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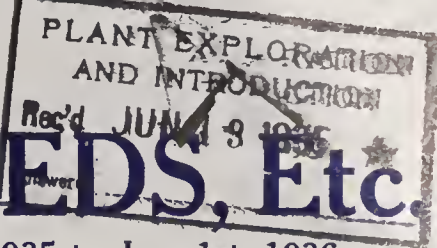
FLOWER

June, 1935 to Jan. 1st, 1936



SEEDS, Etc.

June, 1935 to Jan. 1st, 1936



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

40 YEARS OF FLOWER SEED KNOWLEDGE IS AT YOUR SERVICE

Our FLOWER SEED BUSINESS (carried on exclusively for the Florist Grower) has been built up to its present large volume thru the fact that we have continued to supply the quality of seed necessary to qualify in every way and on a consistent price basis.

WINTER FLOWERING SNAPDRAGONS Proven Sorts for the Florist Grower

SPECIAL NOTE!

Our supply of Snapdragon seed has been produced exclusively under greenhouse culture, carefully rogued and recently tested, thereby insuring you varieties that are true to name and of high germination. We suggest early sowing in order to provide strong plants for benching in good season.

PROMPT SERVICE ON ALL ORDERS IS ASSURED

SNAPDRAGONS



	Trade Pkt.	3 Tr. Pkts.	5 Tr. Pkts.
Allman's Pink. Silvery rose pink	\$1.50	\$4.00	\$6.50
*Afterglow. Deep golden orange	1.00	2.50	3.50
*Bertha Baur. The only early lavender	2.00	5.00	
*Burgundy Beauty. Rich coppery red	1.00	2.50	3.50
*Ceylon Court. Standard earliest Yellow	1.00	2.50	3.50
Cheviot Maid. Original Strain	1.00	2.50	3.50
Cheviot Maid. Yoder Strain	1.00	2.50	3.50
*Cheviot Maid Supreme. Best Fairly deep rose. Extra early flowering	1.00	2.50	3.50
*Coate's Yellow Perfection. Finest deep yellow. Medium early	1.00	2.50	3.50
Golden Pink Queen. As named	1.00	2.50	3.50
*Indian Summer. Velvety bronze copper	1.00	2.50	3.50
*Improved Terry's Surprise. Rose shades orange	2.00	5.00	
Jennie Schneider. Light rose	1.00	2.50	3.50
Judd's Light Pink	1.00	2.50	3.50
Judd's Dark Pink	1.00	2.50	3.50
Kirkwood Beauty. (New) Bronze	1.50	4.00	6.50
Laura. Deep Rose	1.00	2.50	3.50
Lucky Strike. The best white medium early	1.00	2.50	6.50
Mrs. W. W. Thomson	1.00	2.50	3.50

	Trade Pkt.	3 Tr. Pkts.	5 Tr. Pkts.
*New Cincinnati. Finest light rose. Extra large flowered. medium early	\$1.00	\$2.50	\$3.50
New Dawn. Golden orange	1.00	2.50	3.50
New Deal. Large coppery yellow. Extra early. Excellent	1.50	4.00	6.50
Nicholson Yellow	1.50	4.00	6.50
Philadelphia Pink	1.00	2.50	3.50
Radiance. Deep Pink	1.50	4.00	6.50
Roman Gold. Bright coppery yellow	1.00	2.50	3.50
*Rose Queen. Very fine deep, rose medium early	1.00	2.50	3.50
Sonny. Light pink	1.50	4.00	6.50
Sunburst Improved. As named	1.00	2.50	3.50
Sunshine Yellow	1.00	2.50	3.50
*Suntan. Orange tan extra early	1.00	2.50	3.50
Terry's Surprise. Golden orange shades rose. Medium early	1.00	2.50	3.50
Velvet Beauty. American Beauty red	1.50	4.00	6.50
White Rock. Standard white tall	.50	1.25	
*White Prosperity	2.00	5.00	
Winter Helen. Improved Helen	1.00	2.50	3.50
*Winter King. Good Pink	1.00	2.50	3.50
Greenhouse Varieties Mixed. All winter flowering	.75	2.00	

1935 NEW EARLY FLOWERING KINDS THAT SUGGEST MUCH MERIT

	Tr. Pkt.	3 Pkt.		Tr. Pkt.	3 Pkt.	
Daybreak, Pink	\$2.00	\$5.00	{ Breitmeyer { Novelties	Marion, Golden	\$2.00	\$5.00
Sunset, Bronze	2.00	5.00		Marion, White	2.00	5.00
Captor, Pure White	2.00	5.00		Royal, Gold	2.00	5.00
Celestial. (Witterstaetter) extra yellow	2.00	5.00		Yellow Cheviot Maid (Volz)	2.00	5.00

Reselected CYCLAMEN Seed

Ferd. Fischer, famous the world over for his high pedigreed Cyclamen strains, for more than thirty years has furnished many of the exclusive growers of the world. Ferd. Fischer's Cyclamen seed sold in original packages by the American Bulb Company, Chicago—New York. Ferd. Fischer's exclusive introductions: "Vermillion", salmon and scarlet, in 1916. In 1926 improved "America," salmon, scarlet and orange.

To increase the popularity of Cyclamen plants, sow Ferd. Fischer's Cyclamen seed. The colors, and their habit of immense prolific blooms will sell your plants readily. If you are selling young seedlings, transplanted or in pot plants, by using Ferd. Fischer's highly reselected seed you should have great demand for your plants.

We offer for early delivery from new crop the following varieties:

TRUE FERD. FISCHER'S GIANT-FLOWERING STRAIN

Now Accepted as "Standard" for American and Canadian Culture

	Per 100	Per 1000		Per 100	Per 1000
Glowing Dark Red. Christmas red	\$1.25	\$10.00	Bonfire. Brilliant salmon	\$1.75	\$15.00
Glowing Bright Red. Cherry red	1.25	10.00	America. Golden salmon	1.75	15.00
Rose of Marienthal. Bright rose	1.25	10.00	New Ruffled. Dark salmon	1.65	14.00
Pure White	1.25	10.00	New Ruffled. Rosy salmon	1.65	14.00
White with Carmine Eye	1.25	10.00	Liebesfeuer. Ruby salmon	1.65	14.00
Glory of Wandsbek. Salmon red	1.45	12.00	Perle. Salmon, white edge	1.45	12.00
Harlequin. Rainbow colors	1.45	12.00	Roccoco. Red, rose or lilac, or white with eye	1.45	12.00
Improved Rose of Zehlendorf	1.45	12.00	Lilac	1.25	10.00
Improved Perle of Zehlendorf. Dark salmon	1.45	12.00	Mixed	1.55	13.00

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.

VOGT'S NEW DOUBLE-FLOWERED CYCLAMEN

Admiration. Salmon rose with shaded eye.
 Prosperity. Azalea type; flaming rose; distinct, clear color.
 Cerise Brilliant (new). Rich cerise red.
 Rosea. Soft rose, with coral cast.
 Price—
 \$3.00 per 100 \$13.00 per 500
 \$7.50 per 250 \$25.00 per 1000

SNAPDRAGONS

It seems a long time ahead until next winter, with several months of hot weather ahead of us, but it is time now to make an early sowing of snapdragons for planting indoors early next August to furnish flowers from early October onward. This annual has become one of the indispensables in the markets, and except during the hottest months is available as a greenhouse product. And during the heated period snapdragons produced in the open, especially in the north and more particularly in the mountain and shore resorts, are important cut flowers.

A. B. C. IS RECOGNIZED AS PIONEERS IN THE INTRODUCTION OF "THE BETTER KINDS" OF GREENHOUSE SNAPDRAGONS; OUR ORIGINAL OFFERING, MADE SEVERAL YEARS AGO, BEING THAT OF "JENNIE SCHNEIDER" WHICH, EVEN TO THIS DATE, IS CONSIDERED STANDARD IN ITS RESPECTIVE SHADE OF PINK.

—A. B. C.

Early orders will, we believe prove to our mutual advantage.





"Supreme" Quality



Flower Seeds



CALCEOLARIA HYBRIDA—"Multiflora Nana"

(See illustration below.)



Calceolaria Hybrid—"Multiflora Nana"
This dwarf small flowered strain is now in the greatest favor—Provides ready selling pot plants.

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.

"MULTIFLORA NANA" MAXIMA

Dwarf Large Flowering Mixed
Tr. Pkt. \$1.00
3 Tr. Pkts. 2.50

CALCEOLARIA

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

Tr. Pkt.
Lawrance Hybrids. An exceptionally fine strain \$1.50
Hybrid Grandiflora. Tall mixed. 1.00
Compacta. Dwarf mixed. 1.00
Rugosa. Mixed 1.00
Multiflora Nana Mixed. Plants covered with numerous flowers. 1.00
Multiflora Nana "Golden Tiger." Golden yellow with dark brown red dots. 1.00

NEW CALCEOLARIA "INDIAN PRINCE"

This is a new color selection from the popular Multiflora Nana strain, retaining the fine dwarf, free-flowering habit. The color is a rich dark scarlet with an orange suffusion, a color that will contrast richly with the new Golden Tiger of the same class. (New crop seed available in June.)

Tr. Pkt. \$1.25

CINERARIA HYBRIDA

(Large Flowering)

A. B. C. "PRIZE"—"The World's Best Large Flowering Strain"

Prize Blue Shades, Crimson and Carmine Shades or Salmon Shades, separately, each, trade pkt. \$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. Tr. Pkt. 1.00
(A trade packet contains about 1,000 seeds.)
1-32 oz. \$3.50 1-16 oz. \$5.00 1/8 oz. \$9.50
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
Cineraria Stellata Hybrida. Tr. Pkt.50

CINERARIA

ERIKSSON'S "PRIVATE STOCK" MIXED

(A New A. B. C. Introduction)
Produced By Ernst Eriksson, Riverside, Ill.
Originator of Primula Malacoides "Erikssonii"
Medium Sized Flowers—Plants of Medium Height
A Great Favorite in the Chicago Market
Price: Trade packet of approximately 500 seeds, \$1.50.

CINERARIA MULTIFLORA NANA PRAECOX "EARLY MARKET CRIMSON" (Dark Foliage)

Tr. Pkt. \$1.00

CINERARIA

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. To. Pkt. \$1.00 1-32 oz. \$2.00
Multiflora Nana Maxima. Dwarf, large flowering mixed. Tr. Pkt. 1.00
This new strain is now in great favor with the trade.

CALENDULAS

A. B. C. IMPROVED SENSATION

Bright Orange with scarlet sheen.
Tr. Pkt. \$0.35 1 oz. \$2.00
1/4 oz.65 2 oz. 3.75
1/2 oz. 1.20 4 oz. 7.00

"SUNSHINE"

Petals long broad and drooping, giving the flower a globular form. Buttercup yellow.
Tr. Pkt. 25c Oz. 75c
Golden Beam. Striking golden yellow. (Introducer's strain, true.)
Tr. Pkt. 25c Oz. 75c
"Radio"—Color bright orange. The individual blooms are not as large as other Calendula, but are globular in shape, with beautifully quilled petals.
Tr. Pkt. 25c Oz. 75c

BALL'S CALENDULAS

(General List)

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

Masterpiece. Long stemmed orange with dark center.

Apricot, Gold, Lemon Queen, Orange, Long Orange.

Supreme. Light orange with a rich dark brown eye.

All of the above Ball's varieties are priced as follows:

Tr. Pkt. 50c 1/4 oz. 75c
1 oz. \$2.00 4 oz. \$7.00
Lb. 25.00
Balls' Calendula Mixture.
Tr. Pkt. 40c 1/4 oz. 60c
1 oz. \$1.75

NEW CALENDULA "CHRYSANTHA"

Awarded Gold Medal All American Selections, 1934

Chrysantha is distinct in type, a break in Calendulas which is outstanding among all varieties known up to the present time. The large double flowers are an exquisite shade of clear buttercup yellow, with long loosely arranged petals which droop somewhat to give the rounded appearance of a Chrysanthemum. Besides adding a bright golden splash of color to the garden, Chrysantha is remarkable for its long stiff stems, making it ideal for cutting. The fact that it won one of the coveted Gold Medals in the All American Selections competitions this year indicates the high esteem in which it is held by the horticulturists of the country.

Tr. Pkt. 25c 1 oz. 75c 2 oz. \$1.25

CREMER'S PRIZE CINERARIAS

SPECIAL NOTE! Cremer's True Strain is supplied in his original packages, countersigned by him—secure the genuine. A. B. C.

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

"For eight 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: Tr. Pkt. \$1.50
1, 32 oz. \$4.50 1/16 oz. \$8.00



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

CHICAGO

AMERICAN BULB COMPANY

NEW YORK



DIDISCUS COERULEUS

Blue Lace Flower. Excellent for bouquets. Flowers continually from July until frost. A money maker for florists.
Tr. Pkt.20c Oz.\$1.00 1/4 lb.\$3.00

GYPSOPHILA

"Baby's Breath"

Grandiflora Alba "London Market" strain. The largest flowered pure white Gypsophila. Grows about 12 inches higher than Paris Market or Covent Garden Market strain. This strain is a wonderful advance.
1 oz.20c 4 oz.50c
1 lb.\$1.60 5 lbs.\$7.00

KALANCHOE

(Globulifera Coccinea)
(See illustration opposite)

This succulent plant is a pot plant worth cultivating; it is easy to grow and propagate and on account of its marvelous flower shades and the length of time it blooms, it deserves to be highly recommended.
Tr. Pkt.\$1.00 3 Tr. Pkts.\$2.50



Kalanchoe Globulifera Coccinea

ANNUAL LARKSPUR

BASE BRANCHING TYPE

(Giant Imperial or Improved Upright)

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.25c Oz.\$1.00 Lb.\$12.00
- 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.25c Oz.\$1.00 Lb.\$12.00
- Daintiness**. Light lavender.
Tr. Pkt.25c Oz.\$1.00 Lb.\$12.00
- Blue Spire**. Intense deep Oxford blue.
Tr. Pkt.25c Oz.\$1.00 Lb.\$12.00
- White Spire**. Pure white.
Tr. Pkt.25c Oz.\$1.00 Lb.\$12.00
- Exquisite Pink**. Imp. Soft pink shade salmon.
Tr. Pkt.25c Oz.\$1.00 Lb.\$12.00
- Lilac Spire**. Lilac.
Tr. Pkt.25c Oz.\$1.00 Lb.\$12.00
- Gloria**. Rich, deep rose. A distinct new florist shade.
Tr. Pkt.25c Oz.\$1.00 Lb.\$12.00
- Peach Blossom**.
Tr. Pkt.25c Oz.\$1.00 Lb.\$12.00
- "Lilac Queen"**. Rich lilac shading to lavender blue. The rich lilac color so popular for home decoration and most essential for the progressive florist.
Tr. Pkt.25c Oz.\$1.25 Lb.\$15.00
- The Empress**. Improved salmon rose.
Tr. Pkt.25c Oz.\$1.00 Lb.\$10.00
- Imperial Mixed Larkspur**.
Tr. Pkt.25c Oz.\$1.00 Lb.\$10.00

TALL DOUBLE STOCK FLOWERED TYPE

- Rosamond**. (New). Distinct pure bright rose. A color that has heretofore been entirely lacking in Larkspurs.
Tr. Pkt.25c Oz.\$1.25 Lb.\$15.00
- Empress Rose**. Choice pink.
Tr. Pkt.20c Oz.60c Lb. 6.00
- La France**. Salmon-pink.
Tr. Pkt.25c Oz.65c Lb. 7.00
- Newport Pink**. Lustrous carmine.
Tr. Pkt.20c Oz.60c Lb. 6.00
- Los Angeles**. Rosy salmon-pink.
Tr. Pkt.25c Oz.\$1.00 Lb. 10.00
- Rosy Scarlet, Dark Blue, Sky Blue, Lilac and White**.
Tr. Pkt.20c Oz.60c Lb.\$5.00
- Mixture**. All varieties.
Tr. Pkt.15c Oz.35c Lb. 4.00

MIGNONETTE

Desirable for cutting. Fragrant. **"The Ball."** To those florists who grow Mignonette under glass, we recommend this strain.
Tr. Pkt.75c Oz.\$6.00
New York Market. Greenhouse grown; one of the finest for forcing.
Tr. Pkt.75c Oz.\$6.00

MYOSOTIS—Forget-Me-Not

(Biennials) Standard Varieties

	Tr. Pkt.	Oz.
Alpestris Victoria . Dwarf blue.....	\$0.25	\$2.00
Dissitiflora . Early bloomer, dark blue (1/4 oz. \$1.00).....	.35	3.50
Palustris . Deep blue. The true marsh Forget-Me-Not. Perennial25	1.50
Semperflorens . Everblooming25	1.50
Ruth Fischer . Fine blue (1-16 oz., \$1.25)50
Pink Bouquet (1/4 oz. 75c).....	.30
Alpestris, Mixed . All colors.....	.15	.60
"Susanne" Tr. Pkt., 50c 6 Pkts.....		2.50
Especially desirable for St. Valentine's Day. Fine for pots or cutting.		
Bluebird . Beautiful winter flowering Forget-Me-Not Tr. Pkt., 50c Oz.		3.50



Lieb's Winter Marigold, a most desirable cut flower.

The Sensational Cut

Flower Novelty

"LIEB'S WINTER MARIGOLD"



The Originators Improved Strain Now Obtainable From Seed

(See illustration opposite)

New Winter Cut Flower, deep brown with golden yellow crested center. Flowers five weeks after planting, continuing 5 months. Flowers are of wonderful keeping quality and have a distinctly sweet odor.

The Best Paying Bench Space in Your Greenhouses.

For best results seed should be sown from July up to December. Plant in any house that can be kept free from frost. Fine to follow Mums, Plant 10 by 10 inches and pinch back once. No insect pests.

PRICES

SEED. Original Trade Package.....	\$0.60
PLANTS. (ready for bench, Delivery from Sept. to March).....	\$6.00 per 100
	\$50 per 1000

Fritz Bahr, the noted Horticulturist and retail florist grower, under date of Jan. 26, 1935, stated as follows: viz.,

"I consider Lieb's Winter Flowering Marigold as a quite remarkable addition. I can't say too much for it and right now at its best is real moneymaker for the retail grower."

A NEW DEEP YELLOW COMPANION TO THE ABOVE "LIEB'S WINTER SUNSHINE" (Cut Flower Marigold)

Cultural directions are the same as for "Lieb's Winter Marigold" listed and illustrated above. (Supplied in Plants only, delivery beginning September, 1935). Price, Plants ready for benching, per 100—\$8.00; per 1000—\$65.00.

SCHIZANTHUS (Butterfly or Fringe Flower)

Sutton's Pansy-flowered (Danbury Park Strain.)

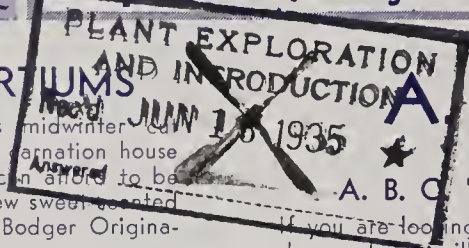
The following is Sutton's (England) description: "This new type of Schizanthus, which we had the pleasure of introducing in 1932, has become very popular. The large smooth-edged Pansy-flowered blooms are remarkably substantial, while the rich self-colours in all shades of pink, crimson, mauve, and purple, as well as white, are extremely bright and attractive. The plants included in our Exhibit at the Chelsea Show in May last were very much admired; for this display we were awarded the Sherwood Cup for the Most Meritorious Exhibit in the Show, and the Royal Horticultural Society's Gold Medal."

Price (Sutton's Original Packets) Each, \$1.00

DOUBLE NASTURTIUMS

are attractive and valuable as midwinter flowers. Use raised beds and a propagation house temperature. No retail grower can afford to be without a good batch of these new sweet-scented nasturtiums. We offer only the Bodger Originator's strains.

Golden Gleam. The original golden yellow.
 1/2 oz.....15c 1 oz.....25c
 1/4 lb.....50c 1 lb.....\$1.50
Scarlet Gleam. A dazzling color.
 1/4 oz.....50c 1/2 oz.....90c 1 oz.....\$1.75
Gleam Hybrids. A remarkably wide range of rich colors.
 1/4 oz.....50c 1/2 oz.....80c 1 oz.....\$1.50



B. C. "SUPREME" PANSIES

PANSY
A. B. C. "De Luxe" Mixture

If you are looking for "the unusual in Pansies" and your trade will pay the price for product, here it is. We have searched the world over to find a better mixture. However, thus far we have been unable to improve on "A. B. C. De Luxe."
 Tr. Pkt.....\$1.00 1/8 oz.....\$ 1.50
 1/4 oz..... 2.75 Oz. 10.00

ENGELMANN'S "Special Mixed." Originator's Strain

"Engelmann's Special" is the old Scottish Show type of immense size. The colors are mostly bronze and reddish shades with some yellow-edged ones.
 Tr. Pkt.50c 1/4 oz.....\$3.00 Oz.....\$10.00

STEELE'S PANSY MIXTURES

Supplied to us direct by Steele.

Jumbo Mixed.
 1/16 oz.....\$1.00 Oz.\$12.00
 1/8 oz..... 1.75 2 oz..... 23.00
 1/4 oz..... 3.25 4 oz..... 40.00
 1/2 oz..... 6.25

"400" Mixed. A super Swiss strain.
 1/16 oz..... .75 1/2 oz.....\$ 4.25
 1/8 oz..... 1.25 Oz. 8.00
 1/4 oz..... 2.25 2 oz..... 15.00

Miracle Mixed.
 1/16 oz.\$0.65 Oz. \$ 6.00
 1/8 oz. 1.00 2 oz. 10.50
 1/4 oz. 1.75 4 oz. 19.00
 1/2 oz. 3.25

Masterpiece Mixed. Long stems.
 1/16 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.
 1/16 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

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 pink50	.85	2.75
Black-Blue30	.50	1.65
Bugnot. Shades of red, bronze35	.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-yellow30	.50	1.65
Hortensia Red30	.75	2.00
King of the Blacks.....	.30	.50	1.65
Lord Beaconsfield. Pure violet30	.50	1.65
Madame Perret. Shades of pink and rose.....	.30	.60	2.00
Peacock. Blue, claret and white30	.50	1.65
Prince Henry. Dark blue.....	.30	.50	1.65
Dark Brown Shades.....	.30	.60	2.00
Pure Yellow30	.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



A. B. C. "De Luxe" Pansies
 (One-sixth natural size)

"De Luxe" Mixture will satisfy your critical trade both as to size and variation of coloring. Truly the "last word" in Pansy mixtures.

NEW PRIMULA

"Malacoides Eriksonii"

(See illustration below opposite)

A Money-Maker for the Pot Plant Grower and Retailer

EXCLUSIVELY DISTRIBUTED BY THE AMERICAN BULB CO. CHICAGO AND NEW YORK

SPECIAL NOTE:

The True Strain Is Supplied Only In ERIKSSON'S ORIGINAL PACKAGES (Accept No Substitutes)

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

MALACOIDES BRILLIANCY

After much painstaking effort, Mr. Ernst Eriksson, of Riverside, Ill., has accomplished three new and valuable varieties of Primula Malacoides Eriksonii, namely:

Brilliancy. Opens lavender pink, changing to crimson red.

Salmon Beauty. True salmon.

Snow King. The pure white the trade has long been waiting for.

Price of above: Tr. Pkt. of 500 seeds, \$1.00.

Wonder Baby. A most beautiful pink.

Baby Rose. Very deep pink, some almost red.

Baby Doll. A deep pink with frilled flowers.

New Baby. Near lavender pink, the strongest grower with the largest flowers.

Choice Mixture (of above).

Prices for above: Tr. Pkt., \$1.00; 2000 seeds, \$2.00; 1/64 oz., \$5.00.

Complete Cultural Directions Compiled by Mr. Eriksson Furnished Free with Each Order.

PRIMULA OBCONICA

We highly recommend the M. and M. strain—produces flowers of immense size and clear colors.

M. and M. Large Flowering Strain.

Mueller Rose and Mohnstein Red.

Tr. Pkt.....\$1.50 1-32 oz.....\$5.00

M. and M. Mixed Red and Rose.

Tr. Pkt.....\$1.50 1-32 oz.....\$5.00

Friesdorf Salmon.

Tr. Pkt.....\$1.50 1-32 oz.....\$5.00

Fasbender Atrosanguinea or Fasbender-Rosea.

Tr. Pkt.....\$1.50 1-32 oz.....\$5.00

Apple Blossom. Pink. Tr. Pkt.....50c

Grandiflora Lilac or White. Tr. Pkt.....50c

PANSY 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.....50c 1/8 oz.....\$1.25
 1/4 oz.....\$1.75 Oz..... 6.50

PANSY ROGGLI "Improved Swiss Giants"

	Tr. Pkt.	3 Tr. Pkts.	Oz.
Improved Swiss Giants Mixed.....	\$0.50	\$1.25	\$5.50
Lake of Thun. A solid blue			
Pansy with dark blue blotches75	2.00	6.00
Cardinal Shades75	2.00	6.00
Golden Yellow75	2.00	6.00

PANSY

Maple Leaf. Giant mixed. Distinct.
 Tr. Pkt.....50c 1/4 oz.....\$2.25 Oz.....\$8.00
"Super" Maple Leaf Mixture.
 Tr. Pkt.....\$1.00 1/8 oz.....\$ 1.85
 1/4 oz..... 3.50 Oz..... 12.00

PANSY—Ordinary Mixture

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

PANSY

Giant Trimardeau. Choice mixed.
 Tr. Pkt.....20c 1/4 oz.....50c Oz.....\$ 1.50
 1/4 lb.....\$4.50 Lb..... 16.00

BALL NON-BRANCHING OR COLUMN STOCKS

These produce one enormous spike with large flowers, 1 to 2 1/2 feet high and can be planted close together in the bench. **Special Note:** Our strain of above is true and especially selected.

Silvery Lilac-Lavender.

Pure White.

Ruby. Rich crimson red.

Chamois Pink.

Old Rose.

Tr. Pkt. (1000 seeds).....\$1.00

1/4 oz.....\$2.25 Oz..... 8.00

Deep Rose (New) Tr. Pkt..... 1.00

DOUBLE STOCKS

A. B. C. Special Florists' Strains Stock Are One of Our Principal Specialties

*Indicates most popular colors and shades.

IMPROVED BISMARCK STOCKS (Early Giant Imperial)

An especially meritorious class. These stocks are giant, growing from 24 to 30 inches tall, of branching habit, producing innumerable large spikes measuring 12 to 16 in. 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. Ivory, tinted old rose. Choice market color.

Canary Yellow.

*Golden Ball. Clear ivory-yellow.

*White. Early clear white.

Apple Blossom. Blush.

*Lilac. Lilac-lavender.

Blood Red. Fiery red.

Tr. Pkt. 1/8 oz. 1/4 oz. Oz.

Separate colors

above.....\$0.35 \$0.60 \$1.00 \$3.00

Mixed, all colors..... .25 .35 .60 2.25

Royal Purple (Elk's

Pride), Rich

deep purple..... .35 .60 1.00 3.00

Antique Copper.

A fine copper-red .35 .60 1.00 3.00

Golden Rose. Light

golden-rose..... .50 .60 1.00 3.00



The New Primula Malacoides "Eriksonii"



"Supreme" Quality



Flower Seeds



SWEET PEAS

"UP-TO-THE-MINUTE" FLORISTS' VARIETIES

True to Name, Thoroughly Rogued and Hand Picked Seed. If you are in the market for quantity, please ask us for special prices.

EARLY OR WINTER FLOWERING VARIETIES

White

White Harmony. Very good.
Snowstorm. Imp. White seeded.

Pink

Ball Rose. Rich deep rose.
Ball Rose Queen. Long-stemmed rose pink.
Columbia. Pink and white. Bi-color.
Chevalier. Dark rose.
Fascination. Cream pink.
Giant Rose. Large.
Laddie. Bright, extra large rose.
Jeanne Mamitsch. Long-stemmed rose.
Louise Gude. Bright rose.
Mrs. Calvin Coolidge. Salmon pink.
Mrs. Holscher. Good rose pink.
Pink Cherokee. Cream pink.
Pink Profusion. Rose pink.
Superior Pink. Deep rose.
Spring Song. Rich salmon pink.
Zvolanek's Rose.

Lavender

Heather Bell. Rosy lavender.
Harmony Lavender. Slightly shaded rose.
Lavender King. (Harmony is preferred.)
Michigan. Large lavender.
Vogue. Lavender with blue shading.

Blue

Blue Bird. (Mrs. Hoover preferred.)
Blue Bonnet. Deep clear blue.
Ball Blue. Bright mid-blue.
Mrs. Hoover. Best blue.
Price of any of above varieties.
1/2 oz.20c 1 oz.35c
4 oz.\$1.00 Lb.3.50

STATICE—Everlasting Flower

Valuable for cutting.

Annual Varieties

Bonduelli. Golden-yellow.
Tr. Pkt.15c Oz.30c
Suworowii (Russian or Cattail Statice).
Tr. Pkt.25c Oz.75c

A FEW IMPORTANT HARDY PERENNIAL AND BIENNIAL FLOWER SEEDS

*AQUILEGIA—Columbine

Very Desirable for Cut Flowers

Mrs. Scott Elliot's Hybrids. Recognized as the "last word" in large flowering, long spurred Aquilegia.
Tr. Pkt.50c 1/4 oz.\$1.25 Oz.\$4.00
Double Mixed.
Tr. Pkt.15c Oz.50c

*BELLIS or DOUBLE ENGLISH DAISY

Tr. Pkt. 1/4 oz. Oz.

Longfellow. Very large, double dark rose\$0.25 \$0.50 \$1.60
Snowball. Double white, excellent .25 .50 1.60
Monstrosa. Double pink35 .60 2.00
Double red (dark rose)35 .60 2.00
Double white35 .60 2.00
Double mixed25 .50 1.75

CAMPANULAS—Bell Flowers

Medium Calycanthema or Cup and Saucer Varieties

Blue, Lilac, Rose, White or Mixed.
Tr. Pkt.25c Oz.\$1.50

Medium, Single Canterbury Bells

Blue, Rose, White or Mixed.
Tr. Pkt.15c Oz.50c

EARLY OR WINTER FLOWERING VARIETIES

Scarlet and Cerise

Aurora. Orange scarlet striped.
Bright Light. Orange scarlet.
Glitters. Fiery Cerise.
Gorgeous. Cerise.
Grenadier. Poppy scarlet.
Maroon Prince. Dark maroon.
Miss Spokane. Dark red.
Pride. Deep cerise. Long-stemmed.
Red Bird. Crimson red.
Sun Ray. Light cerise.
Vulcan. Orange scarlet.

Orange and Salmon

Apollo. Salmon cerise, long-stemmed.
Burpee's. Orange.
Eldorado. Light orange.
Flamingo. Orange salmon.
Mrs. Kerr. Salmon.
Torch. Salmon orange.
Valencia. Desirable orange.
Price of any of above varieties.
1/2 oz.20c Oz.35c
4 oz.\$1.00 Lb.\$3.50

SWEET PEAS

Miscellaneous Varieties

American Beauty. Rich, crimson rose.
Amethyst. Rich, bright purple.
Cattleya. Rosy lilac.
Harlequin. Chocolate bi-color.
Maive Beauty. Rosy mauve.
Meadow Lark. Cream.
Price of any of above varieties.
Early flowering mixed.
1/2 oz.20c 1 oz.35c
4 oz.\$1.00 Lb.\$3.50

VENIDIUM FASTUOSUM

Easy to grow, produces large deep orange daisy like flowers marked with a wide reddish brown center ring, and is a fine keeper. Its popularity is steadily increasing.
Tr. Pkt.35c 1/4 oz.\$1.25 Oz.\$4.00

VIOLA CORNUTA

Apricot. Tr. Pkt.50c
Jersey Gem. Deep violet-blue. Tr. Pkt.75c
Dark Blue, Mauve, Light Blue, Pure White or Yellow. Tr. Pkt.35c Oz.\$2.00
Mixed. Tr. Pkt.25c Oz.\$1.75

SWEET PEAS

NEWER KINDS OF HIGH VALUE TO THE FLORIST GROWER

EARLY BOON

A glorious deep salmon pink on light cream ground—the flowers are bold and beautifully frilled—the stems are very long, usually carrying four fine blossoms—this excellent novelty was included in the group of sweet pea seedlings awarded a gold medal by the New York Florists' Club, April 8th, 1935—we consider this grand new sort a very worth-while addition to the better commercial sweet peas.

1/2 oz.\$0.65 1/4 lb.\$ 3.75
1 oz. 1.00 Lb. 14.00
1/2 oz. 1 oz. 1/4 lb. Lb.
Hope, best white.....\$0.25 \$0.45 \$1.40 \$5.00
Ball Rose, Improved..... .25 .45 1.40 5.00
Majestic Rose. Bright deep rose25 .45 1.40 5.00
Prosperity. Soft rose with light cream shading30 .50 1.60 6.00
Eileen. Rich begonia rose .30 .50 1.75 6.00
Monterey. Clear geranium pink. Flushed salmon30 .50 1.75 6.00
Success. Deepest of all pink varieties30 .50 1.75 6.00
Fragrance. Clear lavender .25 .40 1.40 4.80
Eleanor. Light blue..... .25 .40 1.40 4.80
Memory. Clear rosy lavender30 .50 1.75 6.00
Ball Orange. Clear deep orange25 .45 1.40 5.00
Lavanda. Clear lavender .30 .50 1.60 6.00

WALLFLOWER Double Annual

This remarkable new Wallflower comes into bloom within 5 months from sowing. Exceptional for cut flowers.

"Gold Standard". Deep golden yellow.
Tr. Pkt.\$1.00
Finest Mixed.
Tr. Pkt.50
Violet.
Tr. Pkt.50

COREOPSIS—Golden Coreopsis

*Lanceolata Grandiflora. Single.
Tr. Pkt.15c Oz.35c
Double Yellow. Greatly improved over the semi-double.
Tr. Pkt.35c Oz.75c

*DELPHINIUM—Hardy Larkspur

Belladonna. Light turquoise blue.
Tr. Pkt.35c Oz.\$1.75 1/4 lb.\$6.50
Belladonna Improved (Cliveden Beauty). Large flowered and a stronger grower than the original Belladonna.
Tr. Pkt.50c Oz.\$2.00
Bellamosum. A rich, deep blue form of Belladonna.
Tr. Pkt.50c Oz.\$1.75
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. Direct from B. & L., England. Considered the choicest hybrids in existence.
Tr. Pkt.\$1.00 Oz.\$7.00
Blackmore & Langdon's. (Strain produced in America).
Tr. Pkt.50c Oz.\$4.00
Diener's Hybrids. (Seed supplied by Diener from 1935 crop.)
Tr. Pkt.\$1.00 1/2 oz.\$2.50 1 oz.\$5.00

GAILLARDIA

*Grandiflora Compacta. A compact variety forming bushy plants 12 to 15 inches high.
Tr. Pkt.15 Oz.\$1.00
*Grandiflora Superb Mixed.
Tr. Pkt.15c Oz.50c

*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

*PYRETHRUM—Flowering Sorts

Roseum. Pink.
Tr. Pkt.35c Oz.\$2.00
Hybridum Roseum, Single. Mixed.
Tr. Pkt.25c Oz.\$1.50
Pyrethrum Hybridum "Double Supreme Mixture." This strain is especially desirable because of the large percentage of double blooms it will produce.
Tr. Pkt.50c 1/4 oz.\$2.50
Kelway's Red.
Tr. Pkt.50c Oz.\$3.50

SHASTA DAISIES

Diener's New Double White Giant Shasta Daisy.
Tr. Pkt.25c 1/8 oz.\$4.00
1/4 oz.\$7.50 Oz.25.00
Shasta Daisy "Alaska." Pure white.
Tr. Pkt.25c Oz.\$1.00
*Maximum, "King Edward VII." Pure White.
Tr. Pkt.25c Oz.\$1.00

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

CHICAGO

AMERICAN BULB COMPANY

NEW YORK

**TEXAS
GROWN**

PAPER-WHITE BULBS

For Early Greenhouse Forcing and Retail Sale
 (In water; bowls; with pebbles, etc.)



Texas-grown Paper White Narcissus Bulbs in Bloom in Cincinnati Greenhouse.

Excerpt

From the Florists' Review
Issue February 7, 1935.

TEXAS PAPER WHITE BULBS

Texas-grown Paper White narcissus bulbs furnished by American Bulb Co., Chicago, produced the crop shown in the opposite illustration. One to three flowers on a bulb of 14 to 15 centimeters were grown by William C. Schaefer Floral Co., Cincinnati, O. The photograph was taken January 15, 1935. The bulbs were planted in late December. This bench had been cut four times.

"Why worry about the narcissus embargo when home-produced bulbs will give these wonderful results at prices below foreign importations?"

Texas Grown Narcissus Bulbs Lead Them All for Early Blooming

In 1932 we had the finest and largest crop of Paper-Whites ever produced in America. More than 2,500,000 bulbs were delivered to the florists and dealers of America. The praise we received from the customers who received these bulbs is still ringing in our ears. 1935 has been kind to us to give us the same crop. Plenty of large bulbs measuring 15, 16 and 17 ctm. and some over, all single nose with one center shoot. We have sent samples to our Canadian customers and they prefer them now to the French grown, although Canada can still import. We challenge the world to produce a quality of Paper-Whites equal to that produced this season in Texas of our Lone Star Brand. Every case marked "Lone Star Brand" for your identification. More than 1,500,000 already sold to our customers. We are still booking orders.



Above illustration shows, in part, over one hundred acres in Oregon devoted to the production of King Alfred Narcissus for The American Bulb Co., Chicago and New York.

Our representative from Chicago visited the growing establishments of the northwest during the blooming season to determine the healthiness of the bulbs while the bulbs were in growth and flower. This examination is imperative at this season of the year. We safeguard our customers with our own expert examination. Our confidence in our supplies, their reputation in their community and their fairness in their dealings enable us to offer you assurance that no bulbs leave the west coast in any way superior to the quality you receive through us.

Important! Guaranteed!! Every bulb shipped to us that we reship to you is a guarantee that no flowers have been cut at any time for market or otherwise. For years we have tried, and through the assistance of many of our customers, have appealed to the Narcissus growers of America not to cut flowers to enter in competition with the florists who buy bulbs to force in the greenhouse.

First—it deteriorates the forcing quality of the bulb. Second—it deteriorates the reproducing quality of the bulb by weakening the stock. Third—it affects the market and enters seriously into competition with the greenhouse bulb forcer.

We are on record to the west coast growers to embody in their code that no cut flowers are to be shipped to the eastern markets by bulb growers signing the Growers' Agreement Code. We are glad to inform you that 98 per cent of the bulb growers do not cut or ship flowers to the market.

Customers desiring extra large bulbs, those handling private estate trade, can secure from us a limited quantity of King Alfred measuring 25 ctm. and up. **Four and five flowers are not uncommon in our extra size King Alfred.**

DUTCH, FRENCH, JAPANESE AND AMERICAN BULBS

Our direct connection with grower specialists and personal field inspection during the growing season insures the buyer

DEPENDABLE STOCKS AT PRICES IN KEEPING WITH THE MARKET

Our prices are quoted F. O. B. New York or Chicago. Ocean freight and duty paid. You know just what bulbs will cost at

either of the above named shipping points. No ambiguous charges being added. "We can and will supply you to advantage."

(N. B. We publish a special Fall Bulb Catalogue September First. Copy mailed free.) In the meantime we shall be glad to quote special prices on your list of bulb needs.

A. B. C.—LILY HEADQUARTERS

AMERICAN BULB COMPANY

1335 W. Randolph St., CHICAGO
 31 West 27th St., New York, N. Y.