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AMERICAN BULB COMPANY
1335 WEST RANDOLPH STREET
CHICAGO, ILLINOIS



SPECIAL OFFER

October 1, 1946.

I returned last week from Holland. While there I made a collection of bulbs packed in one case containing the following:

TULIPS

2000 as follows:

- 250 Afterglow
- 250 Clara Butt
- 250 Pride Haarlem
- 250 Yellow Giant
- 250 Blue Giant
- 250 Farn. Sanders
- 250 Victory
- 250 Zwanenburg

NARCISSUS

300 double nose as follows:

- 100 Cheerfulness
- 100 King Alfred
- 100 Early Perfection

CROCUS

500 top size as follows:

- 250 Blue
- 250 Yellow

HYACINTHS

150 15-16 ctm. as follow:

- 50 King of Blues
- 50 L'Innocence
- 50 Pink Pearl

The Holland Bulb Growers Association have donated a large sum of money for advertising in magazines, radio and will also show movie pictures of various home bulb gardens.

The object of this advertising is to help the florists regain their business in selling bulbs to their customers. This collection will give a variety of colors and a variety of bulbs.

The cost to you of this case of bulbs is \$125.00 F.O.B. Chicago. Price includes packing, duty and freight. The regular wholesale selling price is \$142.00; the retail selling price is \$305.00.

We have 500 cases packed in this manner. Please wire us on receipt of this letter the number of cases you desire. You can order from 1 case up. Advise in your *wire* whether to ship by *express* or *freight*.

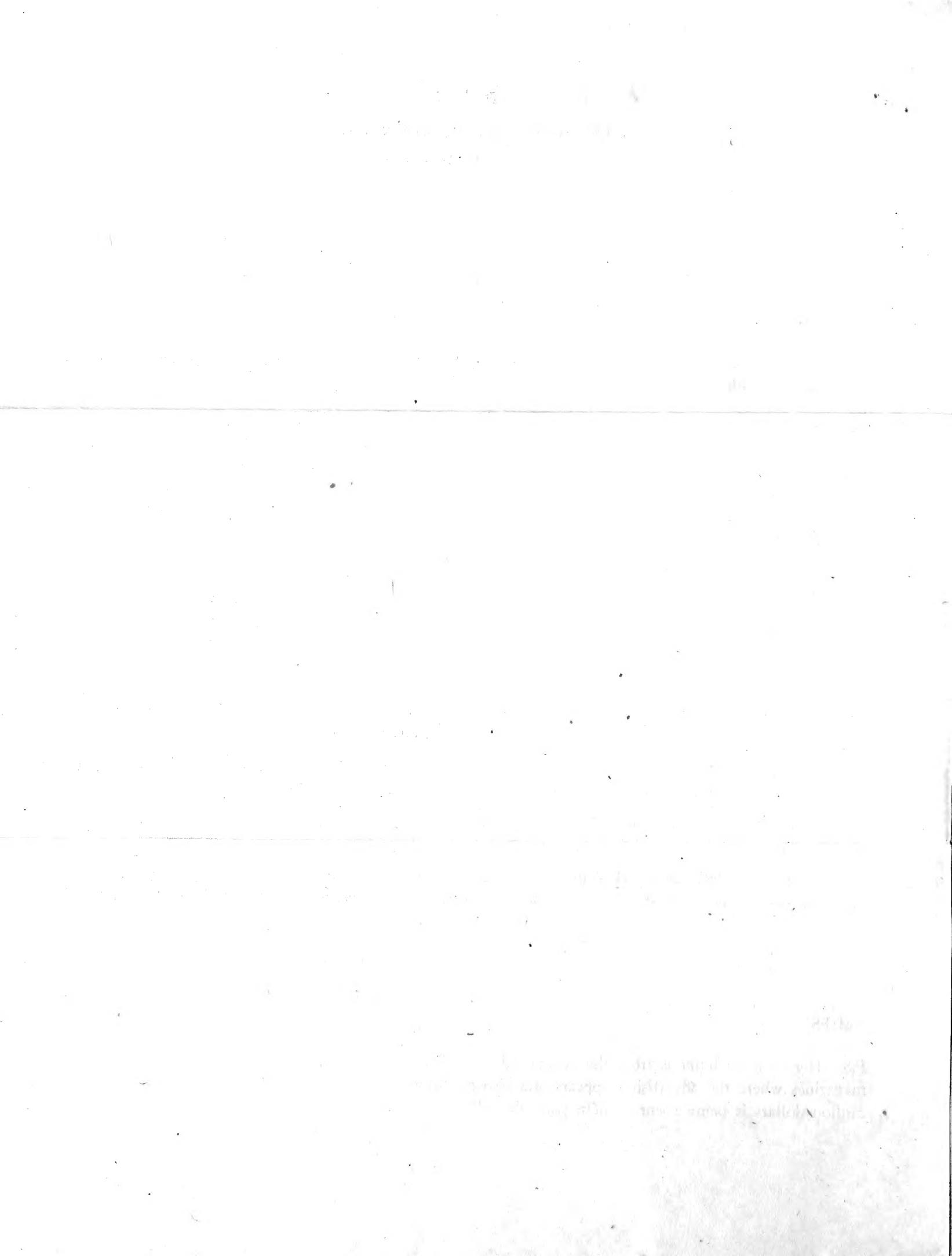
Yours very truly,

A. MILLER

AMERICAN BULB COMPANY

AM:ES

P.S. The enclosed letter is from the Associated Bulb Growers of Holland, which will explain to you the magazines where the advertising appears and also advising you of the radio programs. About one-quarter million dollars is being spent to help you sell bulbs.



ASSOCIATED BULB GROWERS OF HOLLAND

41 EAST 42nd STREET

NEW YORK 17, N. Y.

September 16, 1946

American Bulb Co.,
Mr. Abe Miller,
Chicago, Ill.

Dear Mr. Miller:

Please excuse the delay in replying to your request for information about our advertising schedule and radio programs, but I had been waiting for some further information from the agency in order to make this letter as complete as possible.

For your information our consumer ads will appear in the following publications in the issues below:

Saturday Evening Post	September 28 October 26	Collier's	October 5 November 2
American Magazine	October November	Sunset	October November
Good Housekeeping	October	American Home	October
Better Homes & Gardens	November	House Beautiful	October
House & Garden	October November	Flower Grower	October

As to radio programs in the Mid-Western section, they will be timed for the first two weeks in October as a concentrated effort to stress the theme "Plant Holland Bulbs Now". Two or three stations will be used in the cities of Detroit, Michigan, Chicago, Illinois, Cleveland, Ohio and in the East, Buffalo, N. Y. and Philadelphia, Pennsylvania. The plan is to use 20 spots per week and as soon as a definite schedule of radio stations and their time is available, I shall be glad to supply that additional information.

With kindest regards, I remain

Yours sincerely,

MARGARET HERBST.

