \$10.00.
- Pyrethrum Roseum Atrosanguineum.** Dark red shades. Per doz., \$1.50; Per 100, \$10.00.
- Pyrethrum Uliginosum (Giant Daisy).** White flowers, carried on long, erect stems. Good for cutting, 3 feet. Per doz., \$1.50; Per 100, \$10.00.
- Statice Latifolia (Sea Lavender).** Grows 15 to 18 inches high with tufts or clumps of thick, leathery foliage and immense panicles of delicate blue flowers. Individual flowers very minute, similar in form to the Forget-Me-Not, but made into heads 18 inches or more across. Per doz., \$1.75; Per 100, \$12.00.
- Stokesia Cyanea (Stoke's Aster).** A rare hardy plant of the Aster family. Twelve to 18 inches high and very thrifty. Rich green leaves, the flowers of a wonderful shade of azure blue, the petals finely divided; good for cutting. August. Per doz., \$1.75; Per 100, \$12.00.
- Stokesia Cyanea Alba.** White flowers. Per doz., \$1.75; Per 100, \$12.00.
- Scabiosa Caucasica (Pin Cushion Flower) (Blue Bonnet).** A soft and charming shade of lavender; commences to bloom in June. Fine for cutting. Per doz., \$1.75; Per 100, \$12.00.

## LIATRIS

"Kansas Gay Feather"  
(See Illustration Opposite)

This old perennial plant, which grows wild in numerous parts of the U. S. A., has come into the greatest favor as a cut flower and this season millions of spikes have found a ready market at good prices. When used in basket work, intermingled with orange gladiolus and lemon marigolds, etc., the effect is most outstanding indeed. Per doz., \$1.75; Per 100, \$12.00.

"WORTH ITS WEIGHT IN GOLD"  
**COMMERCIAL  
FLORICULTURE**

By FRITZ BAHR

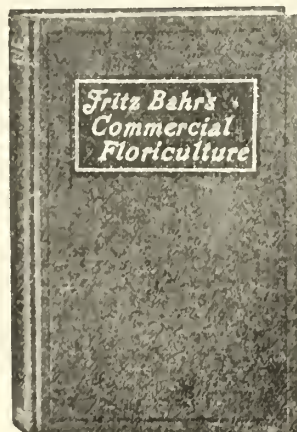
LIATRIS PYCNOSTACHA

## PYRETHRUMS

"FLORENCE SHADLEY"  
and  
"WORLD'S FAIR"

Should, we believe, be included in your Perennial Cut Flower Collection.

NOTE: We supply 25 plants at the one hundred rate. We do not, however, furnish a smaller unit than 12 plants of a variety.



**Tritoma Pfitzeri (Red Hot Poker).** Rich orange-scarlet blooms borne on stems 3 feet high, very attractive for mass planting or singly in the border. In bloom from August to October. Succeeds in any garden soil, but responds quickly to liberal feeding. Must be protected in winter. Per doz., \$2.10; Per 100, \$15.00.

**Valeriana (Valerian; Garden Heliotrope).**

**Coccinea Rubra.** Showy heads of old rose flowers, June to October. 2 feet. Per doz., \$1.50; Per 100, \$10.00.

**Veronica Spicata.** 18 inches. June and July. Long spikes of violet-blue flowers. Per doz., \$1.50; Per 100, \$10.00.

**Veronica True Blue.** Literally covers itself with blossoms of intense blue. June-July flowering. Per doz., \$2.25; Per 100, \$14.00.

## VIOLAS

**Violas or Tufted Pansies Jersey Gem (New).** Possesses the dwarf habit and continuity of blooming of the true horned viola (*V. cornuta*), and the vigorous, bushy growth and roundish foliage of the finest English bedding varieties. Color is pure, rich violet and slightly perfumed. It is one of the best introductions in the list of the hardy plants in recent years. Our propagations are from the original stock planted from divisions. Per doz., \$1.75; Per 100, \$12.00.



STATICE LATIFOLIA

Our Five Reasons for Indorsing and Recommending the New 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 worthwhile suggestions on how to keep on going 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 outdoors.

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

Or 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.

# 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, 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 doz.; \$35.00 per 100; \$325.00 per 1,000.

## CALADIUM ESCULENTUM— Elephant's Ear

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

	Per 100	Per 1000
5 to 7 in. circumference.....	\$ 3.50	\$30.00
7 to 9 in. circumference.....	5.50	50.00
9 to 11 in. circumference.....	10.00	90.00
11 to 12 in. circumference.....	13.50	.....
12 in. circumference.....	17.50	.....

## FANCY LEAVED CALADIUMS— True Brazilian

(See colored illustration on back cover of this catalogue.)

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.

Assorted colors, named varieties, mixed. Per 100, \$20.00.



LILY-OF-THE-VALLEY  
In clump form for garden or field planting

## ISMENE CALATHINA— Peruvian Daffodil

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

Large size bulbs, \$2.25 per doz.; per 100, \$15.00.

## LILY-OF-THE- VALLEY PIPS

For Exhibition Purposes

Not infrequently do we have call from clients for a grade of Valley which will produce an unusually high quality of blooms for exhibition purposes and to supply such demand we have obtained a moderate supply of this "FANCY STOCK."

When ordering same please indicate that "EXHIBITION GRADE" is desired.

Per 100 Pips.....	\$ 6.00
Per 250 Pips.....	11.50
Per 500 Pips.....	22.00
Per 1,000 Pips.....	40.00
Per 2,500 Pips.....	82.00

## 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., \$5.00; per 100, \$35.00. Special price quoted for quantity. Lining out stock, \$15.00 per 1,000.



LILY-OF-THE-VALLEY

## LILY-OF-THE-VALLEY PIPS A. B. C. "Supreme" Florists' 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, 500-1,000 and 2,500 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.

## 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.

Double Pearl. 3 to 4 in. Per 100, \$2.25; per 1,000, \$18.00.

Double Pearl. 4 to 6 in., extra large. Per 100, \$3.00; per 1,000, \$25.00.

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, 1930. 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, \$10.00.

Tuberous-Rooted, Double. Large blooming bulbs. Crimson, scarlet, yellow, salmon, white, pink. Per 100, \$12.50.

### GLOXINIAS, Crop Very Short This Season

Exceptional for Pot Plants. Large blooming bulbs. Separate colors. 1 1/4 to 1 1/2-inch, \$18.00; 1 1/2 to 2-inch, \$20.00.

25 of any of above at 100 rate.

### CULTURE FOR TUBEROUS BEGONIAS AND GLOXINIAS

"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 3/2-inch pots and place in a 55 degree 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-inch 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 fair 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



**CANNA, THE PRESIDENT**

The last word in red-flowered, green foliage large flowering Cannas.



A corner of one of our Texas Canna fields, annual production over 1,000,000 roots, comprising the best large flowering varieties.

**TRUE TO NAME  
LARGE FLOWERING**

**CANNAS**

**THE IDEAL  
BEDDING PLANT**

**Strong 2 to 3 Eye  
Dormant Roots**

"The florist who says, 'We don't do much in Cannas, our trade calls for other plants for bedding,' would be far more correct if he blamed his condition on the fact that although Cannas are becoming more important as bedders each year,

he has but little call for them because by not handling them and pushing their sale he manages to have his patrons and himself get along without them."—Fritz Bahr in "Commercial Floriculture."

A. B. C. Northern Texas Grown Cannas are now recognized not only by the florist trade, but by dealers as well, as being of the choicest quality produced in this country.

The trade at large has come to demand "A. B. C. Texas Grown Cannas." They "Make Good" and are true to name.

**TEXAS GROWN "ROOTS THAT QUALIFY"**

**Varieties That Stand Out Above All Others**

**Ambassador.** Brilliant red, bronze foliage, 4 feet. Per 100, \$7.00; per 1,000, \$65.00.

A distinguished looking Canna. Flowers vivid cherry-red, has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms.

**Apricot.** Buff-yellow and salmon-pink. Per 100, \$4.50; per 1,000, \$40.00.

**City of Portland.** Deep pink. Green foliage. 3½ feet. Extra good flower. Does not fade. Per 100, \$6.50; per 1,000, \$60.00.

**Hungaria.** 3½ feet. La France pink. Per 100, \$5.00; per 1,000, \$45.00.

**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. 4 feet. Per 100, \$4.00; per 1,000, \$35.00.

**King Midas.** Clear yellow, green foliage. Per 100, \$5.50; per 1,000, \$50.00.

**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 feet. Per 100, \$6.50; per 1,000, \$60.00.

**Orange Bedder.** Green foliage. Bright orange with just enough scarlet suffusion to intensify the dazzling mass of color. A very free bloomer. 4 feet. Per 100, \$5.50; per 1,000, \$50.00.

**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. Per 100, \$4.00; per 1,000, \$35.00.

**Saladin.** New French novelty. Large flowering, watermelon-pink. Per 100, \$5.00; per 1,000, \$45.00.

**Shenandoah.** 4 feet, salmon-pink. Per 100, \$3.50; per 1,000, \$30.00.

**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 inches across; individual petals measuring 3 to 3½ inches 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. Per 100, \$4.00; per 1,000, \$35.00.



DAHLIA—JERSEY'S BEAUTY

## "Jersey's Beauty"

The "True Pink" Dahlia

and the Variety Without a Competitor in its Respective Color

Jersey's Beauty is, today, without a doubt the most popular cut flower and garden show Dahlia in the various markets of the country and were one to confine their Dahlia culture exclusively to this variety we do not believe that by so doing any regrets would suggest themselves.

### "Jersey's Beauty"

is 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, in short, the "Ideal" cut flower Dahlia. Price, each, 50c; per doz., \$5.00; per 100, \$35.00.

## "SAGAMORE"

This exceptional variety is truly a worthy companion to "Jersey's Beauty," of the same type as the above. However, its color is of a beautiful golden-yellow suffused with orange. The habit of growth of "Sagamore", length of stem and free flowering qualities make it particularly valuable for early fall decorations. Price, each, 60c; per doz., \$6.00; per 100, \$40.00.

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.

*Fritz Bahr Says—*

### DAHLIAS

"Every Florist Grower should keep up-to-date on Dahlias, he should keep himself posted on the latest and best sorts, not so much on what he makes in dollars and cents from the flowers he cuts, but rather to be able to recommend and supply his customers with tubers and plants for their gardens. There is no better way for him to make Dahlias pay than to have a fine display of plants in bloom on his own grounds.

"True, many sorts and among them some of the most showiest of all, possess poor keeping qualities when cut, the gorgeous blooms have to be admired on the plants and a great army of Dahlia enthusiasts are doing it, but those are only a very few compared with those who are each spring in search of tubers and plants for their home garden, to be supplied by their local florist. If Dahlia tubers are started in a propagating bench during March and April the young growth will furnish many cuttings easily rooted in sand and in a short time develop into fine pot plants, often again furnishing another cutting, all of which by some of the most successful growers are considered equally as good as plants grown from tubers, planted direct into the field.

"A dozen or 18 real good ones, headed by Jersey's Beauty and Sagamore means more than 50 doubtful kinds. To insure a bigger and better 1930 Spring bedding business, become interested in Dahlias and thereby keep in step with the times."—Fritz Bahr, noted horticultural writer, retail florist and grower.

We handle the best there is in Dahlias, not only that, but supply the florist with full of life tubers ready for planting into the field of propogating bench.

### 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 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.



CACTUS DAHLIAS

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.

“Jersey’s Beauty” and “Sagamore” are both unusually good for cut flowers; in fact they are both in a class by themselves.

- A. D. Livoni.** Show, soft pink, a very free bloomer. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Alex Waldie.** Decorative, color creamy ground overlaid delicate salmon-pink. Each, 40c; Doz., \$3.60; 100, \$24.00.
- Autumn Glory.** Decorative, soft golden-terra cotta, rich and pleasing. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Caroline Brach.** Decorative, color pink with white stripe. Each, 45c; Doz., \$5.00; 100, \$30.00.
- Carolyn Wintjen.** Decorative, salmon-pink with rose shading. Each, 35c; Doz., \$3.00; 100, \$14.50.
- Casper Ware.** Decorative—a pleasing shade of silvery violet-rose, and in late season becomes clear pink. Each, 60c; Doz., \$6.00; 100, \$42.00.
- Cigarette.** Cactus, creamy white, edged orange. Each, 40c; Doz., \$3.60; 100, \$24.00.
- Clown.** Decorative, red and white variegated. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Comstock.** Hybrid cactus, color immense yellow. Each, 45c; Doz., \$5.00; 100, \$30.00.
- Countess of Lonsdale.** Cactus, deep salmon-pink. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Darlene.** Decorative, claimed to be florists’ most promising dahlia and we can vouch for this, beautiful shade of shell pink, blending of white at the center. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Delice.** Decorative bright pink, suffused lavender. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Diemont von Bystein.** Peony flowered, a popular shade of deep blue-lilac. A strong grower and free bloomer. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Dorothy Peacock.** Show, pink shading lighter pink, striped yellow. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Dove.** Decorative lilac-pink, very pretty. Each, 45c; Doz., \$5.00; 100, \$30.00.
- Dr. Tevis.** Decorative, salmon-rose, old gold and apricot. Each, 45c; Doz., \$5.00; 100, \$30.00.

- Ellinor Vanderveer.** Decorative, color glowing satiny rose and pink. Stems exceptionally long and stiff. An unusually fine and free bloomer. We have no hesitancy in recommending this variety. Each, 60c; Doz., \$6.00; 100, \$42.00.
- Florence.** Show, color very pretty lavender-pink. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Frank Walker.** Decorative, beautiful shade of deep lavender-pink. Splendid cut flower variety for retail florists. Each, 20c; Doz., \$2.00; 100, \$12.00.
- George Walters.** Hybrid cactus, color bright salmon-pink. Each, 60c; Doz., \$6.00; 100, \$42.00.
- Gladys Bates.** Cactus, incurved petals of tan with a reverse of rose. Each, 40c; Doz., \$3.60; 100, \$24.00.
- Gold Medal.** Show, red and yellow. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Golden Gate.** Cactus, color bright golden-yellow. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Jack Rose.** Decorative, brilliant crimson. Each, 15c; Doz., \$1.25; 100, \$10.00.
- Jayseede.** Show, color white, speckled and striped vermilion. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Jean Chazot.** Hybrid cactus, color beautiful golden shade bronze with light suffusion of nasturtium red. Each, 30c; Doz., \$3.00; 100, \$22.00.
- Jersey Beauty.** 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. Each, 50c; Doz., \$5.00; 100, \$35.00.
- John Churchill.** Peony, reddish salmon-pink. Each, 30c; Doz., \$3.00; 100, \$22.00.
- Kitty Dunlap.** Decorative, American Beauty shade. Each, 45c; Doz., \$5.00; 100, \$30.00.
- Kriemhilde.** Cactus, delicate pink shading to white in the center. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Kalif.** Cactus, a majestic flower, color beautiful, glowing scarlet. Each, 40c; Doz., \$3.60; 100, \$24.00.

- Kenilworth.** Cactus, old rose with bronze suffusion. Each, 30c; Doz., \$2.40; 100, \$18.00.
- La Grand Juan.** A Holland decorative, a very beautiful light yellow and a splendid cut flower variety. We gladly recommend this. Each, 40c; Doz., \$3.60; 100, \$24.00.
- Lucky Lou.** Hybrid cactus, color red and yellow. Each, 40c; Doz., \$3.60; 100, \$24.00.
- Lyndhurst.** Decorative, color brilliant Cardinal red. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Madonna.** Peony, white, tinted lavender-pink. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Maud Adams.** Show, color pure, snowy white overlaid pink, this is indeed a wonderful variety and one that no retail florists can do without. From a retail standpoint, Maud Adams has first consideration. It is positively a real money maker. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Mme. Henri Cayeux.** Color beautiful rich pink, daintily tipped white. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Mr. Crawly.** Decorative, color bright, glowing hues of salmon-pink. Each, 45c; Doz., \$5.00; 100, \$30.00.
- Mrs. I. de ver Warner.** Decorative, color large mauve-pink. Each, 45c; Doz., \$5.00; 100, \$30.00.
- Margaret Bouchon.** Cactus, color light pink, splendid form. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Margaret Kenner.** Hybrid cactus, color clear pink, toning to silver in center. A delightful blend. Each, 40c; Doz., \$3.60; 100, \$24.00.
- Mariposa.** Hybrid cactus, a delightful shade of true pink. A faint violet suffusion adds to the blend. Each, 60c; Doz., \$6.00; 100, \$42.00.
- Minnie McCullough.** Decorative golden-yellow tipped bronze. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Mina Burgle.** Decorative, scarlet. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Millionaire.** Decorative, of mammoth size, color dainty lavender with a pink sheen. Each, 60c; Doz., \$6.00; 100, \$42.00.



**POMPON DAHLIA**

- Mrs. Ribble. Decorative, pretty mauve-pink. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Mrs. John Bowman. Colossal, the color is an exquisite shade of deep golden-yellow with reverse of petals slightly tinged magenta. Each, 40c; Doz., \$3.60; 100, \$24.00.
- Mrs. H. C. Dresselhuus. Decorative, a beautiful soft pink, overlaid white. Can recommend this highly for retail florists. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Miss Helen Hollis. Show, a very good scarlet variety. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Mme. Lily Large. Show, clear yellow striped and speckled vermillion. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Mrs. Carl Salbach. A decorative dahlia that really needs no introduction. Color mauve-pink shading to white. Produces blooms on long, stiff stems. Each, 60c; Doz., \$6.00; 100, \$42.00.
- Orange King. Decorative, color glistening orange. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Oregon Beauty. Decorative, scarlet. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Paul Michael. Decorative, old gold full and deep, one of the most exquisite of the autumn shades. Each, 60c; Doz., \$6.00; 100, \$42.00.
- Patrick O'Mara. Decorative, autumn shade claimed to be improvement over King of Autumn. Each, 40c; Doz., \$3.60; 100, \$24.00.
- Pink Pearl. Cactus, clear, bright pink. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Pride of California. Decorative, color crimson-red with dark, full center. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Princess Juliana. Decorative, a fine florists' white dahlia. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Princess Victoria. Show, good yellow. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Purple Gem. A show dahlia, color deep purple, distinct. Each, 20c; Doz., \$2.00; 100, \$12.00.

We particularly want to call your attention to the pompon dahlias, these seem to be becoming more popular right along for the reason that they are unusually satisfactory for table use, etc., and where a retail florist has many baskets to make up particularly for the hospitals and for table use, nothing is prettier than these Pompon varieties.

The pompons combined also with the large dahlias are beautiful, likewise useful in connection with floral designs when combined with roses, snapdragons, etc.

**A. B. C. "SUPREME" QUALITY DAHLIA ROOTS**

(Continued)

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

**SELL DAHLIAS NEXT SPRING**

Dahlias are really coming into their own; more and more are they recognized as being among the most showy of all garden flowers, largely due to the introductions of so many fine sorts during the past few years. Every country florist should get acquainted with the latest kinds, have a nice display of them on his own grounds. If he will push the sale of tubers and small plants during the Spring it will pay him far better than what he will make by selling the flowers. Without doubt there will be a great demand for plants and tubers next Spring, so get ready now. A dozen or 18 real good ones, headed by Jersey's Beauty and Sagamore means more than 50 doubtful kinds. To insure a bigger and better 1930 Spring bedding business, become interested in Dahlias and thereby keep in step with the times.—Fritz Bahr, noted horticultural writer, in the Florists Exchange.

- Queen Mary. Decorative, soft pink. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Rookwood. Decorative, bright cerise-rose, considered one of the best in its shade. Each, 75c; Doz., \$8.50; 100, \$60.00.
- Rosalie Styles. Peony, color beautiful shade of pink. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Rosa Nell. Decorative, color clear bright rose, good stiff stems, held well above the foliage. Each, 60c; Doz., \$6.00; 100, \$42.00.
- Rotarian. Decorative, violet-maroon of large size, a very soft and rich color. Each, 45c; Doz., \$4.80; 100, \$30.00.
- Ruth Van Fleet. Cactus, color beautiful sulphur-yellow. Each, 45c; Doz., \$4.80; 100, \$30.00.
- Souv. de Gustav Doazon. Decorative, color a pleasing shade of orange-red. It is a vigorous grower, foliage heavy and dark green. Each, 20c; Doz., \$2.00; 100, \$12.00.
- Sunset Glow. Hybrid cactus, color similar to Red Cross, which is a golden-yellow suffused and marked coral-red. Each, 30c; Doz., \$3.00; 100, \$22.00.
- Sylvia. Decorative, white, edged pink; one of the most desirable for the florist. Each, 15c; Doz., \$1.25; 100, \$10.00.
- W. D. Arcy Ryan. Decorative, fantastic yet fascinating violet-primrose yellow. Each, 30c; Doz., \$2.40; 100, \$18.00.
- Yellow Colosse. Decorative, large, showy flowers of pure primrose-yellow. Each, 30c; Doz., \$2.40; 100, \$18.00.

**Pompon Dahlias**

The varieties listed below are all very good for the retail florist, for basket work, floral designs, etc.

- Bobby. Pompon, very finely formed flowers of an attractive shade of plum color. Each, 20c; Doz., \$1.50; 100, \$10.00.
- Bronze Beauty. Color golden-apricot. Free bloomer. Each, 25c; Doz., \$2.00; 100, \$12.00.

- Ideal. A very pretty yellow. Each, 25c; Doz., \$2.00; 100, \$12.00.
- Joe Fette. A very good white. Each, 25c; Doz., \$2.00; 100, \$12.00.
- Yellow Gem. A very nice yellow. Each, 20c; Doz., \$1.50; 100, \$10.00.
- Pansy. Color violet or King Tut purple, fine for retail florists. Each, 25c; Doz., \$2.50; 100, \$18.00.
- Snowclad. Pure white, another good florist variety. Each, 20c; Doz., \$1.50; 100, \$10.00.
- Elizabeth. Pompon, color golden-yellow edged with brownish red. Fine for cutting. Each, 25c; Doz., \$2.00; 100, \$12.00.
- Fairy Queen. Pompon, sulphur-yellow edged pink, free bloomer, fine for baskets and design work. Each, 20c; Doz., \$1.50; 100, \$10.00.
- Klein Domitea. Pompon, a beautiful autumn shade in great demand for retail stores in general, due to its wonderful use in basket work, table decorations, etc. Each, 20c; Doz., \$1.50; 100, \$10.00.
- Madeline. Pompon, pale primrose, edged with rose-purple. Each, 20c; Doz., \$1.50; 100, \$10.00.
- S. Van Glitter. Pompon, red suffused autumn shade. Each, 25c; Doz., \$2.00; 100, \$12.00.

**Dahlias Under Color**

- Various shades of red. Doz., \$1.25; 100, \$8.00.
- Various shades of yellow. Doz., \$1.50; 100, \$10.00.
- Various shades of purple. Doz., \$1.25; 100, \$8.00.
- Various white. Doz., \$1.50; 100, \$10.00.
- Variiegated. Doz., \$1.50; 100, \$10.00.
- Maroon and dark shades. Doz., \$1.25; 100, \$8.00.
- Various shades of pink. Doz., \$1.50; 100, \$10.00.
- Mixed Dahlias. Per Doz., \$1.00; 100, \$7.00; 1000 \$60.00.



## A. B. C. "Supreme" Quality Gladiolus for Forcing and Open Ground

Bulbs are produced under A. B. C. personal supervision, on our contract farms in California, Indiana, Michigan and Iowa, from young, healthy corms and 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.

The following varieties are generally conceded to be some of the most dependable for forcing. (For information relative to forcing Gladiolus see further Gladiolus page in this book.)

All Large Forcing Bulbs, 1½ inch and up.

	Per 100	Per 1000		Per 100	Per 1000
Alice Tiplady (Prim.) Rich orange .....	\$2.50	\$22.00	Remembrance. Improved Shaylor .....	\$4.00	\$35.00
Early Sunrise. Salmon-red.....	4.20	37.00	Orange Queen (Prim.) Extra..	6.00	55.00
Flaming Sword. Exceptional red .....	3.30	28.00	Souvenir (Prim.) Yellow.....	4.00	35.00
E. J. Shaylor. Deep rose-pink..	3.00	25.00	Mrs. Francis King. Flame pink .....	2.70	22.00
Mrs. Frank Pendleton. Rose-pink on white.....	3.00	25.00	Prince of Wales. Salmon-pink..	3.00	25.00
Maiden's Blush (Prim.) Blush-pink .....	2.50	20.00	Wilbrinck. Lavender-pink.....	2.70	22.00
Myrtle. Pink.....	4.00	35.00	Virginia. Scarlet.....	3.50	30.00
Rose Luisante (Prim.) Pink, extra .....	3.70	32.00	Chicago White. White.....	2.30	18.00
			1910 Rose. Rose-pink.....	2.70	22.00
			Los Angeles. Bright pink.....	4.50	40.00
			Le Marechal Foch. Large; pink .....	2.50	20.00

## "THE WAY TO GROW GOOD GLADIOLUS"

Excerpt From *The Florists Exchange*, issue of August 31, 1929

The following cultural methods, approved by the American Gladiolus Society, appeared in the schedule of that organization for its big show at Springfield. They are so concise and to the point that despite their elementary nature, we feel they will prove useful to growers who desire high quality flowers and bulbs:

**Care of New Bulbs.** When bulbs arrive, open package at once to admit air. If not wanted to plant soon, store in cool, dry place. A canned fruit cellar is just right.

**When to Plant.** When the trees native to your vicinity are unfolding their leaves. Then all dangers of damaging frosts are past. From then until last of June.

**Where to Plant.** Plant in open, sunny places not too near buildings nor close to foundations. Buildings shade and retard development or reflect strong sunlight and burn. Lack of free drainage, sunshine and aeration as well as ingredients in mortar make unfertile and sour soils. Keep away from trees and heavy-rooted shrubs especially.

**Kind of Soil.** A sandy-loam is best. Works freely, retains moisture, and is productive. Any good garden soil will do, but some require more work to keep loose, to keep weeds down, etc.

**How to Plant.** In Spring at planting time, use only well rotted manures or commercial fertilizers. If manures are not available, use leaves sprinkled with sheep fertilizers and some line. Cow or hog better than chicken or horse manures. Will not burn if used heavy, and better chemical element content for flowers. Spade not less than 8 in. or 10 in. deep. Pulverize manures and soil thoroughly. Open rows or trenches 6 in. deep, 18 in. or 20 in. apart. Set large bulbs in trenches the width of the bulbs apart. Farther apart if you care to, but not closer. Smaller bulbs not set so deep.

Six inches is deep planting. Slows appearance of sprout through ground, but protects from late frosts, will stand heavy winds, and extreme hot or rainy weather better. Cover bulbs with an inch of soil, then sprinkle liberally with sheep fertilizer, bonemeal, or complete slaughter house tankage. Fill in rest of trench with soil and firm down to eliminate air pockets around bulbs. If soil is dry when planted, water thoroughly after planting. If planted in beds, set bulbs about 6 in. apart.

**Cultivating.** Keep soil loose and free from weeds always. Never permit caking or crusting of soil after rains or watering. Keep cultivating. The more you do, the better your plants and flowers for many reasons.

**Fertilizing.** Use plenty of sheep fertilizer, tankage or bonemeal. All or each. Each has some content the others lack. Bonemeal good, but slow. If nitrates and ammonias are used, be careful. Use them only between rows and never permit on plants. They are strong and stimulants more than foods.

**Watering.** Water when necessary, then soak them. Sprinkling has tendency to draw roots up for moisture. Send the water down to the roots. Unless very dry, once a week is usually enough.

**Blooms.** Cut flower spike when first bud is open. Keep spikes in water. Change water and cut end of spike off slanting, daily. Use a knife for all cutting. Shears crush and close channels in stem so water cannot pass through to buds. In cutting spike, leave four to six leaves on plant to mature bulbs.

**Remember.** Good bulbs, plenty of sun, food, water and cultivating is all you need to raise prize winning Glads.

*N. B. The above applies to open ground culture.*



GLADIOLUS "VIRGINIA"

Generally accepted as one of the most outstanding forcing Gladiolus of the day, as well as equally desirable for planting in the open.

### IMPORTANT TO THE FORCER

Please bear in mind the fact that Gladiolus Bulbs which we supply for forcing under glass have been especially cultured and scientifically treated for that purpose. Under reasonably normal conditions growers should obtain worth-while results from such stock.

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

**America.** 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. †First Size: \$2.30 per 100; \$18.00 per 1000. ‡Second Size: \$2.00 per 100; \$15.00 per 1000.

**Arizona.** Rose-pink; dark crimson blotch; grows erect, flowers beautifully placed. Early, good forcer, admired equally as much as Pendleton. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.35 per 100; \$20.00 per 1000.

**Alice Tiplady (Prim).** Rich orange; extra fine, a great favorite; about 50 per cent produce two flowers. †First Size: \$2.50 per 100; \$22.00 per 1000. ‡Second Size: \$2.30 per 100; \$18.00 per 1000.

**Albania.** Extra fine, pure white, large. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.



E. J. SHAYLOR

**1910 ROSE**  
 Illustrated Opposite  
 Is One of the  
 Outstanding  
 Cut Flower Varieties

**Anna Eberius.** A little different in color from anything on the market. Dark velvety plumrose, throat deeper shade. This is a color combination that florists have been hoping for; it harmonizes well in most all kinds of floral work. †First Size: \$3.20 per 100; \$27.00 per 1000. ‡Second Size: \$2.90 per 100; \$24.00 per 1000.

**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. †First Size: \$2.70 per 100; \$22.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

Early Orders Should Prove Mutually  
 Advantageous

**Baron J. Hulot.** The best deep blue; deep violet-blue with many open flowers on tall spike. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Best Violet.** Dark velvety violet, strong grower. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**Butter Boy.** Clear yellow primulinus, like Souvenir. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

**Brilliant (New).** Very beautiful European introduction. Early. Bright red. †First Size: \$5.00 per 100; \$45.00 per 1000. ‡Second Size: \$4.50 per 100; \$40.00 per 1000.

**Battle Creek.** An attractive, almost self-colored deep violet, a little deeper in throat. Good size and many open at a time. A showy flower. †First Size: \$5.00 per 100. ‡Second Size: \$4.50 per 100.

**E. J. SHAYLOR**  
 Illustrated Opposite Is an  
 Exceptional Cut Flower  
 Variety Either  
 for  
 Forcing or Outdoor  
 Culture  
 See Alphabetically Arranged  
 List Following for Descrip-  
 tion and Prices



**1910 ROSE**  
 A most desirable cut flower variety.

**Buckeye.** Very large, massive bloom of fine rose-pink color with tint of old rose at edge of petals. A beautiful, large rose-red throat. Very good. †First Size: \$5.00 per 100. ‡Second Size: \$4.50 per 100.

**Blue Bird.** Improved Baron J. Hulot. Beautiful dark blue similar to Hulot but larger flower. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Byron L. Smith.** Lavender on white ground; exceptional for cut flowers. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Los Angeles** Is an Exceptionally Good Forcing Variety

**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. †First Size: \$2.30 per 100; \$18.00 per 1000. ‡Second Size: \$2.10 per 100; \$16.00 per 1000.

**Chicago Lavender (Kunderd Seedling).** Color somewhat darker than Herada. Good forcer, strong grower. Many flowers open at once. We control entire stock. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

† First Size: 1½ inches up.  
 ‡ Second Size: 1¼ to 1½ inches.

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

*Excerpt from a Paper*  
**By PROF. A. M. S. PRIDHAM**

Cornell University, Ithaca, N. Y.

(From the Gladiolus Review)

"The popularity of the gladiolus together with its high value as a cut flower has created a demand for this flower the year round. The problem of supplying this demand is not so simple as might appear on first thought. The complaint of florists that gladioli sometimes come blind is well known.

"An investigation of the problem was opened in 1926. Some five hundred varieties were grown under greenhouse conditions and the following generalizations reached. First, that plantings prior to February 15th require approximately twice as long to bloom as the normal period. Generally speaking, later plantings flower in a much shorter period but always longer than in normal field plantings.

"The second generalization drawn was that varieties will flower under greenhouse conditions in approximately the same sequence in which they flower outdoors. It should be added that the sequence of bloom among varieties grown under field conditions has been found to hold true one year with another and one location with another. Subsequent studies have tended to confirm the original results.

"It would, therefore, appear desirable to grow early flowering varieties under glass for a difference of 30 days in the time a crop occupies the greenhouse bench means money to the florist.

"In brief the phases of the subject are first to secure corms which are mature in the sense that they will start into growth when planted."

Note: A. B. C. "Supreme" Quality Forcing Gladioli are produced from young healthy corms and 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.

AMERICAN BULB CO.

**Dorothy McKibben.** A very fine apple-blossom-pink. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**Dr. Bennett.** One of the best brilliant peach-reds; large flower. †First Size: \$10.00 per 100. ‡Second Size: \$8.00 per 100.

**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. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.70 per 100; \$32.00 per 1000.

**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. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**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. †First Size: \$5.00 per 100; \$45.00 per 1000. ‡Second Size: \$4.50 per 100; \$40.00 per 1000.

**Elizabeth Tabor.** Delicate rosy-pink on white ground, lower ones bearing a rich, dark crimson blotch. †First Size: \$5.00 per 100; \$45.00 per 1000. ‡Second Size: \$4.50 per 100; \$40.00 per 1000.

**Early Sunrise.** Large-flowering Gladiolus; salmon-red; a favorite for indoor forcing in California and much thought of in the Chicago Market. †First Size: \$4.20 per 100; \$37.00 per 1000. ‡Second Size: \$3.90 per 100; \$34.00 per 1000.

**E. J. Shaylor.** †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

**Evelyn Kirtland.** 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 lustre that serves to harmonize the varied coloring. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**Fire Ribbon.** Tall, with many blooms open at a time. The spike is a long fiery band of glowing red. Exceedingly rich and strikingly showy. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**Flaming Sword.** 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. †First

Size: \$3.30 per 100; \$28.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**Flaming Vale.** Very tall, long spikes with large, deep, cardinal-red flowers. Throat a little deeper. Pure self-color effect. Very good. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Flora.** Beautiful golden-yellow; large flowers. A very strong grower. We consider this wonderful variety much superior to Schwaben. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.10 per 100; \$36.00 per 1000.

**Golden Measure.** Golden-yellow, extra large flowers on a tall spike; the largest and best yellow. †First Size: \$5.50 per 100; \$50.00 per 1000. ‡Second Size: \$5.00 per 100; \$45.00 per 1000.

**Gov. Hanley.** Tall, showy. Early. Rich cardinal-red with deep throat; a first-class bedding and cut flower variety. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**Giant Nymph.** Very large, light pink with creamy throat; one of the finest varieties on strong stem. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Glory of Teuch.** Large, beautiful yellow. Many flowers open at one time. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**Gretchen Zang.** The blooms are of pink, blending into scarlet on lower petals, a color much wanted. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**Golden Dream.** A very fine, deep, pure yellow, by far the best; very strong and vigorous grower. †First Size: \$5.00 per 100.

**Goshen.** A fine Pendleton seedling of medium deep silvery rose-pink color. Large, showy. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**General Joffre.** Scarlet-red, slightly mottled deeper scarlet; earlier than exceptional red variety War. †First Size: \$3.20 per 100; \$27.00 per 1000. ‡Second Size: \$2.90 per 100; \$24.00 per 1000.

**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. †First Size: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.30 per 100; \$18.00 per 1000.

**Helen Franklin.** Pure white with violet stripes on lower petals; slightly ruffled; a great favorite in New England; admired wherever exhibited, good forcer. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.10 per 100; \$26.00 per 1000.

**Highland Laddie.** Large, massive and beautiful pink of a decided and pleasing shade. A very choice kind and a rapid multiplier. †First size: \$4.50 per 100; \$40.00 per 1000. ‡Second size: \$4.00 per 100; \$35.00 per 1000.

**Helga.** Fine salmon-rose. Deeper rose and cream on white ground. Unusually graceful spike, tall and handsome plant. †First Size: \$5.00 per 100; \$45.00 per 1000. ‡Second Size: \$4.50 per 100; \$40.00 per 1000.

Primulinus Hybrids are Desirable for Basket Decorative Work

† First Size: 1½ inches up.  
 ‡ Second Size: ¼ to 1½ inches.

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

**Herada.** Pure mauve with deeper markings on throat and on lower petals. In great demand as a cut flower. †First Size: \$3.30 per 100; \$28.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**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. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

**Indian Maid.** Tall plant and fine stem. Flowers of beautiful peach-blossom-pink with beautiful deeper throat. Very choice and distinct. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Joe Coleman.** One of the best sellers on Chicago market. Very large and vigorous; rich red, one of the finest ruffled varieties. †First Size: \$3.70 per 100; \$32.00 per 1000. ‡Second Size: \$3.30 per 100; \$28.00 per 1000.

**J. J. Mitchell.** Very tall, graceful spike and plant. Large blooms of fine salmon rose-pink. Finely marked throat. †First Size: \$5.00 per 100; \$45.00 per 1000. ‡Second Size: \$4.50 per 100; \$40.00 per 1000.

**Kitty Grullemans (Prim.).** Large ruffled flowers, light yellow, edge of petals soft orange. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second size: \$3.50 per 100; \$30.00 per 1000.

**L'Immaculee.** Pure white, long spike of many flowers open at one time; very early; one of the best of the white varieties. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**Le Marechal Foch.** Beautiful shade of light pink; flowers twice as large as America; one of the earliest, blooms the same time as Halley and Wilbrinck; a Holland production. †First Size: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.20 per 100; \$17.00 per 1000.

**Lily White.** An extremely fine novelty; early, pure white flower; rapid multiplier. †First Size: \$3.30 per 100; \$28.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**Lustre.** Tall, large flowered orange-vermilion. Grand and beautiful. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.



**MRS. FRANK PENDLETON**  
The variety that popularized Gladioli as a cut flower.

### E. J. SHAYLOR

(See Illustration on Previous Page)

A beautiful deep rose-pink; slightly ruffled; has created the greatest sensation during the past years, wherever shown. 1½ in. up per 100, \$3.00; per 1000, \$25.00; 1¼-1½ in., per 100, \$2.50; per 1000, \$20.00.

**Louise.** 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. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.70 per 100; \$32.00 per 1000.

**Lena Graetz.** Very meritorious as a cut flower, almost pure white. †First Size: \$3.35 per 100; \$30.00 per 1000. ‡Second Size: \$2.85 per 100; \$25.00 per 1000.

**Los Angeles.** Salmon-pink, large, early. Many flowers open at a time on long sturdy stem. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

One of the Exceptionally Good Kinds for Forcing

**Maiden's Blush. (Prim.).** Exquisite blush-pink; flowers finely formed on long straight stems; free flowering; about 50 per cent produce two flowers. †First Size: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.20 per 100; \$17.00 per 1000.

**Mary Pickford.** Delicate creamy white, throat of finest sulphur yellow. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**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. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**Mrs. Geo. W. Moulton.** A giant, violet-red or cerise. Many open, nicely placed on spike. An occasional blossom comes double. This variety was awarded first prize for the best rose colored gladiolus with markings at A. G. S. show, 1926. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**Maine.** White lower lip faintly suffused pale yellow with delicate mallow purple etching deep in throat. †First Size: \$6.50 per 100; \$60.00 per 1000. ‡Second Size: \$6.00 per 100; \$55.00 per 1000.

**Ming Toy.** Very beautiful buff flower with yellow throat. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

†First Size: 1½ inches up.  
‡Second Size: 1¼ to 1½ inches

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

**Mrs. Leon Douglas.** Ground color begonia-rose striped with flame and brilliant scarlet, lip pale lemon slightly speckled with ruby. †First Size: \$8.00 per 100. ‡Second Size: \$7.00 per 100.

**Marechal Foch.** A very fine large ruffled pink. †First Size: \$5.50 per 100; \$50.00 per 1000. ‡Second Size: \$5.00 per 100; \$45.00 per 1000.

**Midsummer Dream.** Large beautiful geranium-red. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**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. †First Size: \$2.70 per 100; \$22.00 per 1000. ‡Second Size: \$2.40 per 100; \$19.00 per 1000.

**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. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.60 per 100; \$32.00 per 1000.

**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. †First Size: \$3.70 per 100; \$32.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**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. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

**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. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**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. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.10 per 100; \$26.00 per 1000.

**Myra (Hybrid).** Large flowering; deep salmon, yellow throated; early, good forcer. †First Size: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.30 per 100; \$18.00 per 1000.

**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. †First Size: \$3.60 per 100; \$32.00 per 1000. ‡Second Size: \$3.35 per 100; \$30.00 per 1000.

**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. †First Size: \$6.00 per 100; \$55.00 per 1000. ‡Second Size: \$5.50 per 100; \$50.00 per 1000.

**Orange Glow.** Very tall, showy spikes with glowing orange-salmon flowers. Exceptionally distinct and striking. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**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. †First Size: \$5.50 per 100; \$50.00 per 1000. ‡Second Size: \$5.00 per 100; \$45.00 per 1000.

**Peace.** Giant white flowers with lilac feathering in throat of two of the petals; flowers correctly placed on a tall, graceful spike. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

**Prince of Wales.** Delicate salmon-pink; very large flowers; good forcer; very popular. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.70 per 100; \$22.00 per 1000.

**Panama.** A perfect Hermosa pink in color, with wide open, wax-like flowers; one of the best of the clear pinks; many awards. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.70 per 100; \$22.00 per 1000.

**Pink Perfection.** Showy, bright pink, large. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**Primunella (Prim.)** A grand ruffled butterfly, orchid-like flower. Orange-saffron color. Beautiful. †First Size: \$3.70 per 100; \$32.00 per 1000. ‡Second Size: \$3.30 per 100; \$28.00 per 1000.

**Purple Spot.** Large, violet-red with very conspicuous dark blotches. Early, showy. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Rose 1910.** Early, rose-pink; very desirable cut flower. †First Size: \$2.70 per 100; \$22.00 per 1000. ‡Second Size: \$2.40 per 100; \$19.00 per 1000.

**Rose Precose.** European introduction. Beautiful salmon-rose, slightly ruffled. Many well placed flowers open at a time, on long, straight, sturdy stems. †First Size: \$5.00 per 100; \$45.00 per 1000. ‡Second Size: \$4.50 per 100; \$40.00 per 1000.



MRS. FRANCIS KING

A cut flower variety comparable to that grand sort Mrs. Frank Pendleton

**Odin.** A sport of Prince of Wales; salmon color with dark blotches; early good forcer. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**Orange Brilliant (Prim.)** Beautiful orange; extra. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

† First Size: 1½ inches up.  
‡ Second Size: ¼ to 1½ inches.

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

**Rose Ash.** Ashes of roses, a decidedly new color which has attracted much attention. †First Size: \$5.00 per 100; \$45.00 per 1000. ‡Second Size: \$4.50 per 100; \$40.00 per 1000.

**Rose Luisante (Prim.).** Shell pink, cream throat. †First size: \$3.70 per 100; \$32.00 per 1000. ‡Second Size: \$3.30 per 100; \$28.00 per 1000.

**Rose Glory.** Purest rose-pink, deeper in throat; ruffled. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

**Rosella.** Delicate rose-mauve stained purple and white. †First Size: \$3.30 per 100; \$28.00 per 1000. ‡Second Size: \$2.90 per 100; \$24.00 per 1000.

**Rubini (new).** Glowing salmon-scarlet with lighter throat; very early large flower. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Ruth Huntington.** Beautiful violet lilac with deeper lilac markings on lower petals. Large, strong plant with tall, fine spikes. A general favorite. †First Size: \$5.50 per 100; \$50.00 per 1000. ‡Second Size: \$5.00 per 100; \$45.00 per 1000.

**Richard Diener.** A beautiful large flower, of geranium pink color; tall, strong grower. †First Size: \$8.00 per 100. ‡Second Size: \$7.00 per 100.

**Rosy Glow.** Giant plant, massive flower of fine rose-pink on white ground; very beautiful. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Red Copper.** Large flowers, deep salmon-rose, heavily flaked blue. Lower petals red, white and yellow, lined and penciled with blue. A choice, fancy color. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**Romance.** Orange salmon-rose, red and yellow throat. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**Remembrance.** Deep rose with throat of carmine. Ruffled. Similar to E. J. Shaylor, but larger flower. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**Schwaben.** The strongest growing and largest of all Gladioli of yellow color; a clear citron yellow with aster-purple tongue on lower petals. †First Size: \$3.20 per 100; \$27.00 per 1000. ‡Second Size: \$2.90 per 100; \$24.00 per 1000.

**Salmon Beauty (Prim.).** One of Kunderd's best introductions. Salmon Beauty was awarded the first-class certificate of merit by the Massachusetts Horticultural Society, in

the summer of 1919. Early; good forcer. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.10 per 100; \$26.00 per 1000.

**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. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.70 per 100; \$32.00 per 1000.

**Scarlet Glory.** In plant and flower much like "Kunderdü Glory," but not so deeply ruffled. A very fine red-black. A fine, rich, distinct sort. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Splendorra.** Splendid, very dark wine-black. A fine, rich, distinct sort. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Snow Boy.** Tall and stately; pure white. Many flowers open at a time. Often has only one beautiful blotch on lower petal. Large flower of finest form. Beautiful. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Tempa.** Pink ground. Old rose, bronzy lavender throat. Distinct and fine. A popular variety at the A. G. S. show, Rochester, Aug., 1925. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**Tyrian Beauty.** A beautiful large flower near American Beauty rose color. Grand. Awarded first prize for best gladioli at Midwestern Glad. Show, Des Moines, Ia., 1925. Kunderd introduction. †First Size: \$4.70 per 100; \$42.00 per 1000. ‡Second Size: \$4.20 per 100; \$37.00 per 1000.

**Uhlán Chief.** Flower of most intense brilliant vermilion-scarlet. Lower petals deeper color and beautiful, dark feathered. A magnificent red. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 per 1000.

**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. †First Size: \$3.70 per 100; \$32.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**Violet Beauty.** Tall, large, cerise-violet. Red throat blotches. Very remarkable. A cut flower favorite. Early forcer. †First Size: \$5.00 per 100; \$45.00 per 1000. ‡Second Size: \$4.50 per 100; \$40.00 per 1000.

† First Size: 1½ inches up.  
‡ Second Size: 1¼ to 1½ inches.



RUTH HUNTINGTON  
Beautiful Violet-Lilac.

Ruth Huntington is One of the Newer Outstanding Cut Flower Kinds

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



TYRIAN BEAUTY

War. Deep blood-red, shaded crimson-black; very tall and conspicuous; the best Gladiolus of this beautiful shade of red; try it. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

**Wilbrinck.** A sport of Halley; retains Halley's earliness and has the color of America; soft yellow blotch on lower petals. †First Size: \$2.70 per 100; \$22.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

**Youell's Favorite.** One of Henry Youell's favorites among our ruffled varieties. Large flower and plant. Striking rosy lavender-pink. Conspicuous and fine. †First Size: \$5.00 per 100; \$45.00 per 1000. ‡Second Size: \$4.50 per 100; \$40.00 per 1000.

### SPECIAL MIXTURES

**Standard Mixed.** This mixture is made up of good standard sorts in a big variety and should not be confused with the mixture of culls and discarded kinds offered in many places. †First Size: \$2.30 per 100; \$18.00 per 1000. ‡Second Size: \$2.00 per 100; \$15.00 per 1000.

**Kunderd's Glory Mixture.** The par excellence of Gladiolus mixtures. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

**Large Flowering Primulinus Hybrids Mixed.** These hybrids, gained by crossing the species of Primulinus with the larger varieties of the Gandavensis type. †First Size: \$2.30 per 100; \$18.00 per 1000. ‡Second Size: \$2.00 per 100; \$15.00 per 1000.

## VIGORO

*Specially prepared plant food*

For Everything You Grow

Leading growers from coast to coast have proved to their own satisfaction that with Vigoro they can cut their growing costs and increase their production. Flowers are of better color and keeping quality.

Vigoro gives particularly fine results on Gladiolus, Dahlias, Iris and other tubers.

Price per 100 pound bag, \$5.00; 500 pounds, \$18.50; 1000 pounds, \$36.00; 2000 pounds, \$70.00. (For shipment to the Rocky Mountain States, West and New England States, per 100 pound bag, \$3.85. Minimum order 500 pounds.) All prices f. o. b. shipping point.

### VIRGINIA (Scarlet Princess)

(See illustration.) Won first prize at the American Gladiolus Show, Rochester, N. Y., Aug., 1925, also winner of many other awards. 1½ in. up, per 100, \$3.50; per 1000, \$30.00; 1¼ in. up, per 100, \$3.00; per 1000, \$25.00. Souvenir Has Made a Name for Itself as an Exceptional Yellow Variety

*The LATER*  
INTRODUCTIONS  
OF  
**Primulinus Hybrid  
Gladiolus**

are particularly recommended to the grower who merchandises his own product in a retail way. They obtain a real fitness as basket and vase decorative material. Especially such varieties as Alice Iplady, Maiden's Blush, Primunella, Rose, Luisante, Souvenir and Salmon Beauty (see alphabetically arranged list in this book). They can be forced easily and in a comparatively short period of time—like-wise just as desirable for outdoor culture.



Alice Iplady  
A Favorite Primulinus Hybrid

†First Size: 1½ inches up.  
‡Second Size: 1¼ to 1½ inches.

Tyrian Beauty (Illustrated Above) Is One of the Newer Varieties That We Believe Has a Real Future From a Cut Flower Standpoint, "Virginia" Also Illustrated on First Page of Gladiolus in This Book Is Today the Forcing Variety Par Excellence.



LILIUM GIGANTEUM. Mountain Grown

## 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.

### "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 splendor 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

The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet the fragrance is fascinating.

- 1 to 1 1/4 in. diam. Per doz., \$3.00; per 100, \$20.00.
- 1 1/4 to 1 1/2 in. diam. Per doz., \$3.50; per 100, \$25.00.
- 1 1/2 to 1 3/4 in. diam. Per doz., \$4.00; per 100, \$30.00.
- 1 3/4 to 2 in. diam. Per doz., \$5.50; per 100, \$40.00.

### LILIUM CANDIDUM

Northern Grown

Pure white Madonna Lily bulbs available during August, September and October only. Price on application.

Our Supply of Regale Lilies Is From Bulbous Stock, Not Seeds  
There's a difference in your favor, namely, the type is true.

# LILIES

FROM 1929 CROP

From Cold Storage

## A. B. C. "SUPREME" Quality

### LILIUM GIGANTEUM— A.B.C. "Mountain Grown"

This is the only desirable type of Giganteum suitable for cold storage purposes.

This selected "Mountain Grown" Giganteum has resulted in A. B. C. becoming recognized as "Lily Headquarters."

6 to 8-inch, case of 400 bulbs. Per 100, \$9.00; per case, \$30.00.

7 to 9-inch, case of 300 bulbs. Per 100, \$15.00; per case, \$40.00.

8 to 10-inch, case of 225 bulbs. Per 100, \$22.00; per case, \$47.00.

9 to 10-inch, case of 200 bulbs. Per 100, \$29.00; per case, \$55.00.

9 to 11-inch, case of 180 bulbs. Per 100, \$32.00; per case, \$55.00.

10 to 11-inch, case of 150 bulbs. Per 100, \$42.00; per case, \$60.00.

### LILIUM SPECIOSUM MAGNIFICUM Improved Rubrum

WHITE GROUND, PINK SPOTTED

	Price Per 100	Per Standard Full Size Case
7 to 9-inch, 220 to case....	\$15.00	\$30.00
8 to 9-inch, 200 to case....	16.00	30.00
8 to 10-inch, 170 to case....	20.00	32.50
9 to 10-inch, 150 to case....	22.00	32.50
9 to 11-inch, 130 to case....	28.00	35.00
10 to 11-inch, 120 to case....	30.00	35.00
11 to 13-inch, 90 to case....	.....	35.00

### LILIUM SPECIOSUM ALBUM— White

	Price Per 100	Per Standard Full Size Case
8 to 9-inch, 200 to case....	\$25.00	\$45.00

NOTE: We supply 25 Lily Bulbs (all kinds listed) at 100 rate. Less than 25 of a variety invoiced at 20% advance over 100 rate.



LILIUM CANDIDUM (Madonna Lily)

N. B.—ALL PRICES QUOTED FOR LILY BULBS SUBJECT TO CHANGE WITHOUT NOTICE.



A. B. C. Lily Headquarters  
**A. B. C. IMPROVED**  
**"ERABU"**

The Most Valuable Florists' Lily  
 Introduced to the Trade in the  
 Past Twenty-five Years  
 (Delivery Fall 1930)

**LILIUM "ERABU"**

(See Illustration Opposite)

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 temperature for Easter bloom.

(Erabu Grown, none genuine unless certificate vised by Japanese government accompanies each case.)

**LILIUM TIGRINUM SPLENDENS**

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.

	Price Per 100	Per Standard Full Size Case
7 to 9 in., 220 to case....	\$12.00	\$24.00
8 to 9 in., 200 to case....	13.00	24.00
9 to 10 in., 150 to case....	.....	24.00
11 to 13 in., 90 to case....	.....	24.00
12 to 13 in., 70 to case....	.....	24.00

We supply 25 bulbs at 100 rate.

**Lilium Tigrinum.** Double flowered. Per 100, \$14.00.

**LILIUM AURATUM—Gold Banded  
 Lily of Japan**

Cream, spotted chocolate-red with gold band through center of each petal.

	Price Per 100	Per Standard Full Size Case
8 to 9 in., 170 to case....	\$14.00	\$20.00
8 to 10 in., 150 to case....	16.00	20.00
9 to 10 in., 120 to case....	18.00	20.00
9 to 11 in., 100 to case....	.....	20.00
10 to 11 in., 90 to case....	.....	22.00
11 to 15 in., 70 to case....	.....	25.00

**LILIUM AURATUM—Platyphyllum**

	Price Per 100	Per Standard Full Size Case
8 to 10 in., 150 to case....	\$19.00	\$26.00
9 to 10 in., 120 to case....	23.00	26.00
10 to 11 in., 90 to case....	.....	28.00



**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. Recommended for planting in the South where heat control does not always obtain. (Delivery fall 1930.)



**LILIUM AURATUM  
 (Gold Banded Lily of Japan)**

The varieties of Colored Lilies offered below are coming into the greatest favor for cut flowers. Once planted they increase in value from year to year. This, likewise, applies to *Lilium Tigrinum* offered opposite and includes *Lilium Auratum* and *Magnificum (Rubrum)* listed on next page. All of these Lilies can be highly recommended to your customers for garden planting.

General list of Hardy Lilies. Note: We do not supply a less number than 12 of a variety of Lilies offered on this page.

**Canadense.** Bell-shaped blossoms which vary in red and yellow colors. Three to five feet high. \$2.00 per doz., \$12.00 per 100.

**Kramerii.** Pink flowered. \$2.00 per doz.; \$12.00 per 100.

**Pardalinum (Leopard Lily).** Rich scarlet and yellow flowers, spotted with rich brown. Robust and free-flowering. \$2.50 per doz.; \$16.00 per 100.

**Elegans (Leonard Joerg).** Rich apricot spotted. Very fine. \$2.50 per doz.; \$16.00 per 100.  
**Elegans. Red.** \$2.50 per doz., \$16.00 per 100.  
**Elegans. Red, extra large bulbs.** \$3.00 per doz.; \$20.00 per 100.

**Elegans Mixed.** \$2.00 per doz.; \$12.00 per 100.

**Superbum.** Three to six feet high, flowers from five to forty, nodding, brilliant orange-red. Blooms in July. \$2.00 per doz.; \$12.00 per 100.

**Umbellatum. Red.** \$2.50 per doz.; \$15.00 per 100.

**Regale (See next page).**

**N. B.—ALL PRICES QUOTED FOR LILY BULBS SUBJECT TO CHANGE WITHOUT NOTICE.**

**A. B. C. LILY HEADQUARTERS**

## SMALL PLANT STOCK

### AGERATUM

Improved Fraseri. A decided improvement over all other varieties of Ageratum, provides an exceptional pot plant and "filler" for basket work, etc., for "Mothers' Day" sales especially. Color beautiful amethyst blue, shaded purple; 8 to 10 inches high, rooted cuttings. Per 100, \$1.75; per 1,000, \$15.00; 2¼-inch, per 100, \$5.00.

### ASPARAGUS

Strong, bushy plants

Plumosus, 2¼-inch. Per 100, \$5.00; per 1,000, \$45.00.

Sprengeri, 2¼-inch. Per 100, \$5.00; per 1,000, \$45.00.

### BEGONIA MELIOR

Produced by a specialist grower; quality exceptional. 2¼-inch, May-June-July delivery.

Our annual shipments of this important holiday plant amount to over 50,000 plants yearly.

### CYCLAMEN

True Ferd. Fischer Strain, grown by a specialist.

All sizes from seedlings up, supplied in season.

### FUCHSIA

Little Beauty, Dwarf, free blooming, sepals carmine, corolla deep lilac, a pot plant that "stands out", 2¼-inch. Per 100, \$10.00.

Fuchsia Baby Kale (New). Very dark purple with bright red sepals. Early bloomer and very free flowering, this exceptional new kind will undoubtedly prove of much value to the trade. Price, 2¼-inch, per 100, \$25.00; 3 inch, per 100, \$35.00; 25 plants at 100 rate.

*Note: Items not priced will be quoted on application.*

We shall be glad to have a list of any surplus small plant stock that you might have to offer.

For complete list of True Ferd. Fischer's Cyclamen Seed, refer to alphabetically arranged flower seed pages in this book



FERD. FISCHER'S GIANT OR "SHOW" CYCLAMEN

## Small Plant Stock for the Florist & Grower



AGERATUM, IMPROVED FRASERI

Through the medium of our twelve representatives, who canvass the U. S. A. from coast to coast throughout the year, we are able to locate with grower specialists many important plant items and likewise certify, through this personal observation, as to their quality. In consequence we have made this small plant line an important department of our business. In addition to the items listed in these pages we will advertise seasonal stock in *The Florists' Review*, classified pages. Growers having small plant stock to offer from time to time, will, we believe, do well to communicate with us.—A. B. C.

### Double Petunia *Rosy Moon*

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.

# CALCEOLARIAS

Profitable Pot Plants  
for Mothers' Day and Spring Sales

Delivery Fall 1930

- Pink Beauty.** Beautiful deep rose-pink, spotted. Price per 100, \$30.00.
- Stewartii.** Golden-yellow. Price per 100, \$30.00.
- Lymanii.** Dark velvety-red. Price per 100, \$30.00.
- Bronze Queen.** New beautiful golden-bronze, does not require staking. Price per 100, \$35.00.
- Amber King.** New beautiful dark-bronze, does not require staking. Price per 100, \$35.00.
- Eureka Multiflora.** An entirely new strain of Calceolarias, including a variety of most exquisite shades such as golden-yellow, soft pink, apricot, tango, etc., very compact in habit. Price per 100, \$25.00.
- Hybrids.** Perfect Model, and other very fine varieties. Price per 100, \$12.00.
- All of the above are from 2 1/4-inch. 25 plants of a variety at 100 rate.

All our plants are put in paper pots, carefully wrapped with paper, and packed in uniform thin light standard boxes, lined with paper (and heavily wrapped in cold weather) which insures safe shipping for long distances. Our packing is absolutely perfect.



CALCEOLARIA, PINK BEAUTY

Above illustration is of 7-inch plant photographed May 2, 1929

"Pink Beauty" is, we believe, the most outstanding of all Calceolarias.

# CARNATIONS

Rooted Cuttings

Secured from growers in the "Know How" of sending them out, to the end that "the other fellow" will be satisfied.

Shipment direct from growing stations.

- |  |   |
|--|---|
| <b>Betty Lou.</b> Pink. Per 100, \$6.00; per 1,000, \$50.00.               | <b>Early Rose.</b> Per 100, \$8.00; per 1,000, \$75.00.                               |
| <b>Cupid.</b> Per 100, \$8.00.   | <b>Eldora.</b> Per 100, \$5.50; per 1,000, \$50.00.                                   |
| <b>Dandy.</b> Per 100, \$8.00; per 1,000, \$75.00.                         | <b>Fairy Queen.</b> Large flowering, flesh-pink. Per 100, \$7.50; per 1,000, \$70.00. |
| <b>Dorner's Surprise.</b> Pink. Per 100, \$10.00; per 1,000, \$90.00.      | <b>Golden Glow.</b> Yellow. Per 100, \$6.00.  |
| <b>Early Dawn.</b> Yellow variegated. Per 100, \$8.00; per 1,000, \$75.00. |   |

## CARNATION R. C. — Continued



CARNATION "SENATOR"  
The White Carnation Without a Peer

- |   |   |
|---|---|
| <b>Harvester.</b> White. Per 100, \$4.00; per 1,000, \$35.00.         | <b>Royal.</b> Per 100, \$6.00; per 1,000, \$50.00.                |
| <b>Hilda.</b> Variegated. Per 100, \$6.00; per 1,000, \$50.00.        | <b>Salmon Spectrum.</b> Per 100, \$15.00; per 1,000, \$125.00.    |
| <b>Ivory.</b> White. Per 100, \$6.00; per 1,000, \$50.00.             | <b>Sceptre.</b> Per 100, \$7.00; per 1,000, \$60.00.              |
| <b>Jewell.</b> Per 100, \$6.00; per 1,000, \$50.00.                   | <b>Senator.</b> White. Per 100, \$12.00; per 1,000, \$100.00.     |
| <b>Laddie.</b> Pink. Per 100, \$12.00; per 1,000, \$100.00.           | <b>Sophelia.</b> Dark pink. Per 100, \$7.50; per 1,000, \$70.00.  |
| <b>Maine Sunshine.</b> Yellow. Per 100, \$15.00; per 1,000, \$120.00. | <b>Spectrum.</b> Red. Per 100, \$6.00; per 1,000, \$50.00.        |
| <b>Morning Glow.</b> Per 100, \$5.00; per 1,000, \$45.00.             | <b>Spicy White.</b> Per 100, \$15.00; per 1,000, \$125.00.        |
| <b>Pink Abundance.</b> Per 100, \$12.00; per 1,000, \$100.00.         | <b>Super Supreme.</b> Per 100, \$6.00; per 1,000, \$50.00.        |
| <b>Potentate.</b> Per 100, \$15.00; per 1,000, \$125.00.              | <b>Variegated Matchless.</b> Per 100, \$8.00; per 1,000, \$75.00. |
| <b>Pink Eldora.</b> Per 100, \$7.00; per 1,000, \$60.00.              | <b>White Eldora.</b> Per 100, \$7.50; per 1,000, \$70.00.         |
| <b>Radiolite.</b> Per 100, \$6.00; per 1,000, \$50.00.                | <b>White Matchless.</b> Per 100, \$5.00; per 1,000, \$45.00.      |
| <b>Rosalind.</b> Per 100, \$6.00; per 1,000, \$50.00.                 | <b>Winsome.</b> Per 100, \$6.00; per 1,000, \$50.00.              |
|   | <b>Woburn.</b> Per 100, \$12.00; per 1,000, \$100.00.             |

**CHRYSANTHEMUM "EILEEN MASSON"**

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 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.



MRS. R. M. CALKINS



CLARA B. FORD

\$12.00 Per 100; \$100.00 Per 1,000.

**CHRYSANTHEMUM STRONG ROOTED CUTTINGS**

Delivery Spring of 1930—Early Orders Advisable

Large Flowering Varieties

**WHITE**

- Quaker Maid
- White Frost
- White Chieftain
- Betsy Ross
- Miss Chicago
- Edgar S. Kelly
- Monument
- White Chadwick
- White Mistletoe
- Chattanooga

**YELLOW**

- Gold Lode
- Golden Glow
- Golden Measure
- Yellow Frost
- Sunglow
- Clestra
- Honey Dew
- Whittier
- Mrs. R. M. Calkins
- Nellie T. Ross
- Clara B. Ford
- Golden Celebration
- Golden Chadwick
- Friendly Rival
- Yellow Mistletoe
- Marie de Petris

**PINK**

- Smiths Enchantress
- October Rose
- Justrite
- Pink Chieftain
- J. W. Prince
- Dr. Enguehardt
- Pride of Richmond
- Thanksgiving Pink
- Distinction
- Mrs. E. A. Seidwitz

**RED OR BRONZE**

- Indianola
- Calumet
- Detroit News
- Mrs. G. G. Mason
- Gladys Pearson

The above varieties at \$4.00 per 100; \$35.00 per 1,000, except the following which are priced as listed:

Variety	Per 100	Per 1000	Variety	Per 100	Per 1000
Marie de Petris.....	\$15.00	\$140.00	White Chadwick .....	\$5.00	\$45.00
Celestra .....	12.00	100.00	Golden Chadwick .....	5.00	45.00
Justrite .....	12.00	100.00	Chattanooga .....	5.00	45.00
Golden Celebration .....	8.00	75.00	Mrs. G. G. Mason.....	5.00	45.00
Pride of Richmond.....	8.00	75.00	Honey Dew .....	5.00	45.00
Indianola .....	8.00	75.00	Mrs. R. M. Calkins.....	5.00	45.00
Friendly Rival .....	8.00	75.00	Distinction .....	5.00	45.00
Monument .....	5.00	45.00	Golden Measure .....	5.00	45.00

The varieties are listed in the order of their blooming periods.

**POMPON VARIETIES**

**WHITE**

- Minong
- Margot
- Marianna
- Uvaldo
- Blanche
- Mary Pickford
- Chicago Pearl
- Yuletide

**YELLOW**

- Zenobia
- Rodell
- Ida
- Yellow Normandie
- Golden Climax
- Nuggetts
- Gold Sceptre
- Crawfordia
- Imp. Golden Mensa
- Sunshine
- Volunteer
- Yellow Fellow
- Evanston
- Norine
- Christmas Gold
- Unalga
- Baby

**PINK**

- Minta
- Leilah
- Fairy Queen
- Pink Normandie
- Rose Charm
- Dainty Maid
- Elora
- Western Beauty
- E. D. Godfrey
- Mary Nanzig
- Olivia
- Garza Supreme

**BRONZE**

- Iva
- Graystone
- Hilda Canning
- New York
- Betty Watkins
- Rowena
- Mrs. Beu
- Frank Wilcox
- Governor Lake

The above varieties at \$4.00 per 100; \$35.00 per 1,000, except the following which are \$5.00 per 100 and \$45.00 per 1,000:

Garza Supreme	Chicago Pearl	Blanche	Evanston
Sunshine	Olivia	Rowena	Governor Lake

The varieties are listed in the order of their blooming periods.

NOTE: We Supply 25 of a Variety at 100 Rate; 250 at 1,000 Rate.

## New Pompon Chrysanthemum

### DOROTHY TURNER

In the opinion of those who have seen it, the finest of all the late flowering pompons.

Perfection just in time for the Thanksgiving season; ideal in color, a lively combination of bronze and old gold. The broad, overlapping petals are evenly shaded with rich old gold, deepening to a chestnut-bronze at the center.

Its habit of growth is about commercially perfect, branching strongly from the base and producing freely stems that are rigid and wiry, requiring very little support. Its average growth is thirty inches or higher.

The arrangement of the flowers is ideal, the individual blossoms being well placed along the stem. The

flowers open more spontaneously than the average pompon and are spaced sufficiently tight to make a perfect bunch or spray variety. It keeps well and is first-class in every respect.

DOROTHY TURNER is the variety which, exhibited under number at the Annual Exhibition of the Chrysanthemum Society of America, held at Baltimore in 1927, captured the Silver Cup for the best seedling Pompon Chrysanthemum not disseminated. It was exhibited by A. N. Pierson, Inc., who will share its dissemination with the originators.

*If you have not received colored illustrated circular, same will be mailed you upon request.*

#### PRICES

Rooted Cuttings, \$15.00 per 100; \$125.00 per 1,000  
From 2-inch pots, \$20.00 per 100; \$175.00 per 1,000

Orders will be filled in rotation. Rooted cuttings from February 1 on, and pot plants from March 1 on. These quotations are strictly wholesale.

Recommended to the trade by the originators, The Bristol Nurseries and A. N. Pierson, Inc. Mail orders to

THE AMERICAN BULB CO.

CHICAGO AND NEW YORK



"MUM," DOROTHY TURNER

### FRITZ BAHR

Prominent Horticultural writer and Florist Grower says of "Dorothy Turner":

*"I think a great deal of this newcomer."*

NEW LARGE FLOWERING "MUM" OF EXCEPTIONAL VALUE

### "MARIE DE PETRIS"

A closely incurved deep golden-yellow (shade of Golden Glory) measuring 6 to 8 inches across when grown, two to the plant. Flowers have great substance and keeping qualities. A variety which we can highly recommend. Rooted Cuttings per 100, \$15.00; per 1,000, \$140.00.

### DOUBLE PETUNIA

#### "ROYAL PURPLE"

Is, we believe, the most outstanding and valuable double purple petunia on the market today. Price, 25 plants, \$3.50; 50 plants or more at \$12.00 per 100. From 2¼-inch pots.



DOUBLE PETUNIA "ROYAL PURPLE"

## 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 a fine, clean stock.

- Nephrolepis Bostoniensis, 2 1/4 inch pots.
- Dwarf Boston, 2 1/4 inch pots.
- Scottii, 2 1/4 inch pots.
- Roosevelt, 2 1/4 inch pots.
- Teddy, Jr., 2 1/4 inch pots.
- Verona, 2 1/4 inch pots.
- Whitmani, 2 1/4 inch pots.

F. O. B. EASTERN SHIPMENT

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

### 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.     | Serrulata.            |
| Cyrtomium Rochfordianum.  | Tremula.              |
| Pteris Wimsetti, Wilsoni. | Alexandrae.           |
|                           | Victoriae.            |
|                           | Rivertoniana.         |
|                           | Cretica-Albo-Lineata. |

Price of Table Ferns, \$3.00 per flat; 10 flats or more at \$2.75 per flat.

### 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

You can make a saving in Forwarding charges by placing early order for Poinsettia Stock Plants.



POINSETTIA  
Christmas True Red



FRENCH HYDRANGEA  
A Popular Easter and Mothers' Day and Memorial Day Plant.

## 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 A1 and we can furnish the various sizes in the most saleable varieties.

- 4-inch.....
- 5-inch.....
- 6-inch.....
- 7-inch.....

WRITE FOR PRICES

## POINSETTIAS

"The Better Varieties"—Stock Plants—Spring, 1930 Delivery  
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 field plants for propagating purposes and offer same at prices indicated below which are F. O. B. CALIFORNIA, however, on ALL ORDERS PLACED PREVIOUS TO MARCH FIRST, 1930, the forwarding expense will not exceed two cents per pound to Chicago or New York, since we will bring stock through in Carload lot. Growers should, we believe, arrange for new "poinsettia blood" every second year at least and this, "full of pep" field-grown California stock is just what you should have to keep your plant quality up to the mark. Early orders advisable, particularly for Oak Leaf as this variety is none too plenty.

OAK LEAF, HENRIETTA ECKE (double), HOLLYWOOD, ST. LOUIS and WHITE, \$25.00, \$35.00 and \$50.00 per 100. True Red and Pink Variety, \$15.00.

\$18.00, \$25.00 and \$30.00 per 100. Blotched Pink and White, novelty, \$12.00 per dozen.

Oak Leaf and Henrietta Ecke are proving the most profitable varieties for the Leading Growers. St. Louis and Hollywood are the most practical for the smaller growers as they mature at 8 degrees lower temperature.

Place your order now so that we can arrange for the most economical shipment to you. Prices are F. O. B. Los Angeles, plus 2c per pound New York or Chicago, providing order is received by us not later than March 1st. Late orders will have to be shipped direct by express which is much more expensive.

### POINSETTIAS

from 2 1/4 inch pots produced by a specialist.

Delivery June and later. (Market price.)



**FICUS ELASTICA**  
 (Rubber Plants) Moss Rooted Cuttings  
 Packed 250 plants to the case and in such manner as to reach destination in prime condition.

## 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 Pernet, Columbia, Premier, Templar, Briarcliff, Kordes, etc. Write for latest market quotations or refer to list in classified columns of the Florists' Review, beginning March, 1930.

## FICUS ELASTICA

(Rubber Plants) Moss Rooted Cuttings

Our source of supply for Ficus Elastica, Moss Rooted Cuttings, is second to none. They are produced by a grower who specialized in this line in Europe for a long period and who has operated in Louisiana for several years. This grower is thoroughly conversant with the needs of the American trade and understands the packing of this item so that stock will reach customer in first class condition. We can supply above in large volume. Prices on application.

## 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.

## Buying "Baby" and Other Forcing Roses in Advance of the Season

Since there is almost invariably at shipping time a pronounced shortage of XX stock we believe buyers of this line will find it much to their advantage to place order for same early in the year.—A. B. C.

# 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. 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. Levasseur).** 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.

**Gurley.** 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.



BABY ROSES, Two Plants to the Pot. Ideal for Easter and Mother's Day Sales.

40 ACRES OF PALMS

PALMS  
Of Exceptional Quality  
and Value



PALM, KENTIA FORSTERIANA

During past months we have handled six carloads of the above named stock, distributing same to various parts of the U. S. A. and with utmost satisfaction to our customers.

Having distributed to the trade the past year several carloads of Kentia Palms and to the utmost satisfaction of buyers we have again closed arrangements with Bassett and Washburn Kentia Nurseries, Sierra Madre, Calif., to handle their output from 40 acres for the year 1930. B. & W. quality Palms need no commendation on our part.

All of same have been grown from seed on to the largest sizes in pots and tubs. So they are thoroughly established when shipped, being from six to ten years old, depending on size and always grown in the pot or tub.

We suggest booking order now for such sizes as you may anticipate needing for your spring and summer work. Shipments will begin April-May next from Chicago.

All will be properly "hardened off" and "ready for business." Place order now for shipment the coming spring.

PALMS—Kentia Forsteriana  
All Crated F. O. B. Chicago. No Extra Packing Charges.

8 in. single plants, 46 to 50 in.....	\$ 6.00
8 in. single plants, 54 to 60 in.....	8.00
6 in. made up (3 in pot) 24 to 26 in.....	3.00
6 in. made up (3 in pot) 28 to 30 in.....	3.50
6 in. made up (3 in pot) 32 to 34 in.....	4.25
6 in. made up (4 in pot) 24 to 26 in.....	3.50
6 in. made up (4 in pot) 28 to 30 in.....	4.00
6 in. made up (4 in pot) 32 to 34 in.....	4.50
7 in. made up (4 in pot) 34 to 36 in.....	6.00
7 in. made up (4 in pot) 38 to 40 in.....	6.50
8 in. made up (4 in pot) 42 to 44 in.....	8.00
8 in. made up (4 in pot) 46 to 48 in.....	10.00
10 in. made up (4 in pot) 50 to 54 in.....	11.50
10 in. made up (4 in pot) 56 to 60 in.....	13.50
14 in. made up (6 in pot) 62 to 66 in.....	27.50
14 in. made up (6 in pot) 68 to 70 in.....	32.50
14 in. made up (6 in pot) 72 to 74 in.....	37.50

PHILODENDRON  
CORDATUM  
(ILLUSTRATED  
OPPOSITE)

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 (see illustration on this page). 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

	Per 100
2 1/2 in.....	\$25.00
3 in.....	35.00
4 in. (3 to a pot) 75.00	

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.



PHILODENDRON CORDATUM

A Particularly "Hardy" Trailing Vine for Home, Conservatory or Store



# 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. 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." 2 1/2 inch strong plants supplied in season. Price, \$7.00 per 100; \$65.00 per 1000—250 plants at 1000 rate.

### Verbenas Beauty of Oxford *Excerpt from Florists' Review*

"If you had this Verbena in bloom for Mother's Day, just past, you know that it was much admired and most likely you cleaned up on all the plants that were in bloom. There isn't a more showy Verbena, and even some of our lady customers who usually care only for what they call pastel shades, fall in love with them; the color of the flowers is so vivid and bright that everything else pales beside them. The plants for Mother's Day can either be grown on in 2 1/2 in. or 3 in. pots and when in bloom made up into pans or plant boxes, or five plants out of 2s or 2 1/4s can be planted into 8 in. pans five weeks or so before Mother's Day; have it in mind next year. If you have small stock on hand in 2 1/2s don't let it suffer in such; give it a shift into 3s or 3 1/2s and pinch back. Such plants will quickly branch out and inside of a few weeks will be in full bloom. Of course, if you can dispose of your small stock in bloom now at a good price, let it go, but if you happen to have more than you need right away, it will pay you, even at this late date, to pinch back and shift.



The "Mother's Day" Verbena Beauty of Oxford, Cerise Red.

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.

### VERBENAS

Rooted cuttings and 2 1/4 inch

True Beauty of Oxford, 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 Willmott, king of the Pinks. R. C. \$2.00 per 100; \$18.00 per 1000.

True Helen Willmott, 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.

### PEONIES FOR FALL PLANTING

We are in position to quote advantageous prices on all varieties in commerce, especially that exceptional cut flower variety, Mons. Elie.

(Illustrated Below)

For coming spring delivery we have provided a selected stock of 3 to 5 Eye Roots and offer same as follows:

	Per doz.	Per 100
Red shades .....	\$3.50	\$25.00
Pink shades .....	3.00	20.00
White shades .....	3.00	20.00

25 roots at 100 rate or we will supply an equal number of each of the three shades mentioned above at \$20.00 per 100. This is desirable stock to sell to your customers for garden planting.



"Monsieur Jules Elie," the cut flower Peony that has few superiors.

# Fertilizers, Insecticides and Florists' Requisites

## CANE STAKES—Japanese

Hot water treated before being dyed, and which prevents fungus and premature decay.

Green Dyed, 1½-foot, 2,000 to a bale. Per bale, \$4.50; per 100, 50c; per 1,000, \$3.00.

Green Dyed, 2-foot, 2,000 to a bale. Per bale, \$6.00; per 100, 75c; per 1,000, \$4.00.

Green Dyed, 2½-foot, 2,000 to a bale. Per bale, \$7.50; per 100, 85c; per 1,000, \$4.50.

Green Dyed, 3-foot, 2,000 to a bale. Per bale, \$8.50; per 100, \$1.00; per 1,000, \$5.00.

Green Dyed, 3½-foot, 2,000 to a bale. Per bale, \$10.00; per 100, \$1.10; per 1,000, \$6.00.

Green Dyed, 4-foot, 2,000 to a bale. Per bale, \$12.50; per 100, \$1.20; per 1,000, \$7.00.

Natural, 5-foot, 2,000 to a bale. Per bale, \$15.00; per 100, \$1.35; per 1,000, \$8.50.

Natural, 6-foot, 2,000 to a bale. Per bale, \$17.00; per 100, \$1.50; per 1,000, \$10.00.

Chenille. All standard colors. 12-yd. rolls. Each, 45c; doz., \$4.50.

Chiffon. Bolts 40 yards. Domestic, 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.

Elephant Gauze. Metalline, moisture proof, 6-inch, 6½c per yard.

Chip Mats. Plain colors, \$1.00 per doz.; \$6.50 per 100. Plaid checks, \$1.25 per doz.; \$7.50 per 100.

## Galvanized Steel Wire Stakes.

Gauge No. 9	Per 1,000	Gauge No. 8	Per 1,000
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

## PEERLESS PLANT STAKES

### Non-Rusting

Made of copper bearing galvanized metal—they last indefinitely.

### TWO LENGTHS

They are made in two lengths, and, fully equipped with cards, are priced as follows:

12-inch		18-inch	
12 for.....	\$ 1.50	12 for.....	\$ 1.95
25 for.....	3.00	25 for.....	3.90
50 for.....	5.00	50 for.....	5.75
100 for.....	8.50	100 for.....	10.00
500 for.....	40.00	500 for.....	47.50
1,000 for.....	75.00	1,000 for.....	90.00

## WOOD EASELS

	Per Doz.
30-inch	\$4.00
36-inch	4.50
42-inch	5.00
48-inch	6.25
54-inch	6.75
60-inch	7.75

Clips. Bulldog. Box of 1,000, 85c; carton of 10,000, \$7.50.

Clips. Rose Everlasting. Box of 1,000, \$3.75; 10 boxes, \$35.00.

Crepe Paper. Papyrus Waterproof. Original reliable brand. All colors. Per roll, 35c; per doz., \$3.60; per 100, \$27.00.

Corsage Shields. Doz., \$2.25; gross, \$20.00. All colors.

## Cycas Leaves.

	Per 10	Per 100
8 to 12.....	\$0.40	\$3.00
12 to 16.....	.45	3.50
16 to 20.....	.50	4.50
20 to 24.....	.60	5.00
24 to 28.....	.65	6.00
28 to 32.....	.75	7.00
32 to 36.....	.85	8.00
36 to 40.....	1.00	9.00
40 to 44.....	1.10	9.50
44 to 48.....	1.25	13.00

Greening Pins. New Philly. Box of 10 lbs., \$2.25; 10 boxes, \$20.00.

## Hose, Electric.

	50 ft.	100 ft.
¾ inch, per foot.....	\$0.22	\$0.21

Couplings, 25c each, extra.

## Hyacinth Stakes (See Match Sticks).

## Labels.

4-inch, packed 1,000 to carton. Plain, per 1,000, \$1.50. Painted, per 1,000, \$1.80.

5-inch, packed 1,000 to carton. Plain, per 1,000, \$1.70. Painted, per 1,000, \$2.35.

6-inch, packed 1,000 to carton. Plain, per 1,000, \$2.00. Painted, per 1,000, \$2.65.

8-inch, packed 250 to carton. Plain, per 1,000, \$5.50. Painted, per 1,000, \$6.00.

10-inch, packed 250 to carton. Plain, per 1,000, \$6.00. Painted, per 1,000, \$7.00.

12-inch, packed 100 to carton. Plain, per 1,000, \$6.50. Painted, per 1,000, \$8.50.

Tree Labels. 3½-inch copper wire. Plain, per 1,000, \$1.95. Painted, per 1,000, \$2.35.

Lycopodium, Dyed. 10-lb. cartons, \$2.75 per carton.

## SPHAGNUM MOSS

An important item with us. We can supply by single bale or carload throughout the year; harvested in Wisconsin district, free from sticks and foreign matter. We believe buyers of this item in quantity will find that shipment F. O. B. Wisconsin will prove more economical than routing same from Chicago.

### Prices:

	F. O. B. Chicago	F. O. B. Wisconsin
1 bale, per bale.....	\$1.50	
5 bales, per bale.....	1.35	\$1.10
10 bales, per bale.....	1.25	.95
25 bales, per bale.....	1.20	.90
50 bales, per bale.....	1.10	.85

(All prices subject to change without notice.) We will be glad to quote larger quantities on application.

Moss, Sheet. For covering window bases, lining hanging baskets, etc. \$2.25 per sack; 5 sacks, \$10.00; 10 sacks, \$17.50.

## MAGNOLIA LEAVES (Dr Dux)

We supply this well known brand in brown, purple and green at, per carton, \$1.65; 5 cartons, at \$1.60 per carton. Red, per carton, \$2.25. Bulk, green or purple, per 100-lb. case, \$21.00.

## Match Sticks. (Hyacinth Sticks.)

Dyed Green, 12-inch, per 1,000.....\$1.75

Dyed Green, 18-inch, per 1,000..... 2.65

## OAK SPRAYS—Prepared

Red, brown and green. Per lb., 35c; 10 lbs., \$3.00. Special price on case lots.

## Paper.

Tissue, American Beauty, 24x36 in. 400 sheets, \$1.35; 4,000 sheets, \$12.50.

Green Wax, 24x36 in. 400 sheets, \$2.25.

Green Wax Paper. 3-inch rolls; a time-saver and no waste; 12 lbs. to a box. Per box of 12 rolls, \$2.50.

Genuine German Imported Peat Mull. Many consider this a superior article for greenhouse use.

F. O. B. New York F. O. B. Chicago

Single bales.....\$3.00 \$4.50

5 bale lots, per bale..... 2.85 4.25

10 bale lots, per bale..... 2.80 4.10

25 bale lots, per bale..... 2.75 3.90

## NEPONSET POTS

(Water-proof paper flower pots.) Light in weight and unbreakable. The ideal pot for transplants and shipping.

Size	Original Crate Contains	Price per 1,000
2¼-inch	1,000	\$ 4.10
2½-inch	1,000	4.65
3-inch	1,000	5.85
3½-inch	1,000	7.45
4-inch	500	9.20
5-inch	500	14.25
6-inch	500	19.00

## Pussy Willows.

Single stem. (Box of 36 doz.) Per doz., 35c; per gross, \$4.00.

3 stem. (Box of 12 doz.) Per doz., 60c; per gross, \$6.50.

Raffia, Natural. Best grade. Lb., 35c; 25 to 50 lbs., at 32c per lb.; per bale of 220 lbs., 30c per lb. (Subject to change.)

Ribbonzene Bon Ton. All colors. 500-yard spool, \$1.50.

Ribbons. Leonard Pot Tie Ribbon tinsel striped. Assorted colors. 50 yards, \$1.25. Box of 24 pieces at \$1.20 each.

## RUSCUS—A No. 1 Quality

Dyed red or green. 5 lbs., per lb., 85c; 10 lbs., per lb., 80c; 25 lbs., per lb., 75c; 50 lbs., per lb., 70c; 100 lbs., per lb., 65c.

Metallic. Silver, gold, rose-gold, silver-green, silver-blue, silver-lavender. Per lb., \$1.25; 10 lbs., per lb., \$1.10.

Autumn or Woodland. Per lb., \$1.00; 10 lbs., per lb., 95c.

Tinted. Gray, lavender, green and pink. Per lb., 90c; 10 lbs., per lb., 75c.

# Fertilizers, Insecticides and Florists' Requisites

**Tie More Fibre Ribbon.** Per bolt, \$1.15; 20 pieces to box at \$1.00.

**Shower Ribbon.** No. 2 white, picot edge, 50-yd. bolts, each, \$1.50; per doz. bolts, \$1.25 each.

**German Statice—White.** Best Statice on market. Imported by us direct from Germany. 1-lb. lots, 80c; 10-lb. lots, per lb., 70c; 25-lb. lots, per lb., 60c. Crate of 110 lbs., per lb., 50c.

**German Statice.** Dyed, all popular colors and shades. Per lb., \$1.25.

**Thread, Green.** Box of 8 spools, \$1.25.

**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.....	\$ 2.75
Plain box, 50,000.....	11.00
Green box, 4,500, 4-inch.....	3.00
Green box, 3,000, 6-inch.....	2.75
Green box, 8,000, 3-inch.....	3.50

**Twine Cotton.** 5-lb. sacks, 3- to 4-ply, 50c per lb.

<b>Wire.</b> 12 lbs. to box, cut 12-inch and 18-inch.	
No. 18.....	\$1.30
No. 20.....	1.40
No. 22.....	1.70
No. 24.....	2.30

**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.

**Wizard Pulverized Sheep Manure, f. o. b. Chicago.** 100 lbs., \$2.65; 500 lbs., \$10.00; 1,000 lbs., \$17.00; ton, \$32.00.

**Wizard Pulverized Sheep Manure, f. o. b. New York.** 100 lbs., \$3.25; 500 lbs., \$15.00; 1,000 lbs., \$26.50; ton, \$50.00.

**Wizard Cattle Manure, f. o. b. Chicago.** 100 lbs., \$2.65; 500 lbs., \$10.00; 1,000 lbs., \$17.00; ton, \$32.00.

**Wizard Cattle Manure, Shredded, f. o. b. New York.** 100 lbs., \$3.25; 500 lbs., \$15.00; 1,000 lbs., \$26.50; ton, \$50.00.

**Rose Growers' Bone Meal.** 100 lbs., \$4.00; 500 lbs., \$18.00; 1,000 lbs., \$35.00; ton, \$67.00.

**Regular Grade Bone Meal.** 100 lbs., \$3.50; 500 lbs., \$15.00; 1,000 lbs., \$29.00; ton, \$55.00.

**Blood and Bone.** 100 lbs., \$4.00; 500 lbs., \$18.00; 1,000 lbs., \$35.00; ton, \$67.00.

**Star Acid Phosphate, 16 per cent.** 100 lbs., \$2.20; 500 lbs., \$8.30; 1,000 lbs., \$15.00; ton, \$29.50.

**Dried Blood.** 100 lbs., \$7.00; 500 lbs., \$33.00; 1,000 lbs., \$62.50; ton, \$120.00.

**Special Carnation Mixture.** Potash derived from sulphate. 100 lbs., \$3.25; 500 lbs., \$15.00; 1,000 lbs., \$29.00; ton, \$55.00.

**Horn Shavings,** \$4.50 per sack; 10 sacks, \$4.25 per sack.

**Nitrate of Soda.** 100 lbs., \$5.00; 500 lbs., \$23.75; 1,000 lbs., \$45.00; ton, \$85.00.

**Supcr Phosphate.** 100 lbs., \$2.45; 500 lbs., \$10.00; 1,000 lbs., \$18.50; ton, \$35.00.

**Hardwood Ashes.** 100 lbs., \$2.45; 500 lbs., \$10.00; 1,000 lbs., \$18.50; ton, \$35.00.

**Muriate of Potash.** 100 lbs., \$3.65; 500 lbs., \$16.50.

**Sulphate of Potash.** 100 lbs., \$4.25; 500 lbs., \$19.00.

**Raw Bone Meal.** 100 lbs., \$3.25; 500 lbs., \$15.00; 1,000 lbs., \$29.00; ton, \$55.00.

**Floranid Urea.** A highly concentrated inorganic fertilizer containing 46 per cent available nitrogen. Per 100 lbs., \$15.00.

## "ARCHER GREENHOUSE WHITE" PAINT



"The white, high-hiding, high spreading rate, easy working, durable and fume resistant white."

Its dazzling whiteness makes your greenhouse stand out, its high hiding means fewer coats for complete coverage, its high-spreading rate gives more square feet per gallon, easy working means less labor cost and well pleased painters, and its durability means more paint value per dollar expended.

**Prices:** 55-gal. drums, per gal., \$3.30; 30-gal. drums, per gal., \$3.40; 5-gal. drums, per gal., \$3.50. F. O. B. Chicago.

## GATOR HIDE MULCH PAPER

Mulch Paper increases the temperature of the soil for a given moisture content. First, by absorbing solar heat and transferring it in large measure to the soil. Second, by checking the evaporation of moisture from the soil and thereby reducing the extent of the cooling action due to evaporation.

Mulch Papers increase the night temperature as well as the day temperature of the soil.

Experiments have shown an increase ranging from 2 to 6 degrees F. in the night temperature due to the Mulch Paper. The day temperature was increased to practically the same extent.

### PRICES

**TYPE A—Light Weight (only for field culture of annual crops)**

.....rolls, 18" wide, 300 lineal yards (900 feet) to roll (approx. 27 lbs.), \$3.50	per roll
.....rolls, 36" wide, 300 lineal yards (900 feet) to roll (approx. 53 lbs.), \$7.00	per roll

**TYPE B—Heavy Weight (for all purposes)**

.....rolls, 18" wide, 150 lineal yards (450 feet) to roll (approx. 30 lbs.), \$3.50	per roll
.....rolls, 36" wide, 150 lineal yards (450 feet) to roll (approx. 60 lbs.), \$7.00	per roll

Complete Booklet in connection with the use of Mulch Paper mailed free

## PLANT TUBS, GREEN

Made of white pine, the ideal wood for the purpose, and painted inside and out with linseed oil paint, two coats. Murdock plant tubs will withstand out-door exposure for an indefinite period of time.

Finished in dark green, these tubs harmonize with their natural surroundings and do not detract from plants or shrubbery which they contain.

Hoops are made from heavy wire, electrically welded, and three are used on all but Nos. 1 and 2. Tubers are snugly put together with expert workmanship. Packed to prevent marring in shipping.

### INSIDE DIMENSIONS

No.	Top Diam.	Bottom Diam.	*Depth	Wt. per doz.	Price each	No.	Top Diam.	Bottom Diam.	*Depth	Wt. per doz.	Price each	No.	Top Diam.	Bottom Diam.	*Depth	Wt. per doz.	Price each
1	6"	5"	6"	16 lbs.	\$0.55	8	13"	10"	12"	60 "	1.60	Fern	7 3/4"	6 3/8"	5 1/2"	16 "	.30
2	7"	5"	7"	20 "	.60	9	14"	11"	13"	72 "	1.90	Special	9"	6 1/8"	6 1/2"	20 "	.40
3	8"	6"	8"	29 "	.65	10	15"	11 1/2"	14"	90 "	2.00	*For height over all add one inch to inside depth.					
4	9"	7"	9"	36 "	.70	11	16"	12 1/2"	15"	120 "	2.25	Packed 6 in a stack.					
5	10"	7 1/2"	9"	38 "	.85	12	17"	13 1/2"	16"	156 "	2.65	All Prices F. O. B. Eastern Shipment					
6	11"	8 1/2"	10"	44 "	1.05	13	18"	14 1/2"	17"	162 "	3.20						
7	12"	9"	11"	50 "	1.25	14	19"	15 1/2"	18"	170 "	4.00						

# Fertilizers, Insecticides and Florists' Requisites

THERE IS REAL PROFIT FOR YOU WITH VIGORO



It isn't necessary to use a number of different materials to feed your greenhouse crops and nursery stock. For Vigoro, the complete plant food contains all the elements required. They are in a balanced ratio, too. That is why so many commercial growers and nurserymen are using Vigoro exclusively.

Each week sees a steadily increasing number of successful growers from coast to coast using Vigoro. They have found from actual count that it increases the cut from their

benches. Flowers are of better color, size and plants grow vigorously.

Vigoro is the complete plant food, supplying all the elements needed for sturdy healthy growth. It is clean, odorless and easy to apply. Factories are located conveniently to all territories.

Price, per 100-lb. bag, \$5.00; 500 lbs., \$18.50; 1,000 lbs., \$36.00; 2,000 lbs., \$70.00. For shipment to the Rocky Mountain States, West and New England States (minimum order 500 pounds), per 500 lbs., \$19.25; per 1,000 lbs., \$38.50; per 2,000 lbs., \$77.00. All prices F. O. B. shipping point.

## EVERGREEN INSECTICIDE

Non-Poisonous Insecticide

**KILLS PLANT INSECTS**  
Harmless to Man

Endorsed by  
*Experiment Stations*  
*Market Growers and Florists*

1 ½-oz. bottles, each .....	\$ .35
6 -oz. bottles, each.....	1.00
16 -oz. bottles, each.....	2.00
32 -oz. bottles, each.....	3.50
1 -gal. bottles, each.....	13.00
5 -gal. cans, each.....	50.00

## "SEMESAN"

The Premier Seed Disinfectant

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

Price: 2 ozs., 50c; 1 lb., \$2.75

(Booklet in connection with use of Semesan mailed free.)

Note: Semesan cannot be forwarded via mail.

## Brand New!

### RAIN KING HOSE COUPLER

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.

<b>PRICES FOR ¾-INCH HOSE</b>		Each
Complete Coupler .....	\$0.60	
Female half only.....	.35	
Male half only.....	.25	

<b>FOR 1-INCH HOSE</b>		Each
Complete Coupler .....	\$0.80	
Female half only.....	.45	
Male half only.....	.35	

### PITTSBURG ROSE NOZZLE

The ideal Spray for reaching underside of Roses and other plants. Each, \$1.75.

## DERRISOL

An odorless, non-poisonous liquid which will control sucking insects like aphid, thrips, leaf hoppers and red spiders, also leaf eating larva. Price: 10-lb. can, \$12.00.

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.

See  
Previous  
Page  
for Additional  
Fertilizers

## FLORIST INSECTICIDES "VOLCK"

For elimination of Red Spider, Mites, White Fly, Scales, Mealy Bug, Caterpillars, Aphid, Thrips, etc. One of the most effective insecticides on the market. Descriptive circular free.

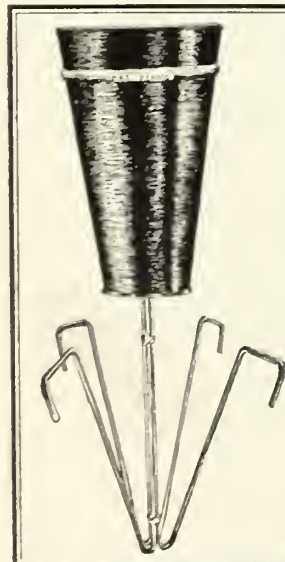
Per pint, 75c; per quart, \$1.00; per gallon, \$3.00; 5 gallons, \$12.00.

Nico-Fume Liquid. 1-lb. can, \$2.00; 4-lb. can, \$6.25; 8-lb. can, \$11.50.

Nico-Fume Paper, 24 sheets, \$1.25; 144 sheets, \$5.50; 288 sheets, \$8.75.

Nico-Fume Powder, 5 lbs., \$3.75; 10 lbs., \$6.85.

Cyanogas. 100-lb. drum, \$30.00; 25-lb. tins, \$10.00; 5-lb. tins, \$3.00.



## DIAMOND JACKS

Auxiliary Vase for Baskets

Illustrated Opposite

DIAMOND JACKS FIT ALL SIZED BASKETS

It helps the florist to make elaborate showings with less flowers, thus reducing expenses.

Enables the florist to display beautiful short stemmed novelties high up into the baskets.

Price, 35c each in boxes of 25.

## 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., 80c; 10 lbs., at 70c per lb.; 25 lbs., at 60c per lb.; crate of 110 lbs., at 50c per lb.

### DYED STATICE

All popular colors and shades. Per lb., \$1.25.

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.





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FROM

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**AMERICAN BULB COMPANY**

**31-37 W. 27<sup>TH</sup> STREET**

**NEW YORK, N. Y.**

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(A) LILIAM LONGIFLORUM  
(B) LILIAM SPEC. ALBUM  
(C) LILIAM SPEC. MAGNIFICUM  
(D) LILIAM AURATUM  
(E) LILIAM GIGANTEUM

*A. B. C. "Supreme" Quality Fancy Leaved Caladiums*  
Showing in Color a Few  
from Our  
A. B. C. Fancy Mixture  
of More Than  
Thirty Named Varieties.

*(True Brazilian Type)*

**AMERICAN BULB COMPANY**  
CHICAGO  
1335-1311 W. Randolph St.

NEW YORK  
31 to 37 W. 27th Street



*Winifred Walker*