

Historic, Archive Document

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

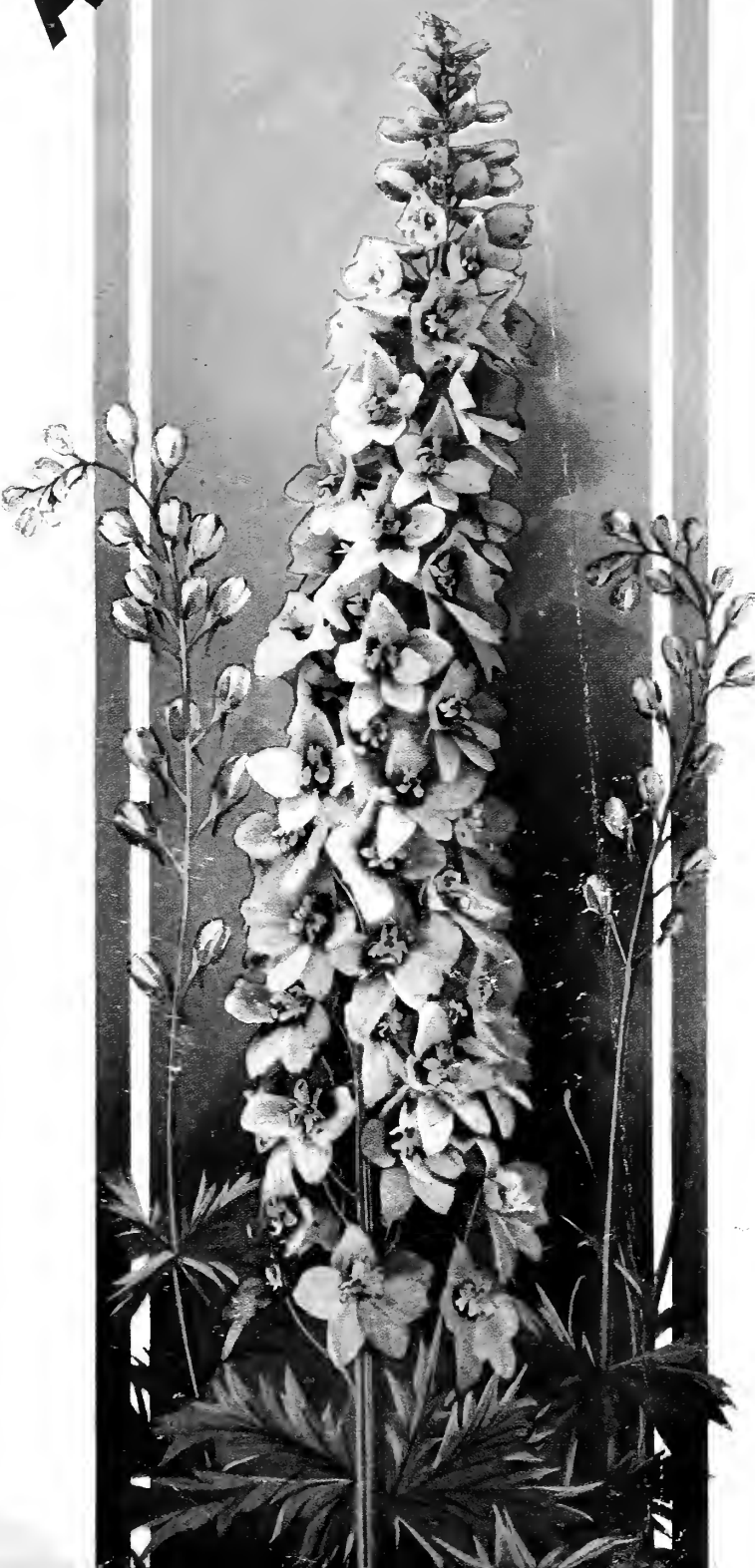
1931



1931

AMERICAN BULB COMPANY

IMPORTERS
and GROWERS



"THEODOSIA"

(A. B. C. Introduction)

The "All Purpose" Petunia; Rose and Gold.

Price: Trade Pkt., 1.00; 6 for \$5.00; $\frac{1}{2}$ oz., \$3.50; $\frac{1}{4}$ oz., \$6.00.

WHOLESALE PRICE LIST FOR FLORISTS SEEDSMEN NURSEYMEN

SEEDS, BULBS, PLANTS,
FERTILIZERS AND SUPPLIES

"KING" DELPHINIUM

A New Strain of Hybrids
Illustrated Opposite

(See alphabetically arranged flower seed pages
in this book for complete description.)

Price: Trade Pkt., \$1.00; $\frac{1}{4}$ oz., \$1.50; per oz., \$5.00.

Pompon Chrysanthemum

“DOROTHY TURNER”

(See Illustration Opposite)

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.

FRITZ BAHR

Prominent Horticultural writer and Florist Grower says of “Dorothy Turner”:

“I think a great deal of this newcomer.”

Prices: Rooted Cuttings, \$7.50 per 100; \$60.00 per 1,000. From 2-inch pots, \$12.00 per 100; \$110.00 per 1,000.

Orders will be filled in rotation. Rooted cuttings from February 1 on, and pot plants from March 1 on.

POMPON CHRYSANTHEMUM
“Dorothy Turner”

CHRYSANTHEMUM ROOTED CUTTINGS AND SMALL POT PLANTS

We aim to list each season all worthwhile new “Mums” as well the better standard kinds. Supplying clean, healthy plants in good season. (See back page of this book for complete list and prices.)

A. B. C.
 "Supreme"
 Quality
 Bulbs
 Seeds
 Plants

Terms of Business

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

Disclaimer The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any

seeds (bulbs or plants) it sells and will not be responsible for the crop.

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

Parcel Post We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for package. 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.

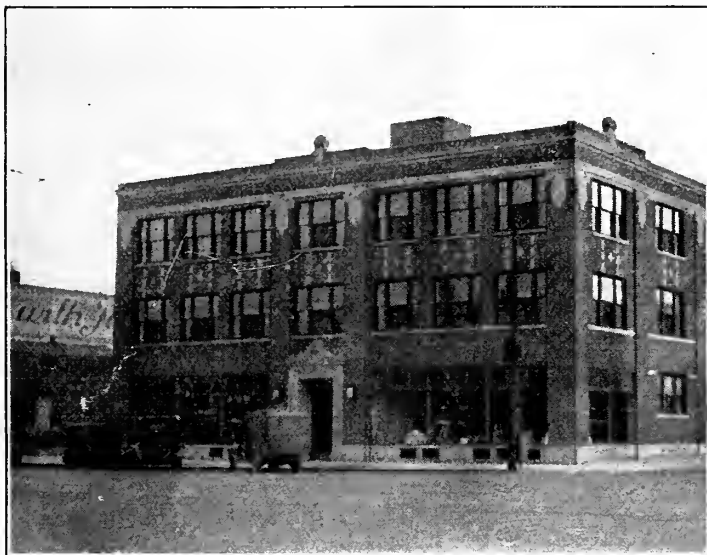


Illustration showing frontage of our new building in Chicago, occupying approximately 50,000 square feet of space, specially constructed to carry on with our highly specialized lines and assure our clients prompt Service.—A. B. C.

"A Better Future"

There is abundant evidence that the low mark of the country's business depression has been reached. The steady climb upward to normal times seems now to be a certainty, and, as I see it, the time is at hand to go to work and furnish supplies and services at reasonable cost. To further this, we have carefully "tuned" our purchases of basic material (in many instances paying cash therefor) to the end that we are in position to care for your needs with "QUALITY STOCK" and on a price basis as contained herein, that should enable you to "carry on" with a good margin of profit.

The time is propitious, I believe, for the average florist (especially those located in suburban towns) to go after business outside of the so-called cut flower line, and it would seem to me that the "HOME FLOWER GARDEN" movement that is sweeping the country suggests a wonderful outlet for not only bulbs such as BEGONIAS, CANNAS, DAHLIAS, GLADIOLUS, LILIES, etc., but particularly garden plants as Zinias (the dahlia-flowered seem to predominate with the average flower lover), but "keep an eye" on the "Pompons," Asters, "Sweet Wivelsfield" and Annual Larkspur; also numerous other annuals, wonderful recent introductions of Larkspur from California growers who are vying with each other in the production of new kinds, "Miss California," Los Angeles "Empress Rose" and "Blue Spire" especially. All of these annuals are easily produced from seed and can be sold from flats or 2- and 2¼-inch pots at a profit that will compare favorably with your other lines.

Rock Plants for Rock Gardens also Hardy Perennial Plants are likewise now much in demand, and the possibilities in this connection are, I believe, unbounded. Please see our list in this book.

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.

Early Orders
 Will,
 We Believe,
 Prove
 Mutually
 Advantageous

SPECIAL NOTE
 Please mail orders from this list to
 AMERICAN BULB CO.
 31 to 37 West 27th Street
 New York, N. Y.

GRAFTED YOUNG ROSE PLANTS

FROM 2½ INCH POTS

Bassett and Washburn "Quality" Grafted Roses Have Made a Reputation for Themselves

The very satisfactory quality of grafted roses which Messrs. Bassett and Washburn supplied to our customers the past three seasons has induced us to again contract with this well known concern for delivery of a large quantity of same during 1931 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.

B. and W. Grafted Roses Satisfy "The Particular Grower"

American Bulb Co., Chicago, Ill.
Gentlemen:

Lafayette, Ind., June 9, 1930.

We enclose our check to balance the enclosed invoice. I wish to take this opportunity of thanking both Bassett & Washburn and yourself for the capable and efficient manner in which this transaction was handled. The plants were excellent, in fact could not have been any better and were perfectly packed and delivered. Please give my personal regards to J. D., Mr. Washburn, Mr. George, and Chas. Swanson when you see them.

Very sincerely yours,

ROTH, Florist.
Per H. Dale Roth.

We list the following varieties:

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

BRIARCLIFF—This is a great improvement over Columbia.

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

HERBERT HOOVER—A new color combination, maroon, orange and gold. Budded stock only. Price per 100, \$20.00; per 1,000, \$190.00.

We do not recommend grafted stock for this variety

JOANNA HILL—The new Yellow.

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

PREMIER SUPREME—The finest of the Premier family.

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

TALISMAN—The most astounding novelty in roses produced in many a year. Its brilliant orange-red buds open to a large fragrant, high-pointed bloom of glowing golden yellow, stained with copper red and orange rose on the inside of the petal.

TEMPLAR—The old stand-by in Red.

WILHELM KORDES—This is a great novelty Rose.

Prices: Per 100, \$20.00; Per 1,000 to 5,000, \$190.00 Per M; Per 5,000 to 10,000, \$185.00 Per M; Per 10,000 to 15,000, \$180.00 Per M; Per 15,000 to 25,000, \$175.00 Per M

F. O. B., Hinsdale, Illinois

Plants will be ready for shipment beginning March.

Index of Contents of this Catalogue

Asparagus	7	Ferns	57	Lilies	50-51
Bleeding Heart	35	Fertilizers	64	Lily-of-the-Valley	40
Begonia Bulbs	41	Ficus (Rubber Plants)	59	Miscellaneous Plants	52-61
Begonia Seed	9	Flower Seeds	5-25	Poinsettias	57
Book, Fritz Bahr's	39	Florists' Supplies	62-63	Rock Plants	30-31
Bulbs, Miscellaneous	40	Gладиолус	45-49	Roses	2
Caladiums, Middle Page	40	Gloxinias	41	Semesan	64
Calceolarias	10-53	Hydrangeas	57	Spiraea	57
Cannas	42	Hardy Perennial Plants	32-39	Terms of Business	1
Carnations	53	Hardy Perennial Seeds, Alphabetically		Tritoma Pfitzeri	39
Chrysanthemums	54-55-56	Insecticides	64	Tuberose	40
Cyclamen	13-52	Lawn Grass Seed	2	Vegetable Seeds	29
Dahlias	43-44			Zinnias	27-28

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.

AMERICAN BULB COMPANY

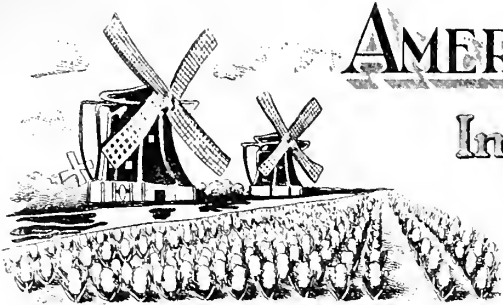
Importers & Growers

CHICAGO

NEW YORK

1335 W. RANDOLPH ST.
CORNER ADA

31 TO 37 WEST 27TH ST

CHICAGO TELEPHONES
HAYMARKET 6774-6775CHICAGO CABLE ADDRESS 'BULBS'
A.B.C. AND BENTLEY CODES

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

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. Texas Grown Narcissus, Top Prices for Early Bloom

Our Texas cultures of several million Narcissus, consisting of Paper white Grandiflora, King Alfred, Sir Watkin, Laurens Koster, etc., places us in a position second to none, to supply the florist grower with "Profit-Making" bulbs at close market

values. Texas grown Daffodils are renowned for their earliness of bloom, thereby fetching "Top-Prices" as against later flowering stock, since there is a very large demand each season for this "extra early flowering strain."

EARLY BOOKING IS SUGGESTED



Illustration of part house of A. B. C. Narcissus Paper white Grandiflora at plant of Rowe Floral Co., Kirkwood, Mo. A. Miller of A. B. C. in foreground with W. A. Rowe inspecting crop.

"A. B. C. TEXAS GROWN NARCISSUS MAKE GOOD"



House of the Popular Large Flowering Yellow Freesias "Golden Daffodil" and "Golden Treasure" Introduced to the Trade by A. B. C.

A. B. C. "Supreme" Quality Freesia

DELIVERY
IN SEASON

"GOLDEN DAFFODIL"

The New Giant Yellow Freesia

This, in the estimation of the entire Florist Trade, is recognized as the most valuable Freesia in existence. A free bloomer, produces long stems, measures in size twice as large as any Purity. Blooms early; many of our customers have forced it for Christmas with good results. Two to three flowers produced from one single Bulb.

Our sales have been upward of one million Bulbs per year without advertising same. Our Eastern customers have practically taken up all we could produce and this season we wish to disseminate it to the trade in general and offer same to all our customers in quantities of from 1,000 to 10,000.

We offer the following sizes, which prices are considerably reduced from the introduction price of last year. Price: $\frac{1}{2}$ - to $\frac{5}{8}$ -inch, per 100, \$4.00; per 1000, \$30.00; $\frac{5}{8}$ - to $\frac{3}{4}$ -inch, per 100, \$4.50; per 1000, \$35.00; $\frac{3}{4}$ -inch up, per 100, \$5.00; per 1000, \$40.00.

A. B. C. PURITY SUPERFLORA

Known as Casad's introduction; flowers are larger, keeps well, recommended for florists who grow to ship to out of town markets. This variety is in heavy demand in St. Louis, Chicago, and New York markets.

	Per 100	Per 1,000	Per 5,000	Per 10,000	Per 25,000
$\frac{1}{2}$ - $\frac{5}{8}$ "	\$1.50	\$12.00	\$55.00	\$100.00	\$225.00
$\frac{5}{8}$ - $\frac{3}{4}$ "	2.25	18.00	85.00	160.00	375.00
$\frac{3}{4}$ " up	2.75	24.00	115.00	220.00	525.00

Above prices f.o.b. Chicago or New York. If shipment is wanted from our growing station California, prices will rule as follows.

$\frac{1}{2}$ - $\frac{5}{8}$ " @	\$ 9.00	per 1000
$\frac{5}{8}$ - $\frac{3}{4}$ " @	16.00	per 1000
$\frac{3}{4}$ " up @	22.00	per 1000

Improved Purity

Grown for us by specialists in Santa Barbara, Calif. The true improved strain of Purity.

	Per 100	Per 1,000	Per 5,000	Per 10,000	Per 25,000
$\frac{1}{2}$ - $\frac{5}{8}$ "	\$1.25	\$10.00	\$45.00	\$80.00	\$175.00
$\frac{5}{8}$ - $\frac{3}{4}$ "	2.00	17.00	80.00	150.00	350.00
$\frac{3}{4}$ " up	2.50	22.00	105.00	200.00	475.00

Prices f.o.b. Chicago or New York.

$\frac{1}{2}$ - $\frac{5}{8}$ " @ \$ 7.50 per 1000

$\frac{5}{8}$ - $\frac{3}{4}$ " @ 15.00 per 1000

$\frac{3}{4}$ " up @ 20.00 per 1000

Above prices f. o. b. shipment California

Fischer's Introductions

Improved Splendens—Lavender

Fischer's famous introduction. We recommend every florist buying a few as this color is pleasing, and meets with the approval of the trade.

$\frac{1}{2}$ - $\frac{5}{8}$ "	Per 100	\$2.00	Per 1000	\$16.00
$\frac{5}{8}$ - $\frac{3}{4}$ "	Per 100	2.80	Per 1000	24.00
$\frac{3}{4}$ " up	Per 100	3.50	Per 1000	30.00

Dorothy Scheepers—Bright Rose Pink

$\frac{1}{2}$ - $\frac{5}{8}$ "	Per 100	\$5.00	Per 1000	\$45.00
$\frac{5}{8}$ "	Per 100	5.50	Per 1000	50.00

Marie Fischer—Lavender Blue

$\frac{1}{2}$ "	Per 100	\$5.00	Per 1000	\$45.00
$\frac{5}{8}$ "	Per 100	5.50	Per 1000	50.00

Mrs. R. Craig—Blue

$\frac{1}{2}$ - $\frac{5}{8}$ "	Per 100	\$5.00	Per 1000	\$45.00
$\frac{5}{8}$ "	Per 100	5.50	Per 1000	50.00

Frey's Colored Freesias

Crop short, but we have engaged sufficient quantity to take on additional orders if given to us promptly.

California—Yellow

$\frac{1}{2}$ - $\frac{5}{8}$ "	Per 100	\$3.25	Per 1000	\$29.00
$\frac{5}{8}$ - $\frac{3}{4}$ "	Per 100	3.50	Per 1000	32.00

General Pershing—Lavender Pink

$\frac{1}{2}$ - $\frac{5}{8}$ "	Per 100	\$2.50	Per 1000	\$21.00
$\frac{5}{8}$ - $\frac{3}{4}$ "	Per 100	2.90	Per 1000	24.00

Carrie Budau—Lavender Pink

$\frac{5}{8}$ "	Per 100	\$4.00	Per 1000	\$35.00
-----------------	---------	--------	----------	---------

June Michaelson—Deep Rose Pink

$\frac{5}{8}$ "	Per 100	\$4.50	Per 1000	\$42.00
-----------------	---------	--------	----------	---------

Olivette—Bright Carmine Red

$\frac{5}{8}$ "	Per 100	\$4.00	Per 1000	\$35.00
-----------------	---------	--------	----------	---------

Aurora—Large Yellow

$\frac{5}{8}$ "	Per 100	\$3.50	Per 1000	\$30.00
-----------------	---------	--------	----------	---------

Carmencita—Orange Salmon

$\frac{5}{8}$ "	Per 100	\$3.50	Per 1000	\$30.00
-----------------	---------	--------	----------	---------

Ilena—Rosy Lavender

$\frac{5}{8}$ "	Per 100	\$3.60	Per 1000	\$32.00
-----------------	---------	--------	----------	---------

"GOLDEN TREASURE"

Similar in size to Golden Daffodil, color alike, shows slight traces of lavender backs. Very beautiful and admired equally as much as Daffodil. Stock limited. Price: $\frac{1}{2}$ - to $\frac{5}{8}$ -inch, per 100, \$4.00; per 1000, \$30.00; $\frac{5}{8}$ - to $\frac{3}{4}$ -inch, per 100, \$4.50; per 1000, \$35.00; $\frac{3}{4}$ -inch up, per 100, \$5.00; per 1000, \$40.00.

Wisteria

This famous Wisteria blue Freesia is an introduction from England. For eight years we have been trying to secure this wonderful Freesia and thru the Federal Horticultural Board we have been enabled to secure a small stock for propagation that we are offering to the trade this season in small quantities only.

American Grown

$\frac{1}{2}$ - $\frac{5}{8}$ "	Per 100	\$6.00
---------------------------------	---------	--------

Prices subject to change without notice.

"GOLDEN DAFFODIL"

American Bulb Co.

Gentlemen:

We appreciate your coming to us for an opinion on the Yellow Freesia, "Golden Daffodil." We have been handling this item from the start about six years ago and we have noted the increase in the demand for it each year.

The price on this Freesia has always been about three times higher than the California yellow and even this year with the tremendous increase that we have had and with the very poor market that we are going through, it is still bringing a very handsome price in comparison with other flowers.

We have had users tell us that the Freesia will keep with them for over a week. We ourselves have kept it for several days and then sold it and it gave real satisfaction. We can safely say that never in the six years that we have been handling it have we had a complaint.

Yours very truly,

(Signed) HENRY M. ROBINSON CO.



**A. B. C. "Supreme" Quality Flower Seeds,
 Pure Stocks of Selected Florists' Type Are
 Planted by "The Particular Grower"
 FROM COAST TO COAST**

"Flower Styles" Changing

During recent years great changes have taken place in the flower buying public's mind with regard to desirable shades for floral work. In assembling baskets and floral pieces, preference is given to delicate shades of pink, salmon-cerise, and enchanting blends of tangerine-red, canary yellow, golden yellow, burnt orange, etc.

No other flowers afford greater variety in these wanted shades than the ZINNIA, with its ever-growing popularity on account of the recent introduction of so many types, from the petite Lilliput to the Giant Dahlia Flowered. Zinnias produce the maximum of flower with the minimum of disease or trouble in production. With the introduction of the Early Wonder type flowers are available within forty-five days from seed.

The annual LARKSPUR is another easily grown annual which gives a great variety in color, and with the recent introduction of the striking novelties, Miss California, Los Angeles, Empress Rose and Blue Spire, its popularity is bound to increase.

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.

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.

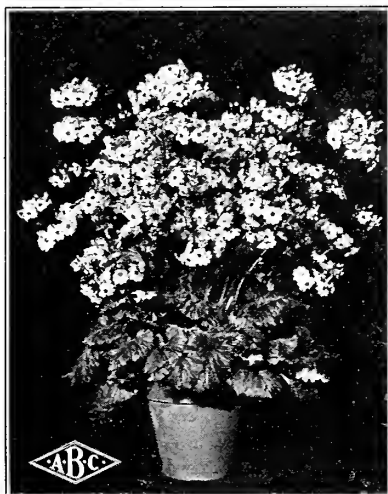
Soliciting your valued commands.

Faithfully yours,
CHICAGO
 AND
NEW YORK
AMERICAN BULB CO.,
 A. MILLER, President.

**BODGER'S "TRUE STRAIN" DAHLIA FLOWERED
 ZINNIAS, NOW THE MOST POPULAR OF ANNUALS
 FOR CUT FLOWERS AND GARDEN DECORATION.**

FRITZ BAHR

For 40 years a successful grower, retail florist and horticultural writer (his work entitled "Commercial Floriculture" now being accepted as "The Florists' Textbook"), tells you, in his booklet what is best to grow under glass from seed for cut flowers. A copy is yours for the asking.



**EVOLUTION OF
 PRIMULA
 MALACOIDES**

Ernest E. Eriksson, of Riverside, Illinois, became interested in the improvement of Primula Malacoides some fifteen years ago, and his accomplishment is now being offered to the trade, exclusively through The American Bulb Co., Chicago and New York.

Varieties: "Wonder Baby," Pink; "New Baby," Orchid, Lavender, Pink; "Baby Rose," Deep Pink and in mixture from above named varieties. Price: Tr. Pkt., (Approx. 1,000 seeds) \$2.00.

NEW PRIMULA MALACOIDES "Erikssonii"

This new type of Malacoides is rapidly taking place of Primula Obconica, because of its absolute freedom from poisonous effects which not infrequently cause objection to the Obconica, especially when plants are sent to hospitals.

EARLY ORDERS WILL, WE BELIEVE, PROVE MUTUALLY ADVANTAGEOUS

"PURE STOCKS OF SELECTED FLORISTS' TYPES"

"A DOUBLE ADVANTAGE"

The production of Asters, Antirrhinum (Snapdragon), Larkspur, Petunias, Salpiglossis, Stocks, Zinnias, etc., has become a real and very profitable business with many florist growers, especially those located in suburban towns. In the supplying of mentioned kinds and many other annuals either direct from seed flats or from 2 1/4 inch pots for home garden planting, flower lovers are "hungry" for high class stock such as you can produce from A. B. C. "SUPREME" Flower Seeds and which they cannot obtain from "secondary quality" strains secured from the corner grocery or hardware store, and when "Mrs. Jones" realizes the results from planting real "honest to goodness" quality she will more than likely indicate to friends her basis for the success she has obtained and source of supply of plants used to accomplish such. You, thereby, secure "A DOUBLE ADVANTAGE." Firstly, a good profit on plant sales, and secondly, a "TALKING ADVERTISEMENT" FOR YOUR ESTABLISHMENT, as well as an enhanced reputation for supplying "QUALITY STOCK."

The Flower Garden Movement has taken on a great impetus throughout the country, and florists, we believe, should take advantage of this wonderful opportunity to increase their volume of business on a "healthy profit" basis and also obtain worth-while prestige for their floral outlet.

THE OPPORTUNITY IS HERE—TAKE ADVANTAGE OF IT. It is of course important that seed be sown in sufficient time so that you can have strong plants to offer when planting season opens. Acquaint your clientele with the fact of stock being available and reap the harvest therefrom—others have done it—so can you.

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

ABUTHON

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

ACHILLEA—Milfoil or Yarrow
(Perennial)

Ptarmica "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
Sexatile Compactum (Perennial). 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.

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

	Trade 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

For Complete List of Antirrhinum (Snapdragons) See Next Page

PETUNIA "THEODOSIA" IS HIGHLY RECOMMENDED FOR MOTHER'S DAY SALES

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

ANTIRRHINUM
 (SNAPDRAGON)
 (CONTINUED)

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 tube20	.80
Fascination, soft pink.....	.25	1.00
Fawn, terra cotta-pink, suffused yellow25	1.00
Gloria, deep pink.....	.25	1.50
Golden Queen, yellow.....	.20	1.00
Grenadier, orange-scarlet, white tube25	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 tube25	1.25

ANTIRRHINUM
 (SNAPDRAGON)

Semi-Dwarf Growing Varieties

	Tr. Pkt.	Oz.
Purity, pure white.....	\$0.25	\$1.25
Rose Queen, rose-pink, yellow lip	.20	1.00
Silver Pink, pearly pink.....	.25	1.25
Mixed, named varieties.....	.25	1.00

We consider the following named tall growing varieties as the most worthy for cut flowers:

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

- Ceylon Court Yellow. The best early yellow. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Cheviot Maid. The best early clear pink. 1 pkt., \$1.50; 3 pkts., \$4.00; 6 pkts., \$7.50.
- Laura. Dark rose-pink; early and fine. 1 pkt., \$1.50; 3 pkts., \$4.00; 6 pkts., \$7.50.
- Geneva Pink. Beautiful soft rose-pink. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Happiness (Allman). Highly attractive shade of rose-pink. 1 pkt., \$2.00; 3 pkts., \$5.50; 5 pkts., \$10.00.
- Rose Queen (Witterstaetter). Large early dark pink. 1 pkt., \$2.00; 3 pkts., \$5.00; 6 pkts., \$9.50.
- Jennie Schneider. 1 pkt., \$1.00; 3 pkts., \$2.00; 6 pkts., \$4.50.

ANTIRRHINUM (Continued)
 ROMAN GOLD

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.

- 1 pkt., \$1.50; 3 pkts., \$4.00; 6 pkts., \$7.00.
- Orlando. A standard bronze. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Golden Pink Queen. Glossy deep rose-pink. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Emily. Golden sunshine (Imp. G. P. Q.). 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Silver Pink. 1 pkt., 1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Hybrid. Delicate orchid shade of pink. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Light Pink, White, Yellow, Scarlet, Garnet, Chestnut, Nelrose, Buxton, Keystone, and Fancy Mixed, 50c per pkt, 3 for \$1.25.
- Penn Orange. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Indian Summer. Copper color. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Jay-Dee. Yellow, orange center, fine. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.

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.

(Perennial) AQUILEGIA—Columbine

Very desirable for cut flowers.

- Beautiful Columbia Rose-Pink. Originator's Greenhouse-grown Seed (exclusively controlled by A. B. C.).
- Helen. A fine shade of salmon. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Afterglow. Finest deep golden bronze. 1 pkt., \$2.00; 3 pkts., \$5.00; 6 pkts., \$9.00.
- Imp. Sunburst. Color of Sunburst rose. 1 pkt., \$1.50; 3 pkts., \$4.00; 6 pkts., \$7.00.
- Golden Pink Queen. Color as named. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- White Rock. The standard long-stemmed white. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Philadelphia Pink. The standard pink. 1 pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$4.50.
- Roman Gold. 1 pkt., \$1.50; 3 pkts., \$4.00; 6 pkts., \$7.00.
- 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., \$1.50; Tr. Pkt., 50c; oz., \$5.00.
- Recognized as the "last word" in large flowering, long spurred Aquilegia.
- Double Mixed. Tr. Pkt., 15c; oz., 60c.
- Single Mixed. Tr. Pkt., 15c; oz., 60c.

(Perennial) ARABIS—Rock Cress

Alpina. Dwarf Spring flowering perennial for edging and rockery, pure white. Tr. Pkt., 20c; oz., 75c.

ASPARAGUS PLUMOSIS NANUS
 One of Our Leading Specialties

- Northern Greenhouse Grown, True. Per 100 seeds, 50c; per 1,000 seeds, \$2.50; per 5,000 seeds, \$10.00.
- Lath-House Grown. Per 100 seeds, 30c; per 1,000 seeds, \$1.50; per 5,000 seeds, \$7.00; per 10,000 seeds, \$12.50.

ASPARAGUS SPRENGERI

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

SPINELESS SPRENGERI

A valuable addition to the Sprengeri family. Per 100 seeds, \$2.00; per 1,000 seeds, \$15.00.



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

ASTERS

A. B. C. SPECIAL
FLORISTS' STRAINS



ASTER, HOWARD'S "SWANSDOWN"

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
Pink50	2.50
White50	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 Rose25	1.00
Crimson25	1.00
Lavender25	1.00
Purple25	1.00
White25	1.00
Mixed20	.75

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.

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

See Illustration Above

We are offering two new Asters obtained from Mr. Fred Howard of California.

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.

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 Scarlet40	2.00
Light Blue40	2.00
White40	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, blooms of large size.

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

BODGER'S CALIFORNIA ASTER SEED

Assures the Buyer Worth-While Quality

Aster Culture

(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.

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."

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-Pink30	1.50
White30	1.50
Fine Mixed30	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-Rose30	1.50
Lavender30	1.50
Purple30	1.50
September Beauty, shell pink....	.30	1.50
White30	1.50
Mixed25	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
Lavender30	1.50
Purple30	1.50
Rose30	1.50
Shell Pink30	1.50
Violet30	1.50
White30	1.50
Mixed30	1.25

**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.....	\$0.25	\$1.50
Crimson.....	.25	1.50
Deep Purple.....	.25	1.50
Lavender.....	.25	1.50
Enchantress Pink.....	.25	1.50
Shell Pink.....	.25	1.50
Bright Rose.....	.30	1.50
Vick's Silvery Rose..	.25	1.50
White.....	.25	1.50
Mixed.....	.25	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.....	\$0.25	\$1.25
Light Blue.....	.25	1.25
Malmaison Pink.....	.25	1.25
Lavender.....	.35	1.25
Royal Purple.....	.25	1.25
Mixed.....	.25	1.25
White.....	.25	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—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

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

**ASTER "IMPROVED
SUNSHINE"**

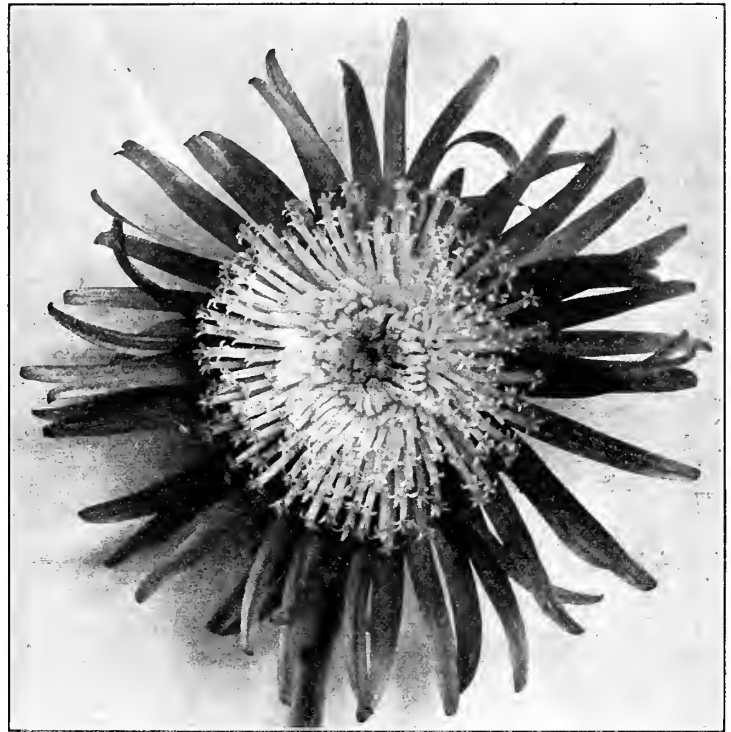
Anemone Flowered — Exceptional
for Cut Flowers
(See Illustration at Right)

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

New Crimson, per trade pkt., 75c.

ASTERS—Continued

A. B. C. FLORISTS' STRAINS



IMPROVED "SUNSHINE" ASTER, ANEMONE FLOWERED

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.

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., 50c.

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

**BAPTISIA AUSTRALIS—False Indigo
(Perennial)**

Dark Blue, Tr. Pkt., 25c; oz., \$1.75

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

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

(Begonias Continued)

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., 50c; 1-32 oz., \$1.75.
 Erfordia. Pink. Tr. Pkt., 50c; 1-32 oz., \$2.50.
 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; ½ oz., \$2.50.
 Salmon Queen. Salmon red. Tr. Pkt., 75c; 1-32 oz., \$2.50.
 Vernon. Deep red. 1-16 oz., 60c; Tr. Pkt., 35c.
 Choice Mixed. Tr. Pkt., 40c; 1-32 oz., \$1.50.

GRACILIS

Luminosa. Fiery dark red. 1-32 oz., \$2.50; Tr. Pkt., 75c.
 Primadonna. Carmine rose. 1-32 oz., \$4.00; Tr. Pkt., 75c.
 Rosea. Pink. Tr. Pkt., 50c; 1-32 oz., \$2.00.
 Alba. Whitish. Tr. Pkt., 50c; 1-32 oz., \$2.00.

TUBEROUS ROOTED

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



CALENDULA "RADIO"—Color Glowing Orange

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, excellent50	.25	1.60
Monstrosa, double pink.....	.50	.35	2.00
Double red (dark rose)...	.60	.35	2.00
Double white60	.35	2.00
Double mixed60	.35	2.00

BLUE LACE FLOWER

(*Didiscus Coeruleus*)

Excellent for bouquets. Flowers continually from July until frost. A money maker for florists. Tr. Pkt., 25c; 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 *Centaurea* and *Gomphrena*).

BOLTONIA—False Chamomile
(Perennial)

	Tr. Pkt.	Oz.
Asteroides, pure white. ...	\$0.35	\$1.50
Latisquama, pink, tinged lavender35	1.50

BRACHYCOME—Swan River Daisy

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

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.

Pugosa. Mixed. Tr. Pkt., \$1.00.

CALENDULA

A. B. C. IMPROVED SENSATION

Has proved to be a real money maker for the Florist. Fritz Bahr states in The Florists' Exchange:

"For the Winter and Early Spring months, I don't know a better Catch Crop than Calendulas."

The principal value of A. B. C. Improved "Sensation" lies in the fact that it is much larger than any other calendula on the market and has a very distinct crimson or scarlet sheen which, with its orange base, provides a most outstanding and appreciable combination of coloring. Furthermore, the same is produced on unusually long stems.

Price of A. B. C. Improved Sensation Calendula. Bright Orange with Scarlet Sheen. 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 Braampton, 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 ¼ 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.

CALENDULA

A New "Break" in Cut Flower Calendulas "RADIO" See Illustration Opposite

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

CALENDULAS

General List

Orange King. Bright orange. Tr. Pkt., 15c; per oz., 25c; per ¼ lb., 75c.

Lemon Queen. Light or lemon yellow. Tr. Pkt., 15c; per oz., 25c; ¼ lb., 75c.

Choice Mixed, per oz., 25c; ¼ lb., 75c.

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

Ball's Orange. Large, deep, full petaled Ball Calendula; deep orange.

Ball's Gold. Deep golden yellow, of extra size and extra long stem.

Ball's Supreme. Light orange with a rich dark brown eye. Not extra large but freely produced.

Ball's Long Orange. (NEW.) An orange selection from Gold. Identical in growth and shape with our Gold.

Ball's White. (New.) A selection from our Supreme. Creamy white color with a dark center. Not a strong grower, but a most attractive color. All are priced at: Tr. pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00; 2 oz., \$5.00; 4 oz., \$9.00; 8 oz., \$16.00.



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

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.

CANARY BIRD VINE

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

CANNAS

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

CANDYTUFT GIANT HYACINTH FLOWERED

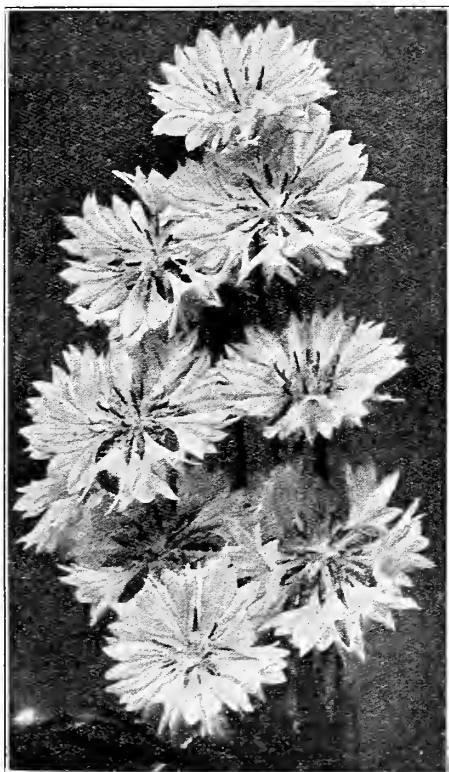
(See Illustration)

White. Particularly recommended for under glass, provides excellent cut flowers. Tr. Pkt., 15c; oz., 75c; ¼ lb., \$2.25; lb., \$7.00.

We have a particularly fine strain of the true kind.

CANDYTUFT

	Tr. Pkt.	Oz.	Lb.
Empress. Large white.....	\$0.15	\$0.25	\$2.75
Pink. Flesh color.....	.15	.50	4.50
Purple15	.25	2.75
Carmin15	.40	4.00
Lavender15	.40	4.00
Lilac15	.40	4.00
Rose Cardinal. Brilliant rosy red15	.50	5.50
Little Prince, Dwarf White15	.40	
Crimson15	.40	4.50
Mixed15	.30	3.90



CENTAUREA CYANUS
 "Bachelor's Buttons"

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.

CAMPANULA CALYCANTHEMA—
Cup and Saucer Canterbury Bells

Calycanthema. Blue, rose, white. Tr. Pkt., 30c; oz., \$1.75.
 Calycanthea. Mixed. Tr. Pkt., 25c; oz., \$1.50.

CAMPANULA

CARPATICA—Hare Bell

	Tr. Pkt.	Oz.
Blue or white.....	\$0.25	\$1.50
Mixed25	1.50

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—Hardy

Hardy Border. Double mixed. Tr. Pkt., 30c; oz., \$3.00.
 Grenadier. Scarlet. Tr. Pkt., 35c; oz., \$3.00.
 Dwarf Vienna. Tr. Pkt., 35c; oz., \$3.00.

CARNATION

Chabaud's. Earliest large flowering.
 Chabaud's Pink

	Tr. Pkt.	Oz.
Chabaud's Pink	\$0.50	\$1.75
Chabaud's White50	1.75
Chabaud's Crimson50	1.75
Chabaud's Mixed50	1.75
Grenadier. Scarlet. Tr. Pkt., 35c; oz., \$1.50.		
Othello—Dark Crimson. Tr. Pkt., 35c.		

Marguerite. New giant Malmaison, finest mixed. Tr. Pkt., 25c; oz., \$1.50.

Castor Oil Bean (See Ricinus).



CANDYTUFT

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

CELOSIA CRISTATA
Dwarf Cockscomb

For beds, borders and pots

	Tr. Pkt.	Oz.
Glasgow Prize. Dark crimson	\$0.30	\$1.75
Empress. Bright red; dark foliage30	2.25
Choice Mixed.....	.25	2.00

CELOSIA, MISCELLANEOUS VARS.

	Tr. Pkt.	Oz.
Plumosa Scarlet (Feathered)..	\$0.15	\$1.00
Plumosa Golden Plume15	1.00
Plumosa Mixed15	1.00
Pride of Castle Gould. Mixed..	.50	3.00
Thompsoni Magnifica. Mixed..	.25	1.25
Thompsoni Triomphe de l'Exposition. Crimson splendid Childsi (Chinese Woolflower). Crimson, Pink, Yellow or mixed25	.75
	.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.

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

CENTAUREA

IMPERIALIS. Fine for cutting

	Tr. Pkt.	Oz.
Giant Rose	\$0.20	\$0.75
Deep Lavender20	.75
Lilac20	.75
Purple20	.75
White20	.75
Favorita, Rose-Lilac20	.75
Imperial Giant, Mixed20	.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)

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

All of above have dark centers.

CHINESE FORGET-ME-NOT

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

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. 1/2 oz., \$1.50; Tr. Pkt., 50c.

CINERARIA

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

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. Tr. Pkt., \$1.00.

CINERARIA HYBRIDA GRANDIFLORA

A. B. C. "Prize," "The World's Best Strain"

(Illustrated Below)

Every year advance is to be noted in our strain notwithstanding its near approach to perfection. This year's plants excel in size, substance, form and color of bloom and quality of foliage. The 1930 seed crop is the acme of excellence. The concrete result of 17 years' intensive work in breeding and selecting, this superb strain is a distinctive product, and concentrated effort toward its improvement continues. The result is wonderful additional colors, our cultures showing every shade heretofore known in Cinerarias and many very striking new ones. Flowers exceeding 5 inches in diameter with individual petals 1 to 1 1/2 inches wide were numerous on this spring's seed plants, with a larger average size than ever before. These giant blossoms, borne in immense, compact trusses, surmount bold, dark-green foliage on dwarf plants of model form, attaining a height of 15 to 18 inches. The leaves are massive and beautiful.

Prize Blue Shades. Rich in the extreme. Selected with utmost care. Trade packet, \$1.00.

Prize Crimson and Carmine Shades. A group that is especially brilliant under artificial light. Trade packet, \$1.00.

Prize Salmon Shades. One of the loveliest developments, appealing to those fond of the daintier tints. Trade packet, \$1.00.

Prize Mixed. All the above in proper proportion to make the best showing and countless colors not yet segregated. The whole great range of our strain. Trade packet, \$1.00.

Special Offer. One trade packet each of the above three separate color groupings and one trade packet of Prize Mixed, all four for \$3.00. A trade packet contains about 1000 seeds.

To those requiring larger quantities we make these rates: 1/2 oz., \$3.50; 1/4 oz., \$6.00; per 1/8 oz., \$11.00.

Stellata Hybrida. Tr. Pkt., 50c.



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
White15	.75
Queen Mary, Rose-carmine....	.15	.75
Scarlet Queen15	.75
Mixed15	.75
Vesuvius, Orange-scarlet.....	.15	.75

CLEOME PUNGENS

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

COBAEA SCANDENS—Cup and Saucer Vine

Plant seeds edgewise to insure good germination.

	Tr. Pkt.	Oz.
Blue, 1/4 lb., \$1.25.....	\$0.15	\$0.40
White20	.75

COLEUS

	Tr. Pkt.	Oz.
Large Leaved, Choicest mixed.		
1/8 oz., \$1.00.....	\$0.50	\$7.00

COREOPSIS—Golden Coreopsis (Perennial)

	Tr. Pkt.	Oz.
Lanceolata Grandiflora, Single	\$0.15	\$0.40
Lanceolata Grand. fl. pl. Double-flowered35	1.25

COSMOS

Worth While for Outdoor Cut Flowers

	Tr. Pkt.	Oz.
Double Extra Early Flowering (Crested). Crimson, pink, white or mixed	\$0.40	\$3.00
Single Early Flowering, Crimson, pink, white or mixed.....	.10	.45
Giant Lady Lenox, Pink, crimson, white or mixed.....	.10	.30
Klondyke, Yellow.....	.25
Giant Flowering, Mixed.....	.15	.30

CYNOGLOSSUM AMABILE

Chinese Forget-me-not

An exceptional cut flower for under glass or outside. Tr. Pkt., 25c; oz., \$1.00.



CINERARIA A. B. C. "PRIZE" STRAIN

TRUE FERD. FISCHER'S GIANT FLOWERED CYCLAMEN
A. B. C. EXCLUSIVE SELLERS FOR U. S. A. AND CANADA



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.

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.

FERD. FISCHER'S "TRUE" GIANT "SHOW" CYCLAMEN SEED

Ferd. Fischer's Improved (Originator's Strain)

	Per 100	Per 1000		Per 100	Per 1000
Improved Perle of Zehlendorf. Dark salmon	\$1.50	\$12.00	Glowing Dark Red. Xmas red...	\$1.25	\$10.00
Improved Rose of Zehlendorf. Delicate salmon.....	1.50	12.00	Glowing Bright Red. Cherry red..	1.25	10.00
Glory Wandsbeck. Salmon.....	1.50	12.00	Rose of Marienthal. Bright rose..	1.25	10.00
Fischer's Bonfire. Deep brilliant salmon; exceptionally fine.....	1.75	14.00	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

	Per 100	Per 1000
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

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



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.

DAHLIA

	Tr. Pkt.	Oz.
Double Large Flowering.		
Mixed	\$0.50	\$2.25
Double Cactus, Mixed.....	.40	4.00
Single, Coltness Strain.....	.50	3.50
Single Collarette, Mixed..	.30	1.35
Single, Mixed25	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. Fine 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., 50c; oz., \$3.00.

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)

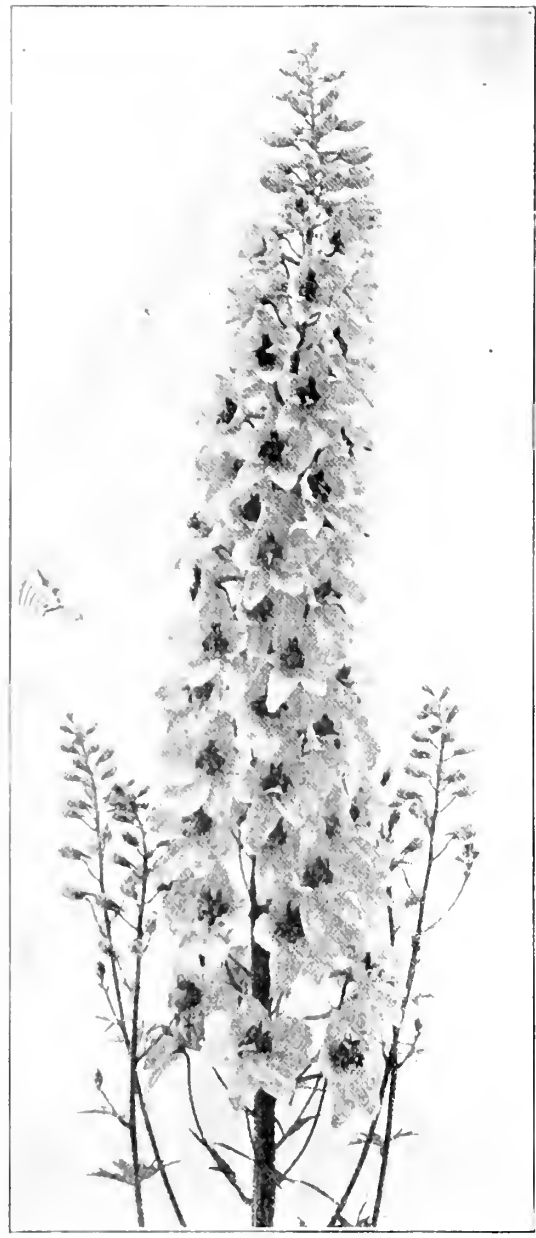
Double Fireball. Fiery red. Tr. Pkt., 20c; oz., \$1.00.
 Heddeiwii. Double Japan, best mixed. Tr. Pkt., 15c; oz., 60c.
 Giant Double Annual. Mixed. Tr. Pkt., 15c; oz., 75c.
 Dwarf Erfurt. Double Mixed. Perennial. Tr. Pkt., 40c; oz., \$2.00.
 Clove-Scented. Mixed. Perennial. Tr. Pkt., 50c; oz., \$2.50.

DIDISCUS COERULEUS—Blue Lace Flower

Excellent for bouquets. Flowers continually from July until frost. A money maker for florists. Tr. Pkt., 25c; ¼ oz., 40c; oz., \$1.00.

DIGITALIS—Foxglove (Biennials)

Giant Shirley. A greatly improved strain. Tr. Pkt., 50c; oz., \$2.50.
 Monstrosa (Mammoth Foxglove). Mixed. Tr. Pkt., 20c; oz., 85c.
 Gloxiniflora. Mixed, all colors. Tr. Pkt., 20c; oz., 85c.



HARDY DELPHINIUM

NEW DELPHINIUM HYBRIDS

"KING"

Illustrated in Color on Front Cover

This new strain is the result of a cross between Lemoine and Wrexham Hybrids, foliage being more refined than that carried by Wrexham Strain and the colors and shades are particularly applicable to cut flower purposes.

Price: Tr. Pkt., \$1.00; ¼ oz., \$1.50; oz., \$5.00.

DIMORPHOTHECA

	Tr. Pkt.	Oz.
African Orange Daisy. Choice for cutting and adapted to forcing	\$0.25	\$1.00
Hybrid Mixed25	1.00

DOLICHOS—Hyacinth Bean

Desirable Annual Climber		
Purple Violet	\$0.10	\$0.20
Daylight, White10	.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)

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

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

Grandiflora Compacta. A compact variety, forming bushy plants 12 to 15 inches high.....	.15	1.00
Grandiflora Superb Mixed.....	.15	.50
Tangerine. True tangerine color25	2.00
Bremen. Coppery scarlet with brown disc, marguerite-shaped flower30

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. Purple-red. Tr. Pkt., 15c; oz., 35c.

Aurea Superba (Haageana). Orange-yellow. Tr. Pkt., 20c; oz., 75c.

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.

GYPHOPHILA—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.

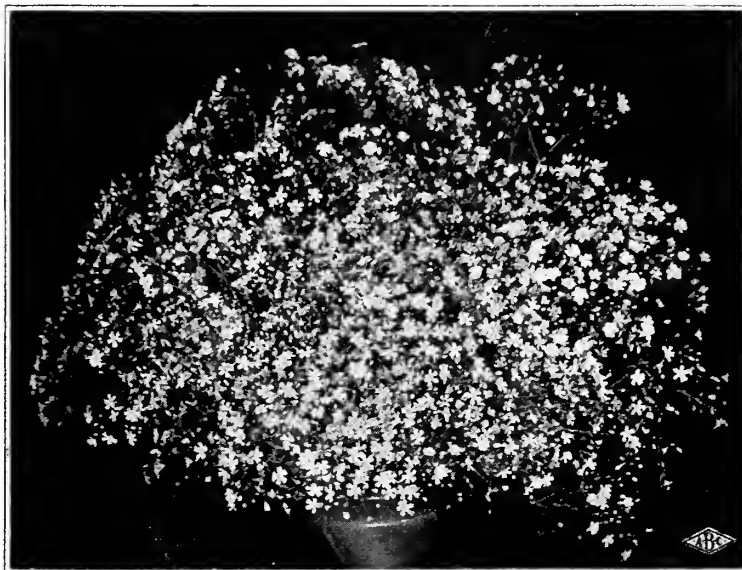
(Perennial)

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

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

**Hardy
Gypsophila
"Ehrlei"**

(Offered in
perennial plant
pages of this
book) is excep-
tional for cutting.



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

**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, 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., 50c.

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., 50c.

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-yellow20	.60	6.00
Canary Yellow Buttercup. New20	.60	6.00
Rose-Carmine20	.60	6.00
Rose-Pink25	1.00	10.00
Salmon-Pink20	.60	6.00
Silver-Pink20	.60	6.00
Silver Ball. White.....	.20	.60	6.00
Violet20	.60	6.00
Mixed. All colors.....	.15	.50	5.50

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.

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

HUMULUS—Japanese Hop

Rapid growing annual climber, quite ornamental.

Japonicus. Green foliage. Tr. Pkt., 15c; oz., 35c.

Foliage 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).



LARKSPUR
STOCKS FLOWERED BRANCHING

LARKSPUR

An Exceptional Annual for Cut Flowers
Either Under Glass or in the Open

"Stocks Flowered Branching"

(See Illustration Opposite)

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

	Tr. Pkt.	¼ Oz.	Oz.
Empress Rose. Hermosa Pink.....	\$0.25	\$0.50	\$1.50
Los Angeles. Salmon-Rose.....	.35	.75	2.50
La France. Salmon-Pink.....	.25	.50	1.50
Exquisite Pink Improved. Choice Pink.....	.25	.50	1.50
Imp. Exquisite Rose.....	.25	.50	1.50
Newport Pink. Dark Pink.....	.15	.25	.60
Blue Spire. Deep Oxford Blue.....	.35	.75	2.50
Miss California. A very rich deep Pink on a Salmon ground35	.85	3.00

Other Desirable Kinds

	Tr. Pkt.	Oz.	Lb.
White.....	\$0.15	\$0.60	\$5.40
Dark Blue.....	.15	.60	5.40
Flesh Pink.....	.15	.60	6.50
Lilac.....	.15	.60	5.40
Lavender.....	.15	.60	5.40
Rosy Scarlet.....	.15	.60	6.00
Sky Blue.....	.15	.60	5.40
Rose.....	.15	.60	5.40
Ageratum Blue.....	.15	.60	5.40
Lustrous Carmine15	.60	6.00
Mixed. All colors.....	.15	.50	5.00

LARKSPUR

Hyacinth Flowered

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

	Tr. Pkt.	Oz.
Dark Blue.....	\$0.25	\$0.90
Lilac.....	.25	.90
Pink.....	.25	.90
Purple.....	.25	.90
White.....	.25	.90
Mixed.....	.15	.75



- IBERIS**—Hardy Candytuft
(Perennial)
Gibraltarica Hybrida. White shading to lilac
Tr. Pkt., 20c; oz., \$1.00.
Sempervirens. The popular hardy white variety
Tr. Pkt., 50c; oz., \$2.00.
- ICE PLANT**
Mesembryanthemum Crystallinum. Tr. Pkt.,
15c; oz., 50c.
- IMPATIENS**
Sultan's Balsam
Splendid for house and conservatory; fine
for pot plant
Sultani. Vermilion Tr. Pkt., 40c.
Sultani Hybrids. Mixed Tr. Pkt., 40c.
Holsii. Vermilion. Tr. Pkt., 40c.
Holsii Hybrids. Mixed Tr. Pkt., 40c.
- IPOMOEA**—Moonflower
Noctiflora (Moonflower) (Mexicana Grandi-
flora Alba) ¼ lb., \$1.25; Tr. Pkt., 15c;
oz., 40c.
Heavenly Blue (Rubra-Coerulea). Tr. Pkt.,
20c; oz., 90c.
Setosa (Brazilian Morning Glory) Blue. Tr.
Pkt., 15c; oz., 30c.

KOCHIA

Summer Cypress or Mexican Fire Bush
Childs. 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.
Lanifolius "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)

Tr. Pkt., 25c; oz., \$1.50

LILIUM REGALE (Perennial)

Tr. Pkt., 25c; 1,000 seeds, \$1.00; oz., \$2.00.
For price of bulbs, see Lily page in this
book.

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,
etc., Tr. Pkt., 35c; per oz., \$2.00.

LINARIA

Cymbalaria (Kenilworth Ivy or Mother of
Thousands). Lavender and purple. A
beautiful hardy perennial trailing plant, suit-
able 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., 30c; oz., \$1.75.
 - Erinus Gracilis. Light blue, trailing. Tr. Pkt., 15c; oz., 75c.
 - Sapphire. Deep blue, white eye, trailing. Tr. Pkt., 40c; oz., \$2.00.
 - White Gem. Dwarf, white. Tr. Pkt., 30c; oz., \$1.75.
 - Bedding Queen. Blue, white eye. Tr. Pkt., 30c; oz., \$2.00.

(Perennial)

- Cardinalis—Cardinal Flower. Tr. Pkt., 50c.
- Syphilitica Blue. Tr. Pkt., 50c.

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 Rose or Yellow. Tr. Pkt., 15c; oz., 35c; lb., \$3.25.

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.

- Polyphyllus. Rose. Tr. Pkt., 20c; oz., 70c.
- Polyphyllus. Blue. Tr. Pkt., 15c; oz., 40c.
- Polyphyllus. White. Tr. Pkt., 15c; oz., 40c.
- Polyphyllus Mixed. Tr. Pkt., 15c; oz., 40c.

LYCHNIS—Rose Champion-Jerusalem Cross (Perennial)

- Chalcedonica. Fine scarlet flowers. Tr. Pkt., 20c; oz., 65c.

MARIGOLD

TALL AFRICAN VARIETIES

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

DWARF VARIETIES

- Pride of Garden (Dwarf African). Golden yellow. Tr. Pkt., 15c; oz., 50c.
- "Legion of Honor." Single, golden yellow with crimson spot. Tr. Pkt., 15c; oz., 45c; lb., \$4.25.
- "Electric Light." Double Legion of Honor. Tr. Pkt., 15c; oz., 45c.
- Dwarf, Gold Striped. Brownish red, striped yellow. Tr. Pkt. 15c; oz., 45c.
- Dwarf, French Mixed. Tr. Pkt., 15c; oz., 35c; lb., \$4.00.
- 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.



MARIGOLD, TALL AFRICAN

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

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; 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; oz., \$1.00.

MARVEL OF PERU—Four O'Clock Mixed Colors. Oz., 10c; ¼ lb., 30c.

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 Machet. 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., \$4.00.

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

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

Sweet Scented. Odorata. Oz., 15c.



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

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

NIGELLA
Love-in-a-Mist
D a m a s c e n a.
 Mixed. (Love-in-a-Mist.) Tr. Pkt., 15c; oz., 25c.
Miss Jekyll.
 Long-stemmed variety; blue; fine for cutting. Tr. Pkt., 15c; oz., 30c.

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.\$0.40 \$3.00
 Dissitiflora. Early bloomer,
 dark blue..... .40 3.00
 Eliza Fanrobert (Robusta Gran-
 diflora). Blue, fine for pots .30 1.50
 Palustris. Deep blue. The true
 marsh Forget-Me-Not. Per-
 ennial35 2.00
 Semperflorens. Everblooming.... .40 2.00
 Royal Blue. Rich blue..... .25 1.00
 Ruth Fischer. Fine blue. 1/8 oz.,
 \$1.2550
 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., \$1.2515
 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., \$1.0010
 Tall Giant Flowering. Mixed. 1/4 lb., 30c;
 lb., \$1.0010
 Mme. Gunther Hybrids. Mixed. 1/4 lb.,
 40c; lb., \$1.5015
 Lobb's Climbing. Mixed. 1/4 lb., 30c; lb.,
 \$1.0015

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

A. B. C. PANSIES

PANSIES

A. B. C. "Private Stock"
 Fancy Exhibition Mixture
 A. B. C. "Private Stock" is a really outstanding "all-
 purpose" mixture and has given the utmost satisfaction
 both for cut flowers and plant sales.
 Trade Pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.00; oz., \$7.00.

A. B. C. "DE-LUXE" PANSY MIXTURE
 We obtain a limited quantity of seed of this mixture
 each year from an American private estate gardener and
 if you are looking for "the unusual in pansies" and your
 trade will pay the price for product, here it is.
 Tr. Pkt., \$1.00; 1/8 oz., \$2.50; oz., \$18.00.

STEELE'S PANSY MIXTURES

Supplied to us direct by Steele
 Steele's Mastodon "400" Mixed. Price: Tr. Pkt., 50c;
 1,000 seeds, \$1.00; 1/8 oz., \$1.75; 1/4 oz., \$3.25; 1/2
 oz., \$6.25; oz., \$12.00; 2 oz., \$23.00; 4 oz., \$42.00.
 Steele's Miracle Mixed. Price: Tr. Pkt., 50c; 1/8 oz.,
 85c; 1/4 oz., \$1.25; 1/2 oz., \$2.50; 1/2 oz., \$4.75; 1 oz.,
 \$9.00; 2 oz., \$17.00; 4 oz., \$30.00.
 Steele's Masterpiece Mixed. Price: Tr. Pkt., 50c; 1/8
 oz., 85c; 1/4 oz., \$1.50; 1/2 oz., \$2.75; 1/2 oz., \$5.25;
 1 oz., \$10.00; 3 oz., \$27.00; 4 oz., \$34.00.
 Steele's Greenhouse Special. Price: Tr. Pkt., 35c; 1/8 oz.,
 65c; 1/4 oz., \$1.00; 1/4 oz., \$1.75; 1/2 oz., \$3.25; 1 oz.,
 \$6.00; 3 oz., \$15.00; 4 oz., \$19.00.

A. B. C. "SWISS MIXTURE"

A Giant Flowering strain consisting largely of brilliant
 colors of sulphur and golden yellow, carmine, orange,
 scarlet and blue shades. Most of the flowers showing a
 combination of these shades. A very unusual and very
 supreme mixture of odd colorings.
 Tr. Pkt., 50c; 1/4 oz., \$3.50; per oz., \$12.00.
 Giant Trimardeau. Choice mixed. Tr. Pkt., 20c; 1/4 oz.,
 50c; oz., \$16.00.

Ordinary Mixture

Tr. Pkt., 25c; 1/4 oz., 50c; oz., \$1.50.

A. B. C. GIANT PANSIES

	Tr. Pkt.	1/4 Oz.	Oz.
Apricot	\$0.50	\$0.80	\$3.00
Adonis. Light Blue30	.50	1.65
Bridesmaid. Apple blossom pink.....	.50	.75	2.25
Black-Blue30	.50	1.65
Bugnot. Shades of red, bronze.....	.35	.80	3.00
Cardinal. Brilliant red.....	.35	.60	2.40
Cecily. Steel blue50	.75	2.75
Emperor William. Blue.....	.30	.50	1.65
Giant Prize. Azure blue.....	.30	.50	1.65
Golden Queen. Golden-yellow30	.50	1.65
Hortensia Red30	.50	1.65
King of the Blacks30	.50	1.65
Lord Beaconsfield. Pure violet.....	.30	.50	1.65
Madame Perret. Shades of pink and rose30	.60	2.00
Peacock. Blue, claret and white.....	.30	.50	1.65
Prince Henry. Dark blue.....	.30	.50	1.65
Dark Brown shades30	.60	2.00
Pure Yellow30	.50	1.65
Snow Queen. Pure white.....	.30	.50	1.65
Striped and Mottled30	.50	1.65
White with Eye30	.50	1.65
Yellow with Eye30	.50	1.65
Giant Trimardeau. Choice mixed. Tr. Pkt., 20c; 1/4 oz., 50c; oz., \$1.50; lb., \$16.00.			

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. Containing a great
 variety of sorts. Tr. Pkt., 20c; oz., 75c.

New Primula Malacoides

"ERIKSSONII"

Exclusively Offered by
AMERICAN BULB COMPANY
 Chicago :: New York

Excerpt from *FLORISTS' REVIEW*, May 29, 1930, issue.

"Work in developing improved strains of Primula malacoides has brought considerable renown to Ernst E. Eriksson, a pot plant grower at Riverside, Ill., during recent years. At this time when, through the efforts of the American Bulb Co., he has been prevailed upon to disseminate these primulas to the trade, Mr. Eriksson offers the following description of the new kinds and their origin:

"I became interested in Primula malacoides in the year 1915, when I grew some fine plants from seeds of my own selected seed carriers, and I made up my mind that I was through with Primula obconica after I had a hard time with poisoning from obconica. But as the malacoides did not have an appearance at all like obconica at that time, I kept my eyes open for an improvement in the direction of larger flowers, stiffer stems and a good, showy pink color, as nearly red as possible, with a distinctive eye.

"I have found that malacoides improves slowly. It took three to four years to get a plant with a strong stem to build on. This stem, which makes my malacoides outstanding, was successfully developed from a plant that had two stems in one, being a freak with double stems and double-sized flowers. Out of this I got a number of freaks with double stems. Some with only one stem to a plant had blooms as large as those of a Dutch hyacinth. This, of course, was not practical, but, by careful selection, I got some wonderful seed carriers and have ever since been on the lookout for the best plants for my selection. I have pollinated back and forth for a number of years to get the color and size of the flower and to keep the strain from going back to that freakish beginning of too much of the double stem.

"I then made a selection and have succeeded in keeping three definite varieties. These I have named Wonder Baby, pink; Baby Rose, deepest pink, and New Baby, near lavender pink.

"These will make selling plants that will come up to any obconica and will not poison the most delicate skin. No malacoides have ever hurt me, and I am extremely sensitive to obconica poisoning.

"I have grown these malacoides for fifteen years and every year I have tried to get them better. I grew 25,000 plants in 1929, of which I sold 5,000 small plants and finished 20,000 myself. Half of these were sold in 5, 6, and 7-inch pots and the other half were used mostly for 3½ to 4-inch for combinations. I do not know of any plant that can be grown from seed that will make up better for a filler in a combination basket or box together with cyclamens and other plants, and also as a specimen plant at a low price.

"This plant is taking the place of Primula obconica where there is an objection against the primrose poison, and it can be grown in a short season. It is not so well adapted for Christmas, but it is fine from January 1 to March 1 in and around Chicago.



New Strain of Primula Malacoides "ERIKSSONII"
 Offered to Take Place of Obconica.

It strikes St. Valentine's day in full bloom and, if grown cool and airy, will bloom for another month and be highly useful.

"The best time to sow this seed is May and June, or even to July 15."

Primula Malacoides "Erikssonii"

SPECIAL NOTE—We control entire output of originator's stock, under contract with the introducer, Ernst E. Eriksson, of Riverside, Ill., of both seed and plants for shipment during the year of 1931.

Delivery of seed will, we expect, be made next April-May and shipment of plants will start about September, 1931; since supply of both will be limited we urge early booking; orders filled in rotation.

We consider this the "de-luxe" plant novelty of the year and do not believe any grower of pot plants can afford to be without a good supply of the different kinds offered.

"WONDER BABY," pink. "BABY ROSE," deepest pink.
 "NEW BABY," near lavender pink.
 Or mixture of above named varieties.

Complete cultural directions compiled by Mr. Eriksson
 furnished free with each order.

Price each, trade pkt. (about 1,000 seeds).....\$ 2.00
 Plants from 2¼ inch pots, mixed varieties only.
 Per 100\$10.00 Per 1,000 75.00

250 plants at 1,000 rate.
 No order accepted for less than 50 plants.

A. B. C. "De Luxe" Strains of



NEW BALCONY PETUNIA—"Star of California"
(ILLUSTRATED ABOVE)

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

Price: Tr. Pkt., 75c; 1/8 oz., \$2.00; 1/4 oz., \$3.50



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

A. B. C. DE LUXE PETUNIAS

Special Florists' Strains
Petunias for Mother's Day

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

PORTLAND PETUNIAS

Single Large Flowered (Originator's Seed)

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

Very desirable for bedding or pot plants—"Elk's Pride" is outstanding.

	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

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

Giant Flowered—Single

California Giant Mixed. Mammoth flowering. Tr. Pkt., 50c; 1-16 oz., \$3.00; 1-32 oz., \$1.75.

Grandiflora Fringed, Hybrida Mixed. Beautifully fringed. Tr. Pkt., 50c; 1-16 oz., \$1.50.

Ruffled Giants, Fluffy Ruffles. Mixed colors. Tr. Pkt., 75c; 1-16 oz., \$3.00; 1-32 oz., \$1.75.

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

Giant Copper Red. Ruffled. 1,000 seeds, \$1.00.

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

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

SINGLE SMALL FLOWERED SORTS

General Dodds. Velvety blood-red. Tr. Pkt., 25c; 1/4 oz., 40c; oz., \$1.50.

Countess of Ellesmere. Rose, white throat. Tr. Pkt., 25c; oz., \$1.00.

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

Howard's Star. Crimson-maroon. Tr. Pkt., 25c; oz., \$2.00.

THE "DE LUXE" OF DOUBLE PETUNIA MIXTURES

(See Illustration Opposite)

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.

Price: Tr. Pkt., \$1.75; 5 Pkts., \$8.00.

Marvelous Double Mixed. Similar to the preceding, but with fewer of the very large, peony-flowered type. Tr. Pkt., \$1.00.

New Carnation or Small Flowered Double. Mixed 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.

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.

Tr. Pkt., \$1.00; 6 pkts., \$5.00. Plants from 2 1/4 inch pots, per 100, \$7.00.

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

THEODOSIA The "Queen" of Petunias

UNSOLICITED TESTIMONIALS FROM SOME OF OUR CUSTOMERS

American Bulb Co.,
Gentlemen:
Your petunias this season, "Ruffled" and "Theodosia," from your seed, were a sight to see—consequence, could have easily sold as many more.
(Signed) Yours,

Galion, Ohio,
June 26, 1929.

C. H. HELFRICH.

American Bulb Co.,
Chicago, Ill.
Dear Sirs:

May 24, 1928.

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

Scipio, Ind.
June 17, 1930.
The "Theodosia" Petunia is par excellence, the best in size, the finest in color, the prettiest in form, grows in pot or bed, not too large in growth nor small in size. Just right. Will please the most fastidious.
(Signed) W. L. WILSON.

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

Price: Trade Pkt., \$1.00; 6 for \$5.00; 3/2 oz., \$3.50; 1/8 oz., \$6.00.

PETUNIA "FLORETTA"

A. B. C. Introduction

Color beautiful steel blue, veined black, flowers handsomely ruffled. Originator's strain.

Price: 500 seeds, \$1.00; 1,000 seeds, \$1.75.

DIENER'S CALIFORNIA PETUNIAS

For Pot Plants and Bedding

Giant Double Mixed. In most cases the seedlings appearing first are the singles, while the latest are the double. Diener's Double Giant Mixed. Tr. Pkt., \$1.50; 3 pkts., \$4.00.

Ruffled Monsters Mixed. A selection of single flowered varieties. Tr. Pkt., 75c; 3 pkts., \$2.00.

DIENER'S SINGLE LARGE FLOWERING PINK. Strong veined center. Exquisite color combinations. Tr. Pkt., 75c; 3 pkts., \$2.00.

Red with Black Center. Outer edge of the flower is red with a coal black center. Tr. Pkt., 75c; 3 pkts., \$2.00.

Blue and White. Especially adapted for window boxes or hanging baskets. Tr. Pkt., 75c; 3 pkts., \$2.00.

Pink Glory. Pure flame rose-pink, without a trace of purple. Tr. Pkt., \$1.00; 3 pkts., \$2.75.

Variegated. Tr. Pkt., 75c; 3 pkts., \$2.00.

Copper Red. Tr. Pkt., 75c; 3 pkts., \$2.00.

SMALL FLOWERED BALCONY PETUNIAS

Trailing or Drooping Habit

Recommended for Porch and Window Boxes

Blue, Rose, White, Red. Also mixed. Tr. Pkt., 25c; 1-16 oz., 50c.

SINGLE SMALL FLOWERED DWARF SORTS (Nana)

Fringed Rose (New). Tr. Pkt., 50c; 1/8 oz., \$1.50.

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

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

Blue Bird (Blue Rosy Morn). Tr. Pkt., 50c; 1/4 oz., 80c; oz., \$2.50.

Heavenly Blue. Silvery light blue. Tr. Pkt., 50c; 1/8 oz., \$1.00.

Snowball. Dwarf. Pure white. Very compact. Tr. Pkt., 30c; 1/4 oz., 45c; oz., \$1.50.

Viola (New). Deep violet; fine. Tr. Pkt., 50c; 1/4 oz., 75c; oz., \$2.00.

Dwarf Inimitable. Of dwarf, compact habit; flowers striped and blotched. Tr. Pkt., 30c; 1/4 oz., 50c; oz., \$1.50.

PETUNIA

New Dwarf Single Flowered California Giants

"Ramona" Strain Mixed

(See Illustration Opposite)

By far the best strain of Giant Mixed Petunias for pot culture. Also exceptional for bedding.

Price: Tr. Pkt., 1,000 seeds, \$1.00; 1-32 oz., \$3.00; 1-16 oz., \$5.00.



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

"THEODOSIA" (A. B. C. Introduction)

The "All Purpose" Giant Flowered Single Fringed Petunia; Rose and Gold. Grow Petunia "Theodosia" for Pot Plant Sales for Mother's Day and Memorial Day; Equally Desirable for Bedding, Window Boxes, Etc.

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

Price: Tr. Pkt., \$1.00; 6 for \$5.00; 1-32 oz., \$3.50; 1-16 oz., \$6.00.



New Dwarf California Giant "Ramona" Strain Petunia (Illustrated Above) Has Proven a Successful Item for Pot Culture.

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	.25	.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., 25c; oz., \$2.00.

PHYSALIS—Chinese

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

PHYSOSTEGIA (Perennial)

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

PLATYCODON—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)

IMPORTANT NOTE

Special Attention Is Called to Our Offering of the New
PRIMULA MALACOIDES "ERICKSSONII"
On Page 19 of This Book—A Really Valuable Plant
Novelty for the Florist

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.
Mixed. Tr. Pkt., \$1.50; ½ oz., \$5.00.

PRIMULA OBCONICA—Additional Varieties

Lilac. Tr. Pkt., 50c.
Grandiflora Alba. White. ½ oz., \$2.50; 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. Tr. Pkt., 25c; oz., \$1.50.

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.
Mixed. ¼ lb., 50c; oz., 15c.

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. ¼ oz., \$3.00; Tr. Pkt., 50c.

PRIMULA—Various Sorts

Kewensis (Verbena Scented Yellow Primrose). Of strong growth; long spikes of yellow flowers. ¼ oz., \$1.25; Tr. Pkt., 50c.

Malacoides (Improved Baby Primrose). Color, light lilac. ¼ oz., \$1.50; Tr. Pkt., 50c.

Malacoides Alba. Pure white. ¼ oz., \$1.25; Tr. Pkt., 50c.

Malacoides Superba. Deep rosy pink flowers. Pkt., 50c; ¼ oz., \$1.25.

PRIMULA—Hardy Primrose (Perennial)

Auricula. Choice mixed. Tr. Pkt., 50c.
Veris (Cowslip). Mixed, all colors. Tr. Pkt., 30c; 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., 30c; oz., \$2.75.
Hybridum Roseum, Single. Mixed. Tr. Pkt., 40c; oz., \$1.50.

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

PYRETHRUM—Foliage Sort for Bedding Aureum (Golden Feather). Yellow foliage. Tr. Pkt., 15c; oz., 45c.

RUDBECKIA—Coneflower (Perennial)
Bicolor Superba. Yellow and brown. Tr. Pkt., 20c; oz., 50c.

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.

RHODANTHE—Everlasting Flower
Double Pink. Choice for cutting. Tr. Pkt., 15c; oz., 60c.

Double White. Tr. Pkt., 15c; 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
Primrose30	1.15
Purple and Gold30	1.15
Rose and Gold30	1.15
Scarlet and Gold30	1.15
White and Gold30	1.15
Violet and Red30	1.00
Choice Mixed25	.75
Emperor. Extra large flowering, mixed25	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	\$3.00
Bonfire (Clara Bedman)40	2.50
Fireball. Dwarf50	3.00
Splendens. Tall growing35	2.00
Drooping Spikes50	3.00
Zurich. Dwarf, early40	2.50
Patens. Blue50

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 Blue15	.60
Peach Blossom25	.75
Shasta. Pure white25	.75
Extra Fine Mixed15	.40
Dwarf Double Mixed15	.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., 50c; oz., \$4.00.

SCHIZANTHUS—"Butterfly Flower"

For cut flowers. Schizanthus are particularly outstanding.

	Tr. Pkt.	Oz.
Garroway's Hybrids	\$0.50
Hybrida Grandiflora20	\$0.75
Wisetonensis. Rose and amber shades30	1.00
Wisetonensis Mixed30	1.00

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.
Snappedragon (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 Double Stocks for Cut Flowers

A. B. C. Special Florists' Strains

STOCKS ARE ONE OF OUR PRINCIPAL SPECIALTIES

Our grower received five "Awards of Merit" and two "Highly Commended" at the "Trial of Stocks" conducted by The Royal Horticultural Society of Great Britain, at Wisley, England. 60% to 80% of large flowering double blooms are usually produced from these wonderful American strains. We recommend "Improved Bismarck" as most outstanding for cut flowers.

IMPROVED BISMARCK

(Early Giant Imperial)

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

White, Chamois, Blood Red, Blush, Apple Blossom, Canary Yellow (Golden Bell), Dark Blue, Fiery Blood Red, fine; Lavender, extra; Rose, deep rose-pink.

Price of all of above: Tr. Pkt., 35c; 1/8 oz., 50c; 1/4 oz., \$1.00; 1/2 oz., \$1.75; 1 oz., \$3.00; 2 ozs., \$5.50.

IMPROVED BISMARCK MIXED

Tr., Pkt., 25c; 1/8 oz., 35c; 1/4 oz., 60c; 1/2 oz., \$1.15; 1 oz., \$2.25; 2 ozs., \$4.00.

STOCK IMPROVED BISMARCK

"GOLDEN ROSE"

A rich light rose enhanced by a pleasing golden effect in the center of each individual floret. Very 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. Canary Yellow, Carmine Rose, Crimson, Deep Blue, Flesh Pink, Old Rose, Rosy Lilac, White, Lavender.

Price of all of above: Tr. Pkt., 25c; 1/8 oz., 40c; 1/4 oz., 75c; 1/2 oz., \$1.25; 1 oz., \$2.50; 2 ozs., \$4.50.

BEAUTY OF NICE MIXED

Tr. Pkt., 25c; 1/8 oz., 35c; 1/4 oz., 60c; 1/2 oz., \$1.10; 1 oz., \$2.00; 2 ozs., \$3.75.

EXCELSIOR COLUMN

These produce one enormous spike with large flowers, 1 to 2 1/2 ft. high and can be planted close together in the bench.

White Light Blue Silvery Lilac Crimson Dark Blue Rose
Each of the above Tr. Pkt. \$1.00

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. Blood Red, Flesh, Pale Blue, Pale Blush, Heatham Beauty, Rose shaded Terra Cotta; Rose, Snowdrift (New), early, pure white; Princess Alice, White (Cut-and-come-again).

Price of all of above: Tr. Pkt., 25c; 1/8 oz., 40c; 1/4 oz., 75c; 1/2 oz., \$1.25; 1 oz., \$2.50; 2 ozs., \$4.50.

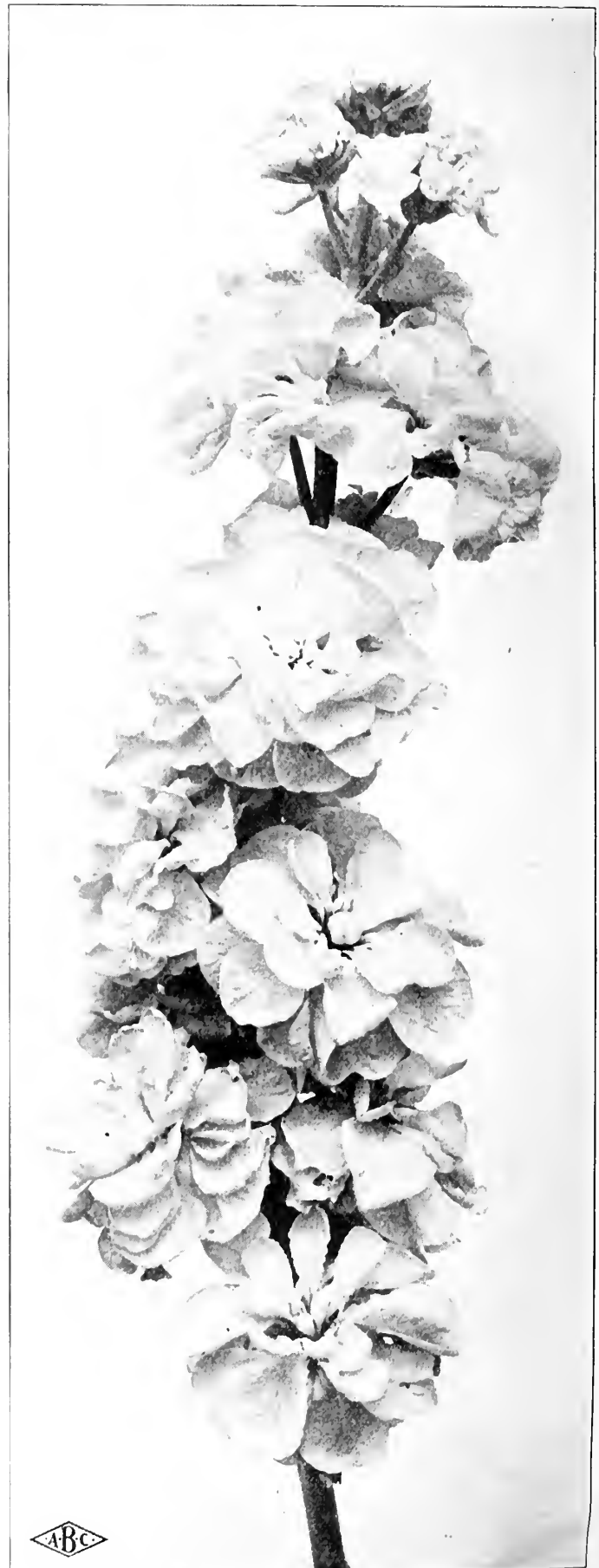
GIANT PERFECTION MIXED

Tr. Pkt., 25c; 1/8 oz., 35c; 1/4 oz., 60c; 1/2 oz., \$1.10; 1 oz., \$2.00; 2 ozs., \$3.75.

LARGE FLOWERING DWARF TEN-WEEK STOCKS

FOR BEDDING

Blood Red	Tr. Pkt.	Oz.	White	Tr. Pkt.	Oz.
Bright Pink	\$0.35	\$2.25	Flesh	\$0.35	\$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			



STOCKS, IMPROVED BISMARCK



SPENCER SWEET PEA "PINKIE"
EARLY SWEET PEAS
 For Winter and Spring Flowering

Note: We Supply ¼ lb. or ½ lb. at
 Pound Rate

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

- Ball's Blue. Clear blue. Oz., 50c; lb., \$5.90.
- Blue Wonder. A wonderful large, clear blue. Oz., 50c; lb., \$6.00.
- Ball's Rose. Glowing rose-pink. Oz., 65c; lb., \$7.00.
- Burpee's Lavender. A beautiful wisteria-lavender with magnificent flowers on long, substantial stems. Certified. Oz., \$1.00; lb., \$12.00.
- Burpee's Orange. Glistening orange. Oz., 65c; lb., \$7.00.
- Ball's Orange. A deeper shade. Oz., 85c; lb., \$10.00.
- Blue Bird. A charming shade of blue. Oz., 50c; lb., \$5.50.
- Columbia (Blanche Ferry). Rose-pink and creamy white. Oz., 45c; lb., \$5.00.
- Chevalier. True rose with lemon sheen. Oz., 50c; lb., \$5.50.
- Eldorado. Tangerine-orange. Oz., 60c; lb., \$7.00.
- Glitters. Bright orange-scarlet. Oz., 45c; lb., \$5.50.
- Gorgeous. Soft salmon-cerise. Oz., 40c; lb., \$4.80.
- Grenadier. Rich poppy-scarlet. Oz., 50c; lb., \$6.00.
- Giant Rose. Large rose-pink flowers. Oz., 65c; lb., \$7.00.
- Jeanne Mamitsch. Glowing rose-pink. Oz., 50c; lb., \$6.00.
- Harmony. Beautiful clear lavender. Oz., 50c; lb., \$5.50.
- Lavender King. True deep lavender. Oz., 45c; lb., \$5.00.
- Madonna. Black seeded white. Oz., 50c; lb., \$5.00.
- Mrs. Calvin Coolidge. Rich salmon-pink. Oz., 60c; lb., \$6.00.
- Mrs. Kerr. A true salmon color. Oz., 60c; lb., \$6.00.
- Mrs. Warren G. Harding. Lovely silvery blue. Oz., 50c; lb., \$5.50.
- Mrs. Herbert Hoover. Bright blue. Oz., \$1.00; lb., \$12.00.
- Miss Spokane. Peach red. Wings bright scarlet. Oz., 50c; lb., \$5.00.
- New Blue. New deep blue. Oz., 65c; lb., \$8.00.

- Peerless Pink. The standard is a luminous shade of eosine pink and the wings show a decidedly rose cast. Oz., 75c; lb., \$8.00.
- Princess. A vigorous grower with large flowers, fluted and waved. Color a lovely shade of soft lavender suffused mauve. Oz., 45c; lb., \$5.00.
- Rose Queen Improved. Color a most attractive shade of pink. Oz., 60c; lb., \$6.00.
- Red Cross. A glowing poppy-scarlet synonymous with the late variety. Hawlmak Scarlet. Oz., \$1.75; lb., \$20.00.
- Snowstorm Improved. Pure white. Oz., 45c; lb., \$5.00.
- Spring Song. Rose-pink on cream. Oz., 85c; lb., \$7.00.
- Superior Pink. Pink, suffused salmon. Oz., 50c; lb., \$6.00.
- The Blaze. A glistening fiery orange of great substance. Under artificial light it is gorgeous. Oz., \$1.75; lb., \$20.00.
- True Blue. This lovely variety is a charming shade of true blue or light violet-blue. Oz., 45c; lb., \$5.00.
- Vulcan. Rich, scarlet-orange. Oz., 50c; lb., \$5.00.
- White Star. Black-seeded. Flowers of enormous size, pure white without any pink shading. Oz., 50c; lb., \$5.00.
- White Harmony. A black-seeded white. Oz., 85c; lb., \$10.00.
- Yarrowa. Bright rose-pink with a clear, creamy haze. Flowers average 2½ inches in diameter; many are duplex or double. Oz., 50c; lb., \$5.00.
- Zvolanek's Rose. Rich rose-pink. Oz., 50c; lb., \$5.50.

**Six Magnificent "Morse-Bred" Novelties in
 Early-Flowering Sweet Peas for 1930**

- Early Pal. New scintillant rich rose-crimson, long-stemmed. Oz., \$1.50; lb., \$20.00.
 Awarded Silver Medal, New York Spring Show, 1930
- Early Apollo. New long-stemmed, soft salmon-cerise, a wonderful shade. Oz., \$1.50; lb., \$20.00.
 Awarded Silver Medal, New York Spring Show, 1930.
- Early Vogue. New sweet-scented lilac lavender, with vigorous Harmony type of growth. Oz., \$1.50; lb., \$20.00.
 Certificate of Merit, Chicago Garden and Flower Show, 1930.

"Pinkie" and "Heavenly Blue" Are Especially Good Varieties

SWEET PEAS

**"Up-to-the-Minute" Florists' Varieties
 True to Name, Thoroughly Ranged and
 Hand Picked Seed**

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

Early Forty-niner. New long-stemmed, brilliant orange of vigorous growth. Oz., \$1.50; lb., \$20.00.
 Certificate of Merit, New York Spring Show, 1930

Early Sparkle. New bright scarlet cerise—same shade as Late-flowering Royal Scot. Oz., \$1.50; lb., \$20.00.
 Early Fandango. Grand new bright rose self, Duplex, a huge flower. Oz., \$2.00; lb., \$28.00.
 Early Flowering Sweet Peas in Mixture. Oz., 40c; lb., \$5.00.

SWEET PEAS

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

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

- Appleblossom. Rose with primrose. Oz., 20c; lb., \$2.00.
- 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., \$2.00.
- 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., \$2.00.
- Commander Godsall. 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., 20c; lb., \$2.00.
- Hawlmak Cerise. Oz., 20c; lb., \$2.00.
- Hawlmak Lavender. Clear, light lavender. Oz., 30c; lb., \$3.00.
- Hawlmak Salmon-Pink. Rich, deep pink with salmon and orange tints in the standard. Oz., 20c; lb., \$2.00.
- Hebe. Large, bright pink. Oz., 20c; lb., \$2.00.
- Hercules. Giant pink. Oz., 20c; lb., \$2.00.
- King White Improved. Pure, glistening white. Oz., 20c; lb., \$1.75.
- King Edward VII. The best pure red. Oz., 20c; lb., \$2.00.
- Matchless. Cream color. Oz., 25c; lb., \$2.50.
- Mammoth. Orange-scarlet. Oz., 45c; lb., \$4.00.
- Miss California. Cream-pink. Oz., 20c; lb., \$2.00.
- Mrs. Cuthbertson. Rosy pink standard, white wings. Oz., 20c; lb., \$2.00.
- Mrs. Tomlin. Scarlet, extra. Oz., 25c; lb., \$2.50.
- Mrs. Tom Jones. Bright blue, large. Oz., 20c; lb., \$2.00.
- Picture. A blend of cream and pink. Oz., 20c; lb., \$2.00.
- Powers Court. Pure lavender, extra. Oz., 20c; lb., \$2.00.
- Royal Purple. Rich purple. Oz., 20c; lb., \$2.00.
- Royal Scot. A fiery, deep cerise of vigorous habit. Oz., 20c; lb., \$2.00.
- Spencer White. Oz., 20c; lb., \$1.75.
- Supreme. Light pink, extra. Oz., 30c; lb., \$3.00.
- Sunset. Soft, rich rose with a glowing yellow suffusion near the base. Oz., 25c; lb., \$2.50.
- Tangerine Improved. Orange. Oz., 20c; lb., \$2.00.
- Valentine. Pleasing shade of delicate blush pink. Oz., 25c; lb., \$2.50.
- Warrior. Rich, reddish maroon flushed with bronze. Oz., 20c; lb., \$2.00.
- Wedgewood. Blue. Oz., 25c; lb., \$2.50.
- Youth. Large, white, pink picotee. Oz., 20c; lb., \$2.00.

**Two Exceptionally Fine Late or Summer
 Flowering Sweet Peas
 MORSE'S "PINKIE"**

Pinkie is a very large, deep rose-pink. Oz., 50c; lb., \$4.50.

SWEET PEAS

Heavenly Blue, "The True Variety"

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



VERBENA "FIREBALL"

We Call
Special
Attention to
"Early
Wonder"
Double
Wall Flower.
From Bottom
(See Bottom
of this Page)

Comes into
Bloom Within
Five Months
from Time
of Sowing.

Provides
Very
Desirable
Cut Flowers

VERBENA HYBRIDA
Grandiflora "Royale." (Short crop.) This is a Verbena of enormous size, the individual florets measuring over an inch and a quarter in diameter. The color is a rich, deep royal blue with a large, creamy yellow eye. A wonderful acquisition to our group of Grandiflora Verbenas. Tr. Pkt., 50c.

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

(See illustration opposite)

	Tr. Pkt.	Oz.
Etna (New). Red.....	.35	3.25
Lucifer. Cardinal red.....	.30	1.50
White20	1.00
Rose-Cardinal35	1.50
Yellow30	1.25
Giant Flowered Mixed.....	.35	1.50
Lemon Scented35	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.

Hardy Scabiosa
"ISAAC HOUSE" Strain

A great improvement over the old type of 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
Price (Seed): Tr. Pkt., 50c; oz., \$4.00.

STATICE—Everlasting Flower

Valuable for cutting or decorative purposes.

ANNUAL VARIETIES

Coming into great favor for cut flowers.

	Tr. Pkt.	Oz.	Lb.
White	\$0.20	\$0.30	\$3.00
Sinuata Lavender20	.50	4.50
Rosea Superba20	.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 rocky, 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.

SWEET ROCKET—Hesperis (Perennial)

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

Mixed Colors. 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.

SWEET WILLIAM (Continued)

Single Newport Pink. Salmony rose or water-melon 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., \$1.25.

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).....	\$0.25	\$1.25
Pink25	1.25
Purple25	1.25
Blue25	1.25
Striped25	1.25
Mammoth mixed20	1.00

VERBENAS
"Beauty of Oxford" and Other
Choice Named Kinds
Supplied in Plants Only
See Back Page in this Catalog

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.....	\$0.25	\$0.85
Alba, White with Eye.....	.25	.85
Rosea, Pink25	.85
Mixed20	.75

VIOLET—Viola Odorata

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

VIOLA CORNUTA—Tufted Pansies

	Tr. Pkt.	Oz.
Admiration, Dark Blue.....	\$0.40	\$2.00
Cornuta, Mauve Queen.....		
Mauve40	2.00
Blue Perfection. Light blue..	.40	2.00
White Perfection. Pure white40	2.00
Mixed40	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.....	\$0.15	\$0.50
Double-flowering Finest Mixed35	2.50
"Early Wonder," early forcing double mixed50

(See top of this page)

BODGER'S True Strain DAHLIA FLOWERED ZINNIAS

Illustrated in color on middle page of this catalogue.

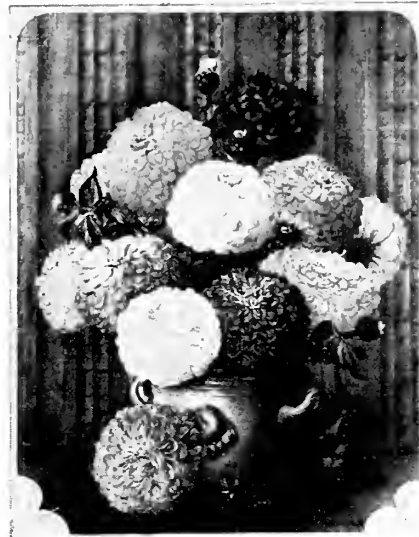
DAHLIA FLOWERED VARIETIES

- 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.	¼ Oz.	Per Oz.
Crimson Gem	\$0.15	\$0.25	\$0.75
Golden Gem15	.25	.75
Salmon Rose. (Very select)15	.25	.75
Scarlet Gem15	.25	.75
White Gem15	.25	.75
Mixed Colors15	.25	.75



Bodger's True Strain
**DAHLIA FLOWERED
ZINNIAS**
 Illustrated in color on middle page 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. (Continued next column.)

"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.

Price: Trade Pkt., 50c; ¼ oz., \$1.00; per oz., \$3.00; per ¼ lb., \$10.00.

**COLORED PLATES OF
ZINNIAS**
 Please refer to middle pages of
 this book for colored plates of
 various Zinnias offered herein.

ZINNIAS—Elegans Pumila Dwarf Double Varieties

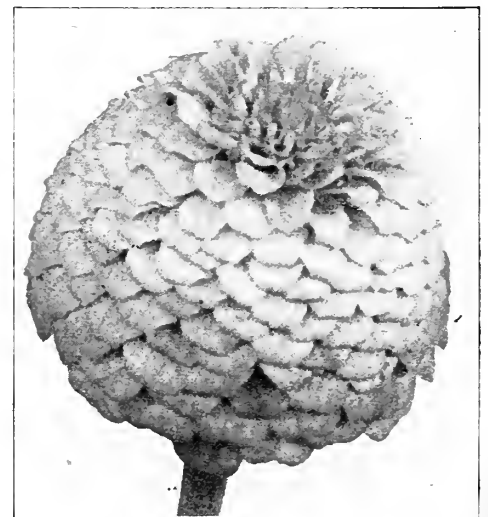
- A most desirable type for bedding as well as cut flowers.
- Crimson, Pink, Scarlet, White, Pink or Yellow.** Tr. Pkt., 15c; oz., 50c.
- Salmon Rose.** (Exceptional for cut flowers.) Tr. Pkt., 15c; oz., 80c.
- Mixed.** Tr. Pkt., 15c; oz., 40c.

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)

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.



ZINNIA, GIANT MAMMOTH OR CALIFORNIA GIANT, "MISS WILLMOTT"

ZINNIA "EARLY WONDER"

Illustrated in Color on Middle Page of this Book

The first of a new race of dwarf, early flowering Zinnias, a remarkably new strain. When in full bloom the plants stand between 12 and 15 inches high, producing flowers borne on medium size, long stems, making it a very fine flower for cutting. The color is a fiery salmon-cerise pink, a shade which is most desirable for florists' work. For greenhouse production

this variety is a great saver of time and space as the plants mature so early and can be grown so very close together, producing quantities of fully double flowers forty-five days from time of planting. Price: Tr. Pkt., 35c; ¼ oz., 75c; per oz., \$2.50.

A "PROFIT PROVIDER"

Merchandising Dahlia Flowered Zinnia Seed to the Garden Public

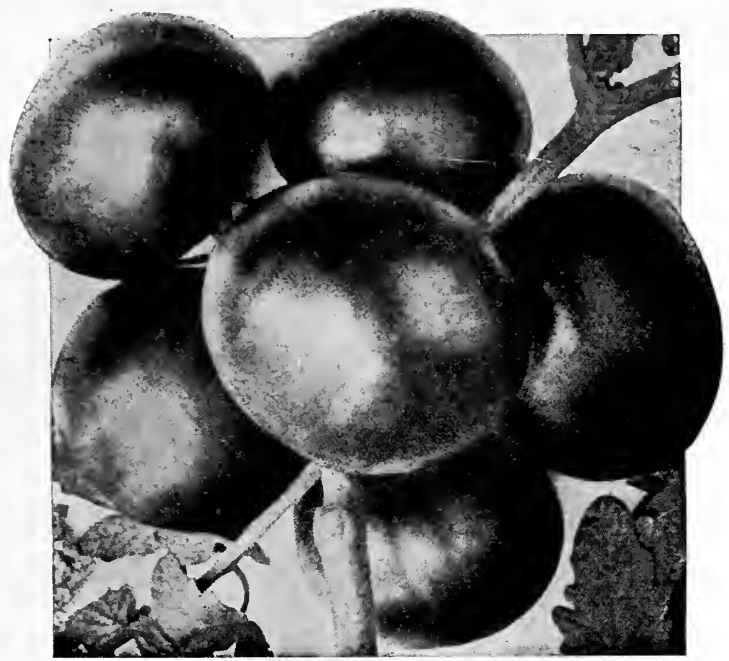
Wherever Bodger's Dahlia Flowered Zinnia blooms have been shown the public invariably go into ecstasies over them, and we believe if you will offer seed of same to your clientele who have gardens, a profitable business can be done with some.

To further this we offer Bodger's True Dahlia Flowered in

choicest mixture put up in fancy lithographed packages to retail for 25c, our price \$10.00 per hundred, 25 or more at this rate. By utilizing the colored plate in center of this catalog for display in your store, we believe you will find a live demand for the seed and many compliments from your customers when plants come into bloom.

GROW VEGETABLE PLANTS

For Home Garden Trade



TOMATO "JOHN BAER"

CABBAGE

One ounce will produce about 2,000 plants.

	Per oz.	Per ¼ lb.	Per lb.
Early Jersey Wakefield (selected strain).....	\$0.30	\$0.80	\$2.75
Early Flat Dutch.....	.20	.65	2.00
Copenhagen Market.....	.50	1.50	5.00
Danish Ball Head (Dwarf Amager).....	.35	1.15	4.00
All Seasons.....	.25	.75	2.50
Premium Flat Dutch.....	.25	.75	2.50
Dutch Winter or Hollander.....	.50	1.50	5.00

CAULIFLOWER

New Snowball. New Snowball is the best general purpose variety for either, spring or fall planting. Heads are usually 9 to 10 inches across, perfectly white. Solid, deep and compact.

Pkt., 25c; ¼ oz., 75c; ½ oz., \$1.35; oz., \$2.50; ¼ lb., \$8.50; lb., \$32.00.

Earliest Dwarf Erfurt. Combines all pedigree points—earliness, purity of color, dwarf habit and fine grain. A profitable market garden sort.

Pkt., \$25c; ¼ oz., 75c; ½ oz., \$1.35; oz., \$2.50; ¼ lb., \$8.50; lb., \$32.00.

Dry Weather. For dry climate and dry seasons. Very sure heading and second early. Heads larger than Snowball and snow white.

Pkt., 25c; ¼ oz., 75c; ½ oz., \$1.35; oz., \$2.50; ¼ lb., \$8.50; lb., \$32.00.

Danish Snowball. This is a grand second early. It is the result of long, careful selection, and uniformly produces even, regular heads. Through many seasons it has proven itself reliable.

Pkt., 25c; ¼ oz., 75c; oz., \$2.50; ¼ lb., \$8.00; lb., \$28.00.

CELERY

One ounce will produce about 5,000 plants.

Golden Self-Blanching. Oz., 75c; ¼ lb., \$2.50; 1 lb., \$8.00.

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

Selected Stock. Oz., 40c; ¼ lb., \$1.25; lb., \$4.00.

Celeriac (Turnip Rooted or German Celery). Large smooth Prague. Per oz., 35c; ¼ lb., \$1.25; lb., \$4.00.

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

EGG PLANT

Cultural Directions. One ounce to 1,000 plants. Seed germinates very slowly and requires warm ground.

Black Beauty. Early and productive. Fruit large and of a rich glossy black color. Oz., 50c; ¼ lb., \$1.50; 1 lb., \$5.00.

New York Purple. Oz., 45c; ¼ lb., \$1.50; 1 lb., \$5.00.

KOHLRABI

	Per oz.	Per ¼ lb.	Per lb.
Short-leaved Early Erfurt.....	\$0.25	\$0.75	\$2.50
Early White Vienna.....	.25	.75	2.50
Early Purple Vienna.....	.30	.85	2.75

LETTUCE

Leaf Varieties

	Per oz.	Per ¼ lb.	Per lb.
Black-Seeded Simpson, Sel. Stock.....	\$0.15	\$0.45	\$1.50
Grand Rapids Forcing, Ex. Sel. Stock.....	.20	.50	1.75

Cabbage and Head Varieties

	Per oz.	Per ¼ lb.	Per lb.
May King. Very early.....	.15	.45	1.50
Imp. Hanson. Very large firm heads.....	.15	.50	1.50

PARSLEY

	Per oz.	Per ¼ lb.	Per lb.
Champion Moss Curled.....	\$0.15	\$0.35	\$1.00

PEPPER

One ounce will produce about 1,000 plants.

	Per oz.	Per ¼ lb.
Sweet Mountain.....	\$0.45	\$1.25
Ruby King.....	.45	1.25
Bull Nose, Hot.....	.45	1.00
Long Red Cayenne.....	.45	1.25
Large Bell Sweet.....	.45	1.00

RADISH

	Per oz.	Per ¼ lb.	Per lb.
Improved Early Scarlet Globe, Select.....	\$0.15	\$0.35	\$1.00
Early Scarlet Globe, White Tip.....	.10	.30	.90
20-Day Forcing. Early Olive-shape.....	.15	.30	.80
Scarlet Turnip, White Tip (Sparkler).....	.10	.25	.70

TOMATO

Cultural Directions. For the first crop sow seeds of very early varieties like John Baer or Earliana, under glass, or in the house, about middle of February, giving the young seedlings plenty of light for rapid development. When they are 3 to 4 inches tall, transplant them into flats or a spent hotbed, to stand 4 inches apart each way. Give plenty of air on sunny days to harden them properly. 1 oz. of seed will produce about 2500 plants.

	Per oz.	Per ¼ lb.	Per lb.
Chalk's Early Jewel.....	\$0.40	\$1.25	\$3.00
John Baer.....	.35	1.00	3.00
Earliana.....	.40	1.25	4.00
Bonny Best.....	.35	1.00	3.00
Improved New Stone.....	.40	1.00	3.25
Dwarf Stone.....	.40	1.25	4.50
Dwarf Champion.....	.40	1.25	4.25
Ponderosa.....	.50	1.60	5.50

ROCK GARDENS Are Now in Great Favor Obtained in the Supplying of

The following hardy plants are the regular rock garden plants, suitable for all kinds of plantings. These are plants of dwarf and creeping nature. Also the list covers the entire growing season with flowers at different periods. To make a real attractive rock garden this list is very strongly recommended.



"Reproduced from Rock Gardens and Alpine Plants by Henry Corcoran, copyright The Macmillan Company. Through courtesy of the American Florist"

ACHILLEA

- Argenteum.** A pretty alpine of compact habit. Yellow sweet scented. Blooms in June. Suitable for low borders or rock gardens. Doz., \$1.20; 100, \$8.00.
- Boule de Neige.** (Ball of Snow). An improvement on the Pearl. Wonderful for cut flowers or garden. Blooms in June. A good filler, grows 12-15" high, double white flowers in umbels. Doz., \$1.50; 100, \$10.00.
- Perry's White.** 1 to 2 feet. June to August. A choice variety. Nothing better for cutting. An excellent filler. The whitest of all Achilleas, and an outstanding favorite with florists for summer flowers. Doz., \$1.50; 100, \$10.00.
- Millefolium Roseum.** (Rosy Millefoil.) Finely cut deep green foliage, pink flowers in dense heads and found all summer. Suitable for general use. 12 inches. Doz., \$1.20; 100, \$8.00.
- Tomentosa.** A very charming yellow flowered plant. Blooming in June. It will do in the rockery or in any part of the border. While it grows naturally on dry rocky soil, it has done finely on lower and more moist levels. Six to eight inches. Doz., \$2.15; 100, \$15.00.

AETHIONEMA

- Persicum.** Striking tawny bushes, covered with long slender spikes of rosy pink flowers. One of our best rock plants. Fine ground cover. Doz., \$1.85; 100, \$12.00.

AGROSTEMMA—Rose Champion

- Coronia Atroanguinea.** Deep blood Red Rose Champion. Stout erect growing, silvery foliage, which contrasts well with the pretty flowers, which come during June and July. Doz., \$1.20; 100, \$8.00.

ALYSSUM

- Argenteum.** Dense growth. Leaves silvery beneath, flowers yellow in clustered heads, all summer. About 15 inches. Doz., \$1.20; 100, \$8.00.
- Rostratum.** Prostrate almost shrubby variety, hoary grey all over. Flowers pale yellow, in unbranched heads, May to July. Doz., \$1.20; 100, \$8.00.
- Saxatile Compactum.** Dwarf Golden Tuft. Basket of Gold. More compact than the preceding and earlier. One of the showiest of Spring flowers. Height 9 to 12 inches. April and May. Doz., \$1.20; 100, \$8.00.
- Citrinum.** Similar to Saxatile, but flowers are pale Citrus Yellow. Doz., \$1.20; 100, \$8.00.
- Serpillifolium.** Very dwarf 4 to 5 inches high, with racemes of pale yellow flowers, and rough hoary leaves. Charming for the rock garden. Doz., \$1.85; 100, \$12.00.

ANCHUSA

- Myosidiflora.** A distinct dwarf Perennial variety, from Russia, with clusters of charming blue flowers, resembling Forget-me-nots. An effective rock plant for shady places. 1 foot. Doz., \$1.85; 100, \$12.00.

ANEMONE

- Sylvestris.** This is one of the best in moist sandy soils. Bears good sized delicate white flowers on long stems. Late May. Doz., \$1.85; 100, \$12.00.

ARABIS

- Alpina.** 6 to 8 in. Pure white flowers, densely cover this plant in April and May. Wherever you see a Rock Garden, you will always find this perennial. Doz., \$1.50; 100, \$10.00.

ARABIS—Continued

- Alpinus Nana Compacta.** Dwarf, very pretty, white. Doz., \$1.50; 100, \$10.00.

ARENARIA

- Grandiflora.** Large pure white flowers in Spring, beautiful rock plant. Doz., \$1.50; 100, \$10.00.
- Montana.** (Sandwort). Very desirable evergreen trailing plant, forming a dense carpet of foliage and covered with large white flowers in spring. Excellent for the rockery. Doz., \$1.50; 100, \$10.00.
- Verna Caespitosa.** Like green moss, will grow between stepping stones. Excellent for rock garden, covered with little white flowers in early spring. Doz., \$1.85; 100, \$12.00.

ARMERIA

- Lauchena.** Deep pink, 4 to 6 inches. Doz., \$1.85; 100, \$12.00.
- Maritima.** Low-growing, with pale pink or rose flowers. 4 to 6 inches. Doz., \$1.20; 100, \$8.00.

ASTERS, DWARF ALPINE

- Alpinus Superbus.** Larger showy form that is excellent for border planting. Doz., \$1.85; 100, \$12.00.
- Magnificus.** Giant form of the beautiful white Alpine Aster. Doz., \$1.85; 100, \$12.00.
- Subcoeruleus.** Forms a dense tuft of leaves, from which issue many leafless stems, 12 inches high, bearing in June and July massive bluish-violet flowers 3 inches in diameter. Doz., \$1.85; 100, \$12.00.

AUBRETIA

- Bridesmaid.** Pretty variety with soft blush flowers. Doz., \$1.85; 100, \$12.00.
- Bougainvillei.** Dwarf and compact. Blooming in late spring and summer with light violet flowers. Doz., \$1.85; 100, \$12.00.
- Coerulea.** Delicate blue. Very showy. Doz., \$1.85; 100, \$12.00.
- Crimson King.** Extra fine rich crimson. Doz., \$1.85; 100, \$12.00.
- Deltoides.** Neat compact plants covered with closely set lilac flowers. Doz., \$1.85; 100, \$12.00.
- Graeca.** Violet, large flowers, fine spring bedders. Doz., \$1.85; 100, \$12.00.
- Moerheimi.** Beautiful new variety with lilac pink flowers. Doz., \$1.85; 100, \$12.00.

CALLUNA

- Nana.** A nice little evergreen perennial grows 6" high. It is an outstanding plant in the rock garden. Doz., \$3.00; 100, \$22.00.

CALLIRHOE MALVACEAE—Malloworts

- Involucrata.** Large crimson flowers, trailing habit; very showy. Thrives in ordinary soil. Doz., \$1.20; 100, \$8.00.

CAMPANULA

- Carpatica.** (Carpathian Harebell). A pretty species growing in compact tufts, not exceeding 8 inches high; flowers clear blue; held erect on wiry stems. It begins blooming in June, continuing until October. As an edging for a hardy border or for the rockery it is unsurpassed. Doz., \$1.85; 100, \$12.00.
- Alba.** A pure white form of the above. Doz., \$1.85; 100, \$12.00.

CERASTIUM

- Biebersteine.** Pure white flowers with cottony foliage, fine. Doz., \$1.85; 100, \$12.00.
- Tomentosum.** A low, creeping plant with the upper surface of the leaves light in color and woolly; it bears a profusion of pretty white flowers. Much used for edging, also to plant in crevices of walls or rockwork, where it keeps up a succession of bloom all summer. Doz., \$1.20; 100, \$8.00.

CHRYSANTHEMUM

- Arcticum.** (Arctic Daisy.) Among fall flowering perennials this is one of the best. It forms an attractive clump of dark green foliage, and in September multitudes of white flowers, slightly tinged rose or lilac, 2 inches wide, appear, 2 to 2½ ft. September to November. Doz., \$1.20; 100, \$8.00.
- Leucanthemum Flore Pleno.** (Double White Shasta Daisy.) Flowers double, pure white, of medium size, excellent for cutting; each plant produces from 30 to 50 flowers; perfectly hardy without any protection. Our latest and best addition to the Shasta Daisies. Doz., \$1.20; 100, \$7.00.

CRUCIANELLA—Crosswort

- Stylosa.** Early-flowering, hardy perennial, suitable for rock work; bright purple, ball-shaped flowers. Height 6 inches. Doz., \$1.20; 100, \$8.00.

DIANTHUS

- Abbotsford.** Deep crimson with white markings. One of the best. Doz., \$1.85; 100, \$12.00.

DIANTHUS BARBATUS—Sweet William

- Old favorites, bearing their sweet, clove-scented flowers in the greatest profusion during May and June. They are indispensable for the edge of the hardy border and for cutting.
- Alpestris Knappi.** A dainty species producing slender stems which bear clusters of small yellow flowers. Doz., \$1.85; 100, \$12.00.
- Alwoodi Alpinus.** Grand novelty. New Hybrid race of Dianthus Alpinus. Doz., \$1.85; 100, \$12.00.
- Arenarius.** (Sand-Loving Pink). This Pink delights in a sandy soil and sun. Flowers white with carmine rings, deeply fringed and fragrant. Excellent for dry, hot places, 6 inches. Doz., \$1.85; 100, \$12.00.
- Cruetus.** Very dark crimson, in clusters, neat border species. Doz., \$1.85; 100, \$12.00.
- Deltoides Alba.** A white form of the above. Doz., \$1.75; 100, \$12.00.
- Deltoides Brilliant.** Glowing crimson flowers. A most striking rock plant. Doz., \$1.75; 100, \$12.00.
- Essex Witch.** Delicate pink, finely fringed. Doz., \$1.85; 100, \$12.00.
- Granaticus.** Good rock species, neat branching habit, bright red flowers in the way of Deltoides. Doz., \$1.85; 100, \$12.00.
- Her Majesty.** Very large, purest white. Doz., \$1.75; 100, \$12.00.

DICENTRA—Bleeding Heart or Seal Flower

- Eximia.** (Plumy Bleeding Heart.) A dwarf growing sort, with beautiful finely cut foliage and showy racemes of pretty pink flowers throughout the season. Doz., \$2.50; 100, \$18.00.

FUNKIA

- Undulata Variegata.** (Day Lily.) Graceful green leaves having fluted white edge. Very conspicuous plant for border. They are also beautiful when used as a foliage pot plant for Easter sales. Doz., \$1.75; 100, \$12.00.

GERANIUM

- Lancastriense.** Flesh-veined purple trailing plant. 6 inches. July and August. Doz., \$1.85; 100, \$12.00.

GEUM

- Atroanguineum.** Large, double, crimson flowers. Valuable for cutting. July to September. 2 ft. Doz., \$1.75; 100, \$12.00.

- Lady Stratheden.** A new introduction of great merit. Rich golden yellow blossoms, counterpart of Mrs. G. Bradshaw. Fine for hardy garden. Doz., \$1.75; 100, \$12.00.

GYPSOPHILA

- Repens.** A beautiful trailing plant for the rockery, with clouds of small, white and pink flowers in July and August. Doz., \$1.75; 100, \$12.00.

HELIANTHEMUM—Rock or Sun Rose

- Low-growing evergreen plants, forming broad clumps, and which during their flowering season, July to September, are hidden by a mass of bloom; for the front of the border, the rockery, or a dry, sunny bank.

- Buttercup.** Golden yellow. Doz., \$1.85; 100, \$12.00.

- Dainty.** Light blue. Doz., \$1.85; 100, \$12.00.

- Fireball.** Bright scarlet. Doz., \$1.85; 100, \$12.00.

- Rhodanthe Carneum.** Pink flowers, gray foliage. Doz., \$2.75; 100, \$18.00.

- Rose Queen.** Single pink. Doz., \$2.75; 100, \$18.00.

- The Bride.** Single white silvery foliage. Doz., \$2.75; 100, \$18.00.

- Mutabile.** Hybrid of rose white and yellow flowers. Doz., \$1.85; 100, \$12.00.

HEUCHERA—Coral Bells

- Sanguinea.** (Coral Bells.) Grows about 2 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. Doz., \$2.25; 100, \$14.00.

- Splendens.** Brilliant crimson. Fine spikes. 2½ feet. June to August. Doz., \$2.75; 100, \$18.00.

IBERIS

- Gibraltarica.** (Hardy Candytuft.) Very desirable dwarf plant with evergreen foliage, covered by dense heads of flowers early in spring; height 8 inches. Doz., \$1.85; 100, \$12.00.

- Sempervirens.** Very dwarf, covered with a sheet of white; height 6 to 8 inches. Doz., \$1.85; 100, \$12.00.

ANNUAL PLANTS FOR ROCK GARDENS! In addition to the hardy perennial plants offered on these pages many dwarf growing annual plants can be used to advantage in the making of rock gardens, particularly marigolds, pansies, petunias, such

and a Good Margin of Profit Is to Be Plants to Accomplish Such

Among our long list of plants are those that do best in open sunlight as well as those that love the seclusion of shady nooks. There are the sedums, achilleas and others whose habitat is the dry rocky slopes of mountains, hence they will do well.

LINUM—Flax

Lewisii. Fine green foliage with small yellow flowers. Doz., \$1.20; 100, \$8.00.
Narbonnese. Forms a spreading clump of attractive foliage with a profusion of azure-blue flowers with white eye. Very handsome for the rockery. Doz., \$1.20; 100, \$8.00.

LYSIMACHIA—Loosestrife

Ciliata. (Lookup.) Useful plant for wet spot, yellow flowers. Doz., \$1.85; 100, \$12.00.

LYCHNIS—Campion

Viscaria Splendens. Brilliant red. Doz., \$1.85; 100, \$12.00.

MYOSOTIS—Forget-Me-Not

Palustris Semperflorens. Large, rich blue flowers with yellow eye; a charming plant for damp places and a more profuse bloomer than the alpestris. Doz., \$1.20; 100, \$8.00.
Palustris, Pink Beauty. Pink-flowered form of the above; very fine Forget-me-not. Doz., \$1.20; 100, \$8.00.
Welwitschii. Grand rock plant. Prostrate. Pale blue. Doz., \$1.85; 100, \$12.00.

NEPETA—Ground Ivy or Catmint

Mussini. An excellent plant for any position, but especially useful in the rock garden. Of dwarf, compact habit, producing masses of bloom of a beautiful shade of lavender. 1 to 1½ feet. Doz., \$1.85; 100, \$12.00.

OENOTHERA—Evening Primrose

Youngi. 2 feet. June to August. A strong, stocky, large-leaved plant with firm, shiny foliage; numerous bright lemon-yellow flowers. Doz., \$1.20; 100, \$8.00.

OXYTROPIS

Campestris. Pale yellow flowers in small heads. Neat Alpine. Doz., \$1.85; 100, \$12.00.

PACHYSANDRA

Terminalis. One of the best ground covering plants, averaging 6 to 8 inches in height and branching freely into a dense mat. Its shapely indented foliage is practically evergreen; thick, rubbery, lustrous dark green. It bears small spikes of light colored flowers during May and June. Doz., \$1.85; 100, \$12.00.

PAPAVER NUDICAULE—Iceland Poppy

The plant is of neat habit, forming a tuft of bright green fern-like foliage, from which spring, throughout the entire season, a profusion of slender, leafless stems 1 foot high, each graced with charming cup-shaped flowers. Orange. Doz., \$1.85; 100, \$12.00.
 White. Doz., \$1.85; 100, \$12.00.
 Yellow. Doz., \$1.85; 100, \$12.00.
Gibson's Giant. Extra large orange flowers. Doz., \$2.10; 100, \$14.00.

Nudicaule Aurantiaca Coccinea. Doz., \$1.85; 100, \$12.00.
Papaver Alpinum. Like a small and more delicate Iceland Poppy having flowers of white, pink, orange or yellow, and often delicately fringed. Beautiful foliage they are a novelty in any rock garden. Doz., \$1.85; 100, \$12.00.
 Red. Doz., \$1.85; 100, \$12.00.
 Rose. Doz., \$1.85; 100, \$12.00.
 White. Doz., \$1.85; 100, \$12.00.
 Yellow. Doz., \$1.85; 100, \$12.00.

PHLOX SUBULATA—Moss Pinks

An early Spring flowering type with pretty mosslike, evergreen foliage, which, during the flowering season, in April and May, is hidden under the masses of bloom. An excellent plant for the rockery, the border, and invaluable for carpeting the ground or covering graves.
Amoena. A low species, native to dry hills and barrens. Flowers pink. Very showy. Doz., \$1.20; 100, \$8.00.
Alba. Pure white. Doz., \$1.20; 100, \$8.00.
Fairy. Pale blue with dark purple eye; a beautiful little rock plant. Same habit as Vivid. Slow growing, neat in habit, with compact foliage, not spreading like Lilacina. Doz., \$1.20; 100, \$8.00.
Lilacina. Light lilac. Doz., \$1.20; 100, \$8.00.
Rosea. Rose-pink. Fine for covering banks; thrives in hot, dry situations, and blooms profusely. Doz., \$1.20; 100, \$8.00.

PHYSOSTEGIA—False Dragonhead

G. F. Wilson. Soft lavender. Doz., \$1.50; 100, \$10.00.
Virginica, Vivid. Dwarf compact heavy bloomer flowers deep pink. Very good for cutting flowers, lasting well in water. Doz., \$1.75; 100, \$12.00.

PLUMBAGO—Leadwort

Larpentae. One of the most desirable border and rock plants. It is of dwarf, spreading habit, growing 6 to 8 inches high, covered with deep blue flowers during the summer and fall. Doz., \$1.85; 100, \$12.00.

RANUNCULUS—Buttercup

Well-known double yellow buttercup, effective either as a cut flower or grouped in the hardy borders.

Acris Fl. Pl. A pretty double flowering bright golden yellow buttercup blooming in great abundance in May and June, 24 inches. Good for cutting. Doz., \$1.85; 100, \$12.00.

Repens Fl. Pl. A pretty, double-flowering bright golden yellow buttercup; flowers in May and June. Doz., \$1.85; 100, \$12.00.

SEDUM—Stoncrop

Members of this family have thick glaucous leaves. Their native habitat is the dry rocky mountainsides of Europe and America. They are very hardy, drought resisting and like the broad sunlight in most instances, but most varieties will thrive in a limited amount of shade. The dwarfs are excellent in the rock garden and the medium and taller sorts are fine for the perennial border.

Acra. (Wall Pepper; Mossy Stoncrop.) A pretty species for rockwork; well known and considerably used. Doz., \$1.20; 100, \$8.00.

Album. Foliage green. Flowers white. 2 to 3 inches. May to July. Doz., \$1.20; 100, \$8.00.

Alpinatum. Very pretty rosette-like foliage. Erect 4 inches high. Doz., \$1.85; 100, \$12.00.

Forstinum. Fuzzy gray foliage. Distinct. Doz., \$1.85; 100, \$12.00.

Glaucum. Bluish-green leaves, on reddish stems. White flowers, very elegant. Doz., \$1.20; 100, \$8.00.

Ibericum. Numerous pink or white flowers; coarsely toothed leaves. 6 inches. Doz., \$1.20; 100, \$8.00.

Kamtschaticum. Orange Stoncrop. Doz., \$1.20; 100, \$8.00.

Opinifolia. Foliage light green forming heavy clumps. A good ground cover. Very good for rockery. Doz., \$1.20; 100, \$8.00.

Sarmentosum. (Stringy Stoncrop.) More rapid growing than S. acre, but low and spready, its bright yellow flowers making an attractive soft carpet. June, July. Doz., \$1.20; 100, \$8.00.

Spectabile. Erect growing mass of rose colored flower heads 18 inches high. August and September. Doz., \$1.85; 100, \$12.00.

Spectabile Brilliant. Bright red form of the above. Doz., \$1.85; 100, \$12.00.

Spurium Coccineum. Flowers rosy crimson. 6 inches. July and August. Very good. Doz., \$1.20; 100, \$8.00.

Stahlii. Compact growth, with crimson autumn foliage. Doz., \$1.20; 100, \$8.00.

Variiegata Spectabilis. Like Spectabilis form and flower. Foliage green and yellow. Nice decorative plant. Doz., \$2.75; 100, \$18.00.

STOKESIA—Stoke's Aster

Cyanea. A fine hardy plant of the Aster family. Twelve to eighteen 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. Doz., \$1.85; 100, \$12.00.

STATICE—Sea Lavender

Latifolia. 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. Doz., \$1.85; 100, \$12.00.

THYMUS

Albus. Pure white flowers. Doz., \$1.85; 100, \$12.00.
Citriodorus. Foliage has strong lemon fragrance. Excellent for rock garden 4 inches. Doz., \$1.85; 100, \$12.00.
Coccineus. Bright red. The most effective variety. Doz., \$1.85; 100, \$12.00.
Launiginosus. (Woolly Thyme.) A species of Thyme with small, roundish leaves. It is a desirable plant for edgings or in rockwork. Doz., \$1.85; 100, \$12.00.



STATICE LATIFOLIA
 One of the many desirable hardy plants for rock gardens

(Thymus Continued)

Serpyllum. (Wild Thyme.) Creeping habit, hairy foliage, purple flowers. A beautiful indigenous plant for growing in semi-wild places, on grass, etc. Foliage strongly scented. Doz., \$1.85; 100, \$12.00.

Vulgaris. Grown as a sweet herb; flowers small, lilac or purplish, in terminal, interrupted spikes; foliage very fragrant. June and July; height 6 inches. Doz., \$1.85; 100, \$12.00.

TUNICA

Saxifraga. Has small pink flowers in the greatest profusion. Nice for the low border or for rockwork; blooms profusely. Doz., \$1.20; 100, \$8.00.

VERONICA—Speedwell

A very interesting family of plants that form excellent subjects for the hardy border and rockery. They will thrive in a rich, well-drained soil in an open situation in full sun.

Amethystina. Short spikes of amethyst-blue flowers; a slender species; height 8-10 inch. Doz., \$1.20; 100, \$8.00.

Gentianoides. Beautiful variety with spikes of large flowers, palest blue edged deep blue, in June and July. 1 foot. Doz., \$1.20; 100, \$8.00.

Incana. Deep blue flowers with silvery foliage. 1 foot. July-August. Doz., \$1.85; 100, \$12.00.

Longifolia Subsessilis. A delightful 2-foot border plant with attractive foliage of distinct character, a roughened bronze green. Flowers are borne abundantly during July and August in long compact spikes. Deep blue. Doz., \$1.75; 100, \$12.00.

Prezna. A dwarf upright variety 8 to 10 inches with heavenly blue flowers. Very nice in border or rock garden. Doz., \$1.85; 100, \$12.00.

Prostrata. Dwarf, close growing species, sheets of brilliant blue. Doz., \$1.85; 100, \$12.00.

Rupestris Nana. Prostrate and creeping; forming a dark green carpet of shiny foliage which is covered with deep Gentian blue flowers in late April and early May; 1 inch high; one of the best early blue rock plants known. Doz., \$1.85; 100, \$12.00.

Teucrium Chamaedrys. Neat and distinct species, 8 inches high. Flowers silvery rose. Doz., \$1.85; 100, \$12.00.

Teucrium "Royal Blue." Gentian blue. One of the prettiest and brightest of blue flowers, pleasing foliage. Flowers during May and June. A lovely plant for the rockery or border; height 1 ft. Doz., \$1.85; 100, \$12.00.

Teucrium Rupestris Rosea. Fine border or rock plant. Pink flowers. Doz., \$1.85; 100, \$12.00.

Teucrium Rupestris Trehanii. With yellow foliage and blue flowers. Doz., \$1.85; 100, \$12.00.

VINCA—Periwinkle or Trailing Myrtle

Minor. A trailing, evergreen plant, used extensively for carpeting the ground under shrubs or trees or on graves where it is too shady for grass or other plants to thrive. Strong, nursery-grown clumps. Doz., \$1.20; 100, \$8.00.

VIOLA—Tufted Pansies

The improved form of Viola Cornuta are rapidly growing in favor. They flower continuously for nearly eight months in the year; and while their flowers are not so large as those of the Pansy, their bright colors and floriferousness make them welcome additions to any garden.

Admiration. Rosy purple. Doz., \$1.20; 100, \$8.00.
G. Wernig. A variety of Tufted Pansy, forming clumps which are covered with rich, violet-blue flowers the entire season. Doz., \$1.85; 100, \$12.00.

as "Rosy Morn," "Rose of Heaven," "Blue Bird," etc. Liliput zinnias and many others. (See our General Flower Seed List.)

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 6 OF A VARIETY

PLEASE NOTE

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

The Hardy Garden



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

Profitable Cut Flowers From Hardy Plants

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 clientele."

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



ARTEMISIA "SILVER KING"

ACHILLEA—Ball of Snow

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

Filipendulina. This fine plant from the shores of the Caspian Sea grows 2 to 3 feet high, flowers bright yellow, in flat heads, and with lace-like foliage. June to September. Nice to plant among shrubbery, evergreens, or for back border, also a good flower for basket work. Doz., \$1.50; 100, \$10.00.

Kelwayi. Carmine Red, flowers shaped like Millefolium Roseum. Doz., \$1.50; 100, \$10.00.

Millefolium Roseum. (Rosy Milefoil) Finely cut deep green foliage, pink flowers in dense heads and found all summer. Suitable for general use. 12 inches. Doz., \$1.50; 100, \$10.00.

ANTHEMIS—Hardy Marguerite

Kelwayii. 2 feet. Daisy-like yellow blossoms, produced all summer. Excellent for cutting. Doz., \$1.50; 100, \$10.00.

AQUILEGIA OR COLUMBINE

The Columbine is one of the most beautiful of all hardy plants. 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. The following varieties are all suitable for cutting and are attractive when used with other flowers.

Alpina. Grows about a foot high, having dark blue flowers. Doz., \$1.50; 100, \$10.00.

Alpina Superba. Deep blue and white. Both these Alpine varieties are very hardy and strong, and will stand up under conditions that would kill the long spurred sorts. Doz., \$1.50; 100, \$10.00.

AQUILEGIA (Continued)

Dobbie's Imperial Hybrids. A very fine assortment by a European hybridizer which will be sure to charm you by its beauty. Doz., \$1.75; 100, \$12.00.

Jaeschkani. Yellow and red types. Doz., \$1.75; 100, \$12.00.

Superb Pink. This strain of Pink Aquilegia without a doubt, is the finest pink strain in cultivation. The plants grow to a uniform height. The flowers are of the most delicate shades of pink mostly of the silvery tints. Doz., \$1.75; 100, \$12.00.

Mrs. Scott Elliott Hybrids. There is not a better mixture grown in the world. Wonderful colors with very long-spurred flowers. Our stock is from seed from this choice breeder, absolutely true strain. Doz., \$1.75; 100, \$12.00.

Nivea Grandiflora. Large, pure white. Doz., \$1.50; 100, \$10.00.

Long-Spurred Hybrids. No two plants resemble each other in color, and the combination of shades found in this selection defies description. Doz., \$1.50; 100, \$10.00.

Rose Queen. Deep pink. Doz., \$1.75; 100, \$12.00.

ARTEMESIA, SILVER KING

A Plant of Rare Beauty and Charm for Landscaping or Cutting

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.

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, but these quickly divide into a delicate lacy shape with the appearance of small flower buds all over the branch. 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. 25 for \$4.00; 50 for \$7.75; 100, \$15.00.

ARTEMESIA

Lactiflora. An excellent hardy border plant, producing large, branching panicles of sweetly-scented, creamy white flowers, excellent for cutting. Three to four feet. August-September. A perennial you should have on hand for bouquets. Doz., \$1.50; 100, \$10.00.

PLEASE NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 6 OF A VARIETY



“SWEET WIVELSFIELD”

The new race of hardy annuals for cutflowers, garden show and rock gardens—obtained sixteen awards of merit from Royal Horticultural and fifteen other societies—as a pot plant for Mothers’ Day sales it is very worth-while.

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

SWEET WIVELSFIELD

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

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

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

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

Albert M. Herr.

How to Grow “Sweet Wivelsfield”

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

For Outdoor Blooming

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.

Price: Trade Pkt., \$1.00; 3 Pkts., \$2.50; 7 Pkts., \$5.00.

IMPORTANT NOTE: WE SUPPLY ORIGINATORS TRUE ENGLISH STRAIN OF “SWEET WIVELSFIELD.”

Bodger's
True strain
Lallic 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)



No other flowers afford greater variety in the wanted cutflower shades than the Zinnia. Particular attention is called to the new introductions on opposite page. A. B. C.

FROM

AMERICAN BULB COMPANY

31 - WEST 27TH STREET

NEW YORK, N. Y.





ZINNIA—"EARLY WONDER"

The first of a new race of dwarf, early flowering Zinnias, a remarkable new strain. When in full bloom the plants stand between 12 and 15 inches high, producing flowers borne on medium size, long stems, making it a very fine flower for cutting. The color is a fiery salmon-cerise pink, a shade which is most desirable for florists' use.

For greenhouse production, this variety is a great saver of time and space, as the plants mature so early and can be grown so very close together producing quantities of fully double flowers forty-five days from time of planting. Price: Tr. Pkt., 35c; ¼ oz., 75c; per oz., \$2.50.

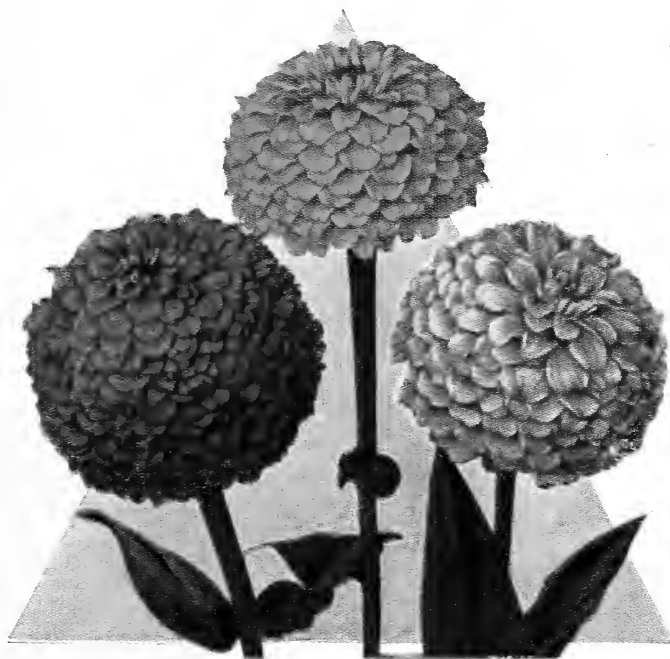


ZINNIA

Pumila Picotee Delight Salmon Rose

This is an extra select strain of light and deep salmon shades. Great care has been taken in selecting only the best "Delight" types with curled petals and Picotee markings. We highly recommend this novel Zinnia as the best florists' cutflower on the market today and something that will sell on sight. Plate No. 1.

Price: Tr. Pkt., 50c; ¼ oz., \$1.00; per oz., \$3.00; ¼ lb., \$10.00.



ZINNIA—"LILIPUT OR POMPON"

Like Pompon Dahlias these small flowered Zinnias are now in great favor for cut flowers.

Seed sown as soon as warm weather sets in will produce full grown flowering plants in seventy-five days. The three colors illustrated are Golden Gem, Crimson Gem and Salmon Rose. Price: Tr. Pkt., 15c; ¼ oz., 25c; per oz., 75c.



"NORMA"

The outstanding "Mum" novelty of the year. Illustration above indicates flower about one-third natural size.

(See page 54 for complete particulars.)

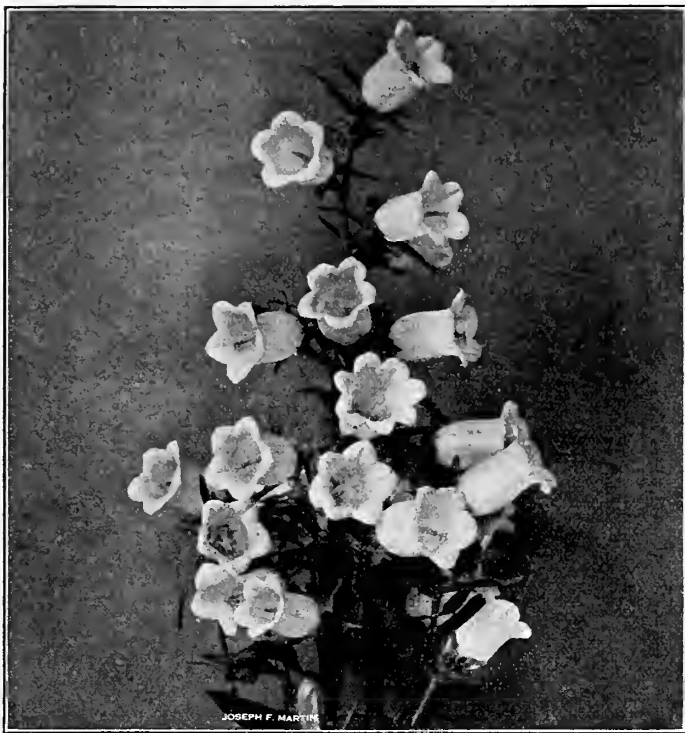
"SUPREME" FANCY LEAVED CALADIUMS FOR WINDOW
AND STORE DECORATION, ETC.

A. B. C. "Supreme" Quality Fancy Leaved Caladiums
(True Brazilian Type)
Showing in Color a Few
from Our
A. B. C. Fancy Mixture
of More Than
Thirty Named Varieties

Provide exceptional pot plants or for making
up combination boxes, tubs, basket work, etc.



Caladiums have gained great popularity in the past few years and florists are deriving a good profit from them. The leaves of the same provide highly attractive window displays, especially during the winter months. Our Caladiums have been most carefully selected and as a result the combination of coloring is most beautiful. Complete cultural directions free for the asking. Price: Assorted colors named varieties Mixed, per 100, \$20.00.



CAMPANULA MEDIA

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.

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

Novae-Angelicae 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.

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.

HARDY PERENNIAL PLANTS

Particularly Desirable for Cutting

BUDDLEIA—

Butterfly Bush

Variabilis Magnifica. This is really a shrub, but the top usually freezes back, and new growth starts from the root like other perennials. Plants grow 3 to 4 feet and are covered with long racemes of lilac-like flowers all Summer. Exceptional for cut flowers. Per doz., \$2.75; per 100, \$20.00.

CAMPANULA

Bellflower

A large and varied family of the greatest value for general garden decorations. They are of the easiest culture, thriving in any ordinary garden soil.

Medium Calycanthema (Cup and Saucer). Blue, rose or white. 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
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

See also our offering of new Hardy Carnation on inside back cover of this catalog.

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.

WORTH WHILE:

A spray of Hardy Carnations, Grenadin white with Hardy Gypsophila "Ehrlei" and ferns. By wiring four or five of the smaller blooms together, five or six dozen of these flowers will make a large spray. These Carnations bloom profusely. A small outdoor planting furnishes enough flowers for many such pieces. The plants do better if flowers are all cut as they come into bloom.

CHRYSANTHEMUMS, HARDY

Autumn Glow. Rose crimson large. Per doz., \$1.75; per 100, \$12.00.

Adironda. Small, compact, aster-flowered variety of medium height. Plant covered with bronze flowers early in the season. Per doz., \$1.75; per 100, \$12.00.

Alice Howell. Orange bronze. Per doz., \$1.75; per 100, \$12.00.

Boston. Tall-growing, free-flowering and well branched heads. The large flowers are late and of a beautiful bronzy orange. Very hardy. Per doz., \$1.75; per 100, \$12.00.

Capt. R. H. Cook. A fine pompon-flowered late blooming variety. The flowers are a clear dark rose, rather tall grower. Per doz., \$1.75; per 100, \$12.00.

Celine. Large early pink. Per doz., \$1.75; per 100, \$12.00.

Elkton. Profuse, very compact, multi-petaled flowers of dollar size, blush white slightly tinged lavender. Per doz., \$1.75; per 100, \$12.00.

Field of Snow. Pure white button. Per doz., \$1.75; per 100, \$12.00.

Fred Peele. A very pretty button yellow. Per doz., \$1.75; per 100, \$12.00.

Golden Harvest. Orange. Per doz., \$1.75; per 100, \$12.00.

Golden Queen. Yellow, large. Per doz., \$1.75; per 100, \$12.00.

Iva. Dwarf bronze; wonderfully free flowering. Per doz., \$1.75; per 100, \$12.00.

Indian. Late-flowering, very hardy variety of medium height. Flowers are shaggy and of peculiarly pleasing coppery red shade. A good sort. Per doz., \$1.75; per 100, \$12.00.

L'Argentuaillais. Bronze flowers tipped yellow, of medium height. Early large flowering. Per doz., \$1.75; per 100, \$12.00.

Lillian Doty. Beautifully formed shell-pink flowers produced very freely. A true pompon. Per doz., \$1.75; per 100, \$12.00.

Little Bob. Bronze button. Per doz., \$1.75; per 100, \$12.00.

Little Dot. Rich mahogany crimson. Per doz., \$1.75; per 100, \$12.00.

Marie Antoinette. Deep pink. Per doz., \$1.75; per 100, \$12.00.

Continued on Next Page

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 6 OF A VARIETY

Hardy Perennial Plants

Particularly Desirable for Cutting HARDY CHRYSANTHEMUMS

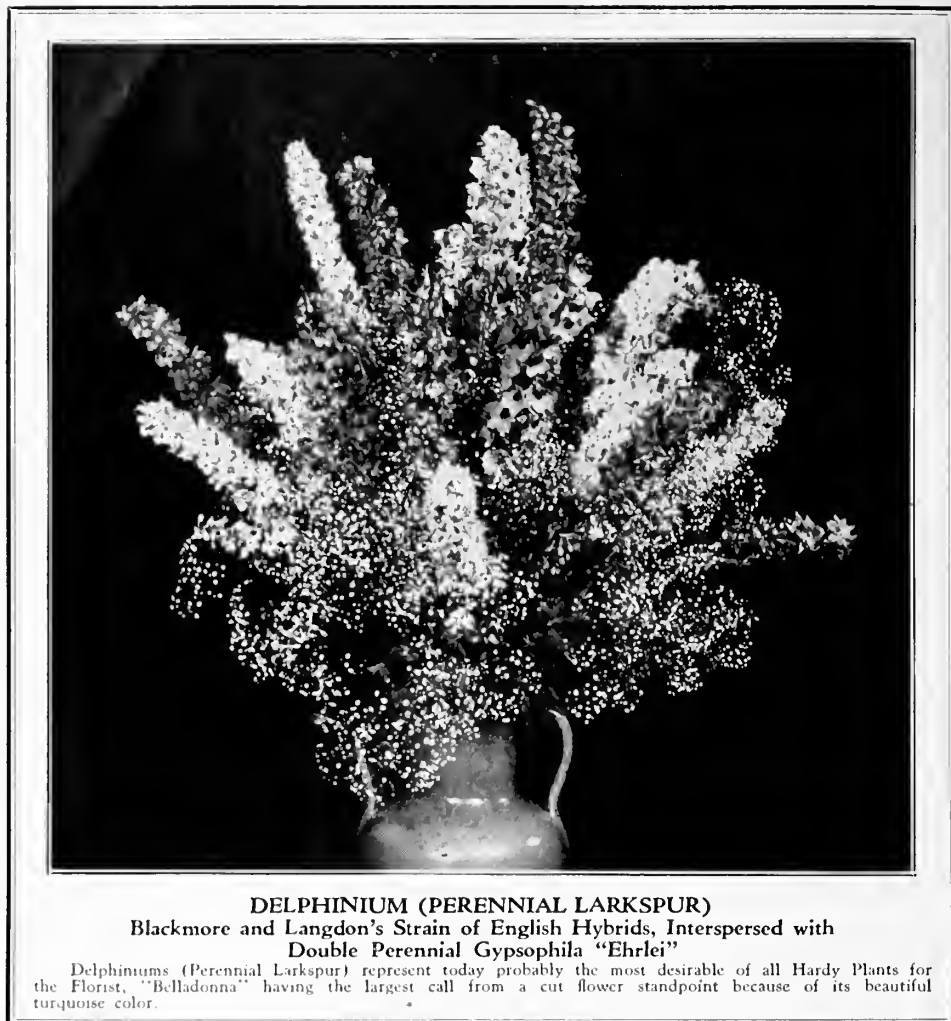
(Continued)

- Mrs. F. H. Bergen. Midseason flowering of medium height. Large, pale pink flowers with deep pink center. Doz., \$1.75; 100, \$12.00.
- Mrs. H. Harrison. Medium height. Plant produces large clusters of fine, full double pink flowers with cream-pink center. Excellent pompon. Doz., \$1.75; 100, \$12.00.
- Old Homestead. A buff pink. One of the best. Doz., \$1.75; 100, \$12.00.
- Ouray. Medium height, early flowering. Flowers are good sized pompons about 1½ inches in diameter carried on strong, stiff stems. Color is a very brilliant, dark scarlet with copper glow. Doz., \$1.75; 100, \$12.00.
- Philadelphia. Early deep rose aster. Doz., \$1.75; 100, \$12.00.
- President. Very pretty bronze button. Doz., \$1.75; 100, \$12.00.
- Red and Gold. Bronze incurving petals, tip gold. Doz., \$1.75; 100, \$12.00.
- Skibo. A very early-flowering pompon type of medium height. Plant covered with blossoms which open bronze, changing to a rich yellow retaining a small bronzy center. Flowers about 1½ inches across. Very hardy variety. Doz., \$1.75; 100, \$12.00.
- Sunmer Gold. Early flowering type, medium sized yellow flower. Doz., \$1.75; 100, \$12.00.
- Victory. White, large. Doz., \$1.75; 100, \$12.00.
- White Doty. Late-flowering tall and upright, very stiff stem carries flowers high where they will not get soiled. A splendid pure white pompon. Doz., \$1.75; 100, \$12.00.
- Western Beauty. A deep rose-pink, rather late for the shows, but one of the best pompons ever introduced. Doz., \$1.75; 100, \$12.00.
- Viola. A rich violet-red. Very showy against a white background. Doz., \$1.75; 100, \$12.00.
- Yellow Normandie. Yellowish bronze. An early variety of great worth. Doz., \$1.75; 100, \$12.00.

CHRYSANTHEMUM MAXIMUM

Shasta Daisy or Moonpenny

- 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. Doz., \$1.50; 100, \$10.00.
- Glory of Wayside. The earliest to flower coming into bloom in May with pure glistening white flowers, which are produced in great profusion on symmetrical compact plants from 12 to 15 inches high. Doz., \$1.00; 100, \$7.00.
- Leucanthemum Flore Pleno. (Double White Shasta Daisy) Flowers double, pure white, of medium size, excellent for cutting; each plant produces from 30 to 50 flowers; perfectly hardy without any protection. Our latest and best additions to the Shasta Daisies. Doz., \$1.00; 100, \$7.00.
- Mrs. C. Lothian Bell. This magnificent white Daisy is undoubtedly the largest flowered of its class. Flowers frequently measure six inches across with very broad petal of great substance 2½ to 3 feet. Extra for florists' use. Doz., \$1.00; 100, \$7.00.
- Memorial. A strong growing variety with extra good stems. Large flowers in bloom for



DELPHINIUM (PERENNIAL LARKSPUR)

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

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.

- use on Decoration Day. Very good cut flower. Doz., \$1.00; 100, \$7.00.
- Elder Daisy. This Daisy is now recognized by all for its earliness of flower and it is being used for forcing quite extensively with very good results. Doz., \$1.75; 100, \$12.00.

COREOPSIS

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

HARDY DELPHINIUM

Perennial Larkspur

- Indispensable to the herbaceous garden. Their long showy spikes of flowers persist from June till frost and furnish the most satisfactory blues to any color scheme.
- As a greenhouse forcing plant, the Delphinium has established its supremacy. It takes 8 to 10 weeks to force them. By making a succession of plantings in your greenhouse benches during January and February, you will have flowers in March and April to be proud of.
- The delicate blue of Delphiniums are beautiful in almost any floral arrangement. Outstanding effects can be produced with them.

HARDY DELPHINIUM

(Continued)

- Belladonna. The most continuous blooming of all, never being out of bloom from June first until cut down by hard frost. The clear turquoise blue of its flowers is not equalled for delicacy and beauty by any other flowers 1 year. Doz., \$1.50; 100, \$10.00. Select two-year clumps. Doz., \$1.75; 100, \$12.00.
- Bellamosum. The dark blue form of the popular Belladonna. One year. Doz., \$1.50; 100, \$10.00. Two year. Doz., \$1.75; 100, \$12.00.
- Chinensis. A very pretty variety with fine feathery foliage and intense gentian-blue flowers in open panicles, 1 year. Doz., \$1.50; 100, \$10.00.
- Chinensis Album. A pure white form of the above, 1 year. Doz., \$1.50; 100, \$10.00.
- English Hybrids. (Blackmore and Langdon's best strain.) For many years we have grown many different strains of Delphinium having in mind to supply our customers with the best obtainable. This strain without a doubt stands in a class by itself. It has the range of colors well divided in the palest shades of blue to the deepest indigo with a strong run of the most delicate shades of rose, double and single. 1 year. Doz., \$1.50; 100, \$10.00. 2-year plants. Doz., \$1.75; 100, \$12.00.

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 6 OF A VARIETY



DICENTRA SPECTABILIS
"Bleeding Heart"

Dianthus

Abbotsford. Deep crimson with white markings. One of the best. Doz., \$1.50; 100, \$10.00.

DIANTHUS BARBATUS Sweet William

Old favorites, bearing their sweet, clove-scented flowers in the greatest profusion during May and June. They are indispensable for the edge of the hardy border and for cutting.

Atro - Sanguineus. Blood - Red. Doz., \$1.50; 100, \$10.00.

White Beauty. Pure white. Doz., \$1.50; 100, \$10.00.

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

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

Alwoodi Alpinus. Grand novelty. New Hybrid race of Dianthus Alpinus. Doz., \$1.75; 100, \$12.00.

DIANTHUS DELTOIDES Maiden Pink

A dwarf variety with sprays of pink flowers: fine for rockery. Doz., \$1.75; 100, \$12.00.

Cyclops. Red hybrids. Doz., \$1.50; 100, \$10.00.

Deltoides Alba. A white form of the above. Doz., \$1.75; 100, \$12.00.

Deltoides Brilliant. Glowing crimson flowers. A most striking rock plant. Doz., \$1.75; 100, \$12.00.

Essex Witch. Delicate pink, finely fringed. Doz., \$1.75; 100, \$12.00.

Granaticus. Good rock species, neat branching habit, bright red flowers in the way of Deltoides. Doz., \$1.75; 100, \$12.00.

Her Majesty. Very large, purest white. Doz., \$1.75; 100, \$12.00.

Latifolius Atrococcineus Fl. Pl. (Everlasting Hybrid Sweet William.) Beautiful summer bedding variety producing masses of brilliant fiery crimson flowers all season. Doz., \$1.50; 100, \$10.00.

Miss Gladys Cranfield. A lovely single pink flowers bright rose, with velvety crimson eye, very fragrant. Doz., \$1.75; 100, \$12.00.

Neglectus. One of the most beautiful wild Pinks in cultivation. The stems are about six inches high with deep rose colored flowers, frequently borne two on a stem. No flower garden should be without this lovely Pink. Doz., \$1.75; 100, \$12.00.

Sequierei. Ragged Pink—bright pink. 2 feet. Doz., \$1.75; 100, \$12.00.

Hardy Perennial Plants

PARTICULARLY DESIRABLE for CUTTING

DIANTHUS PLUMARIUS

Diadematus Fl. Pl. Finest mixture of pleasing pink shades. Doz., \$1.75; 100, \$12.00.

Mrs. Simkins. Large pure white, clove-scented flowers in great abundance. Good for cutting. Doz., \$1.75; 100, \$12.00.

Semperflorens. Single and double flowers in mixed colors. Doz., \$1.50; 100, \$10.00.

DICENTRA

Bleeding Heart or Seal Flower

Spectabilis. An old-fashioned favorite; its long racemes of graceful heart-shaped pink flowers are always attractive. It is used largely for forcing. First size roots. Doz., \$4.00; 100, \$30.00.

Extra large size for forcing. Doz., \$4.50; 100, \$35.00.

Eximia. (Plumy Bleeding Heart.) A dwarf growing sort with beautiful finely cut foliage and showy racemes of pretty pink flowers throughout the season. *Dicentra Spectabilis* provides an exceptional pot plant for St. Valentine's, Mother's Day and Easter sales. (See illustration above.) Doz., \$2.50; 100, \$18.00.

DIGITALIS

Foxglove

For stately and picturesque beauty it is not to be surpassed, and, planted in masses in the garden among shrubs or naturalized on the edge of woods, in the orchards or along brooks, it is extremely effective and satisfactory. It is a biennial, but, as it renews itself from self-sown seed it may be treated as a perennial.

Giant Shirley Foxgloves.

They are a genuine "Shirley" production of extraordinary size and vigor, growing 5 to 6 feet tall. The flower-heads are over 3 feet long, crowded with big, bell-shaped blossoms. Colors range from white and shell-pink to deepest rose, many attractively dotted with crimson or chocolate. Doz., \$1.50; 100, \$10.00.

ECHINACEA

Purpurea. (Purple Cone-flower). Is without a doubt one of the most interesting of hardy plants. It has reddish purple flowers, four inches in diameter. Three to four feet. July-August. Desirable for cutting. Doz., \$1.50; 100, \$10.00.

ECHINOPS

Ritro. Metallic blue flowers; thistle-like foliage three to four feet. July-August. Used for garden or cutting. Doz., \$1.50; 100, \$10.00.

ELDER DAISY

This Daisy is now recognized by all for its earliness of flower and it is being used for forcing quite extensively with very good results. Doz., \$1.75; 100, \$12.00.

EUPATORIUM

Celestinum. (Hardy Ageratum.) A fine perennial closely resembling the Ageratum, flowers a lavender-blue, flowering from August to frost. A fine perennial for florists' use. Doz., \$1.50; 100, \$10.00.

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 Mother's Day sales. Doz., \$1.75; 100, \$12.00.

GAILLARDIA

Blanket Flower

Grandiflora. 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. A most beautiful combination. Fine for cutting. Doz., \$1.50; 100, \$10.00.

Lemastodonte. Yellow, with red center no colored zones. Doz., \$1.75; 100, \$12.00

Maxima. This fine strain of Blanket Flower far surpasses the older ones in vigor and brilliance of color. Three to four feet. Doz., \$1.50; 100, \$10.00.

Portola Hybrids. A new strain of large flowering Gaillardia having a color range from reddish bronze to a deep gold. Very satisfactory as a cut flower. Doz., \$1.75; 100, \$12.00.

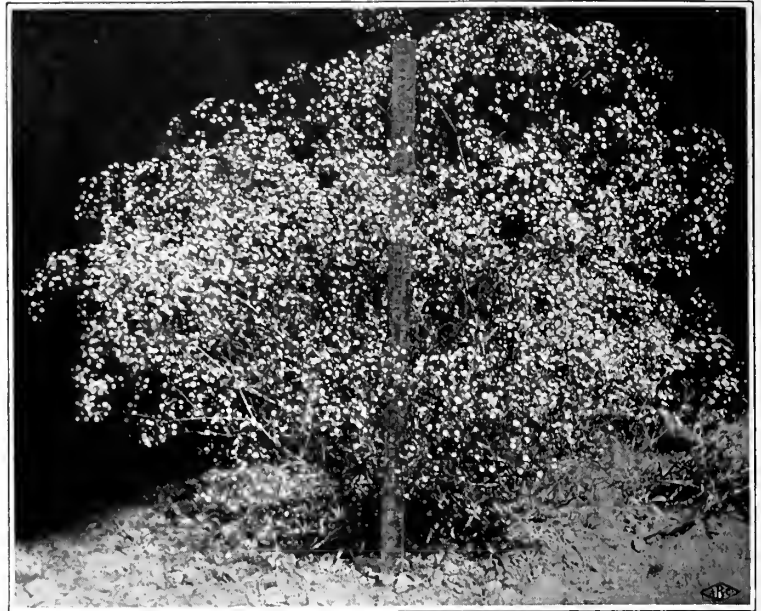


HARDY GAILLARDIA COMPACTA

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 6 OF A VARIETY



GYP SOPHILA "EHRLEI"
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



GYP SOPHILA "EHRLEI"
Desirable for use in fresh state or dried

Hardy Double-Flowered GYP SOPHILA EHRLEI INDISPENSABLE TO THE RETAIL FLORIST

Provides Exceptional Stock Either in the Fresh State or Dried for Winter Cut Flower Work

GYP SOPHILA 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.

GYP SOPHILA 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.

Note: Up to May 1st we supply Dormant Roots of Gypsophila Ehrlei, after that date 3-inch pot plants are furnished. Both at prices quoted above.

Gypsophila Bristol Fairy supplied at same prices as that quoted for "Ehrlei." We recommend "Ehrlei" in preference, however.

DRYING GYP SOPHILA EHRLEI

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 ventilation. 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.

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

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.

HARDY 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.

HEUCHERA

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.

HARDY HIBISCUS

Crimson Eye. White with prominent crimson throat. Per doz., \$1.50; per 100, \$10.00.

Moscheutos. Large, bright pink flowers. Per doz., \$1.50; per 100, \$10.00.

Mallow Marvels. Exceptionally showy plants for the perennial or shrub border. Mixed colors. 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.

Allegheny Mixed. Mammoth, flowers with fringed petals. Per doz., \$1.50; per 100, \$10.00.

Double Pink, Double Red, Double White, Double Yellow, Double Maroon. Per doz., \$1.50; per 100, \$10.00.

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 6 OF A VARIETY



JAPANESE IRIS VARIETY "UCHIU"

IRIS GERMANICA

(German Iris)

The Iris is one of the finest of our hardy plants. Not particular as to soil or location, but asking only that the sun shine on it. It throws up blooms that are marvelous in their delicacy of structure and the colorings which are exquisitely dainty are wonderful in their blendings and variety. The following named varieties are most outstanding:

Ambassador. S. a fascinating smoky velvety purple color; F. velvety purple-maroon; beards and style yellow. A magnificent and regal flower of great substance. 48 inches. Doz., \$2.40; 100, \$15.00.

Lent A. Williamson. Early. Rated in 1922 by the American Iris Society as the finest Iris in the world. Campanula violet and velvety royal purple. Brilliant gold beard. Massive in growth and flower. Doz., \$1.20; 100, \$7.00.

Lord of June. A very handsome Iris of largest size that is one of the most effective show varieties either in the garden or as a cut stalk. S. very broad and floppy, light chicory-blue; F. drooping, lavender-violet; half marked with widely spaced reticulations of old gold. Stalks low and widely branched, with several flowers open. 36 inches. Doz., \$2.40; 100, \$15.00.

Mme. Chereau. Standards and falls pure white, daintily edged with light blue. Doz., \$1.00; 100, \$7.00.

Madame Chobaut. This is a most interesting Iris because of its unusual markings. The standards are cream shaded buff and pink, and tinted lilac at the edges, while the falls are white, reticulated violet at the edge. It has a splendid orange beard, is almost universally admired. Doz., \$1.20; 100, \$7.00.

Queen Caterina. Pale lavender-violet with orange beard; white haft, veined with bronze. A strong grower. Doz., \$1.80; 100, \$10.00.

Mixed German Iris. A good selection of standard varieties. Doz., 75c; 100, \$5.00.

HARDY PERENNIAL PLANTS

IRIS KAEMPFERI

(JAPANESE IRIS)

We do not recommend using Japanese Iris as a cut flower for the general run of work. However, there are times when the demand is so insistent for something different that a basket or vase of these orchids of the garden seems most appropriate.

Their delicacy of color lends enchantment to any vase or basket.

Also we believe you will make friends by recommending them to your customers for garden show effect. The varieties recommended below are truly the "cream" of existing sorts.

Gekka-No-Nami. Earliest to bloom, and the choicest white; very free. Glistening white with creamy white stigmas. Doz., \$1.75; 100, \$12.00.

Gold Bound. A fine double, pure white, enriched by a creamy glow from the gold banded center. Doz., \$1.75; 100, \$12.00.

Hercule. Double, clear lilac, blue. Doz. \$1.75; 100, \$12.00.

Koki-No-Iro (Purple and Gold). Enormous double flowers often eight inches across, early and free blooming; one of the very best varieties. Color, rich violet-purple with white petaloids tipped violet. The conspicuous golden throat extends outward in sharp bluish white rays. Doz., \$1.75; 100, \$12.00.

Patrocle. Single, superb dark violet. Doz., \$1.75; 100, \$12.00.

Prosperpine. Single bright rich blue, produced by sanding of velvety blue on white. Doz., \$1.75; 100, \$12.00.

Ski-No-Ryo. Double blue and white. Doz., \$1.75; 100, \$12.00.

Uchiu. (Universe.) Beautiful, six-petaled flowers of largest size on the longest stems. Color, cerulean blue with golden center and white. This variety covers the longest blooming season and is altogether one of the most attractive. Doz., \$1.75; 100, \$12.00.

IRIS SIBERICA

(Siberian Iris)

Siberica. The flowers resembling the Spanish and English Iris. These make a bright show in the garden and are excellent for cutting. They can be cut when in bud and will fully develop in water, blooming from latter part of May until end of June. Purplish-blue flowers. 3 feet. Doz., \$1.30; 100, \$8.00.

Siberica Alba. Pure white. 3 feet. Doz., \$1.10; 100, \$6.00.

Emperor. Dark violet-blue. This variety develops the largest blooms of any of the Siberian group. Doz., \$1.85; 100, \$12.00.

Perry's Blue. Sky, china blue and white. The blue effect of the planting finds many admirers. Doz., \$1.85; 100, \$12.00.

Pseudacorus. 36 to 48 inches. This is a particularly valuable species for several reasons. First, it is a rich yellow color, which color is entirely lacking in Siberian Iris and it is especially attractive mixed with the Siberians. Second, it will grow in marsh or swampy land, even with 2 or 3 inches of water over it, and makes a pretty picture in shallow water or along the water's edge. Third, it is excellent for naturalizing, as it will take care of itself in the most rugged surroundings, self-sowing and perpetuating itself. It is an English species. It will also grow in dry soil. Doz., \$1.70; 100, \$8.00.

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 6 OF A VARIETY

HARDY PERENNIAL PLANTS

LATHYRUS
(Everlasting Pea)

Latifolius. 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. Red, Rose or White. Doz., \$1.50; 100, \$10.00.

LIATRIS

Pycnostacha (Blazing Star or Gayfeather). See illustration on next page. 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. Doz., \$1.75; 100, \$12.00.

LUPINUS

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

Polyphyllus. Blue, rose, and white separate. Doz., \$2.25; 100, \$14.00.

PEONIES

Strong 3 to 5 Eye Roots

Mons Jules Elie. Pink. Doz., \$5.50; 100, \$40.00.

Felix Crousse. Red. Doz., \$5.50; 100, \$40.00.

Festiva Maxima. White. Doz., \$3.00; 100, \$20.00.

Three outstanding varieties for cut flowers and garden show. You cannot recommend these exceptional sorts too highly. We supply in Fall season all worth while varieties at market prices. Write us about your Peony needs.

PEONIES UNDER COLOR FOR YOUR GARDEN CUSTOMERS

Red Shades. Doz., \$3.00; 100, \$22.00.

Pink Shades. Doz., \$2.75; 100, \$20.00.

White Shades. Doz., \$2.75; 100, \$20.00.

Equal quantities of 3 shades. Doz., \$2.75; 100, \$20.00.

PHYSOSTEGIA

False Dragonhead

Virginica, Vivid. Dwarf compact, heavy bloomer, flowers deep pink.

Very good for cutting flowers, lasting well in water. Doz., \$1.75; 100, \$12.00.



PHYSOSTEGIA (FALSE DRAGON HEAD) Desirable for Cutting

PHLOX

We have tried to confine our list to the very best of the numerous varieties offered and can safely say there is not a poor variety in the lot.

Pantheon. The peerless pink. Extra large, almost flat flowers of salmon-rose. Doz., \$1.50; 100, \$10.00.

Rheinlander. Beautiful salmon-pink with claret red eye. Individual trusses of immense size. Doz., \$1.50; 100, \$10.00.

Rijnstroom. An improved form of the popular variety Pantheon; fine for massing; of a Paul Neyron rose color. 2 1/2 feet. Doz., \$1.50; 100, \$10.00.

R. P. Struthers. Rosy carmine, shaded orange-scarlet. Doz., \$1.50; 100, \$10.00.

Thor. A beautiful lively shade of deep salmon-pink, suffused and overlaid with a scarlet glow; has aniline-red eye. Doz., \$1.50; 100, \$10.00.

Von Lassburg. Splendid pure white; very large trusses; free bloomer; medium early. Doz., \$1.50; 100, \$10.00.

Athis. Deep, clear salmon. Very fine. One of the old stand bys. Doz., \$1.50; 100, \$10.00.

Antonin Mercie. Clear lilac with white eye. Extra large. Doz., \$1.50; 100, \$10.00.

Baron Von Hecheren. New. Beautiful red distinct. Doz., \$1.75; 100, \$12.00.

Baur's Pink. Brilliant deep pink. Doz., \$1.50; 100, \$10.00.

Bridesmaid. Pure white with large crimson-carmine eye. Doz., \$1.50; 100, \$10.00.

Eclairer. Brilliant rosy magenta, white eye. Doz., \$1.50; 100, \$10.00.

Miss Lingard. Pearly white flower, with delicate pink eye, very remarkable bloomer, producing two or three crops of flowers during the season; indispensable as a cut flower for florists' use. Doz., \$1.75; 100, \$12.00.

Mme. Paul Dutrie. Soft pink. Doz., \$1.50; 100, \$10.00.

M. French. New. Bright vermilion scarlet. Doz., \$1.75; 100, \$12.00.



Large Flowering Cut Flower Peony
Variety "Mons Jules Elie"

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 6 OF A VARIETY

HARDY PERENNIAL PLANTS

Particularly Suitable for Cut Flowers

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.

SCABIOSA

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.

STATICE

(See Illustration Opposite)

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

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.

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
Officialis (Hardy Garden Heliotrope). Produces



STATICE LATIFOLIA

showy heads of rose-tinted white flowers during June and July with delicious, strong heliotrope odor, 3 to 4 feet. Per doz., \$1.50; Per 100, \$10.00

VERONICA

Longifolia Subsessilis. A delightful 2-foot border plant with attractive foliage of distinct character, a roughened bronze green. Flowers are borne abundantly during July and August in long compact spikes. Deep blue. Per doz., \$1.75; Per 100, \$12.00.

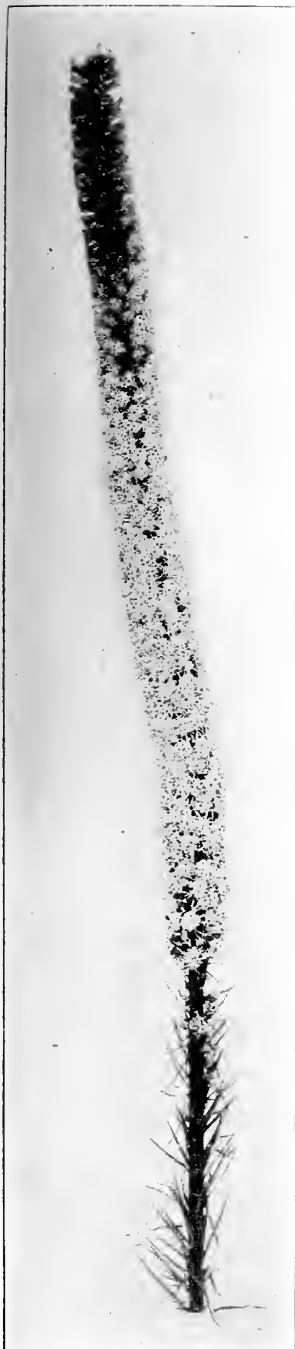
VIOLAS

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.

VIOLET

Prince of Wales. The demand with the florist grows for this variety from year to year. This year we have a nice supply of strong field grown clumps that will make an extra good grade for greenhouse planting. Per doz., \$1.75; Per 100, \$12.00.

Double Russian. This is strictly a hardy variety and a gem for a perennial border. Large double deep blue flowers. Per doz., \$2.25; Per 100, \$18.00.



LIATRIS PYCNOSTACHA

LIATRIS

"Kansas Gay Feather"

(See Illustration Above)

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.

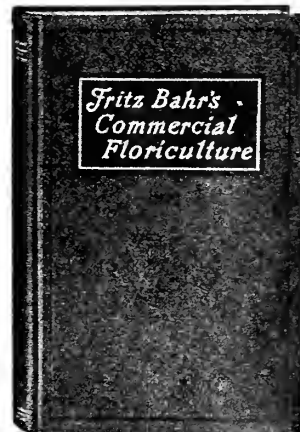
Our Five Reasons for Indorsing and Recommending the New Revised Edition of

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.



NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 6 OF A VARIETY

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 subtropical 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

FANCY LEAVED CALADIUMS—

True Brazilian

(See colored illustration in center 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, \$2.50 per doz.; per 100, \$17.50.



“THE OPPORTUNITY OF A LIFETIME”

If you culture or sell dry bulbs of Gladiolus do not fail to take advantage of the worth-while offer of Kunderd's famous cutflower varieties listed on page 46 of this catalog.



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.....	\$ 4.00
Per 250 Pips.....	9.00
Per 500 Pips.....	16.00
Per 1,000 Pips.....	30.00

(Prices subject to change.)

Write for latest market quotations on quantity.

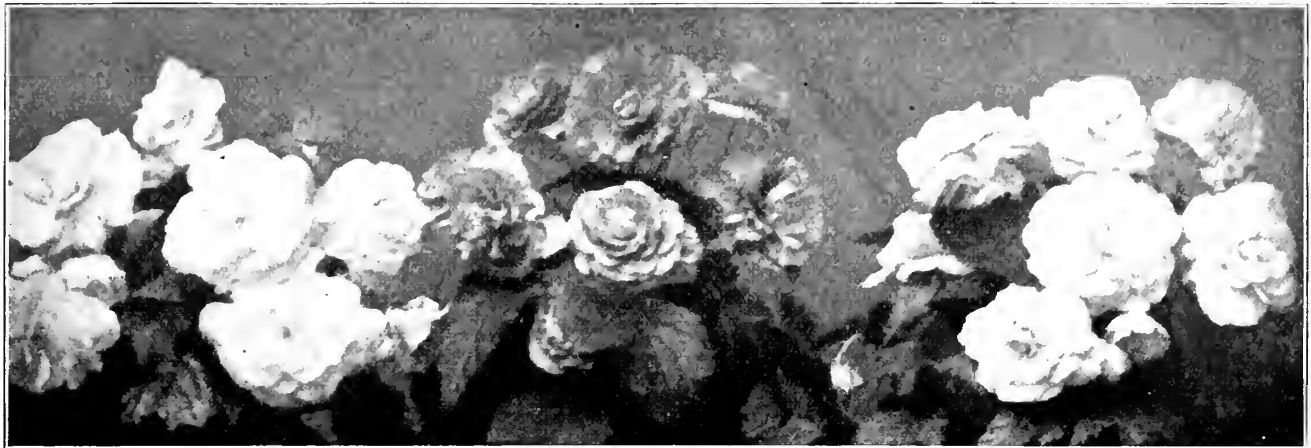
TUBEROSES

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, \$2.10; per 1,000, \$16.00.

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, 1931. 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

Tuberos-Rooted, Single. Large blooming bulbs. Scarlet-pink, crimson, yellow, salmon, white.

Begonias, Single. 1 ¼ to 1 ½ in., per 100, \$10.00; 1 ½ to 1 ¾ in., per 100, \$15.00. Scarce, 2 in., per 100, \$18.00.

Tuberos-Rooted, Double. Large blooming bulbs. Crimson, scarlet, yellow, salmon, white, pink.

Begonias, Double. 1 ¼ to 1 ½ in., per 100, \$12.50; 1 ½ to 1 ¾ in., per 100, \$16.00. Scarce, 2 in., per 100, \$20.00.

GLOXINIAS, Crop Very Short This Season

Exceptional for Pot Plants. Large blooming bulbs. Separate colors.

Gloxinias. 1 ¼ to 1 ½ in., per 100, \$18.00; 1 ½ to 1 ¾ in., per 100, \$21.00.

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 ½-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, Tuberos-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, \$6.00; per 1,000, \$55.00.

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

City of Portland. Deep pink. Green foliage. 3½ feet. Extra good flower. Does not fade. Per 100, \$5.50; per 1,000, \$50.00.

Eureka. The best white: the large substantial flowers are produced very freely: 4½ feet. Per doz., \$4.00; per 100, \$35.00.

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, \$5.00; per 1,000, \$45.00.

Mrs. Alfred Conard. One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet. Per 100, \$5.50; per 1,000, \$50.00.

Mrs. Pierre S. duPont. A gorgeously beautiful Canna of a vivid watermelon-pink; the individual flowers are very large in fine massive trusses. 4 feet high. Per doz., \$8.00; per 100, \$75.00.

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.

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

Truly the "Queen" of Pink Flowered Cut Flower Dahlias

5 IDEAL DAHLIAS FOR CUT FLOWERS

We do not hesitate to recommend most highly the following outstanding large flowering decorative kinds for cutting as well as garden show.

"Jersey's Beauty"

(See illustration above)

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, 35c; per doz., \$3.50; per 100, \$25.00.

"Jane Cowl"

Upright Flower, Very Large
Color, Golden Bronze
Price, each, \$1.50; per doz., \$15.00

"Judge Marean"

A Striking Shade of Old Rose
Price, each, 40c; per doz., \$4.50

"Mrs. I. De Ver Warner"

Orchid Pink, Very Large, Extra Stem
Strong Grower, Free Bloomer
Price, each, 30c; per doz., \$3.00

"Sagamore"

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, 35c; per doz., \$4.00; per 100, \$30.00.

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 propagating 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.

SEE NEXT PAGE FOR ADDITIONAL LIST OF DESIRABLE DAHLIAS FOR CUT FLOWERS AND GARDEN DECORATION



POMPON DAHLIA

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 to white at center. Each, 20c; Doz., \$2.00; 100, \$12.00.

Dr. Tevis. Decorative, salmon-rose, old gold and nasturtium red. Each, 45c; Doz., \$5.00; 100, \$30.00.

Jack Rose. Decorative, brilliant crimson. Each, 15c; Doz., \$1.25; 100, \$10.00.

Jane Cowl. Decorative, bronzy buff-salmon. Each, \$1.50; Doz., \$15.00.

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; it is a real money-maker. Each, 35c; Doz., \$3.50; 100, \$25.00.

Jersey's Beacon. Chinese scarlet flowers; extra large; on best of stems. Each, 75c; Doz., \$8.00.

Judge Marean. A striking shade of old rose. Each, 40c; Doz., \$4.50.

La Grand Juan. A Holland variety, decorative, very beautiful light yellow and a splendid cut flower variety. We gladly recommend this. Each, 40c; Doz., \$3.60; 100, \$24.00.

Margaret Kenner. Hybrid cactus, color clear pink toning to silver in center. A delightful blend. Each, 40c; Doz., \$3.60; 100, \$24.00.

Maud Adams. Show, color pure snowy white overlaid pink. This is indeed a wonderful variety and one that no retail florist 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.

Mina Burgle. Decorative, scarlet. Each, 20c; Doz., \$2.00; 100, \$12.00.

Minnie McCullough. Decorative, golden-yellow tipped bronze. Each, 20c; Doz., \$2.00; 100, \$12.00.

Mrs. I. De Ver Warner. Decorative, mauve-pink. Each, 30c; Doz., \$3.00.

Paul Michael. Decorative, old gold, full and deep, one of the most exquisite of the autumn shades. Each, 40c; Doz., \$3.60; 100, \$24.00.

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.

Sagamore. Decorative, amber gold. Each, 35c; Doz., \$4.00; 100, \$30.00.

Souv. de Gustav Doazon. Decorative, color a pleasing shade of orange-red. It is a vigorous grower, heavy foliage 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, 20c; Doz., \$2.00; 100, \$12.00.

Sylvia. Decorative, white edged-pink. One of the most desirable for the florist. Each, 15c; Doz., \$1.25; 100, \$10.00.

POMPON DAHLIAS

Bobby. Pompon, very finely formed flowers of an attractive shade of plum color. Each, 20c; Doz., \$1.50; 100, \$10.00.

Bronze Beauty. Pompon, color golden-apricot, free bloomer. Each, 20c; Doz., \$1.50; 100, \$10.00.

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 1931 Spring bedding business, become interested in Dahlias and thereby keep in step with the times.—Fritz Bahr, noted horticultural writer, in the Florists Exchange.

Elizabeth. Pompon, golden-yellow edged brownish-red, free bloomer, fine for baskets and design work. Each, 25c; Doz., \$2.00; 100, \$12.00.

Fairy Queen. Pompon, sulphur-yellow edged pink, fine bloomer, good for basket and design work. Each, 20c; Doz., \$1.50; 100, \$10.00.

Joe Fette. Pompon, a very good white. 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.

Pansy. Pompon, color violet or King Tut purple, fine for retail florist. Each, 25c; Doz., \$2.00; 100, \$12.00.

Snowclad. Pompon, pure white, another good retail florist variety. Each, 20c; Doz., \$1.50; 100, \$12.00.

S. Van Glitter. Pompon, red suffused autumn shade. Each, 20c; Doz., \$1.50; 100, \$10.00.

Mixed Pompon Dahlias. 100, \$10.00.

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 Makes Satisfied Customers

Note the following unsolicited testimonial from one of the largest Gladiolus forcers near Chicago

Morton Grove, Ill.,
July 9, 1930.

American Bulb Company,
1335 West Randolph St., Chicago, Ill.

Gentlemen:—We wish to compliment you on the quality of Gladioli we received from you this year.

We planted our Bulbs the 20th of January. They produced stalks four to five feet high, and flower stalks from fifteen to twenty-four inches.

The blooming percentage of all the bulbs averaged from 90 to 120 per cent. The Pendleton, Virginia, and Orange Queen averaged over 100 per cent blooms, and other varieties, Rose Luisante, etc., averaged from 90 to 105 per cent.

The Orange Queen is by far the best. They were beautiful, strong, healthy blooms.

We could have purchased Bulbs from three to five dollars cheaper per thousand, but we have always been doing business with you, especially on Gladioli, and it pays us in the long run to get Bulbs as you have been furnishing us in the past few years. We can not say too much for the quality that you supplied us.

Thanking you for your past favors, we beg to remain,

Very truly yours,

Signed, CHARLES N. MILLER

P. S. We are holding our Gladioli order for you awaiting Mr. French's call.



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 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.

All Large Forcing Bulbs, 1½ inch and up.

	Per 100	Per 1000		Per 100	Per 1000
Alice Tiplady (Prim.) Rich orange	\$2.30	\$18.00	Remembrance. Improved Shaylor	\$4.00	\$35.00
Flaming Sword. Exceptional red	3.00	25.00	Orange Queen (Prim.) Extra..	4.00	35.00
E. J. Shaylor. Deep rose-pink..	2.50	20.00	Souvenir (Prim.) Yellow.....	3.00	25.00
Mrs. Frank Pendleton. Rose-pink on white.....	3.00	25.00	Mrs. Francis King. Flame pink	2.30	18.00
Maiden's Blush (Prim.) Blush-pink	2.30	18.00	Prince of Wales. Salmon-pink..	2.50	20.00
Myrtle. Pink	3.50	30.00	Wilbrinck. Lavender-pink	2.50	20.00
Rose Luisante (Prim.) Pink, extra	3.00	25.00	Virginia. Scarlet	2.50	20.00
			Chicago White. White.....	2.30	18.00
			1910 Rose. Rose-pink.....	2.50	20.00
			Los Angeles. Bright pink.....	3.00	25.00
			Le Marechal Foch. Large; pink	2.00	16.00

A Real "Glad" Opportunity

KUNDERD'S FAMOUS CUT FLOWER GLADIOLUS

We offer Kunderd's famous cut flower Gladiolus, considered the finest varieties the world has produced. It is generally impossible for florists to acquaint themselves with all of Kunderd's new creations. Wherever they are shown they are much admired. We control the sale of more than two million of these fine separate named varieties and offer all of them listed below at the special price of \$22.00 per thousand for 1½ inch diameter and up, and \$18.00 per thousand for 1¼ inch diameter and up.

We recommend to every florist who desires something better than the regular common sorts to plant a good quantity of these exceptional Kunderd varieties which will obtain for him a worthwhile profit. On our wholesale market they always find a ready market at 5c and better:

Avalon. An extra choice blush white with very beautiful red throat markings.

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.

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.

Bumble Bee. Salmon, rose, pink, ruffled.

Challenger. Very large and vigorous plant. Giant, dark, rich velvety-red. Solid color.

Dr. J. H. Neeley. Tall massive plant. Ruffled flower of finest blushed white. Throat clear and clean, pure, soft, white-tinted, soft canary yellow.

Flaming Vale. Very tall, long spikes with large, deep, cardinal-red flowers. Throat a little deeper. Pure self-color effect. Very good.

Goshen. A fine Pendleton seedling of medium deep silvery rose-pink color. Large, showy.

Highland Laddie. Large, massive and beautiful flower of a decided and pleasing shade. A very choice kind and a rapid multiplier.

Lustre. Tall, large flowered orange-vermilion. Grand and beautiful.

J. J. Mitchell. Very tall, graceful spike and plant. Large blooms of fine salmon rose-pink. Finely marked throat.

Purple Spot. Large, violet-red with very conspicuous dark blotches. Early, showy.

All of the above exceptional varieties at special low prices of
\$22.00 per 1,000 for bulbs 1½ in. dia.
18.00 per 1,000 for bulbs 1¼ in. dia.

this, regardless of the over-supply of the other standard varieties that not infrequently "glut" the market.

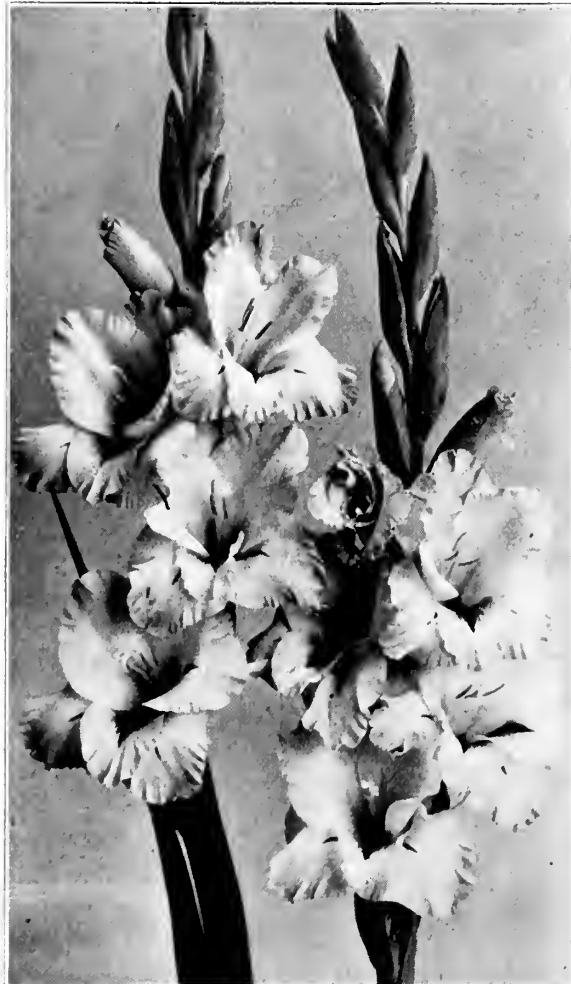
Our prices cover only a fraction of the real value. Many of these varieties have been originally introduced for as much as \$5.00 a bulb, and now you can buy them for the price usually asked for standard kinds. If you are not acquainted with these grand sorts, we will select for you 100 or 250, 500 or 1,000 of the kinds offered. They are all of the large type, no primulinus, and a great percentage of the fine Kunderd famous ruffled varieties. Full description is given of each variety below. Price per 1,000, 1½ inch diameter and up, \$22.00. Price per 1,000, 1¼ inch diameter and up, \$18.00.

Quality Flowers

invariably find an outlet at profitable prices especially in times of plentiful supply. Here is a golden opportunity to purchase "De Luxe" varieties of cut flower.

GLADIOLUS

at previously unheard of low prices. Early order for these fancy kinds is suggested. We will reserve stock and make shipment when wanted.



TYPE OF KUNDERD GLADIOLUS OFFERED ON THIS PAGE

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.

Rosy Glow. Giant plant massive flower of fine rose-pink on white ground. Very beautiful.

Scarlet Glory. In plant and flower much like "Kunderdii Glory," but not so deeply ruffled. A very fine red-black. A fine, rich, distinct sort.

Splendorra. Splendid, very dark wine-black. A fine, rich, distinct sort.

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.

Tempa. Pink ground. Old rose, bronzy lavender throat. Distinct and fine. A popular variety at the A. G. S. show, Rochester, Aug., 1925.

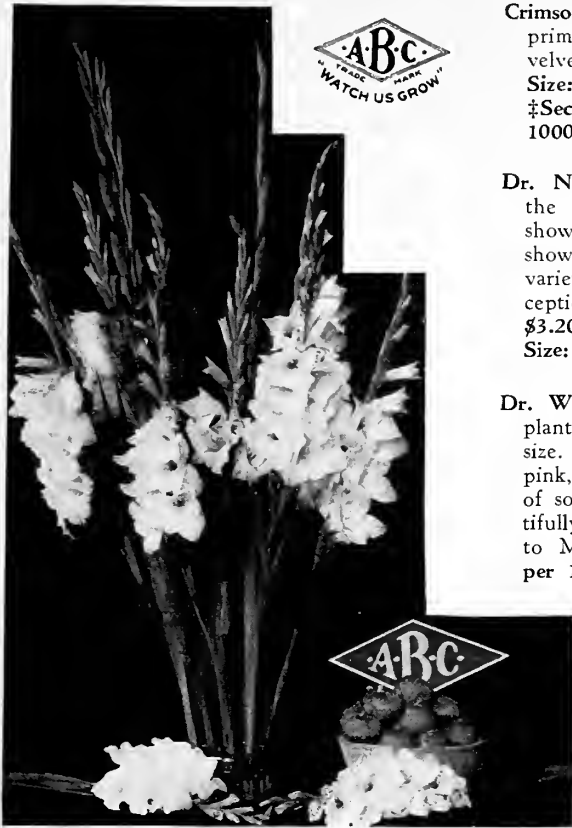
Uhlen Chief. Flower of most intense brilliant vermilion-scarlet. Lower petals deeper color and beautiful, dark feathered. A magnificent red.

Virginia Hale. Beautiful soft creamy salmon-rose, deeper toward border of all petals. Very beautiful variety.

Youell's Favorite. One of Henry Youell's favorites among our ruffled varieties. Large flower and plant. Striking rosy lavender-pink. Conspicuous and fine.

All of the above exceptional varieties at special low prices of
\$22.00 per 1,000 for bulbs 1½ in. dia.
18.00 per 1,000 for bulbs 1¼ in. dia.

A. B. C. "Supreme" Quality Gladiolus



Crimson Glow. Scarlet red, slight stippling of primrose yellow in throat, overlaid with a velvety scarlet blotch, one of the best. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.70 per 100; \$22.00 per 1000.

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: \$3.20 per 100; \$27.00 per 1000. ‡Second Size: \$2.80 per 100; \$23.00 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: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$26.00 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.

Alice Tiplady (Prim). Rich orange; extra fine, a great favorite; about 50 per cent produce two flowers. †First Size: \$2.30 per 100; \$18.00 per 1000. ‡Second Size: \$2.00 per 100; \$15.00 per 1000.

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: \$2.00 per 100; \$15.00 per 1000. ‡Second Size: \$1.70 per 100; \$12.00 per 1000.

Anna Eberius. A little different in color from anything on the market. Dark velvety plum-rose, throat deeper shade. This is a color combination that florists have been hoping for; it harmonizes well in most all kinds of floral work. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

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: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

E. J. Shaylor. A beautiful deep rose-pink; slightly ruffled; has created the greatest sensation during the past years, wherever shown. †First Size: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.00 per 100; \$16.00 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: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 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: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

General Joffre. Scarlet-red, Slightly mottled deeper scarlet; earlier than exceptional red variety War. †First Size: \$2.75 per 100; \$22.50 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

Giant Nymph. Very large, light pink with creamy throat; one of the finest varieties on strong stem. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

Golden Dream. A very fine, deep, pure yellow, by far the best; very strong and vigorous grower. †First Size: \$50.00 per 100.

Golden Measure. Golden-yellow, extra large flowers on a tall spike; the largest and best moderate priced yellow. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 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: \$2.00 per 100; \$16.00 per 1000. ‡Second Size: \$1.80 per 100; \$13.00 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: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.70 per 100; \$22.00 per 1000.

Herada. Pure mauve with deeper markings on throat and on lower petals. In great demand as a cut flower. †First Size: \$2.70 per 100; \$22.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

Hawxwah. Very fine red, a big improvement over the variety War. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 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: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.00 per 100; \$16.00 per 1000.

Jewell. A beautiful salmon-pink with a clear golden yellow throat. †First Size: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.00 per 100; \$16.00 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: \$2.50 per 100; \$22.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 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: \$2.00 per 100; \$16.00 per 1000. ‡Second Size: \$1.80 per 100; \$14.00 per 1000.

Liebesfeuer. A solid self-color, brilliant scarlet, many blooms open at one time on a tall, erect spike, the finest red of this shade. †First Size: \$4.50 per 100; \$40.00 per 1000. ‡Second Size: \$4.00 per 100; \$35.00 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: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

†First Size: 1½ inches up.
‡Second Size: 1¼ to 1½ inches.

A. B. C. "Supreme" Quality Gladiolus

Lily White. An extremely fine novelty; early, pure white flower; rapid multiplier. †First Size: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.20 per 100; \$17.00 per 1000.

Los Angeles. Salmon-pink, large, early. Many flowers open at a time on long sturdy stem. †First Size: \$3.00 per 100; \$25.00 per 1000. Second Size: \$2.50 per 100; \$20.00 per 1000.
One of the Exceptionally Good Kinds for Forcing

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: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.70 per 100; \$22.00 per 1000.

Mary Pickford. Delicate creamy white, throat of finest sulphur yellow. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

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: \$2.30 per 100; \$18.00 per 1000. ‡Second Size: \$2.00 per 100; \$15.00 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: \$2.30 per 100; \$18.00 per 1000. ‡Second Size: \$2.00 per 100; \$15.00 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. 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.

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: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

Ming Toy. Very beautiful buff flower with yellow throat. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 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.

Odin. A sport of Prince of Wales; salmon color with dark blotches; early good forcer. †First Size: \$2.70 per 100; \$22.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 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: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.70 per 100; \$32.00 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: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.20 per 100; \$17.00 per 1000.

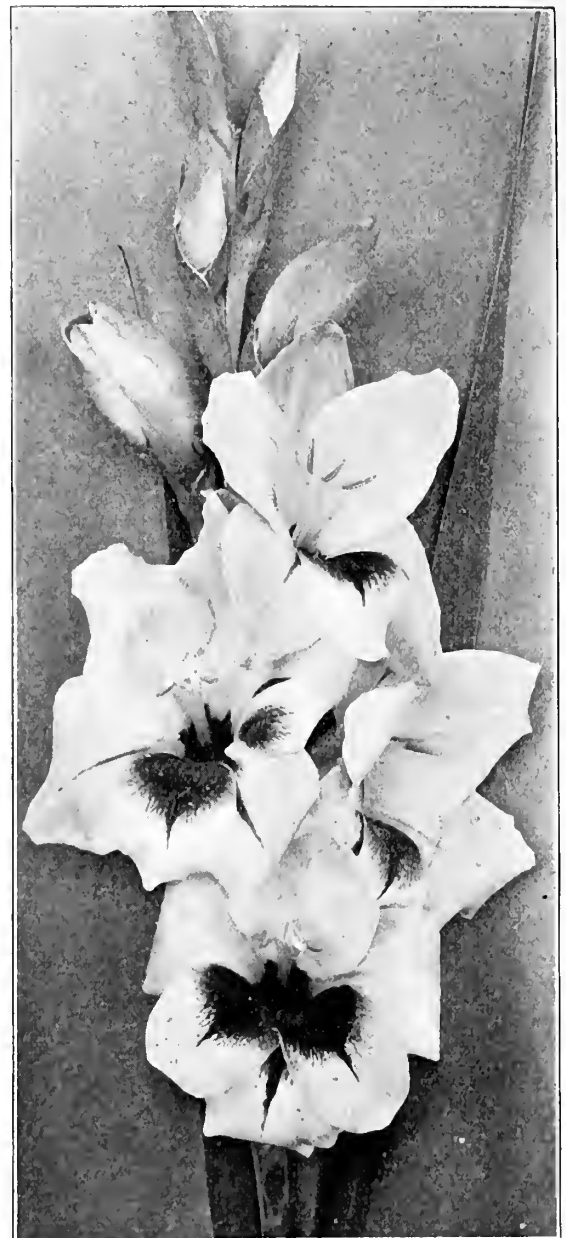
Peach Rose. An extra choice and distinct deep rose-pink of remarkable color and appearance. A variety universally loved; flowers sell at sight; you have it once you will never do without it. A Kunderd introduction. Was awarded First Class Certificate of Merit by Mass. Horticultural Society, Summer of 1919. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 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: \$2.30 per 100; \$18.00 per 1000. ‡Second Size: \$2.00 per 100; \$16.00 per 1000.

Prince of Wales. Delicate salmon-pink; very large flowers; good forcer; very popular. †First Size: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.20 per 100; \$17.00 per 1000.

Pink Perfection. Showy, bright pink, large. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

Primunella (Prim.). A grand ruffled butterfly, orchid-like flower. Orange-saffron color. Beautiful. †First Size: \$2.70 per 100; \$22.00 per 1000. ‡Second Size: \$2.40 per 100; \$19.00 per 1000.



MRS. FRANK PENDLETON

The variety that popularized Gladioli as a cut flower.

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.

Rose Luisante (Prim.). Shell pink, cream throat. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.70 per 100; \$22.00 per 1000.

Rose 1910. Early, rose-pink; very desirable cut flower. †First Size: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.00 per 100; \$16.00 per 1000.

†First Size: 1½ inches up.
‡Second Size: ¼ to 1½ inches.

A. B. C. "Supreme" Quality Gladiolus

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: \$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: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.20 per 100; \$17.00 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: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

Tyrian Beauty. A beautiful large flower near American Beauty rose color. Grand. Awarded first prize for best gladioli at Mid-western Glad. Show, Des Moines, Ia., 1925. Kunderd introduction. †First Size: \$3.50 per 100; \$30.00 per 1000. ‡Second Size: \$3.00 per 100; \$25.00 per 1000.

"ROSE 1910"

is recognized as one of the leaders for cut flowers. Price is reasonable too. (See alphabetical list.)



ALICE TIPLADY
A Favorite Primulinus Hybrid

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 Tiplady, Maiden's Blush, Primunella, Rose, Luisante and Souvenir (see alphabetically arranged list in this book). They can be forced easily and in a comparatively short period of time—likewise just as desirable for outdoor culture.

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: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

Violet Beauty. Tall, large, cerise-violet. Red throat blotches. Very remarkable. A cut flower favorite. Early forcer. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

VIRGINIA (Scarlet Princes)

Won first prize at the American Gladiolus show, Rochester, N. Y., Aug., 1925, also winner of many other awards. 1½-in. up, per 100, \$2.50; per 1000 \$20.00; 1¼-in. up, per 100, \$2.00; per 1000, \$16.00.

Souvenir Has Made a Name for Itself as an Exceptional Yellow Variety

War. Deep blood-red, shaded crimson-black; very tall and conspicuous; the best Gladiolus of this beautiful shade of red; try it. †First Size: \$3.00 per 100; \$25.00 per 1000. ‡Second Size: \$2.50 per 100; \$20.00 per 1000.

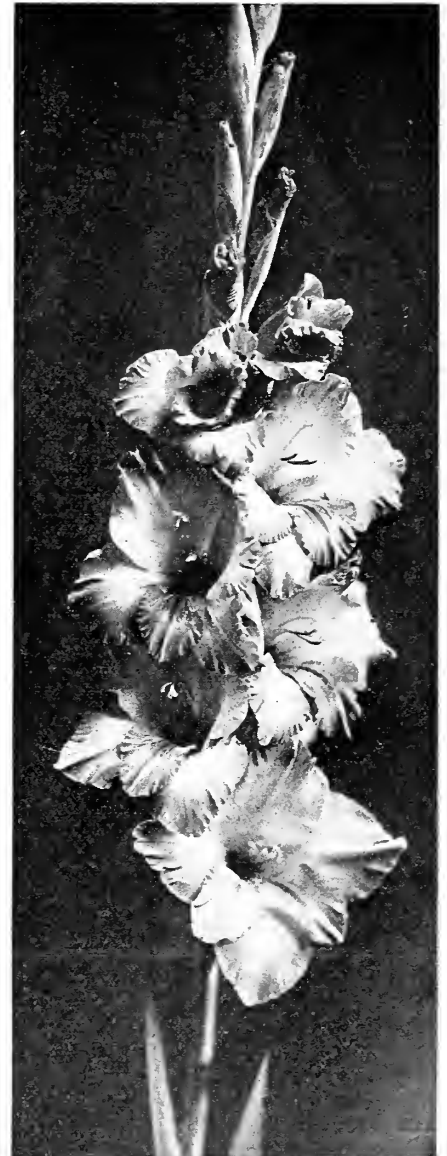
White Wonder. Almost pure white, faintly flaked rose-pink, a very large flower well set on spike, many open at one time. †First Size: \$4.00 per 100; \$35.00 per 1000. ‡Second Size: \$3.50 per 100; \$30.00 per 1000.

†First Size: 1½ inches up.
‡Second Size: 1¼ to 1½ inches.

Wilbrinck. A sport of Halley; retains Halley's earliness and has the color of America; soft yellow blotch on lower petals. †First Size: \$2.50 per 100; \$20.00 per 1000. ‡Second Size: \$2.00 per 100; \$16.00 per 1000.

SPECIAL MIXTURE

Kunderd's Glory Mixture. The par excellence of Gladiolus mixtures. Contains a good selection of Kunderd Varieties with a large range of color. This special mixture is now largely sold by seed houses throughout the country as "Blue Ribbon" mixture, we recommend that Florists plant freely of this mixture for their store trade as well to recommend bulbs of same to their customers for home garden planting. †First Size: \$2.30 per 100; \$18.00 per 1000. ‡Second Size: \$2.00 per 100; \$15.00 per 1000.



E. J. SHAYLOR

A. B. C. LILY HEADQUARTERS

**A. B. C. IMPROVED
"ERABU"**

(See Illustration Opposite)

**The Most Valuable Florists' Lily Introduced to the
Trade in the Past Twenty-five Years
(Delivery Fall 1931)**

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 1931.)

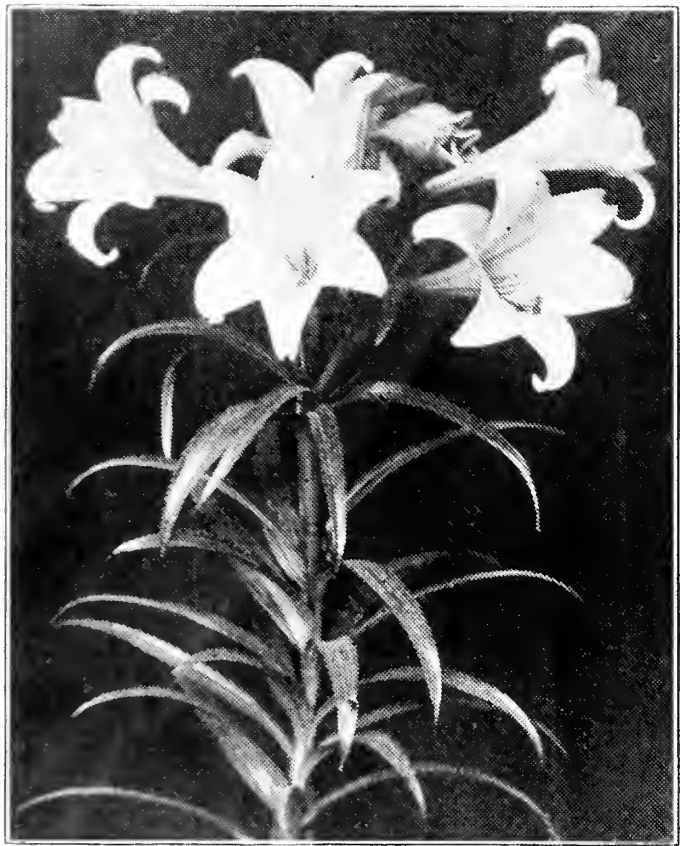
Size	Number in Case
6 to 8-inch	400
7 to 9-inch	300
8 to 10-inch	225
9 to 10-inch	200

PRICES QUOTED ON APPLICATION

LILIUM HARRISII

Bermuda Grown

The high quality of Bermuda Lily bulbs now obtainable induces numerous of our customers to plant this type for early flowering. Personal inspection in the growing fields insures our customers "supreme" quality bulbs each season. Sizes, 6 to 8-inch, 7 to 9-inch, 9 to 11-inch, 11 to 13-inch. Prices on application.



LILIUM ERABU A. B. C. IMPROVED STRAIN

LILIUM AURATUM—Gold Banded Lily of Japan

See illustration opposite, also colored illustration on inside back cover page of this catalog.

Note: Liliun Auratum are recommended for growing both under glass as well as in the open. For cutflower decoration they are very worth-while.

Cream, spotted chocolate-red with gold band through center of each petal.

	Price Per 100	Per Standard Full Size Case
7 to 9 in., 250 to case.....	\$ 8.00	\$18.00
9 to 10 in., 120 to case.....	16.00	18.00
10 to 11 in., 90 to case.....		18.00

LILIUM AURATUM—Platyphyllum

	Price Per 100	Per Standard Full Size Case
8 to 10 in., 150 to case.....	\$16.00	\$22.00
9 to 10 in., 120 to case.....	20.00	22.00
11 to 13 in., 70 to case.....		25.00

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.

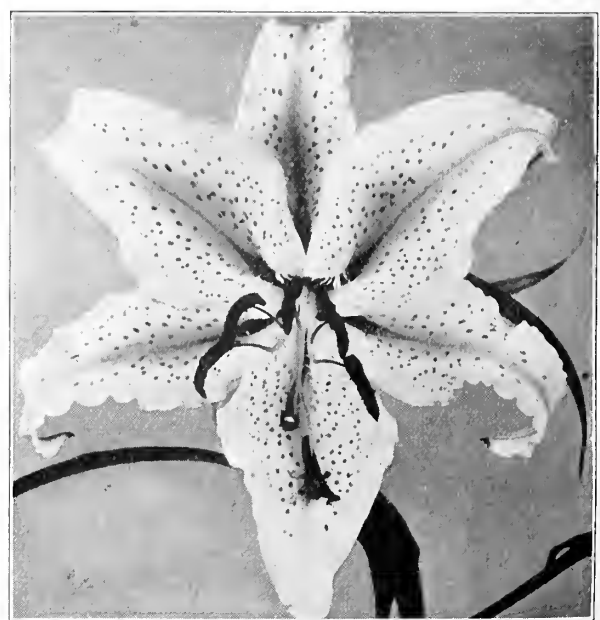
	Price Per 100	Per Standard Full Size Case
7 to 9 in., 250 to case.....	\$10.00	\$20.00
10 to 11 in., 160 to case.....	14.00	20.00
10 to 12 in., 120 to case.....	19.00	20.00
11 to 13 in., 110 to case.....		20.00
12 to 13 in., 90 to case.....		20.00

LILIUM CANDIDUM

Imported Northern French Grown

Pure white Madonna Lily bulbs available during August, September and October only. Price on application. Early orders for this Lily desirable.

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 AURATUM
"GOLD BANDED LILY OF JAPAN"

SEE INSIDE BACK COVER PAGE FOR COLORED ILLUSTRATIONS OF LILIES



A. B. C. LILY HEADQUARTERS

LILIES

FROM 1930 CROP

From Cold Storage

A. B. C. "SUPREME" Quality

LILIUM SPECIOSUM MAGNIFICUM

Improved Rubrum

WHITE GROUND, PINK SPOTTED

Illustrated below and in color on inside back cover of this catalog.

Recommended for both under glass and outdoor culture.

	Price Per 100	Per Standard Full Size Case
7 to 9-inch, 220 to case..	\$13.00	\$27.00
8 to 9-inch, 200 to case..	15.00	27.00
8 to 10-inch, 170 to case..	18.00	27.00
9 to 10-inch, 150 to case..	20.00	27.00
9 to 11-inch, 130 to case..	23.00	27.00
10 to 11-inch, 120 to case..	25.00	27.00
11 to 13-inch, 90 to case..	25.00	27.00

LILIUM GIGANTEUM

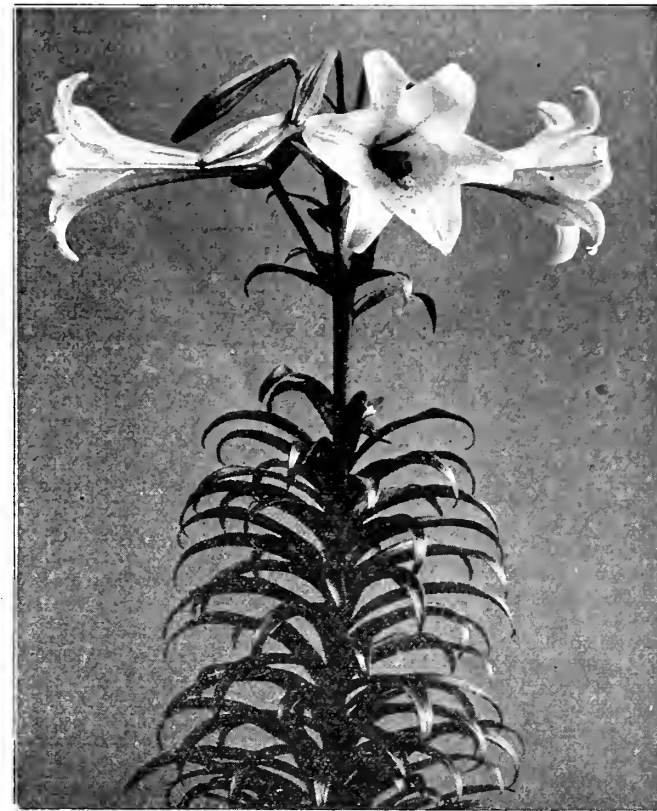
A. B. C. Northern "Mountain Grown"

See illustration opposite.

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, \$8.00; per case, \$30.00.
- 7 to 9-inch, case of 300 bulbs. Per 100, \$13.00; per case, \$34.00.
- 8 to 10-inch, case of 225 bulbs. Per 100, \$18.00; per case, \$38.00.
- 9 to 10-inch, case of 200 bulbs. Per 100, \$22.00; per case, \$40.00.
- 9 to 11-inch, case of 180 bulbs. Per 100, \$23.00; per case, \$40.00.



LILIUM GIGANTEUM. Northern Mountain Grown

LILIUM SPECIOSUM ALBUM—

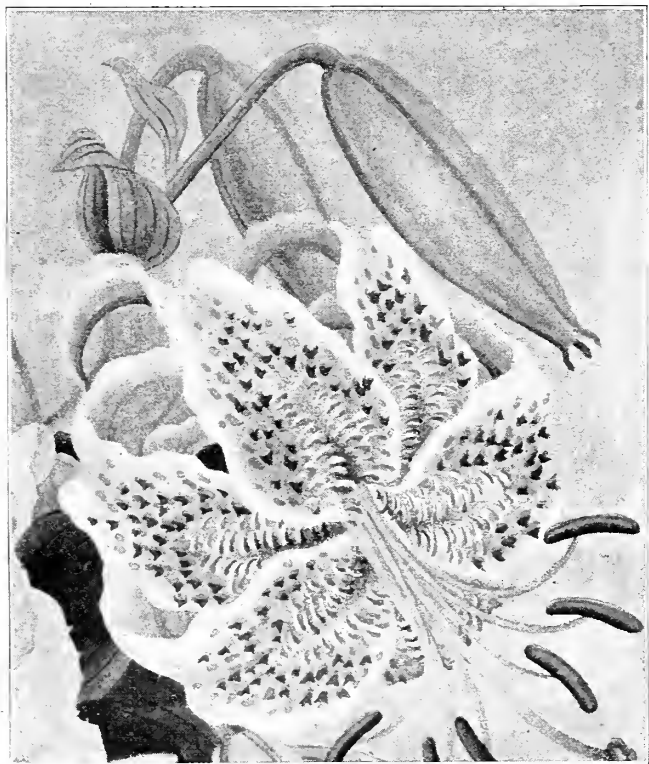
White

	Price Per 100	Per Standard Full Size Case
8 to 9-inch, 200 to case..	\$17.00	\$32.00
9 to 10-inch, 150 to case..	23.00	32.00

HENRYI

Similar to the Speciosums in form, height, 4 to 5 feet. The beautiful orange flowers with their green band are very effective.

	Number in Case	Per 100	Per Case
8 to 9 inch.....	200	\$18.00	\$35.00
9 to 11 inch.....	180	26.00	45.00



LILIUM SPECIOSUM "MAGNIFICUM"

THE REGALE LILY

See colored illustration inside back cover of this catalog.

Price 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.

- 4 to 6-inch diameter. Per doz., \$1.50; per 100, \$10.00.
- 5 to 6-inch diameter. Per doz., \$2.00; per 100, \$12.50.
- 6 to 7-inch diameter. Per doz., \$2.75; per 100, \$18.00.
- 7 to 8-inch diameter. Per doz., \$3.50; per 100, \$25.00.

Our Supply of Regale Lilies Is from Bulbous Stock, Not Seeds
There's a difference in your favor, namely, the type is true

"FRITZ BAHR REMARKS"

"This sweet-scented, graceful Lily is especially well adapted for basket work and for mixing with other flowers in an arrangement; its slender stems render it charming in a floral spray. Get acquainted with Lilium Regale by flowering a few next season."

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.
- Krameri. 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.; \$18.00 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 Mixed. \$2.00 per doz.; \$12.00 per 100.

N. B.—ALL PRICES QUOTED FOR LILY BULBS SUBJECT TO CHANGE WITHOUT NOTICE.
SEE INSIDE BACK COVER PAGE FOR COLORED ILLUSTRATIONS OF LILIES

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, \$2.00; per 1,000, \$15.00; 2¼-inch. per 100, \$5.00; per 1,000, \$45.00.

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. Price on application.

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. Price on application.

FUCHSIA

Little Beauty, Dwarf, free blooming, sepals carmine, corolla deep lilac, a pot plant that "stands out", 2¼-inch. Per 100, \$10.00.

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.

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.

New Primula Malacoides "Erikssonii"

We consider this the "de-luxe" plant novelty of the year and do not believe any grower of pot plants can afford to be without a good supply of the same. Plants from 2¼-inch pots, mixed varieties. Per 100, \$10.00; Per 1,000, \$75.00.

250 plants at 1,000 rate.

No order accepted for less than 50 plants.

Delivery about September, 1931.

For complete description, also seed offering of same, see page 19 of this catalog.

CALCEOLARIAS

**Profitable Pot Plants
for Easter, Mothers' Day and Spring Sales**

All from 2 1/4-inch. 25 Plants of a Variety at 100 Rate

Delivery Fall 1931

(See Illustration Opposite)

Early Orders Advisable as Supply of Named Varieties
Seldom Equals the Demand

CALCEOLARIA HYBRIDA, PERFECT MODEL

One of the older varieties of Calceolarias, well known, of the large flowering type, coming in a beautiful range of colors, \$12.00 per 100.

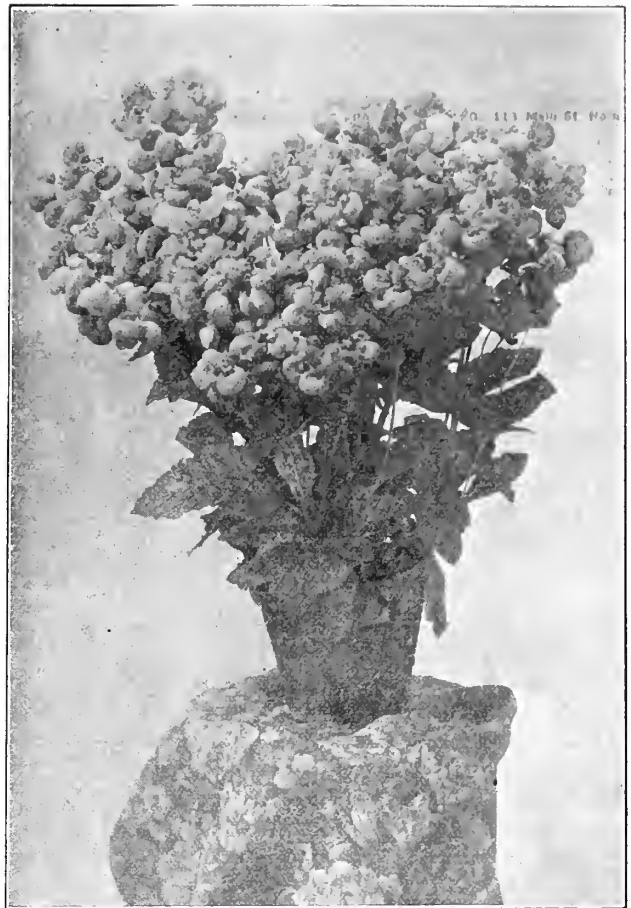
CALCEOLARIA HYBRIDA COMPACTA

This variety has all the good qualities of Perfect Model but is superior, since it rarely, if ever, requires staking, because of its compactness. Flowers borne on short strong stems, varying from solid colors to soft clear shades and brightly spotted ones. \$12.00 per 100.

CALCEOLARIA HYBRIDA COMPACTA, JAMES' STRAIN

Our own improvement on the Hybrida Compacta, by careful selection of seeding plants, chosen for their unusual flowering qualities, as to size and color of blooms, and their clearness, as well as strength of plant and extra good foliage. \$15.00 per 100.

All the above are early flowering



CALCEOLARIA, PINK BEAUTY

Above illustration is of 7-inch plant photographed May 2

"Pink Beauty" is, we believe, the most outstanding of all Calceolarias.

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.

LATER FLOWERING TYPES (FOR MOTHER'S DAY, ETC.)

Calceolaria Pink Beauty, beautiful strawberry pink, per 100.....	\$30.00
Calceolaria Stewartii, beautiful canary yellow, per 100	30.00
Calceolaria Amber King, soft yellowish amber, per 100	30.00
Calceolaria Lyman, II, rich dark red, per 100	30.00
Calceolaria Bronze Queen, beautiful orange-bronze, per 100.....	35.00
Calceolaria Eureka Compacta Multiflora (our latest achievement). This variety has the strong growing habits of Calceolaria Rugosa, but with much larger flowers, and is easily the freest flowering Calceolaria in existence; its entire surface being a mass of beautiful bloom during the flowering period, per 100	25.00
Calceolaria Little Gem (Rugosa Type). This variety excellent for made up baskets, crocks, etc., throughout the flowering period, per 100.....	12.00

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.

	Per 100	Per 1000
Boston Ward	\$ 6.00	\$ 50.00
Golden Glow	6.00	50.00
Hilda	6.00	50.00
Illuminator. A fine cerise color, good size, strong stem and, best of all, "it puts out the blooms".....	15.00	125.00
Ivory	6.00	50.00
Jewel	6.00	50.00
Laddie	10.00	90.00
Maine Sunshine	12.00	100.00
Marjorie	15.00	125.00

CARNATIONS—Continued

Melrose—Coral Pink	\$15.00	\$125.00
Morning Glow	5.00	45.00
North Star	12.00	100.00
Pink Abundance	5.00	45.00
Pink Eldora	6.00	50.00
Pink Spectrum	10.00	90.00
Salmon Spectrum	12.00	100.00
Senator	6.00	50.00
Sophelia	6.50	60.00
Spectrum	5.00	45.00
White Eldora	6.00	50.00
White Ward.....	6.00	50.00
Woburn	10.00	90.00

SPECIAL NOTE:

We are in position to supply strong rooted cuttings of practically all desirable varieties of Carnations. Please write us about your Carnation needs.

NEW CHRYSANTHEMUMS of UNUSUAL MERIT for the FLORIST



"NORMA"

The Outstanding Outflower "Mum" Novelty of the Year
One-Half Natural Size
Illustrated in Color Center of This Book

NORMA

Probably no chrysanthemum introduced in past years has created such a favorable impression amongst flower buyers as has this new Depetris introduction. Notwithstanding a depressed "mum" market the past season "Norma" invariably sold out in the Chicago wholesale field at a profitable figure. Numerous Chicago retailers buying other kinds in order to obtain a supply of "Norma". For best results, disbudding should be practiced, allowing plant to carry six to eight blooms. "Norma" is a large flowering orchid-pink Anemone with golden-pink cushion making a very striking combination. Individual flowers average 4 inches to 5 inches across. Matures Nov. 25th to Dec. 1st. By propagating late, flowers can be had by the middle of December. We cannot recommend too highly this most outstanding new cut flower variety. Price, strong rooted cuttings: Per 100, \$15.00; per 1,000, \$125.00.

AMBASSADOR

Is the large, early white which many visitors have referred to as the early, strong-stemmed Turner. It really does seem to describe it perfectly. It blooms Oct. 16. Price: Per 100, \$25.00; per 1,000, \$200.00.

BETTY ROSE

A large flowered Anemone suitable for disbudding, maturing October 25th. Color an even shade of deep lavender-pink throughout with full rounded cushion. It is a strong and healthy grower and one of the best Anemones. Price: Per 100, \$8.00; per 1,000, \$75.00.

"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. Per 100, \$8.00; per 1,000, \$75.00.

New Pompon

DOROTHY TURNER

(See Colored Plate Inside Front Cover)

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. A most valuable pompon. Price: Strong rooted cuttings, per 100, \$7.50; per 1,000, \$60.00. 2 inch pot plants, per 100, \$12.00 per 1,000, \$110.00.

HEARTS OF GOLD

A large flowering dwarf Anemone. Color golden-yellow with high rounded cushion. Flowers average 3½ inches to 4 inches. Price: Strong rooted cuttings, per 100, \$15.00; per 1,000, \$125.00.

MELBA

This is one of the most outstanding varieties introduced to date. It is a single of good substance and excellent habit of growth being both very sturdy and healthy. In color it is an intense red, the reverse petals being gold. This is perhaps the brightest color ever produced in a chrysanthemum maturing November 1st, and later and should be disbudded for best results. Awarded A. C. S. Certificate. Price: Per 100, \$10.00; per 1,000, \$90.00.

"MARIE DE PETRIS"

(Large Flowering)

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, \$12.00; per 1,000, \$100.00.

SILVER DAWN

A large flowering, white incurved, maturing October 20th to 25th. Foliage and stem being ideal. It is a vigorous grower, an all round. Exceptionally good variety. Price: Strong rooted cuttings, per 100, \$17.50; per 1,000, \$150.00.

SUSANNE MILLER

"Golden Norma"

A golden-yellow, yellow running mate of Norma, averages 4 inches to 5 inches across, very good. Price: Strong rooted cuttings, per 100, \$20.00; per 1,000, \$175.00.

NOVEMBER BRONZE POMPON

(A Sister Plant to Dorothy Turner)

A rich combination of vivid bronze and orange of remarkable keeping qualities. Ready for cutting about November 10th. One of the very good new Pompons. Price: Strong rooted cuttings, per 100, \$20.00; per 1,000, \$150.00. 2-inch pot plants, per 100, \$25.00; per 1,000, \$200.00.

V. R. DE PETRIS

has accomplished numerous very worthwhile commercial "Mums," amongst which we particularly call attention to are:

BETTY ROSE

HEARTS OF GOLD

MARIE DE PETRIS

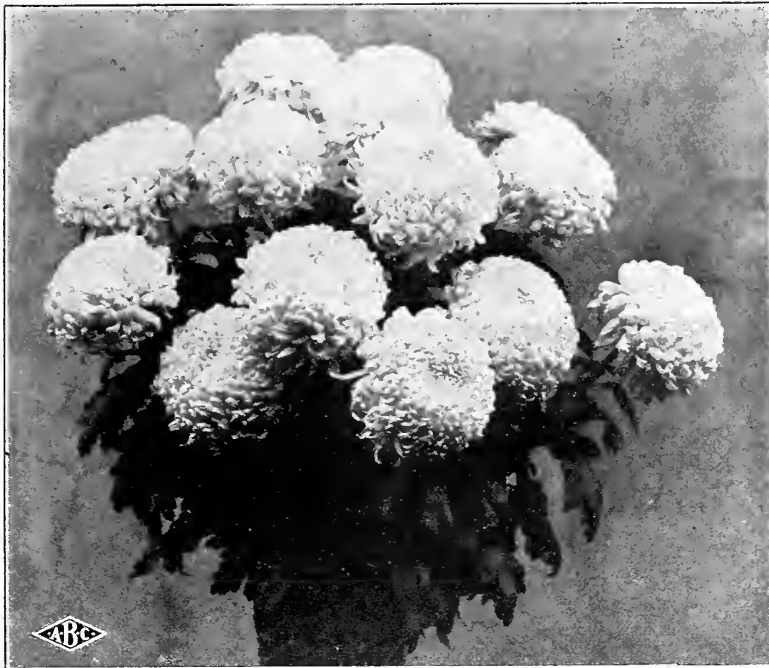
MELBA

NORMA

and

SUSANNE MILLER

Listed on This Page



"MARIE DE PETRIS"

The large flowering deep golden yellow "Mum" which is now considered as being practically indispensable to the trade. The above illustration shows cut from seven plants. We supply strong rooted cuttings of "pure strain" from originator. See description below.

CHRYSANTHEMUMS

"Marie de Petris"

- Color.** Deep golden yellow, about the shade of Golden Glory.
- Form.** Closely incurved measuring from 6 to 8 inches across when grown two to the plant.
- Fullness.** Develops a full flower from any bud although gives best result on a second crown, or terminal bud which is reserved from August 20th to September 5th.
- Stem.** Very vigorous and rigid, grows to a height of 48 to 54 inches from plant propagated during the end of March. Although the stem of this variety is very strong and rigid it is very sappy, allowing the flower to absorb great quantities of water when cut.
- Foliage.** Is rather heavy, about the size of the Turner types, is mildew resistant and absolutely clothes the stem from the ground up to the flower. Color of foliage, glossy dark green.
- Substance.** This variety has great substance and is one of the best keepers on the market.
- Size.** Attains a size of from 6 to 8 inches and can be grown two or three to the plant with good results.
- Maturity.** Matures November 15th from plants propagated during February and grown in pots. For bench culture the normal date of maturity is November 25th to 30th. Plants propagated during April and grown in pots matured as late as December 10th. Price: Strong rooted cuttings, per 100, \$12.00; per 1,000, \$100.00.
- Special Note:** We control a large volume of this outstanding variety and are prepared to quote special price for quantity order. Ask us—

CHRYSANTHEMUMS

Strong Rooted Cuttings

Large Flowering

Some Worthy New Varieties of Proven Merit

DESCRIPTIONS

By Messrs. Baur and Steinkamp

Ambassador. This variety should prove valuable, especially, to those growers who ship into the large markets and need extra size early to protect their markets. Producing blooms as large as Turner by the middle of October, give this variety an extra value. The stem is strong and holds the bloom up perfectly without artificial support. It is pure white in color and grows five feet from June planting. Needs no special culture to perfect its handsome blooms. Price: Per doz., \$5.00; per 100, \$25.00; per 1,000, \$200.00.

Yellow Gold. Yellow gold is one of those globular incurved varieties that are the shipper's delight, and of which it is well nigh impossible to have too many. The color is a clear bright yellow. The foliage is medium in size, permitting fairly close planting. Grows five feet from June planting and blooms November 1st to 15th from terminal bud. Awarded bronze medal Louisville show November 13th and a certificate of merit at the National Mum Show at Detroit. Price: Per doz., \$5.00; per 100, \$25.00; per 1,000, \$200.00.

Old Rose. A most pleasing shade of old rose and a splendid seller in our market. The bloom has unusual substance. Can be bloomed from either late crown or terminal bud, the crown bud flower coming a few days earlier and somewhat larger. Good stem and foliage. Grows five feet from June planting. Blooms early in November. Awarded silver medal at Louisville show November 13th. Price: Per doz., \$5.00; per 100, \$25.00; per 1,000, \$200.00.

White Distinction. This is a pure white sport from Distinction. Those who grow Distinction as a late midseason pink, will appreciate this pure white sport. It has the same splendid substance and the same fine upright habit. It grows four feet from June planting and blooms November 15th. Take terminal bud. Price: Per doz., \$5.00; per 100, \$25.00; per 1,000, \$200.00.

Golden Pearson. A clear bright yellow sport from the popular bronze variety Gladys Pearson. Sported with us some three years ago and has shown no inclination to revert. Like its parent, it comes just right for Thanksgiving Day and should be planted heavily for that day. We have a large stock to propagate from, therefore the popular price. Per 100, \$12.00; per 1,000, \$100.00.

POMPONS

Amos. A good medium shade of bronze without other shading. Holds its color fine. Medium sized blooms, produced in fine open sprays, each bloom standing out to itself. Fine for cutting, giving a good yield. Blooms November 10th. Price: Per doz., \$5.00; per 100, \$25.00; per 1,000, \$200.00.

Jewell. One of the best varieties for outdoor planting as well as a splendid sort for indoor cutting. The blooms are of the large button type, like Nuggets. The color is a pleasing shade of bright clear pink, which is still more wonderful outdoors. Comes into bloom October 15th inside, but outdoors it shows its fine color in the bud and half open bloom about October 1st and makes a brilliant showing for several weeks. Price: Per doz., \$5.00; per 100, \$25.00; per 1,000, \$200.00.

Legal Tender. The red and gold pomp for Thanksgiving sales. Makes a heavy spray, very attractive under artificial light, easy to grow and we predict that this variety will be generally grown by all florists when once tried. Can be held for Xmas sales when grown cool. It has been many a year since we have become more enthused over a Pompon than Legal Tender. Price: Per doz., \$5.00; per 100, \$25.00; per 1,000, \$200.00.



MRS. R. M. CALKINS

“NEW MUM BLOOD”

We believe that growers will find it to their advantage to change their “Mum Blood” every few years, securing new stock from growers who specialize in healthy “Free From Midge” plants. The stock offered in these pages represents not only such quality, but as well varieties that are in keeping with the times. In addition we are in position to furnish practically every worth-while “Mum” in commerce. If your requirements are not listed herein please consult us as to your “Mum” needs.



CLARA B. FORD

CHRYSANTHEMUM STRONG ROOTED CUTTINGS

Delivery Spring of 1931—Early Orders Advisable

Large Flowering Varieties

LISTED IN ORDER OF BLOOMING PERIODS

White—	Per 100	Per 1000
Quaker Maid	\$4.00	\$35.00
White Chieftain	4.00	35.00
Betsy Ross	4.00	35.00
Monument	5.00	45.00
White Chadwick	5.00	45.00
White Mistletoe	4.00	35.00
Chattanooga	4.00	35.00
Yellow—		
Gold Lode	4.00	35.00
Golden Measure	4.00	35.00

Yellow (Continued)

	Per 100	Per 1000
Sunglow	\$4.00	\$35.00
Celestra	7.00	60.00
Honey Dew	5.00	45.00
Whittier	4.00	35.00
Mrs. R. M. Calkins.....	4.00	35.00
Clara B. Ford	4.00	35.00
Golden Celebration	5.00	45.00
Golden Chadwick	5.00	45.00
Friendly Rival	4.00	35.00
Yellow Mistletoe	4.00	35.00
Marie de Petris	12.00	100.00

Pink (Continued)

	Per 100	Per 1000
October Rose	\$4.00	\$35.00
Justrite	7.00	60.00
Pink Chieftain	4.00	35.00
J. W. Prince	4.00	35.00
Dr. Enguehardt	4.00	35.00
Thanksgiving Pink	4.00	35.00
Distinction	5.00	45.00
Mrs. E. A. Seidwitz	4.00	35.00
Red or Bronze—		
Indianola	4.00	35.00
Detroit News	4.00	35.00
Mrs. G. G. Mason.....	5.00	45.00
Gladys Pearson	4.00	35.00
Hilda H. Bergen.....	8.00	75.00

Pink—

Rose Glow	4.00	35.00
Rose Glory	4.00	35.00

POMPON VARIETIES

LISTED IN ORDER OF BLOOMING PERIODS

White—	Per 100	Per 1000
Minong	\$4.00	\$35.00
Margot	4.00	35.00
Marianna	4.00	35.00
Uvaldo	4.00	35.00
Mary Pickford	4.00	35.00
Chicago Pearl	5.00	45.00
Yuletide	4.00	35.00
Yellow—		
Zenobia	4.00	35.00
Rodell	4.00	35.00
Yellow Normandie	5.00	45.00
Golden Climax	4.00	35.00
Nuggets	4.00	35.00

Yellow (Continued)

	Per 100	Per 1000
Gold Sceptre	\$4.00	\$35.00
Crawfordia	4.00	35.00
Sunshine	5.00	45.00
Volunteer	4.00	35.00
Yellow Fellow	4.00	35.00
Norine	4.00	35.00
Christmas Gold	4.00	35.00
Baby	4.00	35.00

Pink (Continued)

	Per 100	Per 1000
E. D. Godfrey.....	\$4.00	\$35.00
Mary Nanzig	4.00	35.00
Olivia	4.00	35.00
Garza Supreme	5.00	45.00
Norma	15.00	125.00
Bronze—		
Iva	4.00	35.00
Graystone	4.00	35.00
Hilda Canning	4.00	35.00
New York	4.00	35.00
Rowena	4.00	35.00
Mrs. Beu	4.00	35.00
Frank Wilcox	4.00	35.00
Governor Lake	5.00	45.00
Dorothy Turner.....	7.50	60.00
Melba	6.00	55.00
November Bronze	20.00	150.00

Pink—

Minta	4.00	35.00
Leilah	4.00	35.00
Pink Normandie	5.00	45.00
Rose Charm	4.00	35.00
Dainty Maid	4.00	35.00
Elora	4.00	35.00
Western Beauty	4.00	35.00

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.

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 | Tremula. |
| Rochfordianum. | Alexandrae. |
| Pteris Wimsetti, | Victoriae. |
| Wilsoni. | Rivertoniana. |
| | Cretica-Albo-Lineata. |

Price of Table Ferns, \$3.50 per flat; 10 flats or more at \$3.25 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, 1931 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, BLOTCHED, PINK 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.

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 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, Pittsburgh 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.)

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 1931. 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....	6.50
7 in. made up (4 in pot) 38 to 40 in....	7.00
8 in. made up (4 in pot) 42 to 44 in....	8.50
8 in. made up (4 in pot) 46 to 48 in....	10.50
10 in. made up (4 in pot) 50 to 54 in....	12.00
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
2½ in.....	\$20.00
2½ in. (Extra)	25.00
3 in.....	35.00
4 in. (3 to a pot)	75.00

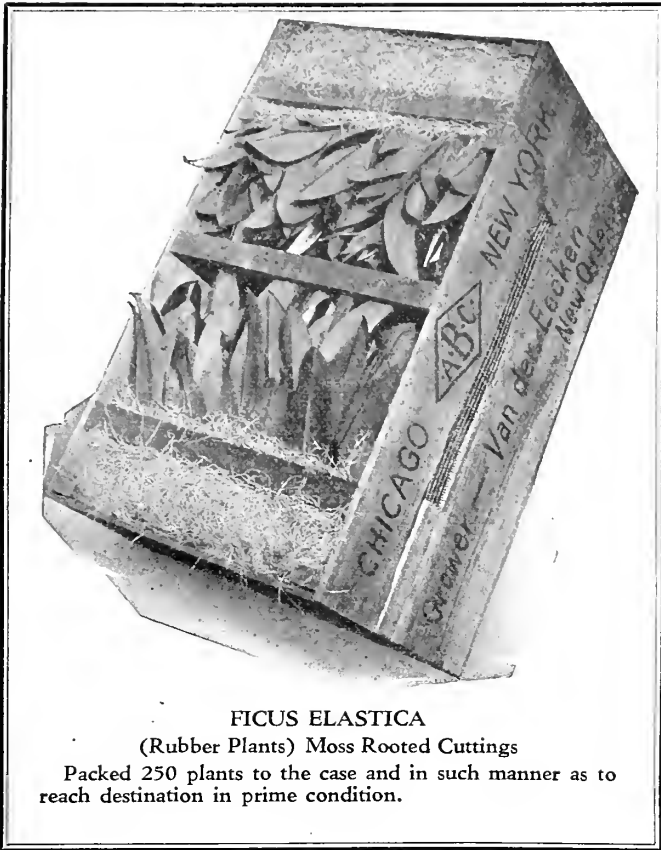
F. O. B. Shipment Mo.
25 Plants at 100 rate

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



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, 1931.

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.



Sansevierias in All Size and in All Kinds of Artistic Containers Are Good Stock at Christmas—Or Any Time

SANSEVIERIA'S

(See Illustration Opposite)

A Plant That Has "Taken the Trade by Storm"

Excerpt from *The Florists' Exchange*
(Nov. 29th, 1930, Issue)

"The Serviceable Sansevieria"

By Robert Kift, Philadelphia

"Probably no plant ever introduced has so quickly become a favorite for house decoration as the Sansevieria. Whereas a comparatively few plants were seen in commerce ten years ago, there are now wholesale growers handling stocks of from 50,000 to 100,000 or more that are turned over annually, in catering to a demand that appears far from the saturation point.

It can be said that this is one of the hardiest plants in cultivation. With ordinary care it will do well in almost any part of the dwelling; and it appears to have no attraction for insects. It can be used to ornament a dark corner in which most plants would succumb in a short time and it will thrive and stand neglect better than any other plant.

The Sansevieria exhibit, with its futuristic background and novel low en-

closure was one of the features of the Atlantic City Flower Pageant. Plants were shown in quantity in the smallest pieces of fancy pottery and in others up to madeup plants in large bowls and jardinières of great decorative value.

In the never ending search for plants of decorative value, there was developed from zeylanica a variety with a creamy yellow stripe or margin to the leaves that added much to the beauty of the plant. This distinct and attractive novelty was, in fact, a golden banded zeylanica; it was called *S. laurenti*.

Retail flower shops will find Sansevierias both laurenti and zeylanica, splendid stocks to carry. Not only will they have great decorative value in the shop, but they will prove an important factor in stimulating the sale of much of its fancy pottery."

SANSEVIERIA ZEYLANICA

GREEN FOLIAGE

	Each
1 3/4 inch.....	\$0.12 1/2
1 1/2 inch.....	.15
3 inch.....	.25
4 inch—3 plants in a pot.....	.50
5 inch—3 plants in a pot.....	.75
6 inch—3 to 5 plants in a pot.....	1.25
7 inch—4 to 6 plants in a pot.....	1.50

SANSEVIERIA LAURENTII

GREEN, WITH GOLD BAND

	Each
3 1/2 inch pots.....	\$0.50
4 inch pots.....	.75
5 inch—3 plants in a pot.....	1.50
6 inch—3 plants in a pot.....	2.25

Packing charge on Sansevierias 5% of quoted price if shipped out of pots. Add 10% if wanted in clay pots.

All F. O. B. Chicago.

CRASSULA ARBORESCENS

(Sometimes called Jade Plant, House Oak, Sedum, or Echeverias)

This plant is often used in making up pans. Also desirable as an individual decorative plant.

	Per 100
2 1/4 inch.....	\$10.00
3 inch.....	20.00
4 inch.....	40.00

DOUBLE PETUNIA

"ROYAL PURPLE"

A Most Desirable Mother's Day Pot Plant. Also Exceptional for Window Box Decoration and Bedding.

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 2 1/4-inch pots.



DOUBLE PETUNIA "ROYAL PURPLE"

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." 2½ inch strong plants supplied in season. Price, \$7.00 per 100; \$65.00 per 1000—250 plants at 1000 rate.

Please see page 19 for special offering of Primula Malacoides "Eriks-sonii."

A Worthy New Type



STRELITZIA REGINAE "BIRD OF PARADISE"
FLOWER

Verbenas
"Beauty of Oxford"
(Illustrated Opposite)

Excerpt from Florists' Review

"If you had this Verhena 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 Verhena, 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 in 2½ in. or 3 in. pots and when in bloom made up into pans or plant boxes, or five plants out of 2s or 2¼s 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 2½s don't let it suffer in such; give it a shift into 3s or 3½s 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. Consequently we supply the following in plants only.

STRELITZIA "BIRD OF PARADISE" FLOWER

Grown for the banana like foliage and the very odd showy flowers, blooms are lasting and attract a great deal of attention from the public, especially recommended for retail store and conservatory decoration.

Prices	Each	Per Doz.
2½ in. Pots.....	\$2.25	\$24.00
4 in. Pots.....	3.75	42.00
6 in. Pots.....	7.50	84.00
7 in. and 8 in. tubs, each,	\$11.50	

Larger plants in tubs with one to ten growths, price, \$11.50 per growth. All F. O. B. shipment California.

"Beauty of Oxford"
Verbena

As a Pot Plant or "Filler" for Mother's Day Sales is a Real "Profit-Provider"

(See List Opposite)

VERBENAS

Rooted cuttings and 2¼ 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, 2¼ 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 Pink Beauty of Oxford, 2¼ in. \$5.00 per 100; \$45.00 per 1000.
- True Helen Willmott, king of the Pinks. R. C. \$2.00 per 100; \$18.00 per 1000.
- True Helen Willmott, 2¼ 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.
- Grandiflora Royale, 2¼ in. \$5.00 per 100; \$45.00 per 1000.
- Firefly, very bright red. R. C. \$1.50 per 100; \$12.50 per 1000.
- Firefly, 2¼ in. \$4.50 per 100; \$40.00 per 1000.
- Gigantea Alba, pure white. R. C. \$1.50 per 100; \$12.50 per 1000.
- Gigantea Alba, 2¼ in. \$4.50 per 100; \$40.00 per 1000.
- Purple, True shade. R. C. \$1.50 per 100; \$12.50 per 1000.
- Purple, 2¼ in. \$4.50 per 100; \$40.00 per 1000.

Clean, healthy stock, proper packing guaranteed.

Florists' Requisites

CANE STAKES—Japanese

We import these in carload lots and usually are in position to supply same the year round.

Hot water treated before being dyed, and which prevents fungus and premature decay.

Green Dyed, 1½-foot, 2,000 to a bale. Per bale, \$4.00; per 100, 50c; per 1,000, \$2.75.

Green Dyed, 2-foot, 2,000 to a bale. Per bale, \$5.50; per 100, 75c; per 1,000, \$3.50.

Green Dyed, 2½-foot, 2,000 to a bale. Per bale, \$7.00; per 100, 85c; per 1,000, \$4.25.

Green Dyed, 3-foot, 2,000 to a bale. Per bale, \$8.00; per 100, \$1.00; per 1,000, \$4.50.

Green Dyed, 3½-foot, 2,000 to a bale. Per bale, \$9.50; per 100, \$1.10; per 1,000, \$5.50.

Green Dyed, 4-foot, 2,000 to a bale. Per bale, \$11.50; per 100, \$1.20; per 1,000, \$6.50.

Natural, 5-foot, 2,000 to a bale. Per bale, \$14.00; per 100, \$1.35; per 1,000, \$8.00.

Natural, 6-foot, 2,000 to a bale. Per bale, \$16.00; per 100, \$1.50; per 1,000, \$9.00.

CARNATION STAPLES

"Pillsbury." Per 1,000, \$0.35.

Chenille. All standard colors. 12-yd. rolls. Each, 45c; doz., \$4.50.

Chiffon. Bolts 40 to 45 yards. French, 6-inch, all colors. 6½c per yard.

Chiffon, Valley. 6-inch, all colors. French. 8½c per yard.

Chiffon, Elephant Gauze. Metalline, moisture proof, 6-inch, 40-yd. bolts, 5½c per yard.

Chip Mats. Plain colors and plaid checks. \$1.00 per doz.; \$6.50 per 100.

Clips. Bulldog. Box of 1,000, 85c; carton of 10,000, \$7.50.

Clips. Rose Everlasting. Box of 1,000, \$3.75; 10 boxes, \$36.50.

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
5 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

EASELS, WOOD

	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

FERTILIZERS

(See Following Page)

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

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.		

HOSE COUPLER "RAIN KING"

PRICES FOR ¾-INCH HOSE Each

Complete Coupler.....	\$0.60
Female half only.....	.35
Male half only.....	.25

FOR 1-INCH HOSE Each

Complete Coupler.....	\$0.80
Female half only.....	.45
Male half only.....	.35

Hyacinth Stakes (See Match Sticks).

INSECTICIDES

(See Following Page)

Labels.

4-inch, packed 1,000 to carton. Plain, per 1,000, \$1.50. Painted, per 1,000, \$1.95.

5-inch, packed 1,000 to carton. Plain, per 1,000, \$1.80. 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 250 to carton. Plain, per 1,000, \$6.50. Painted, per 1,000, \$8.50.

Tree Labels. 3½-inch copper wire. Plain, per 1,000, \$2.10. Painted, per 1,000, \$2.50.

Lycopodium, Dyed. 10-lb. cartons, \$2.75 per carton.

MAGNOLIA LEAVES (Dr Dux)

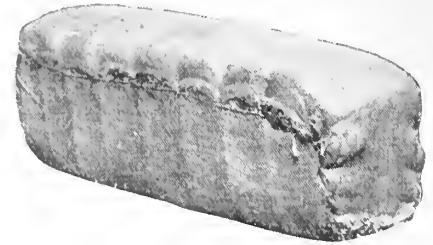
We supply this well known brand in brown, purple and green at, per carton, \$1.65; 5 cartons, at \$1.60 per carton. Red, per carton, \$2.25. Bulk, green or purple, per 100-lb. case, \$21.00.

Match Sticks. (Hyacinth Sticks.)

Dyed Green, 12-inch, per 1,000.....	\$1.75
Dyed Green, 18-inch, per 1,000.....	2.65

SPHAGNUM MOSS

No Other Material Can Equal Sphagnum for the Following Purposes



Because of its remarkable ability to absorb and hold moisture, sphagnum moss is the ideal material for packing plants, shrubs, roots, bulbs, etc., for shipping. It keeps the root system moist and it keeps it cool.

It is so easy and pleasant to work with and so efficient for the purpose that it has no rival for stuffing wire frames for wreaths and floral designs.

While its greatest present use is for these two purposes, florists, greenhouse-men, nurserymen and gardeners can very profitably employ it in other ways. It is a wonderful mulch for window boxes and for greenhouse beds, benches, pots, etc., eliminating the need for continual watering, as well as keeping the soil in splendid physical condition.

As a lightener of heavy soils or a moisture retainer for sandy soils it stands in a class by itself. Just mix soil and moss in proportions needed.

Sphagnum is also a splendid lining material for plant baskets, and wire urns for lawn and cemetery decoration, holding the flowers in place and supplying moisture. It is a very good material, too, in which to pack bulbs, plants and shrubs, while in storage.

Quality and Condition of Sphagnum Moss Are Very Important

To get 100 per cent benefit and satisfaction from sphagnum, you must use moss of the right quality—clean, properly gathered, of good fibre, and free from grass, twigs and other foreign substances.

(Continued on Next Page)

Florists' Requisites

SPHAGNUM MOSS

(Continued)

High grade sphagnum moss owes its quality to two things. Originally it must be thrifty, rapid growing and of fairly long fibre. Then it is equally important that the gathering be carefully done to keep the moss free of trash of every sort and to prevent undue breaking up the fibre.

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.

PITTSBURG ROSE NOZZLE

The ideal Spray for reaching underside of Roses and other plants. Each, \$1.75.

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

POTS, NEPONSET

(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
2 1/4-inch.....	1,000	\$ 4.10
2 1/2-inch.....	1,000	4.65
3-inch.....	1,000	5.85
3 1/2-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. Plantye Pot Ties, tinsel striped. 50 yards, 75c. Box of 20 pieces at 70c.

Shower Ribbon. No. 2 white, picot edge, 50-yd. bolts, each, \$1.50; per doz. bolts, \$1.25 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.

German Statice—White. Best Statice on market. Imported by us direct from Germany. 1-lb. lots, 75c; 10-lb. lots, per lb., 60c; 25-lb. lots, per lb., 50c. Crate of 110 lbs., per lb., 40c.

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, 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.

Wire. 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.

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 1/8"	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, SPRAYERS, ETC.

ALL PRICES SUBJECT TO MARKET CHANGES

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., \$17.00; 1,000 lbs., \$32.00; ton, \$62.00.

Regular Grade Bone Meal. 100 lbs., \$3.50; 500 lbs., \$14.00; 1,000 lbs., \$26.00; ton, \$50.00.

Blood and Bone. 100 lbs., \$4.00; 500 lbs., \$17.00; 1,000 lbs., \$32.00; ton, \$62.00.

Florists' Special Mixture. Highly concentrated. Rich in nitrogen, phosphorus and potash. Analysis: 6-15-9. 100 lbs., \$4.50; 500 lbs., \$18.50.

Dried Blood. 100 lbs., \$6.00; 500 lbs., \$25.00; 1,000 lbs., \$47.50; ton, \$90.00.

Horn Shavings, \$4.50 per sack; 10 sacks, \$42.50 per sack.

Nitrate of Soda. 100 lbs., \$4.00; 500 lbs., \$22.00; 1,000 lbs., \$39.00; ton, \$75.00.

Super 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., \$12.00.

FLORISTS' INSECTICIDES

Cyanogas. 100-lb. drum, \$30.00; 25-lb. tins, \$10.00; 5-lb. tins, \$3.00.

DERRISOL

An odorless, non-poisonous liquid which will control sucking insects like aphids, thrips, leaf hoppers and red spiders, also leaf eating larvae. 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.

EVERGREEN INSECTICIDE

Non-Poisonous Insecticide
KILLS PLANT INSECTS
Harmless to Man

Endorsed by
Experiment Stations

Market Growers and Florists

- 1 1/2 -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

FLORISTS' INSECTICIDES

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, \$5.00; 288 sheets, \$8.75.

Nico-Fume Powder, 5 lbs., \$3.75; 10 lbs., \$6.85.

"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.

SHEPS NON-POISONOUS PLANT SPRAY

(A PYRETHRUM PRODUCT)
Harmless to Man

For best results, use warm soft water for making emulsion in hard-water territory.

- In cases, 12 2-oz. bottles, per doz.....\$ 2.75
- In cases, 24 2-oz. bottles, per doz..... 2.65
- Each 2-oz. bottle makes spraying solution of 16 quarts.
- In cases, 12 8-oz. bottles, per doz..... 6.00
- Each 8-oz. bottle makes spraying solution of 64 quarts.
- In cases, 12 16-oz. bottles, per doz..... 10.00
- Each 16-oz. bottle makes spraying solution of 128 quarts.
- Above Prices F. O. B. Council Bluffs, Iowa, in Less than 100 pound shipments.
- Above Prices F. O. B. Destination in 100 pound shipments in U. S. A.
- In cases, 1-gal. can, each..... 6.35
- In cases, 6 1-gal. cans, per case..... 35.00
- In cases, 1 5-gal. can 30.00
- Each gallon makes spraying solution of 256 gals.
- In gal. and 5-gal. lots we Pay Postage or Express in U. S. A.

"VOLCK"

For elimination of Red Spider, Mites, White Fly, Scales, Mealy Bug, Caterpillars, Aphids, 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.

ACME SUPERBILT SPRAYERS

WHEELBARROW SPRAYER



Designed especially for greenhouse use. Will pass between benches easily. Can be used for all insecticides, disinfectants, or whitewash. Develops up to 200 lbs. pressure easily and completely equipped with 6 ft. high pressure hose, 2 ft. brass extension tube and brass nozzle cap with interchangeable discs for fine or coarse spray, also solid stream. The 12-gal. tank is of heavy galvanized steel dipped in pure zinc and heavily reinforced. The air chamber and pump cylinders, made of heavy seamless brass tubing with agitator. Frame is heavy steel tubing with wheel 16 in. diameter and 2 in. tire.

Shipping weight, 42 lbs.
Complete as above.....\$13.50

COMPRESSED AIR SPRAYER

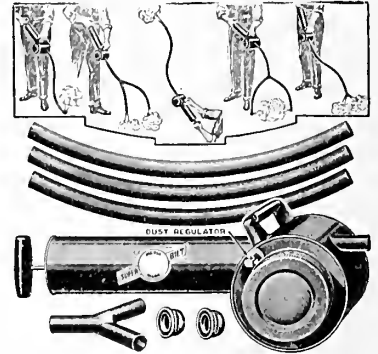
This popular compressed air sprayer is made of heavy galvanized steel or brass. Completely equipped with 22 inches of high pressure, moulded, oil resisting hose, 24 inch brass extension rod and nozzle with discs for heavy or fine sprays, also for solid stream. Tank is tested to 50% higher than working pressure and all working parts are of heavy brass tubing. Heavy threaded screw type pump cap.

Shipping weight, 11 lbs.
Galvanized tank, \$6.00
Brass tank 8.25

Capacity
4
Gallons



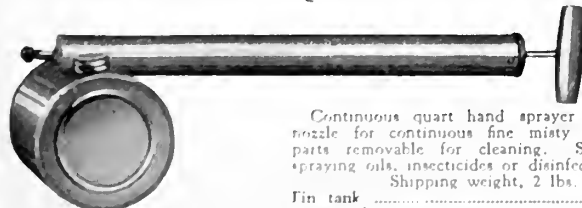
HANDY DUSTER



A handy duster holding 3 lbs., with attachments for uses as shown in cut. It is more satisfactory than any other duster within four times its cost. Its heavy air blast completely breaks up all forms of powder. Use for dusting all growing plants. Dusting chart supplied.

Shipping weight, 5 lbs.
Complete as shown.....\$2.75

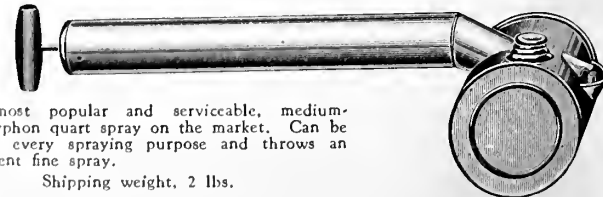
CONTINUOUS QUART SPRAYER



Continuous quart hand sprayer with brass nozzle for continuous fine misty spray. All parts removable for cleaning. Suitable for spraying oils, insecticides or disinfectants

Shipping weight, 2 lbs.
Tin tank\$1.10
Brass tank 1.50

QUART SYPHON SPRAYER



The most popular and serviceable, medium-priced siphon quart spray on the market. Can be used for every spraying purpose and throws an intermittent fine spray.

Shipping weight, 2 lbs.
Heavy tin tank and pump.....40c

New Hardy Carnation "CRIMSON KING"

(See Illustration Opposite)

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, flowers full double. Excellent for cutting and very hardy.

Particularly Desirable for Bouquets and Basket Work

This new introduction is, we believe, of great value to the trade not only as a cutflower but as well for garden show and particularly in connection with rock garden planting. Rock Gardens are of great interest today and here is a plant that will surely please your clients—a spray of these hardy carnations intermingled with Gypsophila Ehrlei and ferns is very effective.

By wiring four or five of the smaller blooms together, five or six dozen of these flowers will make a large spray. A small outdoor planting furnishes enough flowers for many such pieces. The plants do better if flowers are all cut as they come into bloom.

Price: Strong Plants from 2 1/2-inch pots, doz., \$2.25; 100, \$15.00; 1,000, \$140.00.

Delivery beginning April, 1931. Orders filled in rotation as received. Early purchase suggested.

250 Plants at 1,000 Rate.

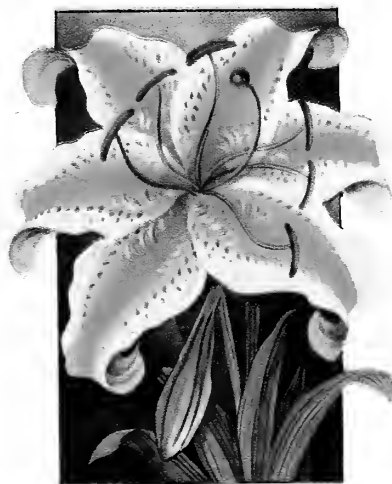
An abundance of blooms may be expected first summer after planting. Don't overlook this worth-while hardy cutflower novelty.



NEW HARDY CARNATION "CRIMSON KING"



Lilium Regale "Regal Lily"



Lilium Auratum
Gold Banded Lily of Japan



Lilium Magnificum Rubrum

A. B. C. LILY HEADQUARTERS

The American Bulb Co. has for many years been recognized as leading American specialists in this particular line primarily in the importation of "White Flowered" Lilies from Bermuda (Harrisii) and Japan ("Erabu") Mountain Grown, "Giganteum" and the colored sorts "Magnificum" (Rubrum and Auratum) also many other varieties native to China and Japan. Importations during fall 1930, totaling 47 carloads in addition to which a large volume being obtained from England, Holland and American sources. We can and will supply your requirements to advantage. Please consult with us about your Lily needs. For complete list of our Lily offerings please see inside page of this book. A. B. C.

A. B. C. "SUPREME" QUALITY GLADIOLUS

(SEE INSIDE PAGES FOR DESCRIPTION AND PRICES)



Ruth Huntington

Mrs. Francis King

Chicago White

Mrs. F. Pendleton

Flaming Sword



Virginia

Dr. Norton

Souvenir

Alice Tiplady

Violet Beauty

Our annual output of "Supreme" quality Gladiolus exceeds six million bulbs of blooming size. Specializing in the better cutflower varieties, we can supply your "Glad" needs to advantage.