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AND
OTHER SEASONABLE FLOWER SEEDS

We Offer for 1937-1938 Production

Look to A. B. C. for your Petunia Seed needs. We have introduced many new and valuable sorts which are now standard in the trade, and this list is replete with kinds that mean "Real Profit for the Grower". Early orders will prove mutually advantageous.

"FOREVER LOYAL TO QUALITY"



New "All Double" Petunia "Orchid Beauty"

"ORCHID BEAUTY"

A New "All Double" Petunia
of High Value

GIVEN AN "AWARD OF MERIT" BY THE
1937 "ALL AMERICA COUNCIL"

Exceptional for Pot Plants, Bedding, Etc.

The All-Double Petunia "World Beauty", illustrated on next page, has proved so highly popular with the trade and public as well that the introducers of this valuable kind have striven for several years past to produce an orchid colored variety of the same type and of equal value. We are glad to say that this has now been accomplished, and while there is, as is the fact with most Petunias, some slight variation in shading of same, the effect of "ORCHID BEAUTY" is 100 per cent outstanding. We predict that this new introduction will obtain as keen a vogue as has "World Beauty" and the All-Double Mixture.

Since the supply of "Orchid Beauty" seed is comparatively small this year, we suggest early ordering

Trade Packet 600 seeds	\$2.00
1/2 Trade Packet 300 seeds	1.25

CHICAGO
1335 West Randolph St.

Please send orders from this
list to NEW YORK OFFICE

NEW YORK
31 West 27th Street



"Supreme" Quality



Flower Seeds



A. B. C. OFFERS THE NEWEST "STYLES" IN PETUNIAS



New All Double Flowering Fringed Petunia, "World Beauty," Original Strain
(Named and Introduced by the American Bulb Company)

The Significance of "What's New" to the Florist

Increased Sales—More Profit

For the American public at large, the phrase, "What's new?" is rapidly becoming one of the most popular forms of greeting. To the florist, however, this expression has far greater significance, for he often interprets it in terms of dollars and cents. Accordingly, the florist who answers the question, "What's new?" with saleable merchandise soon discovers more customers, increased sales, and greater profits.

As a means to this end we recommend to growers liberal plantings of the newer strains of Petunias, particularly "World Beauty" (Original Strain) introduced and named by A. B. C., All Double "De Luxe" Mixed, A. B. C. (Eriksson's Strain), "Private Stock" Mixed, "Bountiful Portland Varieties," "A. B. C. Celestial" (Originator's German Strain), as well as the other new kinds illustrated and described in this list. "World Beauty" has especially proved to be a wonderful money-maker for the trade, and we believe florists will find it worth while to culture same in a large way.

"All Double" "World Beauty" . . . The "Queen" of All Petunias

Illustrated Above

Produces (from seed) practically 100% large double fringed flowers of the most beautiful rosy carmine color, wonderfully free blooming plants of the dwarf, compact growth which makes this grand new sort particularly desirable for pot plants as well as bedding. World Beauty has really created a sensation wherever shown. A few plants in bloom for demonstration to the public early in the season will undoubtedly result in an active and most profitable demand for this new favorite.

For Mother's Day

"World Beauty" has proved to be an ideal pot plant and a worth-while profit provider. We introduced "World Beauty" to the trade and are again securing our seed supply from the originator, thereby insuring our customers the true variety. Sow seed early and follow with successive plantings up to March 1st next. We say by all means if you culture Petunias, do not leave "World Beauty" off your list. It is unquestionably the "last word" in Double Petunias.

Price of "World Beauty" Seed, Original Strain:
500 seeds . . . \$1.25 1,000 seeds . . . \$2.00 3,000 seeds . . . \$5.00

Some of the Numerous Unsolicited Testimonials We have Received in Connection with Petunia "World Beauty," Etc.

American Bulb Co.
Dear Sirs:
Your seeds have been a constant source of joy. The petunias are the envy of all local growers. As they have just stopped trying to compete with the "World Beauty" we have been awarded the blue ribbon for the past four years.
(Signed) R. M. ENOCH
Washington, Pa.

American Bulb Co.
Niles, Ill.
Dear Sirs:
Your World Beauty Petunia is a winner! As a pot plant it "sold itself" the past spring and when short of Carnations I used same for funeral work. After placing stems in the water a few hours the blooms remained firm for a long period.
Yours very truly,
(Signed) KABOT GREENHOUSES.

American Bulb Co.
Long Beach, Calif.,
May 15, 1937.
Gentlemen:
The Petunia seeds purchased from you have a wonderful germination. I have better than 90%, so here goes another order.
(Signed) HARRY L. BATESON.

A. B. C. PETUNIA "WORLD BEAUTY" MEANS REAL PROFIT FOR THE GROWER



"Supreme" Quality



Flower Seeds



PETUNIAS

A. B. C. "PRIVATE STOCK"
(Eriksson Strain)

Single Large Flowering Dwarf Fringed and Ruffled Mixed

The "De Luxe" of Single Petunias

A very much improved strain of "hand pollinated" large flowering dwarf Petunias, produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, Riverside, Illinois (originator of "Primula Malacoides Erikssoni"), and which, we believe, is the choicest mixture of Dwarf Large Flowering Mixed Petunias obtainable. Exceptional for pot plants, porch and window boxes, bedding, etc.

Trade Packet (1,000 seeds).....\$ 1.25
1 32 oz.....\$4.00 1 8 oz..... 15.00
1 16 oz..... 8.00 1 4 oz..... 28.00

UNSOLICITED TESTIMONIALS

FOUR-WAY LODGE
COCOANUT GROVE (Miami) Florida

November 16, 1936.

Your A. B. C. "Private Stock" Petunias (Eriksson strain) are the most remarkable single Petunias that I have ever grown. From 1 trade packet last season I raised about 900 plants in 5-inch pots and every plant produced flowers 6 inches and over in diameter and a great variety of the most beautiful color shades besides made that set of plants outstanding from beginning to end.

New Orleans, La., April 6, 1937.

American Bulb Co.

Dear Sirs:

It may interest you to know that Eriksson's "Private Stock" mixture of single Petunias are "the talk of the town." Both Chas. Eble, florist, and Lake View Nursery have plants with numerous flowers on them measuring 4 to 6 inches across.

Yours truly,

(Signed) ERNST POPPERS,
A. B. C. Representative.



Type of Dwarf Petunia A. B. C. "Private Stock"
(Eriksson Strain) Single Dwarf Mixed (Actual Size)

All-Double "De Luxe" Petunias

Giant Fringed Dwarf Mixed

Same type as "World Beauty" illustrated on inside front cover, but in choicest mixture. This notable strain produces 100 per cent Double Flowering Petunias mostly of the Giant Fringed Type; the percentage of somewhat smaller flowering Doubles does not, as a rule, exceed 25 per cent; the remainder will be all large flowering fringed Doubles. The flowers are very large, often measuring 5 inches across. Exquisitely ruffled and fringed, and contain a good range of brilliant colors. In addition to their desirability for pot plants and bedding they likewise provide valuable summer cut flowers for the retail grower.

1/2 Tr. Pkt. (500 seeds).....\$1.00 Tr. Pkt. (1,000 seeds).....\$2.00
3 Tr. Pks. (3,000 seeds)....\$5.00 1/64 oz.....\$6.00 1/32 oz.....\$11.00

Carnation-Flowered Mixed

Another 100 per cent double flowering Petunia of extraordinary merit. Individual flowers are not so large as the maximum type offered above. Height 13 inches. Ideal for pots and bedding.

Mixed Colors. Tr. Pkt.....\$1.50

A Desirable Shrimp Pink Double

Shepherd's Pride. Attractive shade of salmon or shrimp pink. Produces about 60 per cent of large double flowers, the balance beautiful single blooms. 1/2 Tr. Pkt.....75c Tr. Pkt.....\$1.50 3 Tr. Pkts.... \$4.00

All-Double (Continued)

"Purple Robe." 4 in. Height 10 in. Dark velvety purple. Beautiful
1/2 Tr. Pkt.....75c Tr. Pkt..... \$1.50 3 Tr. Pkts.....\$4.00

Gaiety. (Award of Merit by All American Council.) Fringed and white with beautifully frilled petals. Flowers pure and not at all streaked. (See colored illustration in this catalog.)

Tr. Pkt.....\$1.50 3 Tr. Pkts.....\$4.00

"Madonna" or "Snowball". 4 in. Height 10 in. We believe this to be the best Double White-Fringed Petunia. 1/2 Tr. Pkt.....75c
Tr. Pkt.....\$1.50 3 Tr. Pkts.....\$4.00

Choice Small Flowered Double Petunia "Double Rosy Morn" Dwarf

This beautiful small flowered Double Pink Petunia is the greatest favor, especially as a pot plant. If we were to grow only a nominal number of double flowers it is well as we should take cuttings from the true double. The single flowers of this strain are, however, equal to the highest quality single flowers available. Tr. Pkt.... \$1.00 1/2 oz..... \$1.75 \$3.00

PLEASE NOTE: Highly bred double Petunia seed is not as vigorous in growth as is that of single strains. To some extent this lack of vigor extends to the seed. Seed of our All-Double strains has been carefully tested in soil, and, if carefully handled, we know it will germinate 60 to 70 per cent. For this reason and because of its high cost we cannot entertain claims of non-germination of this seed. If handled with due care, we know it will grow. Cultural hints (supplied free with each order) if consistently followed, will, we believe, insure good germination of all Petunia varieties listed in this book.

A. B. C.



"Supreme" Quality



Flower Seeds



A. B. C. DE LUXE PETUNIAS



Petunia All-Double "Gaiety"
(See previous page for description)

Petunias—California Giants in Separate Colors

The Largest of the Petunia Family

	Tr. Pkt.	1/64 oz.	1/32 oz.
Camilla. Pink, red veined, dark throat.....	\$0.75	\$1.25	\$2.25
Copper Red Dark. Rich coppery crimson.....	.75	1.25	2.25
Copper Red Light. Rich old rose.....	.75	1.25	2.25
Floretta. Steel blue, veined black, dwarf.....	1.00		
German Empress. Bluish white.....	.50	1.25	2.50
Harlequin. Coppery scarlet.....	.50	1.25	2.50
King Alphonso. Rich crimson-rose.....	.50	1.25	2.50
Prince of Wuerttemberg (Black Prince). Dark crimson	.75	1.25	2.50
Princess of Wuerttemberg. Rose-pink.....	.50	1.25	2.25
Rheingold. Large white.....	.50	1.25	2.50
Robin Hood. Deep rose.....	.75	1.50	
Silvery Rose. Pink, flushed rosy amaranth; beautiful	.75	1.50	2.50

Petunias—California Giants in Mixtures

An extra large-flowered, open throat type. Highly valuable for flowering in 3-in. or 4-in. pots. Very choice for bedding under favorable conditions.

Dwarf Giants (Eriksson Strain). Hand pollinated, greenhouse grown seed, positively the "last word" in giant single-flowering Petunias. Truly dwarf and uniform. (See illustration in this book.) Tr. Pkt. (1,000 seeds)....\$1.25
 1/32 oz....\$4.00 1/16 oz....\$8.00 1/8 oz....\$15.00 1/4 oz....\$28.00

A. B. C. Dwarf Giants. A selected dwarf giant strain. Tr. Pkt.....\$1.00
 1/64 oz....\$2.00 1/32 oz....\$3.75 1/16 oz....\$6.75

Dwarf Giants, Ramona Strain. A most desirable strain of Giant Petunias.
 1/2 Tr. Pkt.....60c Tr. Pkt.....\$1.00
 1/64 oz....\$1.75 1/32 oz....\$2.75 1/16 oz....\$5.00

Petunias—Giants of California Mixtures (Cont.)

Giants of California, Medium Dwarf. Somewhat taller and stronger than the above. Tr. Pkt.....75c
 1/64 oz....\$1.50 1/32 oz....\$2.75 1/16 oz....\$4.50

Giants of California, Medium Dwarf. Same as above except that it is a fairly light color mixture. Tr. Pkt.....75c
 1/64 oz....\$1.50 1/32 oz....\$2.75 1/16 oz....\$4.50

Giants of California, Regular or Tall. Tr. Pkt.....50c
 1/64 oz....\$1.00 1/32 oz....\$1.50 1/16 oz....\$2.50

Large Flowering Fringed Petunias

(Petunia Hybrida Grandiflora Fimbriata)

While not quite so large as the Ruffled Giants, these big fringed Petunias have a charm of their own, due to their attractively fringed blooms. The varieties we offer are the finest in color and form.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Apple Blossom. Shell-pink. Finely fringed.....	\$0.50	\$1.25	
Aurora. Light rose, veined purple.....	.50	1.50	
Brilliant Rose. Bright rose.....	.50	1.50	
Columbia (New). Pleasingly attractive pink and white. Upright habit, for border work.....	.50	1.50	
Gaiety (New). Daintily fringed pink and white flowers.....	.75		
Golden Jubilee. Carmine-scarlet. Golden throat. Very choice.....	1.00		
Maculata. Attractive rose and white.....	.50	1.50	\$2.50
Pink Triumph. Fringed rose-pink.....	.50	1.00	1.75
Pride of Portland. Rose-pink.....	.50	.75	1.25
Romany Lass. Crimson.....	.50	1.25	2.00
Fringed Royal Purple (Marine). Rich deep purple. Comes fairly true to type.....	.75	1.75	3.25
The Art. Boldly striped and blotched with brilliant carmine-rose and purest white.....	1.00		

THEODOSIA IMPROVED. Beautiful rose-pink with golden throat, large flower, exquisitely fringed; highly recommended.

Tr. Pkt.....50c 1/64 oz....\$1.00 1/32 oz....\$1.75

	Tr. Pkt.	1/64 oz.	1/32 oz.
White Beauty. Fringed. Clear white.....	\$0.50	\$0.75	\$1.25
Youth. In color this is a stripe of velvet violet-blue and purest white.....	1.00		

Petunias—Large Flowering Single Fringed Mixtures

A. B. C. Single Fringed Mixed. This is an extra free flowering, medium size fringed Grandiflora strain. We can not too strongly recommend it for growing young stock in flats. Tr. Pkt.....50c
 1/32 oz....\$1.00 1/16 oz....\$1.75 1/8 oz....\$2.75 1/4 oz....\$5.00

A. B. C. Grandiflora Fringed Mixed. A mixture of named Grandifloras, all of excellent colors, medium tall growth. Tr. Pkt.....50c
 1/32 oz....\$1.25 1/16 oz....\$2.00 1/8 oz....\$3.25

Fluffy Ruffles. We supply the original stock of this finely fringed mixture. Highly recommended. Tr. Pkt....50c 1/32 oz....\$1.25 1/8 oz....\$3.75

Petunias—Balcony Type

Of heavy free growth and as profuse flowering as the Hybrids but with larger flowers. Though not of compact habit, the Balconies are particularly desirable for vases, window boxes, etc.

Black Prince (New). Rich velvety crimson-red. A choice new color and much superior to "Flaming Velvet," which has proved to be a disappointment. Tr. Pkt.....35c 1/16 oz....60c 1/8 oz....\$1.00

Alba (white), Crimson, Rose, Royal Purple, and Mixed.
 Tr. Pkt, Each....25c 1/8 oz....60c 1/4 oz....\$1.00 1/2 oz....\$3.00

Blue. Tr. Pkt.....35c 1/16 oz....60c 1/8 oz....\$1.00

WHEN PLANTING SMALL SEEDS If small seeds such as those of Petunias, are mixed with finely sifted soil, better results are obtained than by broadcasting the seed and covering with soil. The soil should be well firmed, then covered with burlap, and watered with a fine spray. It is necessary to spray once or twice a day to keep the ground damp. In a short time the seeds sprout. As soon as they come through the soil the burlap should be removed.



"Supreme" Quality



Flower Seeds



A. B. C. DE LUXE PETUNIAS (Continued)

Large Single Petunias

(Petunia Hybrida Grandiflora)

Ruffled and plain-edged varieties. Excellent for growing in beds or pots. The large blooms are produced very freely.

	Tr.	1/64	1/32
	Pkt.	oz.	oz.
Balcony Queen. Irregularly blotched purple and white.	\$0.50	\$1.00	\$1.75
"Blue Star" (Eriksson's). White, with blue marking.			
.....(1/16 oz., \$12.00)	1.00	3.50	6.50
"Elk's Pride Improved" (See listing on next page under title of "Bountiful Strain" Portland Petunias). We recommend the "Portland Type" to the above California Strain.	.50	1.00	1.75
Dwarf Elk's Pride (New). About two-thirds height of above	.75		
Giant Steel Blue. Light blue, dark veins.	.50		1.25
Dwarf Pink Glory. Of perfect dwarf habit. Deep rose.	.75	1.25	2.25
Purple Prince. Deep purple.	.50		1.00
Queen of the Market. Dark carmine	.50	1.25	2.00
White Cloud. Dwarf bedding. Clear white.	.50	1.00	1.60
Silver Seam. Dark blue with edge of petals clearly seamed white	.75		
Dwarf Striped Glory. White ground, striped crimson. A new and fancy color.	1.00	1.75	3.00
White Queen (Dwarf White Glory). The flowers are of the purest white.	.75	1.75	
			Tr. Pkt.
Snowstorm Improved (5,000 seeds, \$5.00)			\$1.25
(We recommend this as being, without doubt, the best Dwarf White Petunia in existence.—A. B. C.)			
Dwarf Carmine Glory. Brightest carmine.			1.00
Dwarf Scarlet Glory (New). The richest colored Petunia yet offered.			1.00
Dwarf Striped Glory. White ground striped crimson. A new and fancy color			1.00
Topaz Rose (New). Fiery velvety rose of a brilliance seldom seen.			.50



Petunia Nana Compacta "Senator Improved"

Tr. Pkt.50c
1/4 oz. \$1.50
1/2 oz. 5.00

Petunia Hybrida Medium Size Flowers

	Tr. Pkt.	1/4 oz.	Oz.
Alba. Free flowering white.	\$0.15	\$0.25	\$0.75
Blue Bee. Violet-blue.	.25	.40	1.50
Carmen Sylva. Violet, white throat.	.20	.40	1.25
Countess of Ellsmere. Rose, white throat.	.15	.25	.75
General Dodds. Velvety blood red.	.25	.40	1.50
Inimitable. Deep carmine, striped white.	.25	.40	1.50
Lord Courtenay. Golden rose.	.30	.60	2.00
Violet Gem. Deep violet.	.25	.40	1.50
Special Mixed	.25	.50	1.50

New Pure White Dwarf Petunia A. B. C. Improved "Snowstorm"

(An A. B. C. Introduction)

12 inches high, Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free-blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias.
Tr. Pkt. (1,000 seeds) \$1.25 5,000 seeds \$5.00

"Bountiful Strain" Portland Petunias Single, Large Flowered (Fringed and Ruffled)

Originator Strains, Seed from Hand Pollinated Plants

Free flowering strong upright growth. New variety with the trade. Especially "Elk's Pride" which is the most outstanding of all purple varieties.

All flowers are hand pollinated and the seed is fully matured by hand when ripe, not before, so that every seed has the maximum power. Colors run true almost with out exception, but nature still seems to insist upon a small percentage of plants to grow flowers infinite care and time seem unable to remove this natural trait in Petunias.

Apple Blossom. Light pink.	Ruffled Heliotrope. Light blue.
Elk's Pride, Improved. Royal purple.	Scarlet Beauty. Fringed and ruffled.
Lilac Beauty. Soft lilac.	White Beauty.
Pride of Portland. Deep rose.	Mixed Colors.

Price each of above
Tr. Pkt. . . . \$1.00 1/4 oz. . . . \$2.50 1/2 oz. . . . \$4.50



"Supreme" Quality



Flower Seeds



A. B. C. DE LUXE PETUNIAS (Continued)



A. B. C. Improved "Snowstorm"
(One-third Natural Size)

New Pure White Dwarf Petunia A. B. C. Improved "Snowstorm"

(Illustrated above)

(An A. B. C. Introduction)

The White Petunia You Have Been Waiting For

12 inches high, Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free-blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias. Tr. Pkt. (1,000 seeds). \$1.25 5,000 seeds.. \$5.00

HYBRIDA NANA COMPACTA PETUNIAS

Hybrida or Bedding Petunias

Dwarf Compact Type (1 ft.)

(Petunia Hybrida Nana Compacta Erecta)

Considered the Most Satisfactory Dwarf Bedding Class

Celestial Rose, Improved (Originator's German Strain). This is a big improvement over that old favorite, Rose of Heaven. Beautiful, rich, satiny, deep rose and unusually free blooming. This originator's strain comes practically 100 per cent true. Our customers have been highly pleased with this Originator's German Strain. Tr. Pkt..... 50c 1/4 oz.....\$2.75 Oz.....\$10.00

	Tr. Pkt.	1/4 oz.	Oz.
Celestial Rose. American grown seed. A good average strain of this desirable variety... (1/8 oz., 75c)	\$0.35	\$1.25	\$4.00
Chicago Blue. A beautiful, rich colored blue which withstands bad weather admirably. Highly recommended	.60		
Adonis. Purple-rose white throat, small free flowering	.25	.40	1.35
Adora. Rosy carmine with pure white star	.50	5.00	
..... (1/8 oz., \$3.00)			
Alderman. Clear deep violet-blue	.35	.60	2.00
Admiral. Clear wavy edged blue, compact habit	.50		
Blue Bedder (Sutton's). Deep blue with some violet	.35	.75	2.75
Blue Bird. Deep velvety purple-blue	.35	.75	2.50
Blue Perfection. Medium deep blue	.35	1.00	3.75
Cockatoo. Violet irregularly marked white	.35	1.25	
..... (1/8 oz., 75c)			
Heavenly Blue. Light or silvery blue, Extra select stock	.45	1.75	6.50
..... (1/8 oz., \$1.00)			

Hybrida Nana Compacta (Continued)

	Tr. Pkt.	1/4 oz.	Oz.
Howard's Star (Regular Strain). Dark crimson with white star. Our strain of this comes quite true.	\$0.35	\$1.00	
Dwarf Howard's Star (New). About two-thirds height of regular stock, rich dark crimson with white star	.35	1.50	\$5.00
..... (1/8 oz., 80c)			
Little Blue Star. Clear blue with white star	.50		
..... (1 1/2 oz., \$1.75; 1/8 oz., \$3.00)			
Mikado. Boldly striped with clear carmine-rose on snow-white ground	.50	1.00	3.50
Norma. Violet blue, white star. Choice dwarf variety	.25	.50	1.50
..... (2 oz. sack, \$1.80 oz.)			
Rose of Heaven. Well known rose-pink	.25	.50	1.75
Improved Rosy Morn. A valuable addition to this dwarf family	.35	2.75	10.00
Rosy Morn. Fairly deep rose with white throat	.35	.75	2.50
Senator Improved. Violet with white throat, beautiful	.50	1.50	5.00
Silver Blue. Re-selected (outstanding)	.50	1.50	4.50
Snowball. A fine true white for bedding	.25	.40	1.50
Violaeca. Deep rich shade, dwarf growth	.25	.40	1.50
Special Mixed	.25	.50	1.75
Blue Gem. True violet-blue dwarf with perfect ball shaped growth. A real good new addition to the dwarf blue family	.75	2.00	7.00
Snow Bedder. In height this does not exceed 10 in., but when well grown fully covers 24 inches of ground. The snow white flowers which are about 2 1/2 inches across, literally cover the whole plant	.50	1.50	5.00
Rose Queen Improved. New intense brilliant rose	.50		

New Fancy Petunia—Ruffled Nana Compacta, "Martha Washington"

A new break in Petunias. Martha Washington is a ruffled or frilled nana compacta. Its growth is about 9 inches high and it forms a perfect ball effect, literally smothered with lovely frilled blooms about 3 inches in diameter. Its neat, compact habit has never before been seen in Petunias.

The color is quite remarkable. The frilled portion of the flower is a beautiful blush pink and the center portion is strongly veined a rich wine-red deepening in the throat, which is large, to dark violet; the whole forming a striking contrast of colors. Award of Merit All-America Selections, 1935. Highly Commended R. H. S. (England) 1935. Tr. Pkt..... 50c 1/32 oz..... \$1.50

Miniature Nana Compacta

This group comprises neat, compact plants about 6 inches high and 8 inches in diameter, fully covered with a mass of flowers.

"Gem" Petunias—a miniature small-flowered class of ideal rounded, compact, very free-flowering habit. 8 to 10 inches in height. Desirable for edging.

Rose Gem (New). Clear deep rose. Tr. Pkt..... 35c 1/64 oz..... \$1.25
Pink Gem. Compact, rose-pink flowers. Tr. Pkt..... 25c 1/8 oz..... 60c 1/4 oz..... \$1.00

Creeping Petunia

Parviflora. Creeping habit with diminutive pink flowers, valuable as a cover and excellent for rock gardens. Tr. Pkt..... 25c 1/4 oz..... 50c

Dwarf Erfurt, Large-Flowering Fringed

Beautifully fringed flowers. Plants compact, excellent for pot plants and bedding.

Dainty Lady. So-called "Yellow Petunia" (the nearest approach to yellow). Tr. Pkt..... 50c
Gaiety (New). Dwarf growth with daintily fringed pink and white flowers. Tr. Pkt..... 50c
Gottfried Michaelis. Amaranth-red. Tr. Pkt..... 50c
Lace Veil (New). Fringed dwarf. White. Tr. Pkt.... 50c 1/64 oz.... \$1.50
Pepita. Carmine and white. Dwarf. Tr. Pkt..... 50c
Setting Sun. Brilliant rose, compact growth. Valuable for pot plants. Tr. Pkt..... 50c 1/64 oz..... \$1.50 1/32 oz..... \$2.50
Clear Pink. Exactly the same as "Setting Sun" except color, which is soft "LaFrance pink." Tr. Pkt..... \$1.00

"MOTHER'S FAVORITE" SCHIZANTHUS IS "TOPS" AS A POT PLANT (See Back Cover)

A. B. C. DE LUXE PETUNIAS (Continued)

Dwarf Erfurt (Continued)

Lilac Queen. A most pleasing shade of soft lilac. Tr. Pkt. .75c
 The Vein. Ground color white with a touch of lilac. Conspicuously veined with aster violet. Tr. Pkt. \$1.00

Petunias—Diener's Original Strains

The following varieties are grown by the originator and are supplied in his original packets. In addition we can also supply all varieties listed by Diener at his catalog prices.

	Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
Ruffled Monsters Mixed No. 8	\$0.50	\$2.50	\$4.00	\$8.00	\$15.00
Pink Glory No. 14. Pure Flame rose-pink	.25		3.00	6.00	12.00
Giant Pink Glory No. 19. An improvement on Pink Glory	.50				
Copper Red No. 41. A coppery red shade	.50				
Double Ruffled Monsters Mixed No. 38	1.00	5.00	10.00	20.00	
Double Frilled Mixed No. 42	1.00	5.00	10.00	20.00	
Mauve, Heavily Veined with Royal Purple No. 20	.50				
Diener's Blue, Semi-Dwarf No. 11	.25		3.00	6.00	12.00

Petunias—Diener's Strains (Continued)

	Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
Salmon Color, Frilled No. 27	\$0.25				
White Beauty, Heavily Fringed No. 16	.25	\$3.00	\$6.00	\$12.00	
Pearl of Kentfield No. 9. Flesh-pink frilled, with golden yellow center, dwarf growing	.25	3.00	6.00	12.00	
Purple and White No. 15	.50				
Red, Dark Veined with Coal Black Center, Ruffled Monster No. 5	.50				
Pink, Ruffled Monster No. 1. Strong veined center. Flowers 6 to 8 inches in diameter	.50				
Flesh-Pink, Ruffled Monster No. 2. Heavy veined center. Flowers 5 to 6 inches in diameter	.50				
Jumbo Mixture of Ruffled Monster Petunias No. 47	1.00				
Rose Color. An improved Rosy Morn No. 22	.25	2.00	4.00	8.00	

NOTE: All of the above named varieties are single flowered unless noted otherwise.

NOTE: If you do not find in the above list the wanted kinds we shall be glad to secure any variety catalogued by Diener and at Diener's prices (all supplied in his original packages).

MISCELLANEOUS FLOWER SEEDS

Larkspur—Base Branching or Imperial Varieties

NEW CROP SEED

- *Blue Bell. Fairly deep blue; excellent.
- Blue Spire. Very deep violet blue.
- Carmine King. Carmine rose.
- *Daintiness. Light lavender blue.
- Exquisite Pink Improved. Rich soft pink.
- *Gloria Improved. Bright rose-pink; large-flowered.
- *Lilac Queen. Rich lilac lavender.
- Los Angeles Improved. Salmon rose.
- *Miss California. Pink shaded salmon.
- The Empress. Salmon pink.
- *White King. The best clear white.
- White Spire. Good clear white.

Prices on all above varieties—
 Tr. Pkt. .25c Oz. \$1.00 Lb. \$10.00
 Mixed. Tr. Pkt. .20c Oz. .80c Lb. \$8.00

Larkspur—Stock-Flowered Varieties

- Dark Blue. A rather heavy color.
- Empress Rose. Excellent pink.
- La France. Salmon pink.
- *Lilac. Pleasing shade of lilac.
- *Los Angeles. Salmon rose.
- *Rosamond. Deep rose.
- *Rose Queen. Rose-pink.
- Rosy Scarlet.
- *Sky Blue. Light blue.
- White. White Spire is better.

Prices on all above varieties—
 Tr. Pkt. .20c Oz. .50c Lb. \$5.50
 Mixture. Tr. Pkt. .15c Oz. .30c Lb. \$3.50

Snapdragons—Greenhouse Varieties

- *Orchid (Schrock). New orchid lavender. Tr. Pkt. \$2.00 3 Tr. Pkts. \$5.00
- *White Wonder (Bezdek). New pure white. Tr. Pkt. \$2.00 3 Tr. Pkts. \$5.00
- Rose-Pink Cheviot Supreme (Windmiller). 1/2 Tr. Pkt. (1,000 seeds) \$1.25 Tr. Pkt. (2,000 seeds) \$2.00

Snapdragons—Standard Varieties

- *Afterglow. Golden orange. Tr. Pkt. \$1.00
- *Bertha Baur. The only early lavender. Tr. Pkt. 1.00
- Ceylon Court. Deep golden yellow. Tr. Pkt. 1.00
- *Cheviot Maid Supreme. Best deep rose. Tr. Pkt. 1.00
- *Coates' Yellow Perfection. Tr. Pkt. 1.00
- Lucky Strike. White. Plant early. Tr. Pkt. 1.00
- *New Cincinnati. Finest light rose. Tr. Pkt. 1.00
- *Rose Queen. Finest deep pink. Tr. Pkt. 1.00
- *Sun-Tan. Orange tan; extra early. Tr. Pkt. 1.00
- *Velvet Beauty. American Beauty red. Tr. Pkt. 1.00
- Terry's Surprise Improved. Rose shaded orange. Tr. Pkt. 1.00
- Yellow Cheviot Maid. New yellow. Tr. Pkt. 1.00

Snapdragons—Standard Varieties (Continued)

- White Cheviot Maid. Tr. Pkt. \$1.00
- Above Standard Varieties: 3 Tr. Pkts. \$2.50 5 Tr. Pkts. \$3.50
- All \$1.50 Varieties: 3 Tr. Pkts. \$4.00
- Captor. Pure white, long-stemmed. Tr. Pkt. 1.50
- Miss Wooster. Improved Afterglow color. Tr. Pkt. 1.50
- Forcing Mixture. Special winter-flowering mixture. Tr. Pkt. .75

(* Indicates best varieties.)

Marigolds

- Australian Tree. Strictly winter-flowering. Yellow and brown. Tr. Pkt. .25c 1/2 oz. .60c Oz. \$1.00
- Lieb's Winter-Flowering. Brown with yellow center. Highly recommended for the retail grower. Tr. Pkt. .50c 1/4 oz. \$1.00
- Lieb's Winter Sunshine (New). Golden orange, yellow center. Tr. Pkt. only .60c
- All-Double Orange. 1/4 oz. .50c Oz. \$1.50
- All-Double Lemon. 1/4 oz. .50c Oz. \$1.50
- Prince of Orange. 1/4 oz. .50c Oz. \$1.50
- Lemon Queen. 1/4 oz. .50c Oz. \$1.50

Myosotis—"Forget-Me-Not"

- Susanne (Winter-Flowering). Bright blue, best variety for cut flowers and pots. Ideal for St. Valentine's Day bloom. Tr. Pkt. .50c 6 Tr. Pkts. \$2.50

The "Cream" of Early Flowering Sweet Peas

Consult our General Catalog (mailed free) for complete list of varieties

- | | 1/2 oz. | Oz. | 4 oz. | Lb. |
|--|---------|--------|--------|--------|
| Ball Rose Improved. Standard deep rose | \$0.20 | \$0.35 | \$1.30 | \$4.00 |
| Ball Orange Improved. The only pure, early-flowering orange | .30 | .50 | 1.75 | 6.00 |
| Ball White. Strong growing, long-stemmed white-seeded pure white | .25 | .40 | 1.50 | 5.00 |
| Bridesmaid. Light rose or silvery pink | .20 | .35 | 1.35 | 4.50 |
| Boon. Very pleasing even salmon rose pink | .20 | .35 | 1.35 | 4.50 |
| Hope. Best black-seeded white | .20 | .35 | 1.30 | 4.00 |
| Harmony. Standard lavender | .20 | .35 | 1.30 | 3.50 |
| Josie. Longest stemmed, clear rose pink | .20 | .35 | 1.30 | 4.00 |
| Majestic Rose. Clear rose pink | .20 | .30 | 1.10 | 3.50 |
| Mrs. Hoover. Best extra long stemmed blue | .20 | .30 | 1.10 | 3.50 |
| Sequoia. Extra large fairly deep salmon rose | .20 | .35 | 1.35 | 4.00 |
| Triumph. Extra-long stemmed light lavender | .20 | .35 | 1.35 | 4.00 |
| New Early-Flowering Sweet Pea Daphne. Set salmon-pink | .80 | 1.50 | 5.00 | |

MOTHER'S FAVORITE

An A. B. C. Introduction

New Schizanthus (Butterfly Flower)

"Mother's Favorite" is "tops" as a pot plant for Mother's Day and spring sales. Also of exceptional value for cut flowers, this "Danbury Park" strain is in a class by itself. A high temperature is not required for Schizanthus, even in the winter months. For early blooming, sow October-November.

Note below what Holm & Olson, the well-known retail florists and growers of St. Paul and Rochester, Minn., think of this grand new Schizanthus "Mother's Favorite".

Rochester, Minn.,
June 22, 1937.

American Bulb Co., Chicago

In regard to the Schizanthus, we have grown "Mother's Favorite" (Danbury Park Strain) very successfully as a pot plant. Seeded about the middle of January, planted in 2 1/4-inch pots, and when ready put three in a 7-inch pan, and this makes a very fine plant for Mother's Day. These are rapidly becoming very favored by the public, as they, even under such unfavorable conditions as in a hospital, develop to the last bud and present a mass of blooms that last for weeks.

If seeded in early December they will be ready to bear April 1. I am sure it is a very valuable addition to our spring pot plants.

Very truly yours,

(Signed) HOLM & OLSON CO.,
Per H. Thompson, Mgr.



New Schizanthus ("Butterfly Flower") "Mother's Favorite" (Danbury Park Strain)
Price — Mixed Colors: Trade Packet.....\$1.25 3 Trade Packets.....\$3.00

GERMAN CYCLAMEN SEED — True Fischer's Giant-Flowering Strain

Preferred by the "Particular Grower" and Now Accepted as "Standard" for American and Canadian Culture

Glowing Dark Red. Christmas red (No. 8).....	1.25	1,000	\$10.00
Glowing Bright Red. Cherry red (No. 5).....	1.25		10.00
Rose of Marienthal. Bright rose (No. 2).....	1.25		10.00
Pure Rose (No. 5).....	1.25		10.00
Pure White.....	1.25		10.00
White with Carmine Eye.....	1.25		10.00
Glory of Wandsbek. Dark salmon.....	1.45		12.00
Harlequin. Rainbow colors.....	1.45		12.00
Improved Rose of Zehlendorf. Delicate salmon.....	1.45		12.00
Improved Perle of Zehlendorf. Dark salmon (No. 1).....	1.45		12.00
Bonfire. Brilliant salmon (No. 6).....	1.75		15.00
America. Golden salmon (No. 7).....	1.75		15.00
New Ruffled. Delicate salmon (No. 4).....	1.65		14.00
New Ruffled Dark. Salmon (No. 9).....	1.65		14.00
Liebsteuer. Ruby salmon.....	1.65		14.00
Rococo. Red, rose or lilac, or white with eye.....	1.45		12.00
SILVERY LILAC SALMON (New).....	1.75		15.00
Lilac.....	1.25		10.00
Mixed.....	1.25		10.00

Vogt's New Double-Flowered Cyclamen

Admiration. Salmon-rose with shaded eye.			
Prosperity. Flaming rich rose; distinct, clear color.			
Cerise Brilliant (New). Rich cerise-red.			
Rosea. Soft rose, with coral cast.			
100.....	\$2.50	250.....	\$5.75 500.....\$10.75 1,000.....\$20.00
Mixture of above—			
100.....	\$2.50	250.....	\$5.75 500.....\$10.75 1,000.....\$20.00

SPECIAL QUANTITY DISCOUNT
Special 5% Discount
from prices quoted on Cyclamen on orders for
5,000 seeds or more.

NOTE! Cyclamen seed planted in October will provide 4-inch plants in good season.

AMERICAN BULB COMPANY
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