

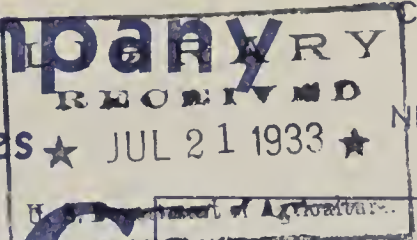
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Do not assume content reflects current scientific knowledge, policies, or practices.

American Bulb Company

CHICAGO AND NEW YORK

American and European Novelties



PROMPT SERVICE ON ALL ORDERS IS ASSURED



Special 5% Discount Allowed on All Orders for Flower Seeds When Accompanied by Cash



Snapdragon "Rose Queen"

For Complete Listing of A. B. C. "Supreme" Quality Flower Seeds, Please Refer to Our 64 Page Illustrated Catalogue. Mailed Free to the Trade.

GIANT FLOWERED CYCLAMEN TRUE FERD. FISCHER'S (ORIGINATOR'S) STRAIN

The development into flower of a Cyclamen as a commercial plant is no "child's play," and florist growers "who understand" will not speculate with so-called "bargain priced" seeds. The planting of "true Ferd. Fischer Strain" is not a speculation under reasonably normal culture.

	Per 100	Per 1,000	Per 2,500	Per 5,000	Per 10,000
Glowing Dark Red. Christmas red	\$1.00	\$ 8.25	\$20.00	\$37.50	\$74.00
Glowing Bright Red. Cherry red	1.00	8.25	20.00	37.50	74.00
Rose of Marienthal. Bright rose	1.00	8.25	20.00	37.50	74.00
Pure White	1.00	8.25	20.00	37.50	74.00
White with Carmine Eye	1.00	8.25	20.00	37.50	74.00
Glory of Wandsbek. Salmon red	1.25	9.00	21.00	40.00	78.00
Harlequin. Rainbow colors	1.00	8.25	20.00	37.50	74.00
Improved Rose of Zehlendorf	1.25	9.00	21.00	40.00	78.00
Improved Perle of Zehlendorf. Dark salmon	1.25	9.00	21.00	40.00	78.00
Bonfire. Brilliant salmon	1.35	10.50	25.00	47.50	92.50
America. Golden salmon	1.35	10.50	25.00	47.50	92.50
New Ruffled. Dark salmon	1.35	10.50	25.00	47.50	92.50
New Ruffled. Rosy salmon	1.35	10.50	25.00	47.50	92.50
Liebesfeuer. Ruby salmon	1.50	12.00	27.50	52.50	100.00
Perle. Salmon, white edge	1.35	10.50	25.00	47.50	92.50
Lilac	1.00	8.25	20.00	37.50	74.00
Mixed	1.00	8.25	20.00	37.50	74.00
Roccoco. Red, rose or lilac, or white with eye	1.00	8.25	20.00	37.50	74.00

If you are in the market for Cyclamen seed in larger quantity than quoted herein 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.

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

GREENHOUSE SNAPDRAGONS

A. B. C. headquarters for varieties that have "made good." Exclusive introducers of numerous kinds that are now standard, namely: Jennie Schneider, Roman Gold, Sunshine, Winter King, etc.

	Tr. Pkt.	3 Pkts.	5 Pkts.
Alice Sunshine. Brilliant Yellow	\$1.50	\$3.75	
Afterglow, Golden Bronze	1.00	2.50	\$3.50
Bertha Baur, Orchid Lavender. A variety that the trade has been waiting for (sow early)	2.00	5.00	
Claudespy, White	1.00	2.50	3.50
Ceylon Court, Improved Yellow	1.00	2.50	3.50
Coates' Yellow Perfection	1.50	4.00	6.50
Cheviot Maid Supreme, Pink	1.00	2.50	3.50
Cheviot Maid, Yoder Strain (Light Shade)	1.00	2.50	3.50
Happiness, Light Pink	1.00	2.50	3.50
Jennie Schneider, Soft Rose	1.00	2.00	3.00
Lucky Strike, White (sow early)	2.00	5.00	6.50
New Cincinnati, Rose Pink	1.50	4.00	6.50
Roman Gold, Deep Yellow with Copper and Pink Suffusion	1.00	2.50	3.50
Rose Queen, Deep Rose	1.00	2.50	3.50
Sonny, Pink	2.00	5.00	
Sunshine, Yellow	1.00	2.50	3.50
Sun-Tan, Rosy Tan with Yellow Lip	1.00	2.50	3.75
Terry's Surprise, Pink, very good	1.50	4.00	6.50
Velvet Beauty, Velvety Red. A desirable variety to grow in nominal quantity. Excellent for interspersing with yellow snaps in basket decorative work, etc.	2.00	5.00	
Winter King, Pink	1.50	4.00	6.50
Winter Helen, Salmon Pink	1.50	4.00	6.50
White Rock, Pure White	1.00	2.50	3.50

CREMER'S PRIZE CINERARIAS

(Excerpt from The Florists' Review, April 27, 1933)

"For seven years F. E. Cremer, Hanover, Pa., has been developing an improved strain of cinerarias, a specimen plant of which is shown in an accompanying illustration. The plant is in a 7-inch pot. That the strain is a superior one is indicated by the fact that Mr. Cremer has been awarded the first prize for his cinerarias for the past three years at the Philadelphia flower show. In addition to that, some plants shown at a recent meeting of the New York Florists' Club by Mr. Cremer received a certificate of merit.

The petals in most of the blooms of this strain are wide, numerous and overlap well to form attractive heads. The plants can be finished in smaller pots, too, making extremely shapely specimens covered with masses of blooms."

The old large "Pumpkin Leaf" has been entirely eliminated and is now practically wilt proof.

New crop seed, ready now.

Prices: Trade packet, \$2.00; 3 trade packets, \$5.00; 1/32 oz., \$5.50; 1/16 oz., \$10.00.

2 1/4-inch pot plants ready in season, price per 100, \$8.00.

AMERICAN BULB COMPANY

Importers and Growers of SEEDS—BULBS—PLANTS

31 West 27th Street New York, N. Y.
Tel. BOgardus 4-7257, 7258
1335 W. Randolph St. Chicago, Ill.



Specimen 7-Inch Pot of Cremer's First-Prize Cinerarias
A Most Valuable New Introduction

NEW DOUBLE CYCLAMEN

Vogt's double petaled flowering strain. A fine novelty that comes 80% true from seed. \$3.00 per 100 seeds; \$25.00 per 1000. Three varieties ready:

PROSPERITY

Described by many as an azalea type; a flaming rose with distinct, clear color; extra-fine; heavy, and full bloomer.

ADMIRATION

So called from its many admirers. A beautiful salmon rose, with shaded eye; very bright.

ROSEA

A soft rose, with a coral cast, shading light at tips of petals; a very pleasing shade. A true multiflora type having, perhaps, more flowers but not quite so large as the above types.

Seeds of above three varieties of the NEW double Cyclamens, \$3.00 per 100 seeds; \$25.00 per 1000 seeds.

CINERARIA HYBRIDA

A. B. C. "PRIZE"

"The World's Best Large-flowering Strain," Prize Mixed. Tr. Pkt., \$1.00
A trade packet contains about 1000 seeds.

To those requiring larger quantities, we make these rates:
3/32 oz. \$3.50 1/16 oz. \$6.00 1/8 oz. \$11.00

Multiflora Nana Mixed. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling baskets, boxes, etc., for Easter and Mother's Day sales. Tr. Packet \$1.00 1/2 oz. \$2.50

Multiflora Nana Maxima. Dwarf, large-flowering mixed. Trade Packet \$1.00
This new strain is now in great favor with the trade.

Stellata Hybrida. Trade Packet 50c



New Calceolaria Hybrid—"Multiflora Nana"
WE RECOMMEND THIS MOST HIGHLY—
ASPARAGUS PLUMOSUS NANUS
One of Our Leading Seed Specialties

SPECIAL NOTE!

Our supply of Plumosus is cultured especially with a view to seed production and as a result we can assure the trade of plump, true-to-name seed of high germination and of true type. This grade of seed is not to be compared with that produced from mixed types and offered at so-called "bargain prices."

Northern Greenhouse Grown, True.

100 Seeds.....	\$0.50	1,000 Seeds.....	\$2.00
5,000 Seeds.....			\$9.50

Lath-House Grown.

100 Seeds.....	\$0.30	1,000 Seeds.....	\$1.25
5,000 Seeds.....	\$6.00	10,000 Seeds.....	\$10.00

ASPARAGUS SPRENGERI

100 Seeds.....	\$0.20	1,000 Seeds.....	\$1.25
5,000 Seeds.....	\$5.50	10,000 Seeds.....	\$10.00

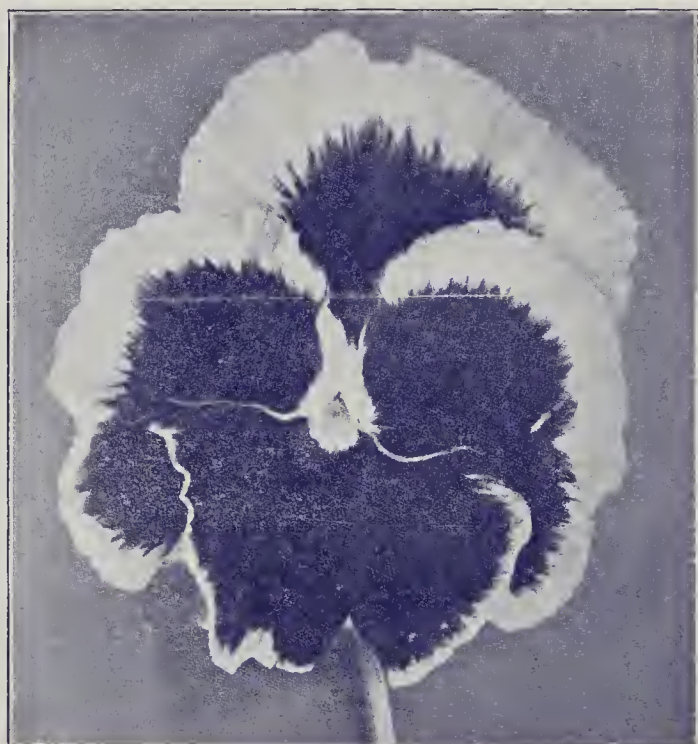
CALCEOLARIA HYBRIDA—"Multiflora Nana"
(See illustration.)

Modern fashion often prefers small and richly flowering plants to those with larger blooms—Cineraria nana multiflora swept all before it and there is no reason why Calceolaria multiflora should not do likewise. The average size of the blooms is only 1 1/2 inches, but the amount of flowers produced is unsurpassed. The color scheme is extraordinarily gay and full of contrast. The yellow shades—lemon, gold, orange—are adorned with fine brown spots; the brown, orange copper, copper brown, copper scarlet, crimson, scarlet are very striking. An assorted group of these shades is most effective, while a single specimen, 10 to 12 inches high, makes an ideal market plant.

Tr. Pkt.	\$1.00
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"MULTIFLORA NANA" MAXIMA.

Dwarf Large Flowering Mixed.	
Tr. Pkt.	\$1.00



Type of A. B. C. "De Luxe" Pansy Mixture

CALCEOLARIA

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

Lawrance's Hybrids. An exceptionally fine strain.	
Trade Packet	\$1.50
Hybrida Grandiflora. Tall mixed. Tr. Pkt.....	1.00
Compacta. Dwarf mixed. Tr. Pkt.....	1.00
Rugosa. Mixed. Tr. Pkt.....	1.00

CALENDULAS

Fritz Bahr states in The Florists' Exchange:
"For the Winter and Early Spring months, I don't know a better Catch Crop than Calendulas."

A. B. C. IMPROVED SENSATION

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. We made many friends when we introduced "Sensation."

Price of A. B. C. Improved Sensation Calendula. Bright Orange with scarlet sheen.

Tr. Pkt.	\$0.50	1 Oz.	\$2.50
1/4 Oz.75	2 Oz.	4.75
1/2 Oz.	1.40	4 Oz.	8.00

"Radio"—Color bright orange, "Radio" is distinctly different from other Calendula. The individual blooms are not as large as other Calendula, but are globular in shape, with beautifully quilled petals.

Tr. Pkt.	\$0.25	1/4 Oz.	\$0.35
Oz.			\$1.00

Golden Beam. A very worthy addition to the Calendula family. For cut-flowers. Striking golden yellow. (Introducer's strain, true.)

Tr. Pkt.	\$0.50
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BALL'S CALENDULAS (General List)

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

Ball's Lemon Queen.					
Ball's Apricot.					
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 Masterpiece. Long stemmed orange with dark center.					
Ball's Long Orange (New). An orange selection from Gold. Identical in growth and shape with Gold.					
Ball's White (New). A selection from Supreme. Creamy white color with a dark center. Not a strong grower, but a most attractive color. All are priced at—					
Tr. Pkt.	50c	1/4 Oz.	75c	Oz.	\$2.50
Ball's Calendula Mixture.					
Tr. Pkt.	\$0.30	1/4 Oz.	\$0.75		
Oz.			\$2.00		

NEW DELPHINIUM

A. B. C. "KING" HYBRIDS

This new strain of Perennial Delphinium (Larkspur) has been developed by an American grower with the particular idea of providing a cutflower collection that would satisfy the most critical and the demand for "King" Hybrids in the Chicago wholesale market during recent years has not been equal to the supply.

Price:

Trade Packet	\$1.00
6 Packets for.....	5.00

DIANTHUS—"Sweet Wivelsfield"

A recent introduction from England. Flowers are multiflora type.

The new race of hardy perennials for cut flowers, garden show and rock gardens—obtained 16 Awards of Merit from Royal Horticultural and 15 other societies.

Trade Packet	\$0.50
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DIANTHUS—Hardy Pink

*Allwoodii (New Perpetual Hardy Pinks).	
Pkt. of 100 Seeds.....	\$1.00

LARKSPUR, ANNUAL

An exceptional Annual for cut flowers, either under glass or in the open.

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 "Giant Imperial" type is particularly recommended.

GIANT IMPERIAL TYPE

These Larkspurs are ideal for cut flowers as the flower stems, three to four feet long, branch from the base of the plant, much superior, we believe, to the tall stock flowered for cut flowers.

*Miss California (New). Rich, deep pink suffused salmon. This is a deep and especially attractive color.

Tr. Pkt.	\$0.25	Oz.	\$1.20	Lb.	\$14.00
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*Carmine King. Rich carmine rose, deep enough to be placed between Miss California and Newport Pink. We find this the most attractive shade on the list.

Tr. Pkt.	\$0.25	Oz.	\$1.20	Lb.	\$14.00
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Blue Spire. Intense deep oxford blue.

Tr. Pkt.	\$0.25	Oz.	\$1.20	Lb.	\$12.00
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White Spire. Pure white.

Tr. Pkt.	\$0.25	Oz.	\$1.20	Lb.	\$12.00
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Exquisite Pink. Imp. Soft pink shaded salmon.

Tr. Pkt.	\$0.25	Oz.	\$0.75	Lb.	\$10.00
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Exquisite Rose. Rose pink.

Tr. Pkt.	\$0.25	Oz.	\$0.75	Lb.	\$10.00
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Lilac Spire. Lilac.

Tr. Pkt.	\$0.25	Oz.	\$1.20	Lb.	\$12.00
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Gloria. Rich, deep, rose. A distinct new florist shade.

Tr. Pkt.	\$0.25	1/4 Oz.	\$0.50	Oz.	\$1.60
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Peach Blossom.

Tr. Pkt.	\$0.25	1/4 Oz.	\$0.50	Oz.	\$1.40
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Imperial Mixed Larkspur.

Tr. Pkt.	\$0.15	1/4 Oz.	\$0.25
Oz.80	Lb.	8.00

LARKSPUR

TALL BRANCHING STOCK FLOWERED TYPE

*The Empress. Rose pink.					
Tr. Pkt.	\$0.20	Oz.	\$0.60	Lb.	\$6.00
Los Angeles. Rose on salmon ground.					
Tr. Pkt.	\$0.20	Oz.	\$0.80	Lb.	\$8.00
La France. Pleasing salmon pink					
Tr. Pkt.	\$0.15	Oz.	\$0.60	Lb.	\$6.25
Sky Blue.					
Tr. Pkt.	\$0.15	Oz.	\$0.50	Lb.	\$5.00
Dark Blue.					
Tr. Pkt.	\$0.15	Oz.	\$0.50	Lb.	\$5.00
Lilac.					
Tr. Pkt.	\$0.15	Oz.	\$0.50	Lb.	\$5.00
Rosy Scarlet.					
Tr. Pkt.	\$0.15	Oz.	\$0.50	Lb.	\$5.00
White.					
Tr. Pkt.	\$0.15	Oz.	\$0.50	Lb.	\$5.00
Newport Pink (Lustrous carmine).					
Tr. Pkt.	\$0.15	Oz.	\$0.50	Lb.	\$5.00
Mixed.					
Tr. Pkt.	\$0.15	Oz.	\$0.40	Lb.	\$3.75

N. B. Stars indicate best market colors.

LARKSPUR

Hyacinth Flowered. Dark blue, pink, white, purple, lilac or mixed.

Tr. Pkt.	\$0.25	Oz.	\$0.80	Lb.	\$8.00
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PRIMULA MALACOIDES "ERIKSSONII"

Originator's True Stock

SPECIAL NOTE—We control entire output of originator's stock, under contract with the introducer, Ernst E. Eriksson, of Riverside, Illinois, of both seed and plants for shipment during the year 1933.

New crop seeds now ready for delivery.

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.

Complete Cultural Directions Compiled by Mr. Eriksson

Furnished Free with Each Order

VARIETIES

Wonder Baby. A most beautiful pink.	
Baby Rose. Very deep pink, some almost red.	
New Baby. Near lavender-pink, the strongest grower with the largest flowers.	
Price of above:	
About 2,000 seeds in glass tubes	\$2.00
1/64 oz. in glass tubes	5.00
About 800 seeds in glassine packet.....	1.00
Wonder Baby, Baby Rose and New Baby mixed—price as above.	

AMERICAN BULB COMPANY

NEW YORK
CHICAGO

— 31 WEST 27th STREET —
— 1335 WEST RANDOLPH STREET —

NEW YORK
CHICAGO



A. B. C. "SUPREME" PANSIES

DOUBLE STOCKS

(Continued)

A. B. C. DE LUXE MIXTURE

This strain is superior to anything offered in the line of Pansies. Originally we only had a very limited supply of this seed and sold same only in small quantities. The demand was always greater than the supply. Because of its brilliant colors, long stems, numerous flowers and early flowering habit, this strain is well suited both for forcing and outdoors. Tr. Pkt.....\$1.00 3 Tr. Pkts...\$2.50 Oz.....\$15.00

PANSY ROGGLI

"Improved Swiss Giants." The flowers are flat, of excellent substance, of immense size, and the mixture shows outstanding and very attractive colors, mostly large blotched.

ROGGLI

"Improved Swiss Giant Mixed."

Tr. Pkt.....\$0.50 3 Tr. Pkts.....\$1.25 Oz..... \$7.00

"Lake of Thun." A solid blue pansy with dark blue blotches.

Tr. Pkt.....\$0.75 3 Tr. Pkts.....\$2.00 Oz..... \$8.00

"Cardinal Shades."

Tr. Pkt.....\$0.75 3 Tr. Pkts.....\$2.00 Oz.....\$8.00

"Golden Yellow."

Tr. Pkt.....\$0.75 3 Tr. Pkts... \$2.00 Oz.....\$8.00

STEELE'S PANSY MIXTURES

Supplied to us direct by Steele.

Jumbo Mixed. Gigantic flowers.

1/8 Oz.\$1.00 1/2 Oz.\$ 6.25

1/8 Oz. 1.75 Oz. 12.00

1/4 Oz. 3.25 2 Oz. 23.00

4 Oz. 40.00

"400" Mixed. A super Swiss strain. Grand in size, form, color, substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new.

1/8 Oz.\$0.75 1/2 Oz.\$ 4.25

1/8 Oz. 1.25 Oz. 8.00

1/4 Oz. 2.50 2 Oz. 15.00

Miracle Mixed. Finest types of our strains, latest novelties.

1/8 Oz.\$0.65 1/2 Oz.\$ 3.75

1/8 Oz. 1.00 Oz. 7.00

1/4 Oz. 2.00 2 Oz. 13.00

4 Oz. 24.00

Masterpiece Mixed. Long stems. Best for cut flowers.

1/8 Oz.\$0.85 1/2 Oz.\$ 4.75

1/8 Oz. 1.50 Oz. 9.00

1/4 Oz. 2.50 4 Oz. 31.00

"Aces" Mixed Greenhouse Special. Fine market strain.

1/8 Oz.\$0.50 Oz.\$ 5.00

1/8 Oz.85 2 Oz. 9.00

1/4 Oz. 1.50 3 Oz. 13.50

1/2 Oz. 2.75 4 Oz. 17.50

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.

Tr. Pkt.\$0.50 1/4 Oz.\$2.00

1/8 Oz. 1.25 Oz. 6.50

Maple Leaf. Giant mixed. Distinct.

Tr. Pkt.....50c 1/4 Oz.....\$2.00 Oz.....\$8.00

A. B. C. GIANT PANSIES

Tr. Pkt. 1/4 Oz. Oz.

Apricot\$0.50 \$0.80 \$3.00

Adonis. Light blue......30 .50 1.65

Bridesmaid. Apple blossom pink......50 .75 2.25

Black-Blue......30 .50 1.65

Bugnot. Shades of red, bronze......35 .80 3.00

Cardinal. Brilliant red......30 .50 2.00

Cecily. Steel blue......50 .75 2.75

Emperor William. Blue......30 .50 1.65

Giant Prize. Azure blue......30 .50 1.65

Golden Queen. Golden-yellow......30 .50 1.65

Hortensia Red......30 .50 1.65

King of the Blacks......30 .50 1.65

Lord Beaconsfield. Pure violet......30 .50 1.65

Madame Perret. Shades of pink and rose......30 .60 2.00

Peacock. Blue, claret and white......30 .50 1.65

Prince Henry. Dark blue......30 .50 1.65

Dark Brown Shades......30 .60 2.00

Pure Yellow......30 .50 1.65

Snow Queen. Pure white......30 .50 1.65

Striped and Mottled......30 .50 1.65

White with Eye......30 .50 1.65

Yellow with Eye......30 .50 1.65

Giant Trimardeau. Choice mixed.

Tr. Pkt.....\$0.20 1/4 Oz.....\$0.50 Oz.....\$1.50

1/4 Lb.....\$4.50 Lb.....\$16.00

PANSY, ORDINARY MIXTURE

Tr. Pkt.....\$0.25 1/4 Oz.....\$0.50 Oz.....\$1.50

A. B. C. SELECTED

DOUBLE STOCKS

Stocks can be sown any time up to March 1. A raised or ground bed, a cool house and clean soil will grow them to perfection.

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 per cent to 80 per cent 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 STOCKS

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.

*Rose. Fine standard color.

Flesh. Delicate shade of pink.

*Lavender. Fine standard color.

*Chamois. Choice market color.

Canary Yellow.

*Golden Ball. Clear ivory-yellow.

*White. Early clear white.

Apple Blossom. Light pink.

*Lilac. Lilac-lavender.

Blood Red. Fiery red.

Separate colors above..... 1/8 Oz. 1/4 Oz. 1 Oz.

Mixed, all colors.....\$0.50 \$1.00 \$3.00

Royal Purple (Elk's Pride). Rich deep purple......40 .60 2.25

Antique Copper. A fine copper-red......75 1.25 4.00

Golden Rose. Light rose......75 1.25 4.00

BALL NON-BRANCHING OR COLUMN STOCKS

(In George Ball's Original Packages)

These produce one enormous spike with large flowers, 1 to 2 1/2 feet high and can be planted close together in the bench. Silvery, Lilac Lavender, Pure White and Ruby. Tr. Pkt. (1,200 seeds).....\$1.00

SWEET PEAS

"Up-to-the-Minute" Florists' Varieties True to Name, Thoroughly Rogued and Hand Picked Seed — We Supply 1/2 Ounce at 1 Ounce Rate and 1/4 Pound at 1 Pound Rate. If you are in the market for quantity, please ask us for special prices.

EARLY OR WINTER FLOWERING VARIETIES

American Beauty. Rich crimson rose on white ground.....\$0.60 \$ 8.00

Annie Laurie. Pure rose pink......75 10.00

Ball Rose. Deep rose......40 4.50

Ball Rose. Improved......45 6.00

Ball Rose Queen. Light rose......40 4.50

Ball Orange. Best orange......45 5.00

Burpee's Orange. Light shade......40 4.75

Ball's Blue. Choice blue......40 4.75

Blue Bird. Standard blue......35 4.00

Burpee's Lavender. Wisteria lavender......40 4.25

Columbia. (Blanche Ferry.) Rose pink and creamy white......35 4.00

Chevalier. Rose with lemon sheen......40 4.75

Early Bright Light. Orange scarlet......40 5.00

Early Pal. Rich rose crimson......40 5.00

Early Apollo. Salmon cerise......40 5.00

Early Vogue. Lilac lavender......40 4.75

Early Forty-Niner. Brilliant orange......40 5.00

Early Sparkle. Scarlet cerise......40 4.25

Early Fandango. Bright rose......40 4.25

Early Greeting. Clear lavender......40 5.00

Early Fascination. Salmon rose......40 5.00



Primula Malacoides "Erikssonii"

SWEET PEAS

Early or Winter Flowering Varieties (Continued)

Early Satin Rose. Rose, amber and salmon..... 1 Oz. 1 Lb.

Eldorado. Tangerine orange......40 5.00

Flamingo. Orange salmon......40 5.00

Fragrance. Clear lavender (best lavender)......45 6.00

Giant Rose. Clear rose......40 4.75

Glitters. Cerise......35 4.00

Grenadier. Poppy scarlet......45 5.00

Hope. Best white......40 5.00

Harmony. Best lavender......40 4.50

Jeanne Mamitsch. Long stemmed rose pink; fine......40 4.50

Lavender King. Lavender......40 4.25

Mrs. Hoover. Long stemmed blue......40 5.00

Madonna. Black seeded white......40 5.00

Mrs. Calvin Coolidge. Rich salmon pink......35 4.00

Mrs. Kerr. True salmon......40 5.00

Morse's Superior Pink. Pink suffused salmon......35 4.00

Red Bird. Crimson red......40 5.00

Snowstorm. Improved, white......35 4.00

Spring Song. Salmon rose......40 5.00

Sun Ray. Long stemmed, cerise......40 4.25

Valencia. Bright orange......40 5.00

White Harmony. Standard white......40 5.00

Zvolanek's Rose. Rose pink......35 4.00

Choice Mixed. From named varieties......35 4.00

1933 NEW EARLY FLOWERING SWEET PEA

Introductions of Real Merit

You Will, We Believe, Need These New Kinds to Stimulate Your Business During the Coming Winter and Next Spring Season

Early Attraction. A glorified "spring song." Has longer stems; a much larger and bolder flower.....\$1.35 \$17.50

Exposition Pink. Gorgeous rich pink..... 1.25 15.00

Eleanor Blue. A new shade of blue which became so popular in Washington, D. C., the past spring..... 1.00 12.50

Prosperity. Orange salmon overlaid with gold..... 1.00 12.50

Radiant. A sparkling Ball rose. Very much improved with long stems. Sensation of the Los Angeles market for past two years......45 6.00

Susanna. Bright crimson, the rich color of Paul's Scarlet Rose..... 1.00 12.50

A. B. C.

Lavandula. A really pure lavender of the greatest value..... 1.25 15.00



NEW EARLY SWEET PEA—"HOPE" The "Last Word" in White Sweet Peas



"Supreme" Quality



Flower Seeds



***AQUILEGIA—Columbine**

Very desirable for cut flowers.

Coerulea. Blue Rocky Mountain Columbine.	
Tr. Pkt.35c	Oz.\$2.00
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.35c	Oz.\$3.00
Farguhar's Pink. Beautiful pink, long spurred flowers.	
Tr. Pkt.50c	Oz.\$5.00
Silver Queen. Long spurred, white.	
Tr. Pkt.50c	Oz.\$2.50
Mrs. Scott Elliot's Hybrids.	
1/4 Oz.\$1.50	Tr. Pkt.50c
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

CAMPANULAS—Bell Flowers

Campanula Media (Canterbury Bells). Single blue, lilac, rose or white, or mixed.	
Tr. Pkt.15c	Oz.50c
Double blue, rose or white, or mixed.	
Tr. Pkt.25c	Oz.\$1.50
*Percifolia 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
*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
Cup and Saucer. Canterbury Bells.	
Calycanthema (Cup and Saucer). Blue, rose, white, or mixed.	
Tr. Pkt.30c	Oz.\$1.75

GAILLARDIA

*The Dazzler. The flowers are very large, of dark, rich red with a bright orange tip on the end of each petal, making it a very attractive flower for florists.	
Tr. Pkt.50c	Oz.\$2.00
*Portola Hybrids. These are hybrids of the well-known Portola variety and reproduce quite satisfactory from seed. This is a red with a golden tip.	
Tr. Pkt.50c	Oz.\$2.50
*Grandiflora Compacta. A compact variety, forming bushy plants 12 to 15 inches high.	
Tr. Pkt.15c	Oz.1.00
*Grandiflora Superb Mixed.	
Tr. Pkt.15c	Oz.50c
*Tangerine. True tangerine color.	
Tr. Pkt.25c	Oz.2.00
*Bremen. Coppery scarlet with brown disc, marguerite-shaped flower.	
Tr. Pkt.30c	Oz.
*Burgundy. Beautiful wine red.	
Tr. Pkt.50c	Oz.

***DELPHINIUM—Hardy Larkspur**

Belladonna. Light turquoise blue.	
Tr. Pkt.40c	Oz.\$2.00
1/4 Lb.\$7.00	
Belladonna Improved (Clivenden Beauty).	
Tr. Pkt.\$1.00	Oz.\$5.00
Bellamosum. A rich, deep blue form of Belladonna.	
Tr. Pkt.50c	Oz.\$2.50
Gold Medal Hybrids. Fine strain of mixed Hybrids.	
Tr. Pkt.25c	Oz.\$1.00
Wrexham Hollyhock Strain.	
Tr. Pkt.50c	Oz.\$5.00
Blackmore & Langdon's Hybrids.	
Tr. Pkt.\$1.00	Oz.\$5.00
Chinense. Intense gentian blue, dwarf.	
Tr. Pkt.35c	Oz.\$1.00

***HOLLYHOCK**

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
Imperator. Mixed Colors.	
Tr. Pkt.50c	Oz.\$3.00

NEW AQUILEGIAS OF THE HIGHEST MERIT

Pearson's English Strains (True Long Spurred)

Pink Shades. Contains only shades of rich coral pink; very true.	
Tr. Pkt.50c	Oz.\$3.50
Blue Shades. Exceptional.	
Tr. Pkt.50c	Oz.\$3.50
Lowdham Mixture. Tr. Pkt.50c	Oz.\$2.00
Dobbies Imperial Hybrids. Tr. Pkt.50c	Oz.\$4.00

***BELLIS or DOUBLE ENGLISH DAISY**

Longfellow, very large, double dark rose	Tr. Pkt.\$0.25	1/4 Oz.\$0.50	Oz.\$1.60
Snowball, double white, excellent.	.25	.50	1.60
Monstrosa, double pink.	.35	.60	2.00
Double red (dark rose).	.35	.60	2.00
Double white.	.35	.60	2.00
Double mixed.	.25	.50	1.75

"KING" HYBRIDS

A new cutflower strain of the highest merit.	
Tr. Pkt.\$1.00	6 Pkts.\$5.00

***PYRETHRUM—Flowering Sorts**

Roseum. Pink. Tr. Pkt.35c	Oz.\$2.00
Hybridum Roseum, Single. Mixed.	
Tr. Pkt.25c	Oz.\$1.25
Pyrethrum Hybridum "Double Supreme Mixture" This strain is especially desirable because of the large percentage of double blooms it will produce.	
Tr. Pkt.\$1.00	1/4 Oz.\$2.50

For Complete List of A. B. C. "Supreme" Quality Flower Seeds, Please Refer to Our General Catalogue, Mailed Free to the Trade

SPECIAL LOW OFFER OF LILY BULBS

From 'Cold Storage for Immediate Shipment

Due to decline of purchasing power of some of our customers and whom we had provided stock for, we find we have a surplus of bulbs in fine condition. Growers should find same profitable for coming Fall and early Winter blooming.

These Lilies are offered below cost of purchase price in Japan. This offer is specially confined only to our good customers and we hope that you will let us hear from you by return mail.

LILIUM RUBRUM—MAGNIFICUM

Pink and White Lily

(Continued)

9/11", 130 to case	Per Case	16.00
10/11", 120 to case		18.00
11/12", 90 to case		19.00
11/13", 80 to case		20.00
13/15", 60 to case		20.00

LILIUM ERABU

Selected True Erabu

7/9", 300 to case	Per Case	\$19.00
8/10", 225 to case		20.00
9/10", 200 to case		20.00

LILIUM ALBUM

Pure White

7/9", 230 to case	Per Case	\$17.00
8/9", 200 to case		17.00
8/10", 170 to case		17.00
9/10", 150 to case		17.00

LILIUM HENRYII

Orange Scarlet

8/9", 200 to case	Per Case	\$18.00
9/10", 150 to case		18.00

LILY OF THE VALLEY

Reselected Exhibition—German Pips

250 for	\$ 8.00
500 for	15.00
1000 for	28.00



LILIUM GIGANTEUM

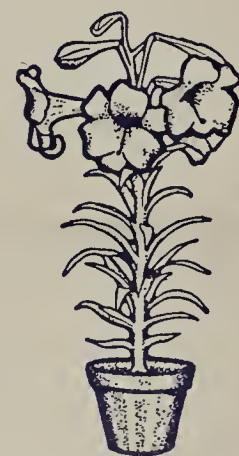
Northern or Southern Grown

6/8", 400 to case	Per Case	\$13.50
7/9", 300 to case		15.00

LILIUM RUBRUM—MAGNIFICUM

Pink and White Lily

8/9", 200 to case	Per Case	\$16.00
8/10", 170 to case		16.00
9/10", 150 to case		16.00



Outdoor California grown Freesia Purity Superflora; Elder's Giant White and Golden Daffodil will be soon arriving.

Calla Lilies, Aethiopica and Godfrey due soon.

Texas early flowering Narcissus for Christmas and January blooming; Paper Whites, Soleil d'Or, King Alfred, Sir Watkins, Laurens Koster. Please write us about your needs. Prices have been reduced very considerably.

A. B. C. HEADQUARTERS FOR OUTDOOR GROWN FREESIA BULBS

Purity, Purity Imp. Superflora, Golden Daffodil, Wisteria, and Elders Giant White

AMERICAN BULB COMPANY

Importers and Growers of SEEDS—BULBS—PLANTS

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