

## **Historic, Archive Document**

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# Cyclamen Plants

**Cyclamen plants are now the most popular house plant in America. They last longer than any other plant under ordinary care in the home**



**I**N order to supply our customers with the highest grade of CYCLAMEN SEED, we sent a member of our firm to Europe to visit the world's best CYCLAMEN SEED GROWERS. Our connections are such that we can offer to the trade CYCLAMEN SEED that holds true to color and remains true to the large flowering type. European climatic conditions are so suited for the development of the seed and holding it true to type that there is safety and confidence when planting FERD. FISCHER'S SEED. Our seed offered here has a world-wide reputation. American florists have been using it for years. Our grower holds hundreds of recommendations from the best American and European CYCLAMEN PLANT SPECIALISTS. MR. FERD. FISCHER, who supplies us with this seed has been in the CYCLAMEN SEED business for many years. Previous to the war he supplied the leading American CYCLAMEN PLANT GROWERS and some of the leading seed houses in America. This in itself is a strong recommendation and assurance for EVERY CYCLAMEN GROWER to be certain that he gets Cyclamen seed that are the best and truest to type. MR. FISCHER has introduced some of the foremost varieties, including the SALMON and RED SHADES that are now favorites of the American grower.

**We are the sole agents for Ferd. Fischer, and in ordering through us you secure Ferd. Fischer's most reliable Cyclamen seed**

The following is part of a letter received by Ferd. Fischer from one of the leading American Florists' Publishing companies:

**"The demand for Cyclamen plants has been greatly increased by recent conditions. Then there is the fact that many of your old customers have never had as good success with seeds from other sources as they had with the seeds from you."**

Order today. We offer the following for immediate delivery:

	1000
GLOWING DARK RED (XMAS RED).....	\$15.00
GLOWING RED, BRIGHT CHERRY RED.....	15.00
BRIGHT ROSE, ROSE OF MARIENTHAL.....	15.00
PURE WHITE.....	12.50
WHITE WITH DARK CARMINE EYE.....	12.50
SALMON, DELICATE IMPROVED ROSE VON ZEHLENDORF.....	18.00
SALMON, IMPROVED PERLE VON ZEHLENDORF.....	18.00
SALMON, RED-IMPROVED GLORY PRIDE OF WANDSBEK.....	20.00
ROCOCCO ERECTA—ORCHID-FLOWERING TYPES	
ROCOCCO ERECTA RED.....	18.00
ROCOCCO ERECTA ROSE.....	18.00
ROCOCCO ERECTA LILAC.....	18.00
ROCOCCO ERECTA WHITE WITH CARMINE EYE.....	18.00

Less 7% for cash with order.



**American Bulb Company**

**172 North Wabash Ave., Chicago, Ill.**

(OVER)





A House of Healthy Cyclamen Seed Plants for Seeds, Salmon and delicate Salmon. Notice the strong seed pods.  
Mr. Kohler, of the A. B. C. Co., Mr. Ferd. Fischer and Mr. Carl Fischer, Jr.

**FERD. FISCHER**  
SPECIALKULTUR und VERSANDGESCHAFT  
**WIESBADEN-AUKAMM**

Wiesbaden, den 25. April 1920

TO MY CUSTOMERS IN AMERICA:

Those who are in the market for high grade Cyclamen Seed, I wish to advise you that I have perfected the finest strain of Cyclamen Seed I have ever offered, as for the past four years I have devoted my attention to improving my varieties. Cyclamen offered by me this season are all true to name and selected only from the best and healthy plants which in turn give very good results.

I have paid strict attention to my Salmon and Red shades particularly for the American trade. My seed will be offered by the American Bulb Company who are my sole agents, and none is genuine unless purchased through the American Bulb Company. It is with pleasure that I recommend to all florists who are growers of high class plants to try out my seed. I hold recommendations from the best growers in the world.

Yours very truly

FERD. FISCHER.

**American Bulb Company**  
172 North Wabash Ave., Chicago, Ill.



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