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HOLLAND BULBS

For Springtime Beauty





How, When and W

Tulips • Hyacinths • D

For over 300 years the finest bulbs for spring beauty have come from the Netherlands. From generation to generation, families in the Dutch bulb industry have passed down their secrets of growing, improving and creating new varieties until today the Tulip is one of the most popular of all flowers.

There was more than fate in Holland's destiny to become the world's source for flower bulbs. Mild winters and cool summers make it an ideal climate for growing bulbs; they develop a stronger root system, storing up more plant food to produce bigger and more colorful blooms. In the loose, sandy soil they grow larger and are easy to harvest in perfect condition. The canals allow complete control of the water level in the soil.

The flower buds are pre-formed inside the bulbs, awaiting only Nature's cycle of seasons to push up through the ground and burst into bloom.

Holland Bulbs Are Government Inspected

In Holland, every bulb grown is under careful supervision and must be government inspected before it is exported. The Netherlands high quality standards must be maintained. Moreover, especially with Tulips (except the species) there are minimum size regulations so that no tulip bulb can be exported which is less than 4 in. around, protecting you from disappointment.

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Where to Plant

Daffodils • Crocus

It is wise to order your bulbs early, when there is the widest selection from which to choose your favorite varieties and colors.

When the bulbs arrive, open the bags so air can circulate around them; or put in open baskets or boxes and keep in a cool place. Daffodils should be planted as early as possible; other bulbs from October 15 until frost hardens the ground.

Easy to Plant, Easy to Grow

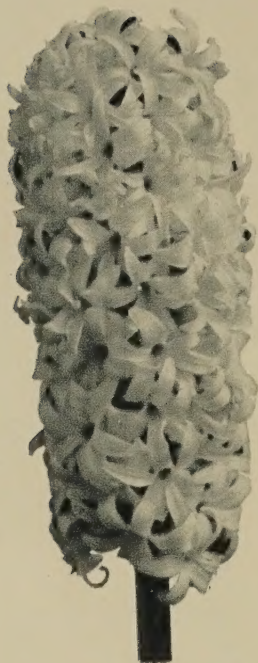
Imported Holland Bulbs require no special soil, and will flower beautifully even in a new home garden.

The best way to prepare the ground for beds or borders is to take out the top 5 or 6 in. of soil, loosen the soil below, and level off. Set your bulbs in place according to varieties and cover with the top soil which was removed. Where this is inconvenient, loosen the top soil to a depth of 6 in. or more before digging the holes for the bulbs.

After the blooming season has finished, the bulbs may be lifted and stored for replanting the next fall, or they can be left in the ground and plants of summer flowers set in between them. Do not remove the bulbs until the foliage has dried down.

You can always depend on Imported Holland Bulbs, and even a dozen in your garden will bring you far more enjoyment than a hundred undersized "bargain" bulbs.





Hyacinths

The stately Hyacinths occupy a place in the favor of gardeners which no other flower can take. Their delightful fragrance, perfection of form and vivid colors are unsurpassed.

Few flowers can give such lasting satisfaction or contribute so much to even a small garden. Hyacinths may be planted close to the house in groups of 3 to 5 or more. Excellent for beds and borders, impressive in massed groups.

Hyacinths also combine well in a mixed border, in front of daffodils and early tulips. They are admirably suited for symmetrical designs and special patterns. In most regions, they bloom in April and early May.

For the largest flowers and biggest spikes, top size bulbs should be planted. For more general home garden use and larger areas, the less expensive bedding size is recommended.

Hyacinths should be planted in October or November before the ground freezes, about 6 in. apart and 6 in. deep. Where winter is severe it is advisable to cover the bed with leaves or other mulch, but not until after the ground is frozen; remove the mulch in early spring.

Apartment dwellers can also enjoy growing Hyacinths. Use top size bulbs, placing each bulb in a special Hyacinth glass. Fill with water up to but not touching the base of the bulb. Keep in a cool dark closet for about two months. Check regularly and add water as needed. When the roots have filled the glass and the flower bud is out of the neck of the bulb (1½ in. high), bring into partial light. After ten days, place in a bright and sunny window.



Tulips

Gayest and most versatile of all spring flowers are the Tulips! You may enjoy them for almost two months. No other flowers can bring such a wide array of gorgeous hues—a rainbow of color, at a time when color is most welcome.

Equally at home in small groups of only six or twelve up to expansive displays of hundreds of blooms, Tulips are unrivaled for setting the home grounds ablaze with color.

At their best in beds and borders, Tulips like a place in the sun and put on the best show in a fertile, loamy, well drained soil. Beautiful pictures can be created with groups of 6 to 12 or more at a garden gate, doorstep, around a bench or terrace. Groups of Tulips work wonders with their showy colors in the mixed flower border or in front of evergreens or shrubbery.

If Tulips were grown in the same bed last spring, use fresh top soil if possible. Place the bulbs 5 to 6 in. apart and plant them 5 to 6 in. deep. In severe climates, Tulip beds should be covered with leaves or other mulch after the ground is frozen, then removed in early spring to prevent damage from moles and mice. In the warmer climates, planting should be delayed till Thanksgiving or later.

To plant in the perennial border or elsewhere inconvenient to remove the top soil, loosen it to a depth of 6 in. or more. Then make holes for the bulbs with a trowel. Before covering be sure the bulb rests on the bottom of the hole.

If the bulbs are to be dug up after the blooming season for storing till planting time the next fall, they should be transferred to some other part of the garden till the foliage has dried. For the most beautiful display, only the largest of the old bulbs should be kept for replanting, and secure some new Imported Holland Bulbs each year.



Daffodils

One of the loveliest of all flowers for the garden, the Daffodil has won universal favor in recent years with its many new and larger flowers, graceful form, cheery colors.

Among the first flowers on the scene in early spring, Daffodils are interesting in groups along a path or drive, in a border, in front of evergreens, under trees. Daffodils bring to the early spring garden refreshing waves of golden yellow and white blooms, many crowned with orange-red—also an abundance of flowers to decorate the house.

It is possible to have Daffodils in the garden from the time the crocus finish till early May. With such a wide range to admire, it is little wonder many make Daffodils their garden hobby—there are the giant trumpets, medium crowns, small cups, jonquils, and others.

Delightfully informal, Daffodils can be planted in clumps or in combination with early tulips and hyacinths. Groups of blue grape hyacinths with Daffodils make a striking arrangement.

A popular way to plant Daffodils is to scatter the bulbs on the ground and plant where they fall. Ideal locations are amidst shrubbery, or in any area where the grass need not be cut until the foliage has dried down. These "naturalized" plantings will continue to bloom for many years.

Daffodil bulbs should be planted early—as soon as you receive them. The bulbs should be planted 6 in. apart and 6 in. deep. If the garden is dry from lack of rain, water well so the soil is damp and root growth can begin immediately.

After the ground is frozen, it is well to cover your planting the first winter with a mulch of leaves, hay or straw, removing it about a month before blooming time next spring.



Minor Bulbs

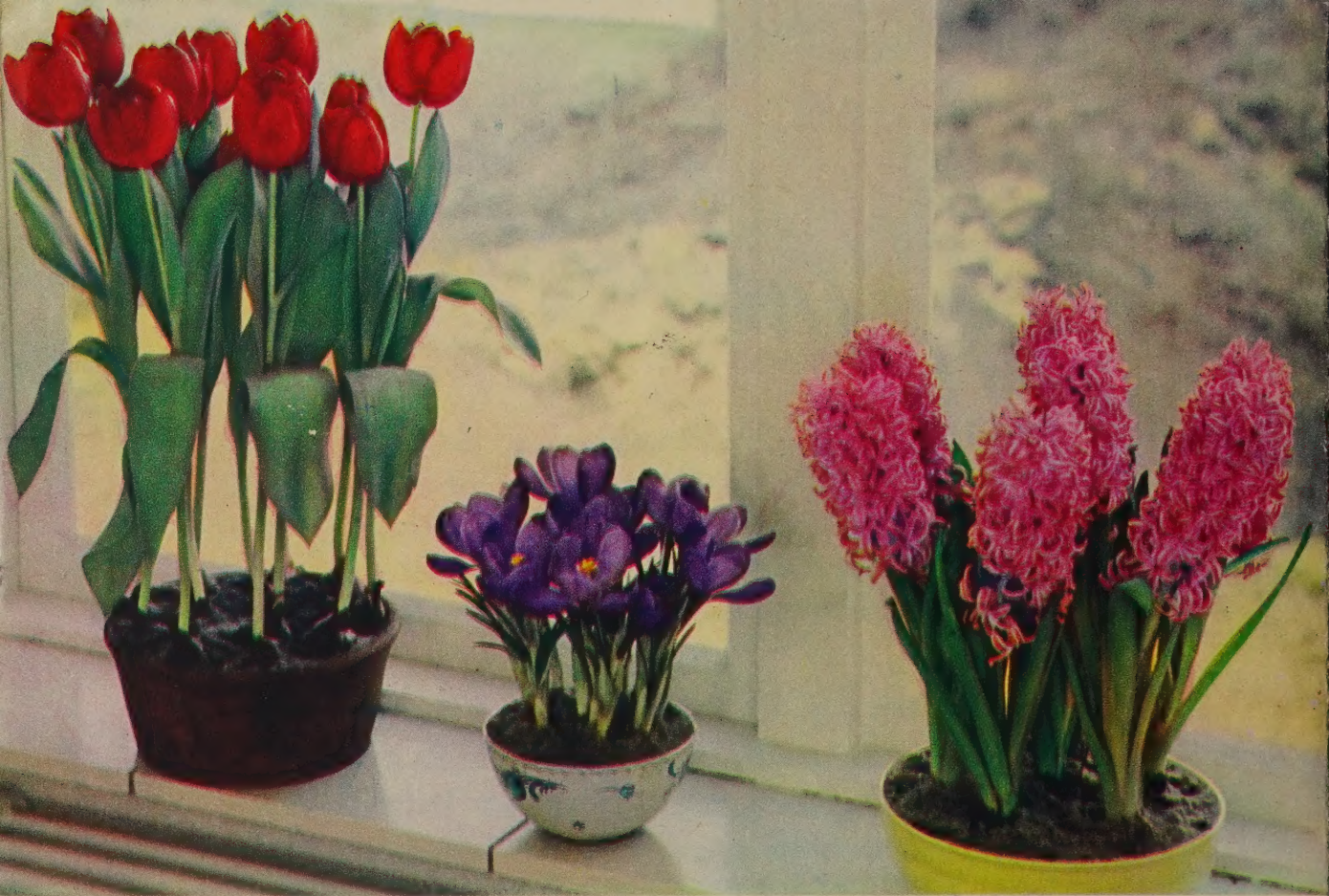
No garden can afford to be without the artistic touch of these charming little flowers. To thousands of people, the coming of the Crocus is the surest sign of spring.

First flowers of spring! How welcome they are, to awaken the garden from its long winter sleep. While everybody loves Crocus, many more gardeners should become better acquainted with the delightful appeal of the Snowdrop, Scilla, Chionodoxa, Grape Hyacinths, Blue Bells.

The little white Snowdrops come even earlier than the Crocus and the blue Scilla follow immediately, along with the Chionodoxa. In daffodil time come the Grape Hyacinths.

All these Minor Bulbs should be planted in early fall where they can continue to flourish and bloom for years to come. They may be planted 3 to 4 in. deep, either in sun or a little shade, under trees or at the base of shrubbery. They are beautiful in informal groupings, almost anywhere in the garden, particularly along a walk or in the rock garden.

Crocus are used in many ways, as a formal note in front of the border and also in informal clumps, large or small. For a "carpet of color" in early spring, scatter crocus bulbs on the lawn, especially under trees, using either mixed or separate colors. Then cut through the sod with a trowel and plant the bulbs where they fall, about 3 in. deep. Do not mow the grass next spring till about three or four weeks after flowering, to allow the foliage to die down so the bulbs can bloom again the next year.



Growing Imported Holland Bulbs Indoors

Bulbs make ideal house plants for flowers in the winter months, from early February till Easter. Arrange them in pots with moderately rich garden loam or potting soil, preferably before the middle of October. The top of the bulbs should be slightly above the soil.

After planting, the pots are thoroughly watered. Bury about 8 in. deep in the coolest spot in the garden and cover with straw or leaves.

It takes about ten weeks for roots to develop and the flower buds to be out of the neck of the bulbs so they can be brought into the house. For the first week, keep in partial light at a temperature 60°-65°, then place in a sunny window.

To grow Crocus and Grape Hyacinths indoors, choose a location with about 50° temperature. Water regularly to keep the soil moist.

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