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62.23



TYPE OF DWARF PETUNIA  
ACTUAL SIZE

A. B. C. "PRIVATE STOCK"  
See Inside Cover for Details

# AMERICAN BULB COMPANY

**IMPORTERS AND GROWERS**

1335 WEST RANDOLPH STREET, CHICAGO • 31 WEST 27TH STREET, NEW YORK

**AMERICAN AND EUROPEAN NOVELTIES**

WHOLESALE PRICE LIST FOR FLORISTS, SEEDSMEN AND NURSERYMEN

*Spring Edition 1936*



# A. B. C. "Petunias for Profit"



## PETUNIA A. B. C. "PRIVATE STOCK" SINGLE MIXED

Above illustration shows but a few of the multitudinous colors obtaining in this exclusive strain. (See front cover for illustration of full-sized flower.)  
 Trade Packet (1,000 seeds).....\$1.25    5 Trade Packets (5,000 seeds).....\$5.00

## 100% Double Petunias from Seed

*"The Sensation of the Seed World"*

### A NEW DEVELOPMENT IN "ALL-DOUBLE" LARGE FLOWERING FRINGED PETUNIAS Offered under the title A. B. C. "De Luxe"

The introduction of the three Petunia strains listed on this page has caused the public to become "Petunia conscious" and further resulted in providing REAL PROFIT for the grower who had the

foresight to culture them. Note the numerous spontaneous testimonials in the center of this book, which we have received from florists throughout the entire country.

## PETUNIA A. B. C. "De Luxe"

### *Maximum All-Double Giant Fringed Dwarf Mixed*

This notable strain produces 100% Double Flowering Petunias mostly of the Giant Fringed Type. The percentage of small flowering doubles does not exceed 25%. The remainder will

be all Large Flowering Fringed Doubles. The flowers are very large, often measuring 5 inches across, exquisitely ruffled and fringed and contain a wonderful range of brilliant colors.

Priced as follows:

½ Trade Packet.....	\$ 1.25
Trade Packet .....	2.00
3 Trade Packets.....	5.00
1/64 oz. ....	6.00
1/32 oz. ....	11.00

## PETUNIA A. B. C. "Private Stock"

### *Single Large Flowering Mixed*

ILLUSTRATED ABOVE AND ON FRONT COVER

An exclusive A. B. C. introduction . . . a new strain of "hand pollinated" large flowering, dwarf Petunias, produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, Riverside, Ill. (originator of Primula Malacoides Erikssonii). If you grow pot plants

you will surely want some of this outstanding new strain, exceptional for pot plants, porch and window boxes, bedding. Fancy mixed colors. Genuine strain is furnished in Eriksson's original packages. Tr. Pkt. (1,000 seeds)....\$1.25  
 5 Tr. Pkts. (5,000 seeds).. 5.00

## DOUBLE PETUNIA "World Beauty"

### *Large Double Flowering*

ILLUSTRATED IN CENTER COLOR PAGES

Produces large, double fringed flowers of the most beautiful rosy carmine color, plants of dwarf, compact growth and which makes this grand new sort particularly desirable for pot plants as well as bedding. Petunia growers will, we believe, do well to culture

"World Beauty" in a large way. Trade Packet .....

\$2.00  
**Special Note:** Owing to unfavorable weather conditions, the crop of "World Beauty" has developed only a small quantity of seed. Early orders are advisable.

FOR COMPLETE LISTING OF PETUNIAS SEE CENTER COLOR PAGES OF THIS CATALOG

# AMERICAN BULB COMPANY

Importers and Growers

## WHOLESALE PRICE LIST

Spring Edition 1936



### 1936 Marks Our Twentieth Anniversary

**Q**UALITY is the foundation upon which all permanent business must rest. On the occasion of the twentieth anniversary of our business we take pride and satisfaction in reviewing our relationship over two decades with our many friends and customers and reiterating the policy of quality which has done so much to establish our position in the industry.

On the following pages we present for your approval many of the outstanding Seed, Bulb and Plant novelties to be introduced this season, together with a wide and varied selection of the best new kinds of the past few years, as well as standard sorts which still predominate in the field of horticulture.

We sincerely thank our numerous customers for their past patronage and desire to assure them as well as new clients that it will be our continued effort to serve each and every one with quality stocks and at prices in keeping with the market.

We are very glad to say that indications at the present time suggest better future business in all horticultural lines. Therefore, we think the florist can approach the coming season with more confidence than in the past three or four years, and believe that it behooves growers to anticipate such by providing at least reasonable supplies for the expected increase in demand.

#### TERMS OF BUSINESS

**Routing:** Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

**Disclaimer:** The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise, however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

**Discounts:** On bills for Flower Seeds, Bulbs and Plants a discount of 2 per cent for payment 10 days from date of bill may be deducted; 5 per cent cash discount is allowed on all orders of Flower and Vegetable Seeds only; 3 per cent on Bulbs, when remittance accompanies the order, except items specially quoted

A. Miller, President  
Ben Miller, Vice-Pres.



J. J. Karins, Vice-Pres.  
A. L. Koehler, Sec.-Treas.

#### TERMS OF BUSINESS (Continued)

or priced. All other goods are strictly net as are also bills for goods supplied under special quotations unless otherwise agreed upon.

**Parcel Post:** We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. We do not deliver any goods free at Wholesale Prices.

**Prices:** This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same; otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. No perishable stock will be sent C. O. D.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

EARLY ORDERS WILL, WE BELIEVE, PROVE MUTUALLY ADVANTAGEOUS.



Illustration showing view of our new building in Chicago, occupying approximately 50,000 square feet of space, specially constructed to carry on with our highly specialized lines and assure our clients prompt service.

**SPECIAL NOTE:** Please mail orders from this list to  
**AMERICAN BULB COMPANY**  
1335 West Randolph Street, Chicago, Ill.  
Chicago Cable Address "BULBS." (A. B. C. and Bentley Codes)

1335 West Randolph Street  
(Corner Ada)  
Telephones: Haymarket 6774-6775

CHICAGO ★ NEW YORK

31 West 27th Street  
Telephones: Bogardus 4-7257-7258

# Summer Cut Flowers

Many florists could have a continuous supply of cutflowers from their own gardens throughout the summer if they would take the time to plan for this in advance. Each year you no doubt use some one or more new flowers which find ready appeal and sale to your customers. And yet many of the best, the most easily salable are seldom available on the market. This applies to both annual and perennial flowers.

## ANNUALS USEFUL FOR CUTTING

An annual must have more than pleasing form and color to be a good cutting flower. There are two other points to consider: its keeping qualities and length of stem. Attractive foliage is desirable in a good cutting flower, but not essential. Fragrance is more or less of secondary consideration. Nevertheless, it is better to have flowers entirely lacking in smell than possessed of "garden halitosis." The marigolds have been objectionable to many persons because of their strong, pungent odor. Now Nature and the plant breeders, working co-operatively, have virtually eliminated that racial fault in such new and greatly improved forms of African marigold as "**Guinea Gold**" and "**Yellow Supreme**." Every cutting garden or list of annuals for cutting purposes really should have one or both of these novelties. "Yellow Supreme" is the latest—All-American gold medalist for 1934. Both "Yellow Supreme" and "Guinea Gold" are splendid for bouquets, particularly when used with blue flowers. (The new marigold "Harmony" illustrated on this page is also recommended.)

Which introduces the questions of blue-flowered cutting annuals, never very plentiful. There are the Giant Imperial Larkspur, **Blue Spire** and **Lilac Queen**, marked advancements over the old stock-flowered type; Nigella, **Miss Jekyll**; there is a lovely azure blue newcomer in the large-flowered **Scabiosas "Azure Fairy"**; and last, but not least, there is the annual **Anchusa, "Blue Bird."** If no other blue flowers were available, this glorious introduction from Old England would be sufficient. The blooms resemble giant sprays of forget-me-nots of the most vivid indigo blue. They last an exceptionally long time and the oftener they are cut, the more new flowers appear.

### Annual Chrysanthemums

Easily grown, blooming from mid-summer on and possessing a charming compatibility when used with other flowers, the French marguerites or annual chrysanthemums merit greater consideration than they have received from many Canadian gardeners. Two varieties of especial value are "**Morning Star**," pale prim-

rose, and "**Northern Star**," white with yellow center and dark disc.

With the annual chrysanthemums might be grouped the "**Gaillardias**" and "**Rudbeckias**," ensuring an abundance of long-stemmed, showy flowers for use in bold decorative effects.

If perennial **Gypsophila** or Baby's Breath is not available in a garden, the annual variety is almost another indispensable. A few airy sprays of Gypsophila simplify the arrangement of other flowers. As one writer has said, the other flowers only require to be inserted among the Gypsophila sprays to make a pretty bouquet. The annual Gypsophila may be had in white, rose and cream.

"**Statice**," or Sea Lavender, is invaluable also in flower arrangements, lending grace and freedom to a bouquet.

In Zinnias, the chrysanthemum-flowered variety, "**Fantasy**," another all-American selection for 1934; the "**Scabious-flowered**" form introduced a few years ago, and the "**Crown o' Gold**" strain are recommended for cutting flowers. The flowers of "Fantasy" bear a resemblance to shaggy, bright-colored chrysanthemums. They get away from the stiff, rather woody appearance of the more orthodox types of Zinnias.

Poppies are useful; the "**Shirley**" variety will last well if care is always taken to burn the ends of the stems before placing them in cold water. The Shirley poppy is one of the loveliest of all annuals; a sowing as late as July 10 will give plenty of flowers. In fact, three sowings a season may well be made. For shipping, none of the poppies are to be recommended, but for local selling they are fine. All annuals, of course, prefer a generous soil and constant cultivation and in extremely dry weather watering is helpful. It is easy, however, to overdo this, especially on Zinnias and Calendulas.

A perusal of the following pages will no doubt suggest many other desirable cutflower annuals as well as PERENNIALS.



**New Marigold "Harmony"**  
A Desirable Annual for Cutting

For Our Complete List of  
**Perennial Seeds**  
See Pages 38 to 44

### Perennial Plants

We Issue a Special Catalogue of  
**Perennial Plants, Hardy Chrysanthemums,**  
**Delphinium, Gypsophila**  
**and All Worth-While Florists' Kinds**  
Copy Mailed Free

### "The Florist-Grower's Book of the Hour"

**Fritz Bahr's "Commercial Floriculture"** is a book every beginner should read and study, for him it means obtaining information vital toward success.

It's of equal value to the experienced grower, as it contains the best, most up-to-date cultural methods for plant and cutflower crops for both under glass and outdoors.

The price is **\$5.00** per copy, postpaid for cash with order or postage extra on charge orders.

## INDEX OF CONTENTS OF THIS CATALOGUE

Asparagus .....	12
Begonia Bulbs .....	47
Begonia Seed .....	15
Book, Fritz Bahr's .....	2
Bulbs, Miscellaneous .....	47-48
Caladiums .....	48
Cannas .....	48
Carnations .....	57

Chrysanthemums .....	57
Cyclamen .....	19
Dahlias .....	49
Flower Seeds (Alphabetically).....	2 to 44
Gladiolus .....	50-54
Gloxinias .....	48
Hardy Perennial Plants.....	61-62

Lawn Grass Seed.....	46
Lilies .....	55-56
Lily-of-the-Valley .....	48
Miscellaneous Plants .....	58-59-60
Roses .....	59-60
Terms of Business.....	1
Tuberose .....	48
Vegetable Seeds .....	45-46

# A. B. C. "Supreme" Quality FLORISTS' FLOWER SEEDS

**SPECIAL NOTE:** For cash with order we allow special 5% discount on all orders for flower and vegetable seeds. This discount, however, does not apply to other merchandise listed in this book. (See page 1 for general discounts.)

Trustworthy seeds mean a great deal to The Florist Grower, and fully appreciating this fact, we leave no stone unturned in our efforts to supply just that kind. Our Flower Seed business (carried on exclusively for the florist grower) pertains to the furnishing of the very best strains produced by specialists the world over, verified by our intensive yearly greenhouse and field trials, likewise careful seed tests within a reasonable time previous to shipment, thus insuring true types and highest germination.

Forty years of flower seed knowledge and a keen desire to supply our clients with the latest and best varieties suggests, we believe, that the A. B. C. should be a dependable source for your seed needs. We wish to call particular attention to our special strains of Petunia seeds, especially World Beauty, De Luxe Double Mixed and Private Stock single mixed, all of which have proven highly profitable to the trade.

May we have the pleasure of serving you?

Faithfully yours,  
**AMERICAN BULB CO.**  
Per A. Miller, Pres.

★ FLOWER SEEDS ARE NOT A COMPETITIVE PRICE COMMODITY  
FLOWER SEEDS ARE A COMPETITIVE QUALITY COMMODITY

## How to Improve Germination of Fine Seeds Especially During Hot Weather Season



Type of Fischer's Giant Cyclamen  
Preferred by the Particular Grower

**Mix "Sorbex".** (The Finest Peat Organic) with soil in seed flats and pots.  
**Soil for Seed Flats.** A perfect mixture for the tender germinated seedlings is one part "Sorbex" to two parts screened garden loam—by volume. Prepare this mixture several days in advance of sowing seeds to allow the "Sorbex" time to absorb some moisture. If time is a factor, moisten the "Sorbex" somewhat before mixing with the soil.

"SORBEX." Per 10-bushel bag.....\$2.75

Follow this by applying "Formaldehyde" or "Ansul Dust"

**What Causes Damping-Off?** Few growers realize that such diseases as "Damping-Off" and rots of seedlings are caused by living germs. Disease producing germs live normally in the soil and on seeds. The only successful way of preventing these diseases is to sterilize the soil and disinfect the seed.

(Excerpt from Florists' Review, issue of January 24, 1935)

**Formaldehyde for Damping-Off.** "Dr. C. E. F. Guterman, of the department of plant pathology (Cornell University) told of recent developments in the control of damping-off of seedlings. The use of formaldehyde for treating soils for seed planting was recommended where it is not possible to use steam as a means of sterilization. It was shown that two scant teaspoons of commercial (forty per cent) formaldehyde mixed with about ten teaspoons of water make sufficient solution to treat one average-size flat of soil. The soil is spread out on the bench and sprinkled with the formaldehyde solution. It is then thoroughly mixed and placed in the flat. After the soil has stood twenty-four hours, the seeds may be planted. One pint of formaldehyde is ample to treat fifty flats of soil.

**LIQUID FORMALDEHYDE.** Qt....75c Gal....\$2.25 60-lb. kegs....\$8.40

**ANSUL DUST.** Also a popular remedy for Damping-Off control:

1-lb. cans .....\$0.75  
5-lb. cans ..... 2.00  
25-lb. drums ..... 5.50

## Recent Novelties and Specialties



**Acroclinium, New Hybrids**

### 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. Particularly recommended for Mother's Day blooming. Tr. Pkt.....\$1.00

### CALLIOPSIS DRUMMONDI "Gold Crest" Semi-Double (Annual)

This is a big improvement over the old Golden Wave. The color is a rich golden yellow with a reddish brown zone and comes with a double row of mammoth petals. Exceptional for cutting. Tr. Pkt.....25c    1/4 oz.....35c    Oz.....\$1.00

### CHRYSANTHEMUM MAWII

A new perennial daisy, perfectly hardy, with rich pink flowers, about two inches across, contrasted pleasantly with the silvery foliage of the plants. Compact in habit, 12 inches in height, the plants are ideal for the perennial border or for rockeries. Tr. Pkt.....50c    1/16 oz.....\$1.00

### New Mammoth Flowering COSMOS "SENSATION" EXCEPTIONAL FOR CUT FLOWERS

Given an Award of Merit by "The All-America Council," 1935

Following is an excerpt from The Florists' Review, issue of November 1, 1934.

"A new Cosmos, called 'Sensation,' is on display this week at the store of the American Bulb. Co. The variety is remarkable for the size of flower—about four inches across—and its early-blooming habit. The flowers were cut ten weeks after sowing the seed in open ground, and the grower stated the large blooms came without disbudding."

Mr. O. J. Olson of Holm and Olson, the well-known retailers and growers, of Saint Paul, Minn., says of "Sensation Cosmos": "It is a dandy. Much larger than any cosmos we see later in the season. We have found them good sellers and believe it is quite a big acquisition to the cutflower trade."

Pink and White Mixed. Tr. Pkt.....50c

### ACROCLINIUM New Large-Flowered Double Hybrids (Annual)

It is a gala occasion when the florist discovers a flower variety, entirely new and different, which sells on sight. Such a variety is this new Acroclinium, so greatly improved over the old variety that they can scarcely be recognized as members of the same family. The double flowers are extremely large, at least twice the size of the ordinary strain, on 12 to 18 inch stems, which are borne freely over a long flowering period. The range of color is most remarkable, being especially rich in shades of salmon, apricot, pink, rose and cerise, with white and creamy tones to balance up the pastel mixture. While some of the flowers have a light eye, the majority are enhanced by a boldly contrasting dark center. No florist or market grower should be without these New Large Flowered Double Hybrids.

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

### AQUILEGIAS (Perennials)

**THE NEW ENGLISH AQUILEGIAS OFFERED BELOW  
PROVIDE DESIRABLE CUT FLOWERS**

**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    1/4 oz.....\$1.25    Oz.....\$4.00

**Blue Shades.** Exceptional. Tr. Pkt....50c    1/4 oz....\$1.25    Oz...\$4.00

**Lowdham Mixture.** Tr. Pkt.....35c    Oz.....\$2.50

**Crimson Star.** Richest crimson with white petals. Tr. Pkt.....75c    1/4 oz.....\$2.75



**New Cosmos "Sensation"**

This Mammoth Flowering Cosmos provides a profitable Cut Flower during the early summer. We introduced this valuable New Cosmos to the trade last year and are prepared to again supply you with the true strain for the coming season.



# Recent Novelties and Specialties

## COREOPSIS GRANDIFLORA DOUBLE SUNBURST

(PERENNIAL)

Much of the beauty of early summer gardens is due to the brilliant golden yellow of Coreopsis plantings. There is nothing that can take its place at that time of year when yellows are so scarce, and when variations in the type are produced, they are welcomed gladly. Sunburst is a pleasant change from the well known single form, retaining its beauty of color while augmenting its effect of brilliance through the doubling of petals. The double flowers are large, 1½ to 2 inches across, deep golden yellow, and are excellent for cutting as well as for garden decoration. The flowers are fine keepers, and the plants are very easy to grow. The strain is remarkably true, coming 80% double, as illustrated. Tr. Pkt.....25c ¼ oz.....60c Oz.....\$2.00



## NEW DAHLIA SALBACH'S IMPROVED UNWIN

Unwin's Dwarf Bedding Dahlias are already firmly established in popular favor. The latest development will most certainly surpass previous strains in beauty of form and value in bedding.

In most characteristics they closely resemble the older race of Unwin's Hybrids. Reaching 24 inches in height, they are of pretty habit, exceedingly free-flowering, and carry their blooms stiffly erect on wiry stems, well above the foliage. The main difference lies in their petal formation, which is partly curled; they are perhaps more accurately described as semi-quilled. As can be well imagined, this most effectively enhances their great lightness and charm.

The color range is exceedingly wide, and they come remarkably true to name and form. This strain of dwarfs is very precocious, blooming about 3½ months from the time of sowing; from late summer until the first severe frost, they give a truly wonderful display and provide exceptional cutflowers and pot plants. Finest mixed colors.

Tr. Pkt.....50c ⅛ oz.....\$1.25 ¼ oz.....\$2.00

**DAHLIA**  
Salbach's Improved Unwin  
Excellent for Cutting or Pot Plants

## DIANTHUS NEW DOUBLE SWEET WIVELSFIELD

(PERENNIAL)

But If Sown Early Will Bloom First Season

A sensational plant—a great improvement on the original Sweet Wivelsfield, which proved such an enormous success when sent out by us some four years ago.

**Double Sweet Wivelsfield** is a bold, full flower of widely varying shades of color, from scarlet to pink. The flowers last much longer in the beds and also as a cutflower it is very worthwhile. Growers in England are greatly impressed, and it will undoubtedly be one of the best selling novelties for 1936. Tr. Pkt.....50c

**NEW DOUBLE  
HARDY DAISY  
"WHITE SWAN"  
IS HIGHLY  
RECOMMENDED  
(SEE PAGE 61)**



**Coreopsis Grandiflora  
New Double Sunburst**

## NEW DIANTHUS DELIGHT

This is a hybrid between Dianthus Sweet Wivelsfield and Dianthus Roysii. The growth of the plant is about 9 inches high and like a glorified Dianthus Roysii. A neat erect habit of growth which is continuous flowering out of doors from June until October, producing flowers about half an inch in diameter, not in trusses, but in alternating spikes in great profusion.

There is a bewildering range of colors from the palest pink down to the deepest purple, the predominating shades are velvety rich reds, many having the eye of a Sweet William, there is usually a definite color at the reflex of the petal like Dianthus Roysii, and the magenta shades are very subdued. Dianthus Delight is an easy growing plant which will stand many degrees of frost. Choice for cutting. Tr. Pkt.....75c



**New Dianthus "Delight"**

## Recent Novelties and Specialties



**New Dianthus Laciniatus  
Splendens**

### EXACUM AFFINE "ATROCOERULEUM"

This is a beautiful counterpart to the light mauve flowering species "affine", which is well-known as a most useful pot plant. Numerous small dark lavender flowers with golden yellow stamens contrast wonderfully with the light green leaves. Seedlings sown January-February flower in June and continue uninterruptedly until the autumn. To obtain the best results, plant two plants in each pot. Rich soil of leaf mould and turfy loam in equal parts with some sand added is most suitable for its cultivation, which from the end of March must be carried out either in a cold frame or a well ventilated greenhouse with the minimum of shade. Exacum affine is a fragrant and charming indoor plant. As a cheap market plant it is worthy of notice. This new Exacum harmonizes wonderfully well with most of the red and pink Begonias in made up combinations and the plants stand the heat equally well.

Tr. Pkt. .... \$1.00



**New Exacum Affine  
"Atrocoeruleum"**

### NEW DIANTHUS LACINIATUS SPLENDENS

SPECIAL MENTION 1935 ALL AMERICA SELECTIONS

The most striking Dianthus we have ever offered, Splendens has been considered worthy of Special Mention by the All America Council. Free flowering and easily grown, the Dianthus family has for years furnished us with some of our most popular border subjects. Neat and compact in habit, bearing generous quantities of its large, sweet scented single flowers of brilliant crimson, with a boldly contrasted glistening white eye. Splendens has but few equals as an edging plant or for use in the very popular miniature bouquets now enjoying such a vogue.

Tr. Pkt.....25c      ¼ oz.....50c      1 oz.....\$1.50

### ERIGERON (PERENNIAL)

DOUBLE "AZURE BEAUTY"  
(Raiser's Description)

This novelty attracted so many of our visitors to Kelvedon last year that stock was exhausted soon after the issue of our General Catalogue. It has been selected from Merstham Glory, which will be remembered as a semi-double variety of great merit, and although Azure Beauty varies in form a little from seed, the average duplication is more intense than in its parent. In fact, when first the flowers open they are practically fully double, and not an "eye" can be seen.

The plant reaches a height of about 2½ feet and is extremely floriferous. Azure Beauty is an ideal subject for the Herbaceous border, an attractive cut flower, and a novelty which warrants a place in every Seed Catalogue.

It is very hardy, and sown in March or April will flower the following spring. Tr. Pkt.....35c      3 Tr. Pkts.....\$1.00

### FUCHSIA HYBRIDA

DOUBLE DWARF EARLY FLOWERING MIXED

The seeds have been gathered from compact, early, richly flowering varieties which have been crossed with one another. Seed sown in January or February will flower at the end of June and continue until the autumn. The plants produce from 85 to 90 per cent double blooms with white, lilac, pink, light and dark blue corollas. Raising these Fuchsias from seed gives very good results and is to be highly recommended. Tr. Pkt.....50c

For Standard Varieties of Florists' Flower Seeds Please Refer to  
Alphabetically Arranged Pages in This Book



**Double Early Dwarf Fuschia**

### A. B. C. "PRIVATE STOCK" Petunia Seed



This strain has proved to be a real "profit maker" for the trade. See illustration in natural color and actual size on front cover.



PLANT FREELY OF "LIEB'S WINTER MARIGOLD" FOR CUTFLOWERS



# Recent Novelties and Specialties

## LILIUM LONGIFLORUM PRAECOX

### "White Queen"

We are pleased to be able to offer this beautiful Lily, which, with its long snowy-white pendant flowers, is remarkable for the celerity with which it can be raised from seed. The plants begin to bloom well within 12 months from the time of sowing. The flowers are of exquisite form and very freely produced. This new Lily has proved itself an excellent market plant. It received an Award of Merit from the Royal Horticultural Society (England) in 1932. Tr. Pkt. (250 seeds).....\$1.00

## SENSATIONAL CUT-FLOWER NOVELTY

### LIEB'S WINTER MARIGOLD

#### (The Originator's Improved Strain)

Mahogany brown with golden yellow crested center. Flowers continually from October to May. Blossoms, 3 inches diameter, are of wonderful keeping quality and have a distinctly sweet odor. Fine to follow Mums.

For best results seed should be sown from July up to December. Plant in any house that can be kept free from frost. No insect pests.

Tr. Pkt. ....60c

## NIEREMBERGIA HIPPOMANICA

We cordially recommend this beautiful little Solanaceous plant as an admirable subject for greenhouse decoration. Not more than 4 to 6 inches high, it forms a cushion of elegant light green foliage from which emerge corymbs of salver-shaped flowers of a delicate lavender hue, 1 to 1 1/4 inches across, adorned with a clear yellow eye. Of highly ornamental effect, we are sure that it will prove a gem for the conservatory, and in suitable situations should do well in the open air. We may add that the bloom is very profuse and of a long-lasting character. It is a perennial, but seeds sown in Spring will bloom the same year. Award of Merit, R. H. S., 1933. Tr. Pkt.....75c



Iceland Poppy, "The Empress"  
Another Desirable New Variety for  
Cut Flowers



LIEB'S WINTER - MARIGOLD

## NEW POPPY NUDICAULE

### The Empress

#### BODGER (INTRODUCER'S) DESCRIPTION

Our new Nudicaule Poppy, The Empress, is truly queen of the Iceland Poppy family. Distinct from all other strains, it is remarkable first for flower form—large, full, well formed flowers, with broad overlapping petals deeply fluted or wrinkled, giving an effect almost of doubleness, an illusion which is most delightful. Secondly, the color range is unique lovely shades of salmon rose and creamy pinks never before seen in Nudicaule Poppies, fascinating tones to intrigue the imagination. The flowers are carried on good strong stems, which make them fine for cutting.

Our Hybridist, Miss Elizabeth Bodger, discovered the original parent plant of this strain on a visit to the gardens of the Empress Hotel in Victoria, British Columbia. Through the kindness of Mr. Saunders, head gardener of the hotel grounds, we were enabled to obtain seed of this new type, and from it have developed the strain we are now offering as The Empress. Tr. Pkt.....50c

## POPPY NUDICAULE

### The Emperor

#### BODGER (INTRODUCER'S) DESCRIPTION

This exceptionally fine strain of Nudicaule Poppy, which we are offering you as a companion to The Empress, attracted the attention of our President, Mr. John C. Bodger, in the course of his travels through Australia last year. The Emperor is without a doubt the best orange Iceland Poppy available, the same type as The Empress, with extremely large fluted petaled flowers, many with an extra row of petals. The color is remarkably true, the same shade as our El Monte, deep tangerine orange, but the flowers are larger, and are borne on very long strong stems. We highly recommend The Emperor. Tr Pkt.....50c

COSMOS "SENSATION" EXCEPTIONAL FOR EARLY SUMMER CUT FLOWERS



# Recent Novelties and Specialties



**New Double Flowered Primula Obconica  
"Portland Beauty"**  
Provides a Very Worth-While Pot Plant  
(New Crop Seed Ready in July)

## NEW DOUBLE FLOWERING PRIMULA OBCONICA "PORTLAND BEAUTY"

(See Illustration)

A double flowering Primula Obconica has been long sought for by plant specialists and we are glad to say that such has now been accomplished by an American grower. Ernst Eriksson of Riverside, Ill., and J. Sylvester of Oconto, Wis., both high class pot-plant growers, tell us that this new Primula has a great future. Shades of dark pink, lavender pink, and rose pink mixed. Since same seeds sparsely and the supply is limited, early orders will have first call. Tr. Pkt. (About 500 seeds). **\$1.50**

(New Crop Seed Ready in July)

## SCABIOSA FISCHERI

A fine new border plant from Manchuria, hardy and truly perennial, growing about 20 inches high with handsome divided leaves and flowering well into the autumn. The flowers are about 2½ inches in diameter, borne on long stiff stems, and are of a rich deep violet-blue shade, unlike that of any other Scabious. This handsome plant, about 2½ feet high, will make an excellent addition to the herbaceous border, and furnish first-rate material for cutting. Award of Merit, R.H.S., 1935.

Tr. Pkt. .... **50c**

## THE GIANT SCABIOSA

"ISAAC HOUSE HYBRIDS"  
(Perennial)

The list of good cutflowers at any particular time of the year is never too long and in midsummer it is often indeed abbreviated. Take into consideration, too, the modern trend for variety and the always-present desire for something different and the commercial producer of cut flowers cannot afford to miss anything of merit in his line. For these reasons and others he will do well to look into the merits of the so-called Giant Scabiosa, "Isaac House Hybrids."

Flowers very large and of beautiful form, ranging in color from light azure blue and lavender to deep blue and silvery white. This class is also valuable for forcing. For this, lift field plants and store in a cold frame, starting them in a cool house after Valentine's day. Though an earlier crop can be had if planted out around mid-January.

Tr. Pkt. .... **50c**    ¼ oz. .... **85c**    Oz. .... **\$3.00**

## SCHIZANTHUS "BALL'S DWARF"

For pot plant use, this is the strain to use. The plants are very compact in habit, dwarf growing, about 6 inches high, pyramidal in shape, and very free flowering. The color range includes all the popular pastel shades, pinks, rose, cream, and white, as well as some of the darker colors for balance. Exhibited as a pot plant this new Schizanthus created much favorable comment at the 1935 Chicago Flower Show. Excellent for an early border. Tr. Pkt. .... **50c**    ½ oz. .... **\$1.00**

## NEW SCHIZANTHUS

**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-colors 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."

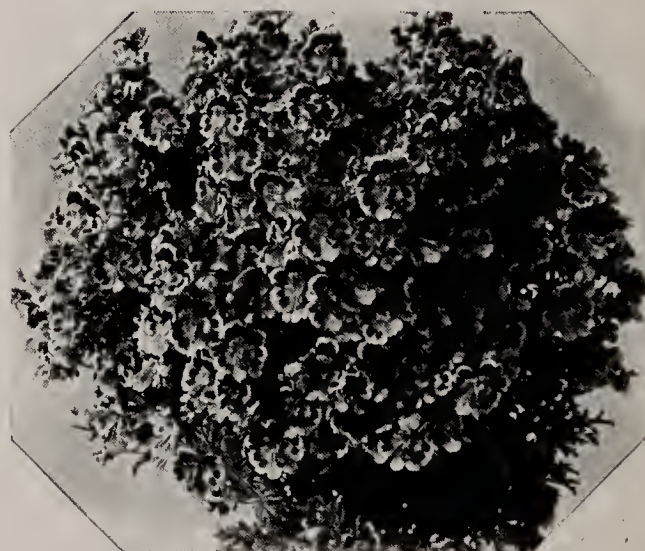
Price (Sutton's Original Packets) Each. .... **\$1.00**

## NEW STATICE SINUATA "MARKET GROWER'S BLUE"

Blue statices are of interest to every market grower of flowers, and it was their importance to the cutflower trade that led us to pay particular attention to the selection of an ideal blue variety.

We have reached our aim in "Market Grower's Blue," and are confident that any of our customers who grow this particular strain will be more than satisfied.

The color is the deepest possible blue, but retains the necessary brightness to make it ideal for market. The plant is strong and free-flowering, but keeps that comparative compactness of habit which is one of the essentials of a good market stock. Tr. Pkt. .... **35c**    Oz. .... **\$2.00**



**Schizanthus "Ball's Dwarf"**  
For Pot Plants This Is the Strain To Use

NEW CARNATION "KING CARDINAL" IS HIGHLY RECOMMENDED



# A. B. C. "Supreme" Quality Florists' Flower Seeds

All of the following are "Annuals" and kinds that bloom the first year, providing seed is sown early. For listing of Biennial and Perennial seeds, see separate classification in future pages of this book.

**ABRONIA**

	Tr. Pkt.	Oz.
Umbellata (Sand Verbena). Rose .10 in.....	\$0.10	\$0.50

**ABUTILON (Flowering Maple)**

Various Shades. Blooms in six months from sowing .....	(1/8 oz. \$1.35	.50	....
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**ACHIMENES**

Mixed. Flowers tube shaped. Attractive colors. Desirable pot plant, also for hanging baskets.....	1.00	....
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**ACROCLINIUM (Everlasting)**

New Large Flowering Hybrids.....	.25	1.50
Roseum Pink. ....	.10	.25
Roseum Album. White.....	.10	.25
Fl. Pl. Double Pink.....	.10	.30
Album Fl. Pl. Double. White.....	.10	.30

**AGAPANTHUS**

Umbellatus (Blue Lily of the Nile.) Succeeds out of doors in Southern states.....	(1/4 oz., 60c)	.35	2.00
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**AGERATUM**

Mexicanum Blue. 2 ft.....	.10	.40	
Mexicanum Album. White. 2 ft.....	.10	.40	
Blue Perfection. Dark blue bedder. 8 in.....	.15	.60	
Blue Ball. An improved Blue Perfection. 6 in.....	.15	.80	
Blue Cap. Dwarf, compact, flowers larger than "Little Blue Star" and deeper in color.....	(1/4 oz., 80c)	.50	2.75
Little Blue Star. Miniature bushes, flowers light blue with red center. 4 in.....	(1/4 oz., 60c)	.25	2.00
Purple Perfection. Large flowered. Deep violet blue. 8 in. ....	.15	.80	
Little Dorrit. Blue. 6 in.....	.15	.75	
Little Dorrit. White. 6 in.....	.15	.75	
Little Silver Star. Silver grey star-like flowers. 4 in.	.25	2.00	
Scarlet Gem. Dwarf. Flowers pale rose, dark rose center .....	.35	....	
Lasseauxi. Good pink. Choice cut-flower. 2 ft.....	.20	1.20	

**AGROSTEMMA**

Coeli-Rosa (Rose of Heaven). Rose. 12 in.....	.10	.25
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**ALOE VARIEGATA**

Tiger Aloe. A quick-growing succulent, with beautifully variegated leaves.....	(1,000 seeds, \$1.00)	....
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**ALYSSUM**

Maritimum (Sweet Alyssum). White. Used for cut-flowers. 10 in. ....	(Lb., \$2.00)	.10	.20
Benthami Compactum Erectum. White. 9 in.....	.10	.40	
Compactum Erectum. Straw yellow. 8 in.....	.10	.40	
Lilac Queen. Pale lilac flowers, color deepens as weather becomes cool. 9 in.....	.10	.60	
Little Dorrit. White. (A.B.C. special strain.) Forms perfect bush about 4 in. high.....	(1/4 lb., \$1.25)	.15	.50
Carpet of Snow (Procumbens). Spreading 2 to 3 inches .....	(1/4 lb., \$1.00)	.15	.50
A.B.C. Special "Little Gem." White. 4 to 6 inches .....	(1/4 lb., \$1.50)	.15	.60

**AMARANTHUS**

Abyssinicus. Dark red tassels, green leaves. 5 ft....	.10	.30
Caudatus (Love Lies Bleeding). Red. 3 ft.....	.10	.30
Molten Fire. Brilliant poinsettia-like tips. 4 ft.....	.15	1.60
Salicifolius (Fountain Plant). Green with bronze, tops blood red. 3 ft.....	.15	.60
Tricolor Splendens, "Joseph's Coat." Yellow, red and green. Provides a good pot plant. 3 ft.....	.10	.50

**AMMOBIUM (Everlasting)**

White .....	.15	.35
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**ANCHUSA**

Capensis. Azure blue. 2 ft.....	\$0.15	\$0.40
Blue Bird. Indigo blue. 2 ft.....	.15	.60

**ANGELONIA, Grandiflora**

Lilac. White. Tigered throat. Fragrant. 3 ft.....	.50	....
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**ANTHEMIS ARABICA**

Yellow "daisy-like" flowers. For edging and dwarf borders. 1 ft.....	.25	....
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**ANTIGONON**

Leptopus (Mountain Rose). Rose.....	.15	.40
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**ANNAGALIS (Pimpernel)**

Coerulea. Gentian blue.....	.15	.80
Red. Brick red.....	.15	.80

## ANTIRRHINUM (Snapdragon)

### ANTIRRHINUM (Snapdragon) (For Out-door Culture)

New rust-proof California strain perfected by the University of California and various California seed growers. In sections of the country where rust usually obtains this new strain is recommended. While not yet 100% resistant, the percentage is well above 75% rust-proof.

### RUST PROOF VARIETIES

Shasta. Pure white. Ceylon court habit. Rust proof.	Tr. Pkt...50c	1/16 oz...\$1.00	1/8 oz...\$1.75	1/4 oz...\$3.00	Oz...\$10.00
Florist Pearl. Glistening white. Rust proof.	Tr. Pkt...50c	1/16 oz...\$1.00	1/8 oz...\$1.75	1/4 oz...\$3.00	Oz...\$10.00
Crimson. Pure crimson over orange. Rust proof.	Tr. Pkt...50c	1/16 oz...\$1.00	1/8 oz...\$1.75	1/4 oz...\$3.00	Oz...\$10.00
University of California. Rust-proof Mixture.	Tr. Pkt.....35c	1/8 oz.....75c	1/4 oz.....\$1.50	Oz.....\$5.00	

### Regular Strains (For out-door culture)

**Maximum.** Giant flowered 2 3/4 ft.  
This type produce the tallest of all Snapdragons, with very large flowers and a distinct range of colors. Very fine. (Not recommended for greenhouse culture.) But good for outdoor cutflower production.

	Tr. Pkt.	1/4 oz.	Oz.
Apple Blossom. Rosy pink white tube.....	\$0.25	\$0.60	\$2.00
Canary Bird. Canary yellow.....	.25	.60	2.00
Copper King. Bronzy copper.....	.25	.60	2.00
Old Gold. ....	.25	.60	2.00
Purple King. Deep garnet.....	.25	.60	2.00
Salmon Rose. ....	.25	.60	2.00
Snowflake. White. ....	.25	.60	2.00
The Rose. "Begonia Rose.".....	.25	.60	2.00
Extra Fine Mixture.....	.25	.35	1.20

### Large Flowering Tall Sorts (2 1/2 ft.)

Autumn Glow. Old rose shaded terra cotta.....	.20	.50	1.50
Brilliant Rose. Rose pink.....	.15	.35	1.10
Crimson King. Rich crimson.....	.15	.35	1.10
Fire King. Orange scarlet, white tube.....	.20	.50	1.50
Golden King. Giant yellow.....	.15	.35	1.10
Harmony. Terra-cotta orange, shaded rose.....	.20	.50	1.50
Pink Domino. Soft, clear rose pink, white throat..	.20	.50	1.50
Pink Venus. Flesh pink, white tube.....	.15	.35	1.10
Queen Victoria. Improved white.....	.15	.35	1.10
Rose King. Deep rose self.....	.20	.50	1.50
Rose Queen. Soft pink.....	.20	.50	1.50
Scarlet (Defiance). ....	.20	.50	1.50
Torchlight. Orange yellow lip .....	.20	.50	1.50
Extra Fine Mixture.....	.15	.40	1.25

SNAPDRAGONS Continued on Next Page



ANTIRRHINUM (Snapdragon) Continued

Tom Thumb Varieties (6 in.)

	Tr. Pkt.	1/4 oz.	Oz.
Crimson. ....	\$0.35	....	....
Delicate Pink. ....	.35	....	....
White. ....	.35	....	....
Rose Pink. ....	.35	....	....

ANTIRRHINUM (Snapdragon) For Greenhouse Culture

Proven Sorts for the Florist Grower

IMPORTANT! All Snapdragon Seed which we supply for under-glass production has been produced in greenhouses, is true to name and obtains full strength. We cannot recommend for greenhouse planting, seed that has been harvested from out-door cultures, as we have found such not infrequently to be of doubtful quality insofar as cut-flower production is concerned.

ANTIRRHINUM (Snapdragon) Continued

Large Flowering, Tall Sorts, Early Flowering (2 1/2 ft.)

	Tr. Pkt.	1/4 oz.	Oz.
Brilliant Rose. Rose pink.....	\$0.25	\$0.60	\$2.00
Golden King. Bright yellow.....	.25	.60	2.00
Queen Victoria. Pure white.....	.25	.60	2.00
Rose Queen. Soft pink.....	.25	.60	2.00
Scarlet Defiance. Bright scarlet.....	.25	.60	2.00
Extra Fine Mixed.....	.20	.50	1.85

Large Flowering, Half Dwarf Sorts (1 1/2 ft.)

Amber Queen. Amber suffused chamois.....	.15	.35	1.10
Carmin Queen. Brilliant rose carmine.....	.15	.35	1.10
Climax. Orange shading to yellow in lip.....	.15	.35	1.10
Defiance. Orange scarlet.....	.15	.35	1.10
Empress. Rich velvety crimson.....	.15	.35	1.10
Fawn. Terra cotta pink, suffused yellow.....	.15	.35	1.10
Firebrand. Bright scarlet.....	.15	.35	1.10
Gloria. Rich deep rose pink.....	.15	.35	1.10
Golden Queen. Clear yellow.....	.15	.35	1.10
Madonna Improved. Finest white.....	.15	.35	1.10
Mauve Queen. Lilac mauve.....	.15	.35	1.10
Nelrose. Deep rose pink.....	.15	.35	1.10
Peerless Pink. Cameo pink.....	.15	.35	1.10
Philadelphia Pink. ....	.15	.35	1.10
Pink Perfection. Pink suffused salmon.....	.15	.35	1.10
Prima Donna. Terra cotta pink, white tube.....	.15	.35	1.10
Rose Dore. Rose suffused orange.....	.15	.35	1.10
Silver Pink. Pearly pink.....	.15	.35	1.10
Extra Fine Mixture.....	.15	.35	1.10

Rock Hybrids

8 inches. Early flowering, forming small compact bushes very suitable for rock and Alpine gardens. Choice Mixed Colors.....	.35	....	....
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	Trade Pkt.	3 Tr. Pkts.	5 Tr. Pkts.
Allman's Pink. Silvery rose-pink.....	\$1.00	\$2.50	\$3.50
*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
*Ceylon Court. Dark, deeper golden yellow than above and more uniform in growth.....	1.00	2.50	3.50
Cheviot Maid. Original strain.....	1.00	2.00	3.00
Cheviot Maid. Yoder strain, light pink.....	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
Geneva Pink. Rich clear pink.....	.50	1.25	2.00
Golden Pink Queen. As named.....	1.00	2.50	3.50
Happiness. Pure pink.....	1.00	2.00	3.00
Helen. Salmon rose.....	1.00	2.50	3.50
*Improved Terry's Surprise. Rose shaded orange.	2.00	5.00	....
*Jennie Schneider. Light rose.....	1.00	2.00	3.00
Judd's Light Pink.....	1.00	2.00	3.00
Kirkwood Beauty (New). Bronze orange.....	1.00	2.50	....
Laura. Deep rose.....	1.00	2.50	3.50
*Lemon Beauty. Lemon-yellow.....	2.00	5.00	7.50
*Lucky Strike. The best white, medium early....	1.00	2.50	3.50
*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.....	1.00	2.50	3.50
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
*Sun-Tan. Orange tan, extra early.....	1.00	2.50	3.50
Velvet Beauty. American Beauty red.....	1.00	2.50	3.50
White Rock. Standard white tall.....	.50	1.25	2.00
*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	3.00

NOTE—Varieties marked thus (\*) are especially recommended—A. B. C.

1935 New Early-Flowering Kinds That Suggest Much Merit

	Tr. Pkt.	3 Tr. Pkts.
Breitmeyer Novelties { Daybreak. Pink.....	\$2.00	\$5.00
{ Sunset. Bronze.....	2.00	5.00
{ Captor. Pure white.....	2.00	5.00
Celestial (Witterstaetter). A rich yellow color, large flowers	2.00	5.00
Schumann Novelties { Marion, White.....	2.00	5.00
{ Marion, Golden.....	2.00	5.00
{ Royal Gold.....	2.00	5.00
Yellow Cheviot Maid (Volz).....	2.00	5.00
White Cheviot Maid (Yoder).....	2.00	5.00

**"WILT-RESISTANT" MEANS  
"ASTER INSURANCE"**

To a Large Degree and at Only a Small Seed Cost  
Over the "Regular Strains" of Same



Field view of Asters in California (variety "Los Angeles"), where most of the world's supply of high grade Aster seed comes from, especially "wilt-resistant" strains.

**Use of "Wilt-Resistant"  
Strains of Asters  
Effective Disease Control**

(Excerpt from the Florists' Review, 1935)

The suitability of recently developed wilt-resistant strains of Asters has been tested at Cornell University (New York) during the past three years. A report of the results of the trials is made available here.

By C. E. F. GUTERMAN

Mr. Guterman states, as a result of his trials at Cornell University, that the use of wilt-resistant strains of asters is by all means the most economical and effective method of control of aster wilt.

"Wilt or stem rot, caused chiefly by fungus, is one of the most wide-spread and serious diseases to which the China aster is susceptible. Plants may become infected at practically any stage of growth. With young seedlings damping off usually results, while in older plants the first evidence of infection is a slight yellowing of the foliage followed by sudden wilting.

Closer examination will reveal a partially or completely decayed root system, dark brown necrotic areas on the stem and discoloration of the woody elements within the stem. In advanced stages, the stem may be entirely rotted away at the soil line.

**Use of Same Soil**

The casual fungus lives in the soil from year to year and, in many cases, is introduced initially on infested seed or diseased transplants. Continued use of the same piece of ground for aster culture serves to increase the amount of fungus present in the soil, with the result that the disease becomes severer each succeeding season.

The development of wilt-resistant strains of asters by plant pathologists, in cooperation with commercial seedsmen has made possible an economical and effective means of control for the disease.

Prior to the availability of these wilt-resistant strains, measures of control, such as seed sterilization, sanitation, rotation and disinfection of or changing the soil, were used by florists with little success.

**Soil "Aster-Sick"**

Accordingly, representative types of commercial wilt-resistant and nonresistant asters donated by seedsmen have been grown for the past three years in experimental plots on the Cornell University campus, Ithaca, N. Y., in cooperation with the department of floriculture of the university. The land used in these tests has been planted continuously with asters for at least eight years, thus assuring a heavy infestation of the wilt fungus. That the soil was thoroughly "aster-sick" is evidenced by practically 100 per cent losses with the nonresistant strains over the three-year period."



**Aralia Sieboldi**

(Seed ready in Spring.) 1000 seeds.....\$1.00

**Arctotis—African Daisy**

**Grandis.** Excellent for cutting; Daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac-blue.

Tr. Pkt.....20c Oz.....50c

**Hybrids.** Showy Daisy-like flowers. Red and orange shades. (Sow early.) Tr. Pkt. ....35c

**Artemesia**

**Annua.** Decorative; 5 ft.

**Sacrorum Viridis** (Summer Fir). 5 ft. Tr. Pkt.....15c Oz.....60c

**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, hand-picked, 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."

100 seeds.....30c 250 seeds.....50c 1000 seeds.....\$1.25

5000 seeds.....\$6.00 Lb.....\$10.00

Write for prices on larger lots.

**Asparagus Sprengeri**

100 seeds.....25c 250 seeds.....40c 1000 seeds.....\$1.00

5000 seeds.....\$4.50 Lb.....\$8.00

**ASTERS**

**Bodger's True "Wilt-Resistant" Strains**

**AMERICAN BEAUTY** (Incurved Form)

Blooms September 25th to October 1st.

	Tr. Pkt.	¼ oz.	Oz.
<b>Azure Fairy.</b> Azure blue or dark lavender.....	\$0.25	\$0.50	\$1.75
<b>Coppery Rose</b> .....	.25	.50	1.75
<b>September Beauty.</b> Delicate flesh pink.....	.25	.50	1.75
<b>Crimson.</b> .....	.25	.50	1.75
<b>Deep Rose</b> .....	.25	.50	1.75
<b>White Beauty.</b> .....	.25	.50	1.75
<b>Mixed Colors.</b> .....	.25	.50	1.75

**AMERICAN BRANCHING**

Mid-season to late flowering.

<b>Ball White.</b> Medium early.....	.25	.50	1.75
<b>A.B.C. White.</b> Blooms about September 10th.....	.25	.50	1.75
<b>Azure Blue.</b> Clear mid-blue.....	.25	.50	1.75
<b>Blackish Blue.</b> In limited demand as a cut flower.....	.25	.50	1.75
<b>Improved Semple Pink.</b> Shell pink.....	.25	.50	1.75
<b>Peach Blossom.</b> .....	.25	.50	1.75
<b>Light Rose.</b> .....	.25	.50	1.75
<b>Mixed Colors.</b> .....	.25	.50	1.75

**ASTERMUM**

Medium to late flowering. Not a good shipper but recommended for home consumption.

<b>Lavender or Azure Blue.</b> .....	.25	.50	1.75
<b>Rose Pink.</b> .....	.25	.50	1.75
<b>White</b> .....	.25	.50	1.75
<b>Mixed Colors.</b> .....	.25	.50	1.75

**GIANT COMET**

Large feathery blooms. Flowers about Aug. 25th.

<b>Blush Pink.</b> .....	.25	.50	1.75
<b>Lavender Blue.</b> .....	.25	.50	1.75
<b>Mixed Colors.</b> .....	.25	.50	1.75

**HEART OF FRANCE Improved**

**Brilliant Red.** Blooms about August 15th. Generally considered the best red aster.....

.35 .75 2.50



**Aster—Improved Giants of California**  
Also known as "Chicago Giant Beauty"

(About one-half natural size — see next page)

**ASTERS (Wilt-Resistant) Continued**

**CREGO**

Very large fluffy flowers. Blooms early September. A splendid keeper.

	Tr. Pkt.	¼ oz.	Oz.
<b>Azure Blue.</b> Light blue.....	\$0.25	\$0.50	\$1.75
<b>Orchid.</b> Rich, rosy lavender.....	.25	.50	1.75
<b>Shell Pink.</b> .....	.25	.50	1.75
<b>Deep Rose.</b> .....	.25	.50	1.75
<b>Blue Flame.</b> Bright navy blue.....	.25	.50	1.75
<b>White.</b> .....	.25	.50	1.75
<b>Mixed Colors.</b> .....	.25	.50	1.75

**EARLY BEAUTY**

A desirable cutflower type. Long stout stems bearing large, well formed flowers. Blooms from early August until frost.

<b>Azure Fairy.</b> Azure blue or dark lavender.....	.25	.50	1.75
<b>Deep Rose.</b> .....	.25	.50	1.75
<b>September Beauty.</b> Delicate flesh pink.....	.25	.50	1.75
<b>White.</b> .....	.25	.50	1.75
<b>Mixed Colors.</b> .....	.25	.50	1.75

**OSTRICH FEATHER**

**Peach Blossom.** Attractive. Fairly deep rose pink. Choice market variety.....

.25 .50 1.75

**AURORA Golden Sheaf**

Produced in Bodger's Wilt Resistant Aster workshop and introduced last season. Golden Sheaf is becoming steadily more popular as time goes on. Fully wilt resistant, and 100% true to type and color, it is the deepest yellow Aster yet developed. The attractive double flowers are of the popular Aurora type, with a full-cushioned crest-like center supported by several rows of short ray petals. The flowers are borne on strong, somewhat branched stems.

**Golden Sheaf.** .....

.35 .75 2.50

**KING or "Needle" Type**

Pointed or quilled petals. Flowers of hard substance. A desirable cut flower and good shipper. Blooms about September 10th.

<b>Peach Blossom.</b> Light rose pink. Outstanding...	.25	.50	1.75
<b>Crimson.</b> Bright deep color.....	.25	.50	1.75
<b>Lavender.</b> Branching. ....	.25	.50	1.75
<b>Mixed Colors.</b> .....	.25	.50	1.75

**ASTERS Continued on Next Page**

**WILT-RESISTANT ASTERS** will produce more perfect flowers and consequently increase your income from cutflowers, as well as to better satisfy your home garden trade. (See also next page.)



# A. B. C. Selected Florists' Asters (Cont.)

## ASTERS (Wilt-Resistant) Continued

### QUEEN OF THE MARKET

Medium sized flowers. Blooms in July. The earliest aster of quality.

	Tr. Pkt.	¼ oz.	Oz.
White. ....	\$0.25	\$0.50	\$1.75
Mid-Blue. Attractive. ....	.25	.50	1.75
Flesh Pink. ....	.25	.50	1.75
Dark Blue. ....	.25	.50	1.75
Crimson. ....	.25	.50	1.75
Mixed Colors. ....	.25	.50	1.75

### ROYALS

Blooms mid-July directly following the Queen of the markets.

Azure Blue or Dark Lavender.....	.25	.50	1.75
Shell Pink. ....	.25	.50	1.75
White. ....	.25	.50	1.75
Purple. ....	.25	.50	1.75
Mixed Colors. ....	.25	.50	1.75

### UPRIGHT BRANCHING

A desirable commercial class. Blooms early Sept.

Rose Pink. Deep rose, good.....	.25	.50	1.75
White. ....	.25	.50	1.75
Peach Blossom. Light rose, lavender pink. Excellent market cutflower.....	.25	.50	1.75
Mixed Colors. ....	.25	.50	1.75

(Florists' Review, issue August 1, 1935. Reporting market conditions from Nashville, Tennessee.)

Asters are coming in steadily now and are of excellent quality for this early in the season. The resistant strains of asters are proving a real boon to florists in the south. Prior to the introduction of the resistant types, it was practically impossible to grow asters here, except under glass, and even these were not overly successful.

### BALL WHITE

Late branching type. Blooms about September 10th. **\$0.25 \$0.50 \$1.75**

### BALL DEEP ROSE

Bright, deep rose. Early attractive incurved blooms. .... **.25 .50 1.75**

### BALL DEEP PURPLE

Attractive deep purple early..... **.25 .50 1.75**

### BALL EARLY PHLOX PINK

A good commercial pink. Blooms about September 10th. .... **.25 .50 1.75**

## ASTERS

### Bodger's Famous "Regular" Strains

#### SPECIAL NOTE:

In soil that is clean and rot is not to be considered our "Regular" Strains of California Asters, listed below, will be found generally satisfactory. However, if in doubt, plant "Bodger's Wilt-Resistant" Strains. The small difference in cost of seed is of little moment compared to crop results.

### Super Giant Los Angeles (Howard-Bodger)

Award of Merit 1934 All-America Selections

Los Angeles, Bodger's introduction of two seasons ago, is still one of the most popular and best selling Asters on the market. The first introduction in the modern Super Giant class, the flowers are fully double, 6 to 8 inches across, graceful and delicately interlaced. The long, stiff stems are basal branching and strictly non-lateral, bearing the large flowers smartly upright. Don't overlook this fine Aster.

Tr. Pkt.....**50c** ¼ oz.....**85c** Oz.....**\$3.00**

## ASTERS (Continued)

### Bodger's Famous "Regular" Strains

#### Super Giant El Monte (Bodger)

Two seasons ago we introduced the sensational new Super Giant Aster Los Angeles, a delicate shell pink color. Extremely popular in the cooler climes, a more rugged color was desired in the warmer lands. This wish is met completely in our new companion Super Giant, El Monte, the only really large flowered crimson Aster. Deep glowing crimson, composed of abundant quantities of daintily interlaced plume-like petals, the flowers are extremely large and fluffy, borne on heavy non-lateral, basal branched stems. It is very early blooming, coming in before the California Giant varieties, and remaining in flower over a long period. Although not wilt-resistant, we highly recommend El Monte to you. Plant El Monte for your earliest Giant Aster.

#### Early Wonder

These are the earliest blooming Asters. Flowers large and full, of the Comet type, carried on long, erect stems. 12 inches.

**White, Rose, or Light Blue.**

Any of the above—Tr. Pkt.....**25c** ¼ oz.....**50c** Oz.....**\$1.75**  
Mixed colors—Tr. Pkt.....**25c** ¼ oz.....**40c** Oz.....**\$1.50**

#### Improved Queen of Market

18 inches. Early flowering, of branching habit, coming into bloom directly after Early Wonder. The standard early Aster, blooming in July.

**Bright Violet, Dark Blue, Flesh Pink, Deep Rose, Reddish Purple, Crimson, Dark Violet, Light Blue, Peach Blossom or Blush Pink, White.**

Any of the above—Tr. Pkt.....**15c** ¼ oz.....**30c** Oz.....**\$1.00**  
Mixed colors—Tr. Pkt.....**15c** ¼ oz.....**25c** Oz.....**80c**

#### The Royal, Early Royal Branching

2 feet. Comes into bloom shortly after Queen of the Market; a specially fine Aster to follow said variety. Blooms of large size.

**Azure Blue or Dark Lavender, Deep Rose, Peach Blossom (Lavender Pink, Purple, Shell Pink, White.**

Any of the above—Tr. Pkt.....**25c** ¼ oz.....**35c** Oz.....**\$1.30**  
Mixed colors—Tr. Pkt.....**20c** ¼ oz.....**35c** Oz.....**\$1.20**

#### King Type

**White, Violet (purplish violet), Lavender, Crimson, Brilliant Rose, Peach Blossom.**

Any of the above—Tr. Pkt.....**25c** ¼ oz.....**35c** Oz.....**\$1.25**  
Mixed colors—Tr. Pkt.....**20c** ¼ oz.....**35c** Oz.....**\$1.20**

#### Improved Crego or Giant Comet

Plants robust, about 2 feet high. Flowers large, double and well formed of the Comet type, making a fine variety for all purposes.

**White, Shell Pink, Rose Pink, Crimson, Lavender, Azure Blue.**

Any of the above—Tr. Pkt.....**25c** ¼ oz.....**35c** Oz.....**\$1.30**

**Cattleya.** Fascinating shade of orchid. A novel florists' color.  
Tr. Pkt.....**25c** ¼ oz.....**35c** Oz.....**\$1.30**

Mixed. All colors—Tr. Pkt.....**20c** ¼ oz.....**30c** Oz.....**\$1.00**

#### American Branching

2½ to 3 feet. Robust, flowers large, double and fine form. **Azure Blue, Peerless Pink, Deep Rose, Purple, Lavender, Rose Pink, Peach Blossom, Sensation (Scarlet), White, Shell Pink (Mary Semple).**

Any of the above—Tr. Pkt.....**20c** ¼ oz.....**30c** Oz.....**\$1.00**  
Mixed. All colors—Tr. Pkt.....**15c** ¼ oz.....**25c** Oz.....**80c**

#### American Beauty

2 to 3 feet. A comparatively new Aster of real merit for late crop, blooms about September and continues until frost. The large and double flowers are produced on long, heavy stems.  
**Azure Fairy (Azure Blue or Dark Lavender), Purple, Shell Pink, White.**

Any of the above—Tr. Pkt.....**25c** ¼ oz.....**50c** Oz.....**\$1.50**  
Mixed colors—Tr. Pkt.....**25c** ¼ oz.....**40c** Oz.....**\$1.40**

#### Single Chinensis

Flowers daisy-like. Petals wide and closely placed. 2 feet. **Carmine Rose, Dark Blue, Flesh Pink, Lavender or Light Blue, Marshall Joffre, Dark Scarlet.**

Any of the above—Tr. Pkt.....**15c** ¼ oz.....**25c** Oz.....**75c**  
Mixed colors. Tr. Pkt.....**15c** ¼ oz.....**20c** Oz.....**65c**

ASTERS Continued on Next Page

# A. B. C. Selected Florists' Asters "Regular" Strains (Cont.)

## Imbricated Pompon (Improved)

These small Pompon Asters have the past few years had great vogue with California growers and the past season were introduced to Eastern retailers with the result that they are now generally acceptable and highly thought of as cut flowers.

**Fiery Scarlet, Light Blue, Rose, Violet, White.**

Each of above—Tr. Pkt.....**35c** ¼ oz.....**75c** Oz.....**\$2.50**  
Mixed. Tr. Pkt.....**35c** ¼ oz.....**65c** Oz.....**\$2.40**

## Lilliput

Known as the "Button Aster," the abundant small, flat topped double flowers on 12 to 14 inch high plants are attractive both for cutting or when used as pot plants. Mixed Colors. Tr. Pkt.....**25c**

## Improved Giants of California, Curled and Interlaced

(Also known on the Chicago Cut Flower Market as "Chicago Giant Beauty")

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut flower Asters.

**Dark Purple, Deep Rose, Light Blue, White, Peach Blossom.**

Each of above—Tr. Pkt.....**35c** ¼ oz.....**75c** Oz.....**\$2.50**  
Mixed, all colors—Tr. Pkt.....**25c** ¼ oz.....**65c** Oz.....**\$2.00**

## Improved New Giant California, Sunshine. 3 feet.

**Pure White, Blue, Purple, Lavender, or Pink.**

Tr. Pkt.....**35c** ¼ oz.....**\$1.00** Oz.....**\$3.50**  
Mixed colors—Tr. Pkt.....**35c** ¼ oz.....**\$1.00** Oz.....**\$2.25**

## Covent Garden White

The flowers are of enormous size, larger than Giants of California and very double.

Covent Garden White is an ideal florists' variety. It is about a fortnight earlier than Giants of California. Tr. Pkt...**35c** 3 Tr. Pkts...**\$1.00**

## Surprise Golden Salmon

Pure salmon-yellow, becoming a brilliant salmon-rose when full grown. Flowers measure 3 inches across and will remain fresh for two weeks after cutting. Blooms resemble Paeony flowering types, begin to bloom in July and continue until late fall.

Tr. Pkt.....**50c** 3 Tr. Pkts.....**\$1.25**

## New Mammoth, Snowdon

This new Aster produces pure white flowers of large size, 4 to 5 inches across and of very bold and striking character, almost globe-shaped, with the upper petals imbricated, and the lower ones more curled and twisted towards the circumference. It is the fullest centered Aster that we have seen. Tr. Pkt.....**50c**

## Hercules

**A New Color in Double Flowered Cut Flower Asters**

**Bright Blue.** A color seldom seen. By far the finest blue yet produced in Asters. Of this splendid mid-season type everybody will be surprised at the lovely color of which no flower establishment can do without. Tr. Pkt.....**35c**

## Scarlet King

Excerpt from The Florists' Exchange, Sept. 1 issue, 1934.

The variety **Scarlet King** came to us via England and it is remarkable for its neat form and intense scarlet color. It is of true sinensis type with shortish stiff petals and small disc of yellow. Unlike the large, soft petaled Elegance and Sunshine singles with their large discs, **Scarlet King** is a real market type hard enough to stand packing without losing its daintiness. The color is much brighter than the older General Joffre and is not to be found in any of the doubles. Its constitution is good and it makes fairly long wiry stems.

Tr. Pkt.....**50c** Oz.....**\$3.00**

## Ball White

Pure white. Branching 2 feet. Medium early. "Royal Type" with tufted center. Tr. Pkt.....**35c** ¼ oz.....**60c** Oz.....**\$2.00**

## Heart of France

Plants about 2 feet high, branching habit; flowers medium size, admittedly the choicest Red Aster on the market.

Tr. Pkt.....**35c** ¼ oz.....**60c** Oz.....**\$2.00**

## NEW ASTER CALIFORNIA GIANT SUNSHINE IN SEPARATE COLORS

This supremely beautiful new race of Asters is the result of a direct cross between Aster California Giant and the Dwarf Sunshine type.

The plants grow three feet high and bear blossoms five and six inches across, on long, stiff stems.

## Alpenglow

Color charting this Aster in Ridgway, we have the following: Guard petals, Rosolane purple, quilled petals, pale rose purple; center, Premuline yellow.

## Blue Moon

The guard petals are the same beautiful light blue color so much admired in Aster California Giant Light Blue. The quilled petals are several shades lighter, while the center is an amber yellow.

## Moonbeam

The blooms of this Aster are snow white, with a small center of soft orange.

## Rainbow

A bright rose-pink Aster of a true California Giant habit. The stems are long, strong and non-lateral. The guard and quilled petals are the same color, a delightful shade of bright rose-pink, with a center of soft orange.

## Stratosphere

A rich dark blue, which might be compared in color to Light Purple in the California Giants. The guard petals are pansy violet and the quilled petals are lavender, with the center a charming shade of orange. Price, each of above:

Tr. Pkt.....**50c** ¼ oz.....**\$1.25** Oz.....**\$4.50**

## ASTERS—NEW EUROPEAN INTRODUCTIONS

### Leviathan (Giant Branching)

Coming in mid-season, it far surpasses all others of the Comet and Ostrich Plume type, and is in full bloom long before the California Giant section opens out. Colors: Rose, white, or lilac-mauve. Tr. Pkt.....ea., **40c**

### Lilliput Forerunner (Carmine Rose)

The high value of the profusely flowering Lilliput Asters as pot and group plants is well known. The small flowers are also of great value for floral work.

The new variety, Forerunner, provides valuable material for bedding out, cutting and decorations from the end of July onwards, at least two or three weeks before other Lilliput Asters.

The 12-15 in. high plants are bushy in appearance and flower long and profusely. The flowers, a charming carmine rose, last well. Tr. Pkt.....**40c**

## NEW EARLY DAWN ASTER

### Dawn Rose, Lavender and White

Early flowering Asters for cutting are always welcome. The first of these is Early Dawn, which flowers from the beginning of July onwards for many weeks, without losing any of its beauty; it is in bloom even before the Queen of the Market.

The snow-white Early Dawn Aster has now been joined by **Early Dawn Rose**, a bright, fresh shade which changes to a light crimson. The beautifully formed flowers, measuring about 4 in. in diameter, are borne on firm stems 12 in. high. The plants grow from 12 to 14 in. high. Tr. Pkt.....**35c**

**Early Dawn Lavender** grows even better than the previous one. Since the plant attains a height of 16-18 in. the well-domed blooms are carried by even longer and stronger stems. Both varieties are very robust in habit. The Early Dawn Asters have quite outclassed the old Queen of the Market. Tr. Pkt.....**35c**

**Early Dawn White.** Tr. Pkt.....**35c**



New Begonia Semperflorens Marginata "Elegant"

Balsam—Lady Slipper

Varieties Bismarck and White Perfection especially recommended for memorial designs. Camelia-Flowered.

<b>Pink.</b> Tr. Pkt.....	<b>\$0.15</b>	Oz.....	<b>\$0.60</b>
<b>Scarlet.</b> Tr. Pkt.....	<b>.15</b>	Oz.....	<b>.60</b>
<b>Bismarck.</b> Salmon. Tr. Pkt.....	<b>.15</b>	Oz.....	<b>.75</b>
<b>White Perfection.</b> Tr. Pkt.....	<b>.15</b>	Oz.....	<b>.75</b>
<b>Finest Mixed.</b> Tr. Pkt.....	<b>.10</b>	Oz.....	<b>.60</b>

BEGONIAS

Fibrous Rooted

For greenhouse pot plants or summer bedding.

- Albert Martin.** Bright carmine, extra large flowered.  
Tr. Pkt.....**50c** 1/32 oz.....**\$1.00**
- Coppery Gold (New).** Double flowered. Many flowers are like tiny roses which are very effective when fully opened. Color: old gold merging into copper red or coppery salmon, usually tinged with carmine. The seedlings produce about 80% doubles. Blooms from July until frost. Tr. Pkt.....**\$1.00**
- Carmen.** Bright pink flowers with richly contrasting bronze foliage. Tr. Pkt.....**\$1.00** 1/64 oz.....**\$1.75**
- Christmas Cheer.** Extra large-flowered crimson-scarlet. Tr. Pkt.....**\$1.00** 1/64 oz.....**\$1.50**
- Christmas Pink.** This variety is of same habit as Christmas Cheer and equally as good. Tr. Pkt.....**\$1.00** 1/64 oz.....**\$2.50**
- Darling (New).** According to our trial of it, this is one of the choicest semperflorens begonias that has come from Germany for a long time. Of compact growth, 8 to 10 inches, with large light rose colored flowers about the shade of Glory of Erfurt. We have had this in full flower for Christmas. Tr. Pkt.....**\$1.25**
- Elegant (New).** White attractively edged crimson, clear green foliage that contrasts well with the flowers. Tr. Pkt.....**\$1.00**
- Enchantress.** A new Begonia of great value to the florist. (Better than Prima Donna.) Of compact growing habit; pale green foliage; flowers large and of bright pink color. Unusually free flowering. Tr. Pkt. ....**.75c**
- Fire Sea or Blaze of Fire.** Extra dwarf compact habit. Large fiery red flowers with green foliage. Good. Tr. Pkt..**\$1.00** 1/32 oz..**\$2.50**
- Glory of Erfurt.** Large bright carmine. Tr. Pkt..**50c** 1/64 oz..**\$3.00**
- Gustav Knaake.** Glowing salmon-pink, resembles Melior. Tr. Pkt.....**\$1.00** 1/32 oz.....**\$1.75**
- Indian Maid.** Has the same deep bronze foliage of Carmen with bright deep scarlet flowers producing a highly attractive combination. Tr. Pkt. ....**\$1.25**
- Lightning.** Extra large flowers measuring 2 inches across and of deep carmine-scarlet shade—an extra deep bright shade in Begonia. 1/2 Tr. Pkt.....**.60c** Tr. Pkt.....**\$1.00**
- Luminosa.** Deep scarlet with reddish brown foliage. Tr. Pkt.....**.75c** 1/32 oz.....**\$1.75**
- Luminosa Compacta.** From the middle of July onwards the small dark brown foliage is hidden by the mass of medium sized bright scarlet blossoms. This new variety, coming true from seed, is very useful for beds, borders, edgings and also as pot plants. Tr. Pkt. ....**50c**

BEGONIAS (Continued)

- Mignon.** Brilliant salmon-scarlet, semi-dwarf. Tr. Pkt.....**50c** 1/32 oz.....**\$1.75**
- Prima Donna.** Limpid rose shading to carmine. Very excellent variety. Tr. Pkt.....**\$1.00** 1/32 oz.....**\$3.00**
- Radio.** Extra large carmine-scarlet, green foliage. Excellent. Tr. Pkt.....**\$1.00** 1/32 oz.....**\$3.00**
- Scarlet Queen.** Large flowered glowing scarlet, dark bronze-green foliage. Tr. Pkt.....**50c** 1/32 oz.....**\$1.50**
- Vernon.** Deep blood-red and dark leaved. Tr. Pkt.....**25c** 1/16 oz.....**50c**
- White Pearl.** Best white, light green foliage. Tr. Pkt.....**50c** 1/32 oz.....**\$1.75**
- Semperflorens Mixture.** Tr. Pkt.....**25c** 1/8 oz.....**.75c**

Tuberous Rooted Begonias

- Single. Large Flowering. Mixed.** Tr. Pkt.....**50c** 1/32 oz.....**\$2.50**
- Double. Large Flowering. Mixed.** Tr. Pkt.....**\$1.00** 1/64 oz.....**\$6.00**
- Lloydii.** Easily grown from seed and enjoys a fairly warm temperature, ideal for hanging baskets because of its pendulous habit. Nice 4 inch pot plants can be flowered late June from a January sowing.
- Red Shades or Mixed.** Each Tr. Pkt.....**\$1.00** 1/64 oz.....**\$4.00**
- Narcissus-flowered Mixed.** Comes 80% true to a large semi-double Narcissus-like flower, and contains yellows, pinks and salmon-reds. Tr. Pkt. ....**\$1.00**

Blue Lace Flower—Improved Didiscus Coeruleus

A very much improved strain of this valuable cut-flower. Excellent for bouquets. Flowers continually from July until frost. A money-maker for florists. Tr. Pkt.....**20c** Oz.....**80c**

Brachycome—Swan River Daisy

**Iberidifolia.** A free blooming annual with small flowers, blue, white, pink or mixed. Tr. Pkt.....**15c** Oz.....**.75c**

Browallia

Very useful free flowering annuals.

**Browallia Speciosa Major.** Color brilliant ultramarine blue, suitable for pot plant, bedding and border work. For outdoor work seeds should be sown in February, or later, shifted in pots, and planted out in May. Plants will bloom all summer. Tr. Pkt.....**40c** 1/32 oz.....**\$1.00**

**Elata. Blue.** Tr. Pkt.....**15c** Oz.....**80c**

**Elata. White.** Tr. Pkt.....**15c** Oz.....**80c**

**Viscosa Compacta Sapphire.** Excellent pot plant. Compact grower. Dark blue flowers with white eye. Tr. Pkt.....**15c** Oz.....**50c**

BROWALLIAS

Excellent for bedding purposes and equally good as potted plants, browallias are also among the best items for culture in the home. These attractive plants are worthy of more attention than they receive. As basket plants for the greenhouse, Browallias are admirably adapted, and when they are tied down once or twice to give the necessary drooping character, they are among the finest flowering plants available, and their blooming season is a long one. The variety Speciosa Major is the best.

Calceolaria

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

**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. Tr. Pkt.....**\$1.00**

**Golden Tiger.** Bright, golden yellow flowers with dark brownish red dots, masses of small substantial blooms spread in plenty above the foliage. Multiflora Nana type. A most desirable new kind. Tr. Pkt.....**\$1.00**

**Cloth of Gold.** Medium large flowered, rich pure golden yellow. Tr. Pkt.....**\$1.00** 1/64 oz.....**\$3.25**

**Albert Kent.** Immense trusses of golden yellow flowers with maroon blotches. Tr. Pkt.....**\$1.00** 1/64 oz.....**\$2.50**

CALCEOLARIAS Continued on Next Page

**CALCEOLARIAS (Continued)**

**Feltham Scarlet**

(Grower's description.)

This is one of the most striking colors among the splendid hybrid Calceolaria which we introduced last year under the name Feltham Glory, and we have decided to issue it separately. The plants are fairly dwarf and compact in habit and the flowers of a rich dark scarlet, which will make a glorious show in the greenhouse and a bright display in a somewhat sheltered position in the open ground.

Tr. Pkt. ....50c

**Hybrida Multiflora Nana.** Dwarf compact growth. Medium size brightly colored flowers in choicest mixture. A great favorite with the trade. 1/2 Tr. Pkt....50c Tr. Pkt....\$1.00 1/64 oz....\$4.50

**Hybrida Grandiflora Mixed.** A special mixture of varied colorings. Grows about 18 in. high. Large flowered, vigorous growth.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.00

**Albert Kent Hybrids.** A much liked mixture of varied colors.

Tr. Pkt.....\$1.00 1/64 oz.....\$3.25

**Kelway's Perfect Model.** A fancy large flowered mixture.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.25

**Hybrida Grandiflora Tigrina.** Large flowered "Tigered" or spotted mixture. Tr. Pkt.....\$1.00 1/64 oz.....\$2.50

**Rugosa Hybrids Mixed.** Comparatively small flowers. Provide pot-plants and desirable for cutting. Tr. Pkt.....\$1.00



**New Calceolaria "Indian Prince"**

**CALENDULAS**

Calendulas in recent years have enjoyed a decided revival of interest. Many new shades have been introduced in the standard double form, and several new and interesting flower types have been developed. One of the most interesting, and certainly the most distinct of these is the new lacinated type, Improved **Orange Shaggy**. Deep orange shading lighter at the center, exceedingly graceful and informal in appearance, it is a striking contrast to the formal Calendulas in general use. The plants are free flowering, neat and compact, bearing long stems which make the fringed petaled flowers equally useful in the garden or for cutting.

**Improved Orange Shaggy**

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

**Frilled Beauty**

In line with the active program for improvement and innovations in the Calendula group, Frilled Beauty comes as one of the very finest new varieties. Although similar in appearance to Orange Shaggy, it is actually quite distinct from it. The flowers are large and full, completely double, with good stiff petals which are semi rounded in appearance, giving good body to the flower. Stems are long and fine for cutting, while the plant makes a strong heavy growth. The color is a deep orange. You will be entirely satisfied with Frilled Beauty.

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

**Chrysantha or Sunshine**

Awarded Gold Medal All-American Selections, 1934.

**Chrysantha (or Sunshine)** 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 Oz.....75c 2 oz.....\$1.25

**A.B.C. Improved Sensation**

Considered by many to be the best Calendula for cut-flower purposes. Flowers very large, deep orange with scarlet sheen, light center.

Tr. Pkt. ....\$0.35

1/4 oz. .... .65

1/2 oz. .... 1.20

1 oz. .... 2.00

2 oz. .... 3.75

4 oz. .... 7.00

**SPECIAL NOTE.** We supply in season 2 1/4-inch plants of all the better varieties of Calceolarias. Prices quoted on application.

**The Ball Calendulas**

**New Crop Seed Supplied to Us by Geo. J. Ball, Inc., West Chicago, Ill., in his Original Sealed Packages**

**Ball's Masterpiece.** Clear rich orange with an attractively contrasting dark brown center. This is our most popular standard cutflower variety.

**Ball's Long Orange.** The standard long-stemmed orange with light center. Preferred by many growers for its long stem.

**Ball's Sensation.** Long-stemmed orange with light center. This is a selection from Long Orange that seems to do particularly well for some growers.

**Ball's Lemon Queen.** Clear medium deep yellow with a dark brown center that contrasts most effectively. Generally preferred yellow.

**Ball's Gold.** Deep golden yellow, long-stemmed and large flower with light center. Stem, size, and color in this are outstanding.

**Ball's Supreme.** Light shade of orange with a richly contrasting brown center, not extra long-stemmed but freer flowering than any of the above.

**Ball's Apricot.** Rich apricot or straw color with a finely contrasting brown center. Same habit as Ball's Supreme, from which it is a selection. Inclined to occasionally produce orange petals with the apricot. Some should be grown for variety.

**Ball's White.** A creamy white of Apricot type. We have an improved strain of this variety that comes 75% true. A little should be grown for variety.

Prices on each of the above Ball Calendula:

Tr. Pkt...40c 1/4 oz...60c Oz...\$2.00 2 oz...\$3.50 4 oz...\$6.50

**Note:** Unit price on weight lots will apply in combination with two or more of above varieties. For instance, on 1/4 oz. each of four varieties, instead of 60c each, or \$2.40 for the four, the ounce price of \$2.00 will be accepted.

**Ball Calendula Mixture.** A mixture of all the above, with fully half orange colors. Intended for the retail grower with limited planting but requires some of all colors.

Tr. Pkt.....35c 1/4 oz.....50c Oz.....\$1.60

**Bedding Calendulas**

The following varieties are not suitable for cut flower purposes where long stems and large flowers are wanted. Because of their compact growth and free flowering habit they are of value for bedding purposes where summers are not too trying.

**Radio.** Bright orange with quilled petal. Of compact growth and distinctly effective for bedding.

**Radio Golden Beam.** Clear yellow Radio.

**Sunshine.** Semi-double, bright yellow and of upright growth. We find this identical with the variety Chrysantha.

**Orange King.** Dark centered orange, of compact growth and valuable for bedding.

**Lemon Queen.** Light or lemon yellow.

**Nankeen.** Cream flushed apricot, small flowered, dwarf.

**Trianon.** Yellow striped orange. Dark center, small flowered.

**Price:** All the above bedding varieties.

Tr. Pkt.....20c Oz.....60c 2 oz.....\$1.00

**Bedding Mixture.** Evenly proportioned mixture of all compact bedding varieties. Tr. Pkt....15c Oz....50c 4 oz....\$1.50 Lb....\$5.00

**Calliopsis (Annual)**

**Golden Wave (Drummondii).** Yellow.  
 Tr. Pkt.....10c Oz.....25c Lb.....\$2.25  
**Nigra Speciosa.** Dark brown. Tr. Pkt.....15c Oz.....25c  
**Radiata Tigrina (Tiger Star).** Tr. Pkt.....10c Oz.....40c  
**Mixed Dwarf.** Tr. Pkt.....10c Oz.....30c

**Canary Bird Vine**

**Tropaeolum Canariense.** Flowers bright canary yellow.  
 Tr. Pkt.....10c Oz.....30c ¼ lb.....75c

**Candytuft (Annual)**

If you have grown annual candytuft before and found it a poor seller, it is more likely that you had too much of the white variety. Try in its place a few of the colored varieties, such as Pink, Rose, Carmine, Lavender and Crimson and be convinced that this annual is of much use in the florist's establishment in the spring. It will take about five months to bring them into flower indoors. Plans may be made accordingly, taking into consideration the period cut flowers will be of most use to the individual florist. A good time for one planting is soon after the winter holidays as space becomes available. Some growers sow the seed singly, planting out later at the distance of a foot apart.

**Giant Hyacinth Flowered**

**White.** Particularly recommended for under glass; provides excellent cut flowers.  
 Tr. Pkt.....15c Oz.....75c ¼ lb.....\$2.25 Lb.....\$7.00  
 We have an exceptionally fine strain of the true kind.

**Candytuft**

**Empress.** Large white, 1 foot.  
 Tr. Pkt.....10c Oz.....25c Lb.....\$2.25  
**Umbellata Type.** Valuable for cutting.

	Tr. Pkt.	Oz.	Lb.
<b>Pink.</b> Flesh color. 12 inches.....	15c	40c	\$3.50
<b>Carmine.</b> 12 inches.....	15c	40c	3.50
<b>Lavender.</b> 12 inches.....	15c	40c	3.50
<b>Lilac.</b> 12 inches.....	15c	40c	3.50
<b>Rose Cardinal.</b> 12 inches. Brilliant rosy red.....	15c	50c	4.50
<b>Crimson.</b> 12 inches.....	15c	40c	3.50
<b>White.</b> 12 inches.....	15c	40c	3.50
<b>Mixed.</b> 12 inches.....	10c	30c	2.25

**Miniature Gem.** Miniature white flowers about 3½ inches high. Each plant produces 4 to 6 spikes. A real gem for rock gardens.  
 Tr. Pkt.....15c ¼ oz.....50c Oz.....\$1.50

**Canterbury Bells (Annual)**

Bring Spring to the garden in September. Many years of careful selection have at last given us an Annual Canterbury Bell which blooms from seed in less than six months. It should now be possible to have this beautiful flower in bloom at almost any time of the year. The plant grows from two to two and a half feet tall, each plant having from six to eight spikes of blooms. Seed planted in February blooms in July.

**Angelus Bell.** Deep Rose.  
 Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75  
**Blue Bell.** Cambridge Blue.  
 Tr. Pkt.....35c ¼ oz.....75c Oz.....\$2.50  
**Liberty Bell.** Violet-Blue.  
 Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75  
**Mission Bell.** Pink.  
 Tr. Pkt.....35c ¼ oz.....75c Oz.....\$2.50  
**Choice Mixed** contains dark blue, light blue, pink, rose and white. Winner of Gold Medal in the 1933 All-America Selections.  
 Tr. Pkt.....20c ¼ oz.....45c Oz.....\$1.50

**Cannas**

**Crozy's Finest Mixed.** Dwarf varieties.  
 Tr. Pkt.....25c Oz.....50c

**Cardinal Climber**

**Ipomoea Quamoclit Hybrids.** Rapid growing annual climber, producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed. Tr. Pkt.....15c Oz.....75c

**Carnation**

**Enfant de Nice.** The best annual carnation to date—the flowers are 2½ to 3 inches in diameter, borne on long strong stems, deep red, rose, light salmon or white.  
 Tr. Pkt.....50c ¼ oz.....\$1.00  
**Finest mixed colors.**  
 Tr. Pkt.....50c ¼ oz.....\$1.20 Oz.....\$5.00  
**Marguerite. Special Mixed.** The Marguerites are very early flowering, giving an abundance of bloom within five months from planting. The flowers are very fragrant, on good stems and 16 to 20 inch plants. Tr. Pkt.....25c Oz.....\$1.50

**Carnation (Perpetual)**

**Enfant de Nice (Aurora, deep salmon).** Enfant de Nice or Giant of Nice Carnations should be much more widely grown. They represent a high grade hardy class, grow from 12 to 16 inches high and produce, on long, wiry stems, perfect double blooms of the largest size. They are a great improvement on the popular Chabaud Carnations in size and shape of bloom. If sown in January, they may be planted out in May and will produce sweet-scented flowers for cutting in July and continue throughout the summer and autumn. The deep salmon variety "Aurora" has an excellent and desirable new color.  
 Tr. Pkt. ....50c

**Celosia (Coxcomb)**

**New Celosia Heatherdell.** Giant trusses of elegantly feathered and interlaced plumes. Red, pink, henna and yellow shades mixed.  
 Tr. Pkt. ....50c

**Plumosa (Ostrich Plume)**

**Plumosa Crimson.** 2½ feet. Tr. Pkt.....25c Oz.....\$1.25  
**Plumosa Orange.** 2½ feet. Tr. Pkt.....25c Oz.....\$1.25  
**Plumosa Mixed.** 2½ feet. Tr. Pkt.....25c Oz.....\$1.25  
**Pride of Castle Gould.** 2 to 3 feet.  
 Colors from deep crimson to light yellow.  
 Mixed. Tr. Pkt.....50c Oz.....\$3.00  
**Thompsoni Magnifica.** Grows 2 feet high. The choicest mixture of the feathered varieties.  
 Mixed Tr. Pkt.....25c Oz.....\$2.80  
**Childsi (Chinese Woolflower).** 3 feet. Crimson, Pink, Yellow or Mixed. Tr. Pkt.....25c Oz.....\$1.50  
**Plumosa Superba.** The highest bred strain of Plumed Celosias. The result of 30 years of careful and continued selection. The most beautiful and showy of annuals. Great fluffy plumes of the most brilliant colors. A never fading flower which continues to increase in beauty until killed by frost.  
 Tr. Pkt.....35c ¼ oz.....\$1.00 ¼ oz.....\$1.75  
**Flame of Fire.** Excellent pot plant. Also desirable for bedding. 18 inches. Tr. Pkt.....35c ¼ oz.....\$1.25

**Celosia Brysoni (Chrysanthemiflora)**

One of the most effective and largest florists cut flowers.  
**Mixed.** Tr. Pkt.....25c ¼ oz.....50c

**Celosia Cristata (Dwarf Cockscomb)**

For beds, borders and pots.  
**Glasgow Prize.** Dark crimson. Tr. Pkt.....25c Oz.....\$2.00  
**Empress.** Bright red; dark foliage. Tr. Pkt.....25c Oz.....\$2.00  
**Choice Mixed.** Tr. Pkt.....25c Oz.....\$2.00  
**Miracle.** Tall cristata, large heads. Found as a sport among Plumed Celosias, and developed and fixed to type by many years selection. Grows two to three feet high without branches terminated with remarkable cockscombs of enormous size, some round, others cockscomb shape, with surface like velvet plush, others of waved or corrugated appearance.  
 The range of color is remarkable. Brilliant shades of red from dark crimson to scarlet, white, yellow, salmon and gold, golden pink, bronze, purple, etc. At its best, September until frost.  
 Mixed colors. Tr. Pkt.....35c ¼ oz.....75c

**Centaurea, Cyanus**

Popular free-flowering annuals. Now largely grown under glass particularly for Mothers' Day sales, also Decoration Day.  
**A. B. C. Special Strains.** The flowers of these strains are very large. Fully double and the colors intensified. Exceptional florists' quality. **Blue Boy,** Double Blue **Black Boy,** Blackish Maroon, **Pinkie,** Deep Pink. Each of above—  
 Tr. Pkt.....25c Oz.....50c ¼ lb.....\$1.50

CENTAUREA Continued on Next Page

**CENTAUREA (Continued)**

**Cyanus, Standard Strains**

	Tr. Pkt.	Oz.	Lb.
Double Blue.....	\$0.15	\$0.40	\$4.00
Carmine .....	.15	.40	4.00
Double Rose.....	.15	.40	4.00
Double White .....	.15	.40	4.00
Double, Atropurpurea. Maroon.....	.15	.40	4.00
Double, Ruby. Rich, deep ruby.....	.15	.40	4.00
Mauve. ....	.15	.40	4.00
Mauve Queen. Soft mauve.....	.15	.40	4.00
Double. Choice mixture.....	.15	.40	4.00

**Centaurea (Large Flowered)**

**Imperialis.** Fine for cutting.

	Tr. Pkt.	Oz.
Giant Rose. ....	\$0.15	\$0.50
Deep Lavender .....	.15	.50
Lilac .....	.15	.50
Purple .....	.15	.50
White .....	.15	.50
Favorita. Rose-lilac. ....	.20	.50
Imperial Giant. Mixed.....	.15	.40

**Various Centaureas**

**Americana.** Grows 3 feet high and bears immense thistle-like blooms of a rosy-lavender color. Splendid for cutting.  
Tr. Pkt. ....15c Oz. ....50c

**Americana Alba.** White. Tr. Pkt.....15c Oz. ....50c

**Suaveolens** (Yellow Sweet Sultan or Grecian Cornflower). Large, bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well. Tr. Pkt. ....15c Oz. ....40c

**Moschata.** Mixed Sweet Sultan. Tr. Pkt.....15c Oz. ....50c

**Centaurea, White Leaved**

**Dusty Miller.** For borders, vases, baskets, etc.

**Candidissima.** 6 inch. Silver gray foliage.  
Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.40

**Gymnocarpa.** 24 inch. Fine, silvery foliage.  
Tr. Pkt.....20c Oz.....50c

**Chinese Forget-Me-Not**

**Cynoglossum Amabile.** An exceptional cut flower for under glass or outside. Blue. Tr. Pkt. ....15c Oz. ....30c

**Amabile Pink.** Tr. Pkt. ....25c Oz. ....80c

**Chrysanthemum (Segetum)**

Eastern Star. Light yellow. Tr. Pkt.....	15c	Oz.....	35c
Morning Star. Primrose yellow. Tr. Pkt.....	15c	Oz.....	35c
Evening Star. Sunflower yellow. Tr. Pkt.....	15c	Oz.....	35c
Gloria Alba. White pale disc. Tr. Pkt.....	15c	Oz.....	35c
Single Mixed. Segetum. Tr. Pkt.....	15c	Oz.....	25c

All of above have dark centers.

**Chrysanthemum (Carinatum)**

Burridgeanum. White with scarlet zone. Tr. Pkt.....	15c	Oz.....	35c
Northern Star. Giant white, yellow zone. Tr. Pkt....	15c	Oz.....	35c
Double Mixed. Coronarium annual. Tr. Pkt.....	15c	Oz.....	30c

**Chrysanthemum.** Geisha, Cascade or Japanese balcony. Desirable for pot plants, hanging baskets and porch boxes. Tr. Pkt.....50c

**CINERARIAS**

**Cineraria Cremer's Prize**

Produces somewhat smaller blooms than does "Eriksson's" with plants of good height and is of such high sale value that growers, in our opinion, will not go amiss in planting liberally of both. Has taken first prize at the Philadelphia Show for the past three years. The originator is constantly improving the strain.

Tr. Pkt. (1000 seeds)....\$1.50 1/32 oz....\$4.50 1/16 oz....\$8.00

**Eriksson's "Private Stock" Mixed Cineraria "Multiflora Maxima"**

A New A. B. C. Introduction. Medium Sized Flowers—Plants of Medium Height. A Great Favorite in the Chicago Market.  
Price: Tr. Pkt. of approximately 500 seeds.....\$1.50

**CINERARIAS (Continued)**

**Cineraria Hybrida Grandiflora**

**A. B. C. Prize.** The World's Best Strain of the Large Flowering Type. Blue Shades, Salmon Shades, Crimson, Prize Mixture.  
Tr. Pkt....\$1.00 1/32 oz....\$3.50 1/16 oz....\$6.00 1/8 oz....\$11.00

**Berlin Market.** Medium large flowered and dwarf growth.  
Dark blue. Tr. Pkt.....\$1.00 1/64 oz.....\$1.80  
Dark crimson. Tr. Pkt.....\$1.00 Bright. 1/64 oz.....\$1.80

**Mixture (Weissense).** A white eyed strain with good growth and flower head.  
Tr. Pkt.....\$1.00 1/64 oz.....\$1.60 1/32 oz.....\$2.75

**Multiflora Nana Mixed.** Small flowered. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling baskets, boxes, etc., for Easter and Mothers' Day sales.  
Tr. Pkt.....\$1.00 1/32 oz.....\$2.50

**Stellata Hybrida.** Desirable for cutting. Tr. Pkt.....50c

**Maritima Candissima (Dusty Miller).** For bedding, vases, baskets, etc.  
Tr. Pkt.....15c Oz.....50c

**Cineraria, Diamond.** Improved form of Dusty Miller.  
Tr. Pkt.....15c Oz.....50c

**Clarkia—Elegans Double**

These desirable flowers are rapidly gaining popularity as cut flowers. Free bloomers all summer.

Salmon Queen. Tr. Pkt.....	20c	Oz.....	60c
Queen Mary. Rose-carmine. Tr. Pkt....	20c	Oz.....	60c
Scarlet Queen. Tr. Pkt.....	20c	Oz.....	60c

**Albatros.** White, upright, compact.  
Tr. Pkt.....20c Oz.....60c

**Firebrand.** Copper scarlet. Tr. Pkt....20c. Oz.....60c

**Mixed.** Tr. Pkt.....15c Oz.....50c

**Cleome Pungens**

**Spider Plant.** Rose. Tr. Pkt.....10c Oz.....40c

**Cobaea Scandens—Cup and Saucer Vine**

Plant seeds edgewise to insure good germination.  
**Blue.** Tr. Pkt.....15c Oz.....50c ¼ lb.....\$1.25  
**White.** Tr. Pkt.....20c Oz.....60c

**Coleus**

**Giant Exhibition Mixed (Extra).** Tr. Pkt....\$1.00 1/64 oz....\$1.75  
**Hybridus "Rainbow" Mixture.** Giant leaves of superb variation—saved from finest collection. Tr. Pkt.....50c 1/16 oz.....\$1.00  
**Laciniated and Fringed Mixed.** Tr. Pkt.....50c

**Cosmos—Worth-while for outdoor cutflowers**

**Sensation.** The name of this new Cosmos has been well applied. Introduced by us last year, it has proved to be everything claimed for this valuable new cutflower. After thorough trials the past season Sensation was given an award of merit by "The All-America Council." Flowers are quite large, 4 to 6 inches across and of strong texture and an important feature of Sensation is extreme earliness of bloom, flowering in from eight to ten weeks from time of sowing seed in the open. Set plants three to four feet apart and when two feet high heel them up with soil. This allows laterals to produce freely and prevents plants from falling over. Disbud for exceptional flowers and long cutting stems. (Seed is as yet in comparative short supply.) White and pink shades mixed.  
Tr. Pkt. (Originator's true stock).....50c

**SPECIAL NOTE!**

**Cosmos "Sensation" was given an "Award of Merit" by "All-America Council" 1935.**

	1/4 oz.	Tr. Pkt.	Oz.
<b>Extra Early Express (Small-flowered).</b> 45 days from an outdoor sowing. Pink and white mixture...\$0.40	\$0.25	\$1.25	
<b>Early Single Mammoth Flowering.</b> Crimson, pink, white, mixture. Each.....	.15	.40	
<b>Extra Early Double Anemone-Flowered or Crested.</b> Carnelia (Crimson), Peach Blossom, Whirlwind (White), Mixture. Each.....	.35	.25	1.00
<b>Giant-Flowered Lady Lenox.</b> Late single. 120 days from seed to flowering. White and pink. Each. ....	.15	.25	
<b>Hybrida Klondyke (Orange).</b> Late single. 135 days from seed to flowering.....	.15	.60	
<b>Orange Flare (New—Bodger).</b> An early flowering vivid orange cosmos. Flowers in four months from sowing. In "All-American Trials" unani-	.75	.35	2.25

**CARNATION "JOAN MARIE" IS A VERY SUPERIOR WHITE**



"Supreme" Quality



Flower Seeds



One of the numerous greenhouses utilized by Ferd. Fischer (Germany) for production of Giant Show Cyclamen seed to supply American Bulb Co., Chicago and New York. Mr. Ferd. Fischer in foreground.

**Cuphea Platycentra—Cigar Plant**

Russet orange. Excellent for pot plants and borders.  
Tr. Pkt. ....25c

**CYCLAMEN (Continued)**

**CYCLAMEN**

**True Ferd. Fischer's Giant-Flowering Strain**

Ferd. Fischer, famous the world over for his high pedigreed Cyclamen strains, for more than 30 years has furnished many of the exclusive growers of the world. Mr. Fischer this year has received the highest honors in Germany for his new superior strain of Cyclamen plants. This, Mr. Fischer is very proud of and has written us that he would like to advertise the fact of taking all honors in general competition. 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 re-selected seed you should have great demand for your plants.

**True Ferd. Fischer's Giant-Flowering Strain**  
Now accepted as "Standard" for American and Canadian Culture

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

**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.
- 100.....\$3.00    250.....\$7.50    500.....\$13.00    1000.....\$25.00

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.

**SPECIAL NOTICE**

Mr. Fischer has sent us some exceptionally beautiful colored plates in natural colors of his Cyclamen. The pictures are suitable for framing and may be had absolutely free of charge; just write for one or two prints.

**Cynoglossum Amabile**

- Chinese Forget-Me-Not. Blue.** An exceptional cut-flower for under glass or outside. Tr. Pkt.....15c    Oz.....30c
- Chinese Forget-Me-Not. Pink.** Tr. Pkt.....25c    Oz.....80c

**Dahlia**

- Salbach's New Improved Unwing Mixture.** Exceptional for pot plants or bedding. Tr. Pkt.....50c    1/8 oz.....\$1.25    1/4 oz.....\$2.00
- Double Large Flowering, Mixed,** from named varieties.  
Tr. Pkt.....35c    Oz.....\$2.25
- Cactus Flowered Mixed.** Tr. Pkt.....50c    Oz.....\$4.00
- Single, Mixed.** Tr. Pkt.....25c    Oz.....\$1.25
- New Coltness Hybrids.** Dwarf single type; very free flowering, height 2 feet. Choice mixed colors.  
Tr. Pkt.....35c    1/4 oz.....75c    Oz.....\$2.50

**GLADIOLUS "PICARDY" IS PAR-EXCELLENCE FOR CUTFLOWERS**

**Dianthus**

**Sweet Wivelsfield.** A new, hardy annual of wonderful colorings. The flowers are larger than Sweet William and borne in trusses. This perpetual flowering Dianthus is bound to win instant favor both as a cutflower of lasting quality and as a new spring bedding plant. Tr. Pkt.....15c ¼ oz.....25c Oz.....80c

**New Double Sweet Wivelsfield**

A sensational plant—a great improvement on the original Sweet Wivelsfield, which proved such an enormous success when sent out by us some four years ago. Double Sweet Wivelsfield is a bold, full flower of widely varying shades of color, from scarlet to pink. The flowers last much longer in the beds and also as a cutflower it is very worthwhile. Tr. Pkt. ....50c

**Delight (New)**

This is a hybrid between Sweet Wivelsfield and Dianthus Roysii. Flowers continuously out of doors from June until October, producing flowers about one-half inch in diameter, not in trusses but in alternating spikes in great profusion. There is a bewildering range of colors. Dianthus Delight is an easy growing plant which will stand many degrees of frost. Excellent for cutting. Tr. Pkt.....75c 3 Tr. Pkts.....\$2.00  
**Heddewigii.** Double Japan. Best mixed. Tr. Pkt.....15c Oz.....50c  
**Giant Double Annual.** Mixed. Tr. Pkt.....15c Oz.....75c

**Dianthus**

<b>SWEET WILLIAM</b>	Tr. Pkt.	Oz.
<b>Annual Sweet William.</b> (D. Barbato-sinensis). 12 inch. Single mixed. ....	\$0.15	\$0.60
<b>Sweet Wivelsfield.</b> 12 inch. Improved form of Annual Sweet William. Extra large flowered brilliant array of colors. Fine for cutting and garden use.....	.15	.80
<b>HEDDEWIGII</b>		
<b>Japanese Pinks.</b> 10 inch and free flowering. Fine for rock gardens.		
<b>Fireball.</b> Double. Dark scarlet.....	.20	.80
<b>Pink Beauty.</b> Blush pink.....	.20	.80
<b>Snowdrift.</b> Double. Extra large flowered pure white....	.20	.80
<b>Mourning Cloak.</b> Double. Blackish maroon, margined white. ....	.15	.50
<b>Diadem Mixture.</b> ....	.20	.75
<b>Laciniatus Splendens</b> (New). Single. Extra large 2 inch—brilliant crimson, large contrasting white eye. Special mention in "All-American Trials, 1934".....	¼ oz. 50c	.25 1.50

**Didiscus Coeruleus**

**Blue Lace Flower.** Excellent for bouquets. Flowers continually from July until frost. A money maker for florists. Tr. Pkt...20c Oz...80c

**Dimorphotheca**

**African Orange Daisy.** Choice for cutting and adapted to forcing. Tr. Pkt.....25c Oz.....\$1.00  
**Hybrid Mixed.** Tr. Pkt.....20c Oz.....75c

**Dolichos—Hyacinth Bean**

**Desirable Annual Climber.** Mixed Colors. Tr. Pkt...15c Oz...50c

**Dracaena**

**Australis.** Broad leaves. Tr. Pkt...20c Oz...75c ¼ lb...\$2.50  
**Indivisa.** Narrow green leaves. The popular kind for bedding or vases. Tr. Pkt.....15c Oz.....40c ¼ lb.....\$1.00

**Eschscholtzia—California Poppy**

**Golden West.** Yellow-orange center. Tr. Pkt.....15c Oz.....25c  
**Choice Mixed.** All colors. Tr. Pkt.....15c Oz.....25c

**Euphorbia**

**Heterophylla** (Mexican Fire Plant). Tr. Pkt.....15c Oz.....65c  
**Variiegata** (Snow-on-the-Mountain). Tr. Pkt.....15c Oz.....40c

**Exacum (Affine)**

Provides a most useful pot plant. Numerous small light mauve flowers with golden yellow stamens contrast wonderfully with the light green leaves. Seed sown in January or February flower in June and continue uninterruptedly until the autumn. To obtain the best results, plant two plants in each pot. Rich soil of leaf mould and turfy loam in equal parts, with some sand added, is most suitable for its cultivation, which from the end of March must be carried out either in a cold frame or a well ventilated greenhouse, with the minimum of shade. Exacum Affine is a fragrant and charming indoor plant. As a cheap market plant, it is worthy of notice. Tr. Pkt.....50c

**Forget-Me-Not (Myosotis)**

**Blue Bird.** A beautiful winter-flowering Forget-Me-Not. 1 ft. Tr. Pkt.....25c ¼ oz.....70c Oz.....\$2.60  
**Ruth Fisher.** Neat and compact habit, and the lovely blue flowers shoot up strongly over the glossy dark green foliage, 10 in. Tr. Pkt.....50c 1/16 oz.....\$1.20  
**Susanne** (Winter Flowering). Bright blue. Best variety for cutflowers and pots, ideal for St. Valentine Day bloom. Tr. Pkt.....75c 6 Tr. Pkts.....\$4.00  
 (For additional Myosotis, see Perennial pages)

**Gaillardia (Annual Varieties)**

**Picta Single.** Mixed. Tr. Pkt.....15c Oz.....40c  
**Picta Lorenziana Double.** Mixed. Tr. Pkt.....15c Oz.....40c

**Geranium**

**Apple Scented.** 100 seeds.....50c 1000 seeds.....\$4.00  
**Zonale.** Single. Fine mixed. Tr. Pkt...25c ¼ oz...50c Oz...\$1.60  
**Lady Washington.** 100 seeds.....\$2.20 1000 seeds.....\$20.00

**Gerbera**

Excellent for pots or cutflowers.  
**Jamesoni.** Mixed Hybrids. 100 seeds...50c 1000 seeds...\$4.00

**Gilia—Capitata**

A pretty annual for cutting, with heads of lavender-blue flowers. Tr. Pkt.....10c Oz.....30c

**Gilia Liniflora**

Introducing a new subject for cutflower use, *Gilia Liniflora*, a very easily grown, attractive annual. The plants are neat, upright and semi-compact in habit, 12 to 15 inches high, covered with dozens of the dainty, single flax-like flowers which are borne on long stems. White Swan is snowy white, and Bunch of Lilac a clear lavender blue, both very popular florist colors. A Dainty, Airy Delightful New Flower for Cutting.  
**White Swan,** Pure White. Tr. Pkt.....25c Oz.....\$1.00  
**Bunch of Lilac.** Tr. Pkt.....25c Oz.....\$1.00

**Gloxinia**

**Hybrida Grandiflora.** Choicest mixed. ½ Tr. Pkt...60c Tr. Pkt...\$1.00

**Godetia—Satin Flower**

Must be grown in shallow soil. The following are all good commercial colors in the large flowered class.

	Tr. Pkt.	Oz.
<b>Gladiolus Flowered.</b> The flowers are double and should be cut before fully opened.		
<b>Carmine</b> .....	\$0.15	\$0.60
<b>Rosy Morn.</b> Bright pink.....	.15	.60
<b>The Bride.</b> Combination of white and crimson. Attractive .....	.20	.60
<b>Sweetheart.</b> Dwarf—24 in. Double Poppy-like flower. Clear pink. Nice color.....	.25	1.00
<b>Sybil Sherwood (New).</b> Bright salmon-pink, edged white. Medium dwarf. ....	¼ oz. 35c	.20 1.25
<b>Thunderbolt.</b> Deep crimson. Medium dwarf....	¼ oz. 50c	.25 1.75
<b>Duchess of Albany.</b> Pure satiny white. Large flowered and tall. ....	.20	.50
<b>Tall Double Mixture.</b> ....	.15	.50

**Gomphrena—Globe Amaranth**

Splendid everlasting; excellent for cutting.  
**Everlasting (Globe Amaranth).** 30 in. Makes nice material for garden decoration and cutting. The varieties Aurea Superba and Rubra are particularly attractive; also Nana Compacta Rubra is choice for edging.

**Gomphrena Globosa**

	Tr. Pkt	Oz.
<b>Rose.</b> Light rose pink. <b>White.</b> Grayish white.....	.15	.25
<b>Rubra.</b> Bluish purple. Very bright deep color.....	.15	.25
<b>Mixed.</b> .....	.15	.25
<b>Nana Compacta Rubra.</b> Dwarf strain of Rubra. 8 in. Choice for edging.....	.15	.35

**Gourds—Ornamental**

Small kinds mixed. Large kinds mixed.....Each .15 ....

**Grasses—Ornamental**

**Pennisetum Rueppelianum (Purple Fountain Grass).** Tr. Pkt.....15c Oz.....80c  
**Longistylum.** Tr. Pkt.....10c Oz.....50c  
 Above used largely for bordering canna beds.





Imperial Larkspur

**Grevillea**

Ornamental foliage plant for vases, etc. Easily raised from seed. Tr. Pkt. Oz.

**Australian Silk Oak.** Seeds should be sown in early spring with plenty of bottom heat and in a well drained, loose soil. Grown in a 60° house, 5 in. pot plants available by fall. \$0.25 \$0.75

**Gypsophila—Baby's Breath (Annual)**

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers. Several plantings can be made during the season at intervals of ten days' time, in order to have a succession of bloom. Tr. Pkt. Oz.

**Covent Garden Market.** Extra large flowered, full petalled —flowers having 6 to 8 petals instead of the usual 4 to 5. 4 oz. 50c; 1 lb. \$1.60; 5 lbs. \$6.50 .. \$0.20

**London Market.** Slightly taller than Covent Garden Market and later. 4 oz. 50c; 1 lb. \$1.50; 5 lbs. \$6.50 .. .20

**Paris Market.** Standard medium size flowered strain. 4 oz. 40c; 1 lb. \$1.00; 5 lbs. \$4.50 .. .15

**Carminea.** Same habit as others but with bright carmine-pink flowers. Rather small flowered. \$0.15 .25

**Heliotrope**

Can be bloomed from seed in four months.

**Lemoine's Giant.** Excellent large flowering strain. Tr. Pkt. .40c

**Choice Mixed.** Tr. Pkt. .25c Oz. \$1.25

**Helichrysum—Strawflowers**

Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state.

	Tr. Pkt.	Oz.	Lb.
<b>Fireball.</b> Showy, deep crimson.....	\$0.15	\$0.60	\$6.00
<b>Golden Ball.</b> Clear golden-yellow.....	.15	.60	6.00
<b>Canary Yellow Buttercup.</b> New.....	.15	.60	6.00
<b>Rose-Carmine.</b> .....	.15	.60	6.00
<b>Rose-Pink.</b> .....	.15	.60	6.00
<b>Salmon-Pink.</b> .....	.15	.60	6.00
<b>Silver Pink.</b> .....	.15	.60	6.00
<b>White.</b> .....	.15	.60	6.00
<b>Violet.</b> .....	.15	.60	6.00
<b>Mixed.</b> All colors.....	.15	.60	6.00

**Hunnemannia—Mexican Tulip Poppy**

**Fumariaefolia.** Produces flowers from July till frost. Desirable for cutting. Tr. Pkt. .15c Oz. .50c

**Sunlite (New).** Semi-double. Tr. Pkt. .25c 1/4 oz. .85c Oz. \$2.00

**Ice Plant**

**Mesembryanthemum.** White flowers. Tr. Pkt. .10c Oz. .40c

**Impatiens**

Provide splendid pot plants for Christmas sales. Also useful for porch boxes. Will succeed in partial shade.

**Holstii. Liegnitzia.** Deep vermillion-red. 1000 seeds. .50c

**Sultanii.** Bright rose. Tr. Pkt. .35c 1/32 oz. \$1.00

**Holstii. Hybrids.** Finest mixture. 1000 seeds. .50c 1/32 oz. \$1.00

**Ipomoea**

	Tr. Pkt.	Oz.	Lb.
<b>Bona Nox (Evening Glory),</b> large, blue.....	\$0.10	\$0.20	\$2.20
<b>Giant Pink (Northern Light)</b> .....	.15	.40	....
<b>Imperialis Japanese Fancy Fringed.</b> extra.....	.10	.25	2.40
<b>Japanese Giant mixed.</b> .....	.15	.50	6.00
<b>Leari.</b> Dark blue with crimson bars.....	.50	....	....
<b>Noctiflora (Moonflower).</b> White seeded.....	.10	.40	4.00
<b>Noctiflora.</b> Black seeded.....	.10	.40	4.00

**Ipomoea "Heavenly Blue"**

Clark's Improved Early Flowering Strain. Clark's strain is well known and widely used throughout the United States, being especially adapted to Eastern conditions. It is early flowering and makes a sparse growth of foliage. When growing Ipomoeas, care should be taken to plant them in a dry, sandy location, and fertilizer should never be applied. One of the most admired flowering vines at the Chicago Century of Progress, 1934. H. B. Hudson, who had charge of the Vaughan booth at the Fair, stated that they sold more seed for the Morning Glory Heavenly Blue than anything else. This climber made a beautiful showing on the back wall of the Horticultural Building.

A Color of Pure, Unrivalled Beauty.

**Clark's Early-Flowering Heavenly Blue.** A good seller when offered in small pot plants for setting out in the garden in spring. Tr. Pkt. .25c Oz. \$1.00 Lb. \$10.00

**Setosa (Brazilian Morning Glory).** Red. Tr. Pkt. .10c Oz. .30c

**Isoloma**

**Hirsutum Multiflorum Hybridum.** Choice tuberous rooted pot plant, spotted flowers, mixture of colors, grows 6 to 8 inches. January sowing flowers through the summer. Tr. Pkt. \$1.00

**Kalanchoe**

**Globulifera Coccinea.** Popular spring flowering pot plant and easily grown from seed. 1000 seeds. \$1.00

**Kochia**

**Summer Cypress or Mexican Fire Bush Childsi.** Improved strain. Tr. Pkt. .10c Oz. .20c

**Lantana**

Desirable for bedding, pot culture, vases. Seed must be sown with bottom heat and early.

**Dwarf Compacta. Mixed.** Tr. Pkt. .15c Oz. .50c

**LARKSPUR  
Annual**

**Giant Hyacinth—Flowered**

\*Pink, \*Purple, White, Dark Blue, Lilac, Mixed. Each. \$0.25 \$0.80 \$8.00

We prefer the Imperial or Stock Flowered to the Hyacinth Strain.

SEE NEXT PAGE FOR CONTINUATION OF LARKSPUR



LARKSPUR (Continued)

An important cut-flower both for greenhouse and outdoor culture. Moderate temperature and a moist soil are necessary to obtain good germination. Seed frequently failing to start at all in hot weather. The Base Branching class, also known as the Imperial or Spiral, improves the original Stock-flowered in being somewhat longer stemmed. The Hyacinth-flowered type produces but one long non-branching flower spike. They do well on a raised or shallow bed where the growth can be hardened some, but on a deep ground bed, especially if grown cold, they produce hollow stems that break easily in handling.

Three New and Valuable Introductions

- Larkspur Giant Imperial Cattleya. This is a late flowering, branching from the base habit (two to three weeks later than other sorts) which lengthens the flowering season. The color is a rich rosy lilac full double flowers that are closely spaced on four to five foot stems. Highly commended by the Royal Horticultural Society after trial at Wisley, England, 1934. Tr. Pkt...35c Oz...\$1.75 1/4 lb...\$6.00
Larkspur Giant Imperial Dazzler is in full bloom seven to ten days earlier than any of the other varieties. The flowering spike is very long with closely spaced mammoth flowers of a vivid lustrous carmine color. Dazzler will make an ideal florists' variety for earliness and its long flowered spike, also for the home gardener who loves grace and brilliancy. Tr. Pkt...35c Oz...\$1.75 1/4 lb...\$6.00
Larkspur Giant Imperial Sweet Lavender. A delightful shade of rich lavender blue, the flowers are very large, full double, closely spaced on a long flowering truss. Sweet Lavender is an outstanding new shade of great merit. Highly commended by the Royal Horticultural Society after trial at Wisley, England, 1934. Tr. Pkt...35c Oz...\$1.75 1/4 lb...\$6.00

LARKSPUR

Imperial or Base Branching Varieties

Table with 4 columns: Variety, Tr. Pkt., Oz., Lb. Includes Blue Bell, Blue Spire, Carmine King, Daintiness, Exquisite Pink Improved, Gloria, Los Angeles Improved, Lilac Queen (New), Miss California, The Empress, White Spire, Mixed.

LARKSPUR

Stock-Flowered Varieties.

Table with 4 columns: Variety, Tr. Pkt., Oz., Lb. Includes Dark Blue, Empress Rose, La France, Los Angeles, Lilac, Rosamond (New), Rosy Scarlet, Sky Blue, White, Mixed.

Dwarf Emperor Type

- Grows about 2 ft. and is used effectively for bedding. Enchantress. Soft salmon-pink; choice for pots or bedding. Pink Delight. Rich rose-pink, same shade as Exquisite Pink. Ageratum Blue. Well named and a pleasing color for any purpose.

Leptosyne Stillmanii

Golden yellow, fine for cutting. Flowers in six weeks. Tr. Pkt...15c Oz...75c

Linaria

Fairy Bouquet. Compact growth, large flowers in many distinct colors. Blooms early. Flowers resemble miniature snapdragons. Tr. Pkt...15c 1/4 oz...85c

LOBELIA

Lobelia

Table with 4 columns: Variety, Tr. Pkt., 1/4 oz., Oz. Includes Erinus Crystal Palace Compacta, Compacta Blue Gown, Blue Stone, Mrs. Clibran, Speciosa, Emperor William, Pumila Splendens, Bedding Queen, Alba, Snowball, Rosea Pink, Sutton's Cambridge Blue, Speciosa Superba Compacta, Royal Purple, Prima Donna, Gracilis, Mixed, Pendula, Hamburgia, Miranda, Sapphire.

Lunaria "Honesty"

Alba. Admired for its silvery seed panicles. Tr. Pkt...20c Oz...75c

LUPINES

Lupinus (Lupine)

- New Lupinus Hartwegii Giants or King Lupines King Blue. Enormous spikes of rich Oxford Blue, enhanced by a pure white stripe in the standard of each flower. The plants grow from three to four feet high. They are base-branching, with six to eight huge spikes to a plant. Tr. Pkt...25c 1/4 oz...50c Oz...\$1.50
New Lupinus Hartwegii Giants or King Lupines King White. Enormous glistening pure White spikes of flowers. A companion to King Blue, with all its size and beauty. This Lupine is exquisitely scented. Tr. Pkt...25c 1/4 oz...50c Oz...\$1.50

Lupinus Hartwegii

- Dark Blue. Tr. Pkt...15c Oz...30c 4 oz...90c Lb...\$3.50
Sky Blue. Very good market color. Tr. Pkt...15c Oz...30c 4 oz...90c Lb...\$3.50
Roseous. Of limited commercial value. Tr. Pkt...15c Oz...30c 4 oz...90c Lb...\$3.50
Giants Mixture. An especially large flowered strain, base-branching. Tr. Pkt...20c Oz...75c
Sulphureus Superbus. Golden yellow. 28 inch. Tr. Pkt...15c Oz...50c
Luteus Romulus. Dwarf yellow. Tr. Pkt...15c Oz...50c
For other Lupinus see Perennial list.

Lophospermum

Scandens (Climbing Foxglove). Rose. Tr. Pkt...35c 1/4 oz...80c Oz...\$2.80

MARIGOLD

Dixie Sunshine

From the Land of Dixie to the gardens of the world comes this most modern, most charming and unique Marigold. Sensationally new and fascinating, the large ball shaped flowers are ingeniously composed of dozens of tiny five-petaled florets, gracefully interlocking, daintily fringed in effect. Brilliant golden yellow, 100% fully double, and but faintly scented with the characteristic Marigold odor, Dixie Sunshine is a ray of dazzling, pure beauty. Whether in the garden, on tall, bushy plants literally smothered with blooms, or when arranged for home decoration, the strong stemmed flowers are a constant joy from August throughout the season until frost. Tr. Pkt...25c 1/4 oz...75c Oz...\$2.50
Note—Dixie Sunshine was given an award of merit by All-America Council, 1935.

MARIGOLDS Continued on Next Page

# A. B. C. SELECTED MARIGOLDS

## MARIGOLDS

are now in great favor. Especially for cut-flowers. Their ease of culture commend them highly, especially some of the more recent introductions such as Guinea Gold, Yellow Supreme, Dixie Sunshine, Lieb's Winter, Australian Tree, and the "All Double" Orange and Lemon varieties.

### Tall Varieties

**Tall African "Alldouble."** We particularly recommend "Alldouble" orange and yellow Marigold offered below. Can be depended upon to produce 90 to 100 per cent full double flowers. Excellent for cutting.

**Alldouble Orange.**

Tr. Pkt. . . . . 30c 1/4 oz. . . . . 50c Oz. . . . . \$1.50 4 oz. . . . . \$5.00

**Alldouble Lemon.**

Tr. Pkt. . . . . 30c 1/4 oz. . . . . 50c Oz. . . . . \$1.50 4 oz. . . . . \$5.00

### Tall Double Mixed

Mixture of above two.

Tr. Pkt. . . . . 30c 1/4 oz. . . . . 50c Oz. . . . . \$1.50 4 oz. . . . . \$5.00



Marigold "Guinea Gold"

### Guinea Gold (Tagetes)

The color is a brilliant golden orange or California gold, the color so much in demand by florists. As a florists' cut flower, its success has been phenomenal. The absence of the characteristic marigold odor has been in its favor, as well as its excellent keeping qualities as a cut flower. Tr. Pkt. . . . . 25c 1/4 oz. . . . . 45c Oz. . . . . \$1.50 1/4 lb. . . . . \$5.00

### Yellow Supreme (Tagetes)

A Fitting Companion to That Great Cut Flower Guinea Gold. Awarded Gold Medal by the "All-America" Council, 1934. Large, fluffy, Carnation-flowered blooms (many three inches across). Dazzling lemon-yellow color. Mild honey fragrance. Long-standing cut-flower. Ideal exhibition variety. Practically odorless foliage. Healthy, free branching plant. Fixed color and type. Profuse, quite early blooming.

When **Guinea Gold** orange flowered type of the above was offered to the trade it created somewhat of a sensation in the various cut flower markets.

We predict a like reception for the above new lemon colored variety. Tr. Pkt. . . . . 35c 1/4 oz. . . . . 50c Oz. . . . . \$1.50 Lb. . . . . \$4.00

### Tall French Double

**Pulchra-Plena.** Brown and gold. Tall growing and excellent for culture, either under glass or in the open. We highly recommend this for cutting. Tr. Pkt. . . . . 15c Oz. . . . . 50c

### Australian Tree

This is another desirable Winter Flowering Marigold with long stems. Color: Golden yellow and mahogany.

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



Marigold, Tall African "All Double"

### Lieb's Winter Marigold. Sensational Cutflower Novelty

The Originator's Improved Strain Now Obtainable from Seed. New Winter Cut Flower, deep brown with golden yellow crested center. Flowers five weeks after planting, continuing five 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.

Tr. Pkt. . . . . 60c

MARIGOLDS Continued on Next Page

### LIEB'S MARIGOLD

By FRITZ BAHR, Prominent Grower and Horticultural Writer

(Excerpt from The Florists' Exchange)

The better you become acquainted with this Winter-flowering Marigold, which is really indispensable to the retail grower, the better you will appreciate its value as a cutflower during the Winter and Spring months. With 2 1/4 in. or 2 1/2 in. stock planted during September or October on benches about 10 in. apart in a 50-deg. house, you will start to cut during December and continue well into May. There isn't a retail grower who can't realize 50c per doz. for the flowers during the Winter months, and many are sold at 75c or \$1 per doz.; even at the lower price, this Marigold will pay for itself as well as almost anything you can carry in a 50-deg. house. The plants will simply insist on flowering and should be at their best during January and February, when other flowers are not too plentiful, and at the same time you probably have to call every day for inexpensive flowers suitable for the table. They are good for a week after being cut if given any care.

All this need not make us think less of Calendulas or anything else we grow on for cutting, but I don't know of anything that persists in flowering as this Marigold does. By disbudding one can obtain long stem, large flowers, but every little side shoot will produce a blossom, and those too short-stemmed will come in handy for funeral work. Of course not all your customers would care for them, but the writer has seen some most attractive wreaths made up with them. The cuttings root freely almost any time of year; those rooted during Fall and the plants grown on in 2 1/2s will be in full bloom by Christmas, fine for made-up dishes and pans.

EARLY ORDERS WILL, WE BELIEVE, PROVE MUTUALLY ADVANTAGEOUS



Marigold "Dixie Sunshine"

See previous page for description and price

MARIGOLDS (Continued)

Harmony

A remarkable break in the dwarf French section of Marigold, which differs from all existing forms in its habit and the shape and coloring of its flowers, the latter, almost suggesting those of a Scabiosa, are of a bright golden-yellow, bordered with rich maroon-red, a most striking and effective combination of tints. The plants being about 12 inches high and of very bushy habit, form excellent material for cutting and bedding. We consider this a most important, new introduction in the Marigold family. Tr. Pkt.....35c  
 1/4 oz.....75c Oz.....\$2.00

Harvest Gold

The recently introduced Mexican Marigolds are steadily making their way to the front, having certain advantages over the well-known and long-cultivated African types. The superiority consists largely in being more branching and floriferous and bearing practically all-double flowers, bright golden-orange flowers, making a brilliant display from July onwards. Height, 1 1/2 to 2 ft, each bearing 20 to 25 blooms. Tr. Pkt.....35c

Dwarf Varieties

**African Dwarf, Double Queen Strain.** This new strain of African Marigolds is admirably adapted for bedding use. The plants are sturdy and free flowering, forming a veritable pyramid of blooms. The flowers are from two to three inches across with rather flat petals, giving a novel effect of softness. **Golden Queen,** golden yellow; **Orange Queen,** deep orange; **Primrose Queen,** light primrose yellow; **Yellow Queen,** clear lemon yellow. Price, each of above: Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.50  
**Pride of Garden (Dwarf African).** Double orange. Tr. Pkt.....10c Oz.....40c

Mexican Dwarf Orange

In our trials last season we considered this variety outstanding among all new strains we had under observation. It is unlike any other Marigold now known, semi dwarf in habit, freely branched, and heavily laden with quantities of its unique semi tubular petaled flowers of bright orange. We consider Mexican Dwarf Orange an outstanding new Marigold for this season. Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.75  
**Dwarf, French Mixed.** Tr. Pkt.....10c Oz.....40c Lb.....\$4.00  
**Dwarf French Monarch Strain Mixed.** A very compact type comprising a wide range of colors, bronze, yellow and mahogany. Tr. Pkt.....15c 1/4 oz.....25c Oz.....80c

Dwarf French, Robert Beist, Selected Strain (Double)

**Small-Flowered.** The blooms measure about the equivalent of a fifty-cent coin and the color combination is most pleasing, namely, velvety reddish brown with small golden center. Tr. Pkt....15c Oz....50c

MARIGOLDS (Continued)

Prince of Orange

A good strain but the proportion of doubles is not equal to the All-Double listed on previous page. Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.25

Lemon Queen

Same as above in lemon color. Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.25

Royal Scot

Modern as the crack Scottish Railway train, the Royal Scot, from which it borrowed its name, this marigold is the most striking yet introduced. The large well formed double flowers are produced in abundance on plants from 24 to 30 inches in height. The color is a charming combination of mahogany and gold symmetrical stripes which radiate from the center of the flower. We feel confident that Royal Scot will be welcomed by florists and home gardeners alike. Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.50

Tall French Single

**Josephine.** Single dark crown with edging of gold and a glint of crimson. Very desirable for pot plants. Tr. Pkt.....10c Oz.....50c

Fire Cross, Dwarf French

**Small-Flowered.** Single, saffron orange with brown, red center. An improved Legion of Honor. Tr. Pkt.....15c Oz.....50c

Legion of Honor

Single, golden yellow with crimson spot. Small flowered. Tr. Pkt.....10c Oz.....40c Lb.....\$4.00

Dwarf, Gold Striped

Double small flowered. Brownish red, striped yellow. Tr. Pkt.....15c Oz.....60c

Golden Ball

Small flowered. Double golden yellow. Very compact. Tr. Pkt.....15c Oz.....50c

Dwarf, Lilliput, Mixed

Double small flowered. Very dwarf, excellent for pots. Tr. Pkt.....15c Oz.....50c

Small Flowered Dwarf

**Tagetes Signata Pumila.** Golden yellow flowers, single, hundreds to a plant. 10 inches high. Splendid for edging. Tr. Pkt.....15c Oz.....75c 1/4 lb.....\$2.50

Tagetes Signata Pumila, Little Giant

We are proud to offer Little Giant as the highest development yet attained of this pretty little Marigold, with slender fernlike foliage and an abundance of dainty, single, golden orange flowers on plants which are only four to six inches high with a spread of eight to ten inches. At the Chicago Century of Progress a bed of Verbena Venosa bordered with the above Little Giant tagetes created no end of favorable comment. Tr. Pkt....25c 1/4 oz....50c Oz....\$2.00

Marvel of Peru (Four O'clock)

**Mixed Colors.** Oz.....10c 1/4 lb.....30c

Matthiola

**Bicornis.** Evening-scented stock, purplish-lilac. Tr. Pkt...10c Oz...20c

Mesembryanthemum

**Crystallinum.** Ice plant. White flowers. Tr. Pkt....10c Oz....40c

Mignonette

For greenhouse forcing should be sown in August in pots. For a spring crop sow in January. Disbudding is necessary for large spikes. **Ball Strain.** Tr. Pkt.....\$1.00 1/4 oz.....\$1.75 Oz.....\$6.00  
**New York Market.** Tr. Pkt....\$1.00 1/4 oz....\$1.75 Oz....\$6.00  
**Machet.** Good for summer bedding work. Tr. Pkt....15c Oz....75c  
**Golden Goliath.** Goliath Red. Each. Tr. Pkt.....15c Oz.....75c

Mimosa—Sensitive Plant

**Pudica.** Tr. Pkt.....15c Oz.....50c

Mimulus

**Moschatus (Musk Plant).** Tr. Pkt.....35c 1/8 oz.....60c  
**Tigrinus (Monkey Flower).** Tr. Pkt.....15c 1/4 oz.....50c



**Nasturtium Bodger's Double**

Sweet Scented Orange Gleam. Desirable for cutting

**Musa**

**Ensete (Abyssinian Banana).**

25 seeds.....60c 100 seeds.....\$2.00 1000 seeds.....\$18.00

**Nasturtium**

**Double Varieties.**

All colors of the new Gleam class are valuable both for cutting and use in combination boxes. No retail grower should be without them. We offer the true Bodger strains.

**Orange Gleam (New).** A deep glowing golden orange with a deeper shading in the center. Flowers large, uniformly double and profusely free flowering. Tr. Pkt.....25c Oz.....\$1.00

**Dwarf Double Golden Globe.** Identical in color with the popular Golden Gleam, but uniformly dwarf and compact.

¼ oz.....15c Oz.....35c ¼ lb.....\$1.25

**Dwarf Double Gem.** Composed of an evenly balanced range of cheerful colors on dwarf compact, gem-like plants. The good sized sweet scented double flowers cover the little plants. Ideal for border and edging use. **Mixed colors.** Tr. Pkt....25c Oz....50c

**Golden Gleam.** The original semi-trailing double nasturtium. Deep golden yellow. ½ oz...15c Oz...25c 4 oz...50c Lb...\$1.50

**Scarlet Gleam (New).** Identical in every way with Golden Gleam except in color which is a brilliant scarlet. ¼ oz....15c Oz....35c

**Gleam Hybrids.** This hybrid strain produces a most pleasing array of very attractive colors running through varying shades of scarlet, orange, salmon, to golden and cream yellow, with all the valuable characters of Golden Gleam added. ¼ oz...10c Oz...25c 4 oz...75c

**Climbing or Trailing Varieties.** Crimson-Maroon, dark foliage, Pink, Scarlet or Yellow. Each. Oz....10c ¼ lb....25c Lb....80c

**Special Mixed.** Oz.....15c ¼ lb.....30c Lb.....\$1.00

**Dwarf or Tom Thumb Varieties.** Crimson, dark foliage, Golden-Yellow, Crimson-Maroon, or Salmon-Pink. Each. Oz...10c ¼ lb...25c Lb...80c

**Special Mixed.** Oz.....15c ¼ lb.....30c Lb.....\$1.00

**Nemesia**

Strumosa Suttonii.

Tr. Pkt. ¼ oz.

**Grandiflora.** Large flowered and long stemmed. 24 inch.

Good for cutting.

Blue .....1/16 oz., 50c \$0.35

Cherry Red. ....35 \$0.75

Orange. Good bright color, comes quite true.....35 .75

Rose. Rather deep heavy color. Comes quite true.....35 .75

Scarlet. Varies. ....35 .75

Mixture of above colors.....35 .50

**Nana Compacta.** More dwarf than Grandiflora. 18 inch, and branches very profusely from base. Good for bedding and pot work.

**Aurora.** Carmine-crimson with white. Quite attractive.....35 .75

**Blue Gem Imp.** Nice delphinium blue. Varies. (½ oz., 50c) 35 ....

**Fire King.** Scarlet.....35 .75

**Orange Prince.** A rich orange.....35 .75

**Triumph Mixed.** A mixture of above colors.....25 .50

**Nicotiana (Ornamental Tobacco)**

Tr. Pkt. Oz.

**Affinis.** Fragrant, white.....\$0.10 \$0.30

**Affinis Hybrids.** .....10 .40

**Crimson Bedder.** Rich deep crimson.....15 .80

**Sanderæ.** Red. ....10 .50

**Nierembergia**

**Frutescens Lilac.** Tr. Pkt.....25c

**Nigella (Damascena)**

**Miss Jekyll.** Double Blue. 18 inch. Tr. Pkt.....10c Oz.....15c

**Oenothera**

**EVENING PRIMROSE**

**Afterglow.** Yellow with bright red calyx. 3 in. Tr. Pkt...20c Oz...50c

**Lamarckiana.** Yellow. 4 feet. Tr. Pkt.....15c Oz...25c

**PANSY**

**A. B. C. "De Luxe" Fancy Colored, Large Flowered Mixture**

(Our Exclusive Introduction)



**A. B. C. "De Luxe" Pansies**

(One-sixth natural size)

Will satisfy your critical trade both as to size and variation of coloring. Truly the "last word" in Pansy mixtures, and is our exclusive strain.

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."

This exceptional mixture is highly recommended for cut-flowers, likewise for spring plant sales. Numerous growers have told us that "De Luxe" Pansy plants in flower virtually sell themselves and command a premium over stock produced from other so-called "fancy" mixtures. You will, we are quite sure, make no mistake in confining your pansy cultures to A. B. C. "De Luxe" Mixed.

Tr. Pkt.....\$1.00 ⅛ oz.....\$1.50 ¼ oz.....\$2.75 Oz.....\$10.00

**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 ⅛ oz.....\$1.25 ¼ oz.....\$1.75 Oz.....\$6.50

**Engleman's Special**

Scottish show type, immense flowers. Bronze and reddish shades. Compact and early flowering.

Tr. Pkt.....50c ⅛ oz.....\$1.20 ¼ oz.....\$2.25 Oz.....\$8.00

PANSIES Continued on Next Page

IF INTERESTED IN THE NEWER CARNATIONS PLEASE WRITE FOR SPECIAL LIST



# A. B. C. Selected Pansies (Continued)

## Roggli, Super Swiss Giants

Some growers favor this strain because of the immense size of blooms. However, A. B. C. "De Luxe" is, in our opinion, much preferable.

### Super Swiss Giants Mixed.

Tr. Pkt. .50c 1/8 oz. \$1.00 1/4 oz. \$1.75 Oz. \$7.00 2 oz. \$13.00

## Various Pansy Mixtures

### A. B. C. "Super" Maple Leaf Mixture.

Tr. Pkt. .75c 1/8 oz. \$1.30 1/4 oz. \$2.50 Oz. \$9.00

### Ordinary Mixture.

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

### Giant Trimardeau. Choice mixed.

Tr. Pkt. .15c 1/4 oz. .30c Oz. \$1.00 1/4 lb. \$2.75 Lb. \$10.00

## Steele's Pansy Mixtures (New Crop Seed)

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		

### Super Maple Leaf Mixed.

1/16 oz. . . . .	\$1.00	Oz. . . . .	\$10.00
1/8 oz. . . . .	1.50	2 oz. . . . .	19.00
1/4 oz. . . . .	2.75	4 oz. . . . .	36.00
1/2 oz. . . . .	5.25		

### "400" Mixed. A super Swiss strain.

1/16 oz. . . . .	\$0.75	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

**Steele's (Swiss) Improved Sea Blue.** The most beautiful shade of blue we have ever seen.

## A. B. C. Giant Pansies

In Separate Colors.

1/16 oz. . . . .	.65c	1/8 oz. . . . .	\$1.00	1/4 oz. . . . .	\$2.00	1/2 oz. . . . .	\$3.75	Oz. . . . .	\$7.00
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**Swiss Alpenglow.** Rich wine red shades.  
Tr. Pkt. . . . . 50c 1/8 oz. . . . . \$1.00 1/4 oz. . . . . \$1.75 Oz. . . . . \$6.00

**Swiss Berna.** Dark violet blue.  
Tr. Pkt. . . . . 50c 1/8 oz. . . . . 80c 1/4 oz. . . . . \$1.50 Oz. . . . . \$5.00

**Swiss Rhinegold.** Canary yellow with dark blotches.  
Tr. Pkt. . . . . 50c 1/8 oz. . . . . \$1.00 1/4 oz. . . . . \$1.75 Oz. . . . . \$6.00

**Swiss White (Mont Blanc).** Compact.  
Tr. Pkt. . . . . \$1.00 1/8 oz. . . . . \$3.00 Oz. . . . . \$20.00

	Tr. Pkt.	1/4 oz.	Oz.
<b>Apricot</b> . . . . .	\$0.35	\$0.85	\$3.00
<b>Adonis.</b> Light blue. . . . .	.30	.50	1.65
<b>Bridesmaid.</b> Apple blossom pink. . . . .	.35	.85	3.00
<b>Black-Blue.</b> Dark blue. . . . .	.30	.50	1.65
<b>Bugnot.</b> Shades of red, bronze. . . . .	.50	1.20	4.40
<b>Cardinal.</b> Brilliant red. . . . .	.25	.60	2.00
<b>Emperor William.</b> Blue. . . . .	.30	.50	1.65
<b>Golden Queen.</b> Golden yellow. Pure. . . . .	.30	.50	1.65
<b>Hortensia Red.</b> Dark eye. . . . .	.30	.75	2.00
<b>King of the Blacks.</b> . . . . .	.30	.50	1.65
<b>Lake of Thun (Ullswater, Thuner Sea).</b> A solid blue Pansy with dark blue blotches. . . . .	.75	2.00	8.00
<b>Lord Beaconsfield.</b> Pure violet. . . . .	.30	.50	1.65
<b>Madame Perret.</b> Shades of pink and rose. . . . .	.30	.50	1.65
<b>Peacock.</b> Blue, claret and white. . . . .	.30	.50	1.65
<b>Prince Henry.</b> Dark blue. . . . .	.30	.50	1.65
<b>Dark Brown Shades.</b> . . . . .	.30	.60	2.00
<b>Snow Queen.</b> Pure white. . . . .	.30	.50	1.65
<b>Striped and Mottled.</b> . . . . .	.30	.50	1.65
<b>White with Eye.</b> . . . . .	.30	.50	1.65
<b>Yellow with Eye.</b> . . . . .	.30	.50	1.65

**SPECIAL NOTE! PETUNIAS LISTED IN CENTER OF THIS BOOK.**

## Phlox Drummondii Grandiflora

Beautiful summer flowering annual.

	Tr. Pkt.	1/4 oz.	Oz.
<b>Alba.</b> White. . . . .	\$0.25	\$0.30	\$1.00
<b>Carnea.</b> Flesh pink with rose eye. . . . .	.25	.30	1.00
<b>Chamois Rose.</b> With carmine eye. . . . .	.25	.30	1.00
<b>Cinnabar.</b> Rich scarlet. . . . .	.25	.30	1.00
<b>Leopoldii.</b> Deep rose with white eye. . . . .	.25	.30	1.00
<b>Rosea.</b> Rose-pink shading deeper in center. Fine. . . . .	.25	.30	1.00
<b>Violet.</b> White eye. . . . .	.25	.30	1.00
<b>Sky Blue.</b> . . . . .	.25	.30	1.00
<b>Snowball.</b> Large white. . . . .	.25	.30	1.00
<b>Cuspidata Mixture.</b> Star of Quedlinburg. . . . .	.20	.30	1.00
<b>Special Mixed.</b> A mixture of tall varieties. . . . .	.20	.25	.80

## Nana Compacta

Dwarf type for bedding.

<b>Chamois.</b> With carmine eye. . . . .	.40	.60	2.00
<b>Fireball.</b> Fiery scarlet. . . . .	.40	.60	2.00
<b>Isabellina.</b> Pure yellow. . . . .	.40	.60	2.00
<b>Meteor.</b> Carmine Rose. . . . .	.40	1.00	3.50
<b>Surprise.</b> Begonia Rose. White eye. . . . .	.40	1.25	4.00
<b>Snowball.</b> Pure white. . . . .	.40	1.25	4.00
<b>Variabilis.</b> Blue shades. . . . .	.40	1.00	3.50
<b>Delicata.</b> Salmon pink. Carmine eye. . . . .	.40	1.00	3.50
<b>Cecily Mixture.</b> A special mixture of all the attractive colors in this class. . . . .	.40	.60	2.00

## Poppies

### Shirley

	Tr. Pkt.	Oz.
<b>Double Begonia-flowered Pink Shades.</b> Double Begonia-flowered Salmon. . . . .	Each \$0.15	\$0.50
<b>American Legion.</b> Single orange-scarlet. . . . .	.15	.50

## POPPIES (Continued)

	Tr. Pkt.	Oz.
<b>Carnation-Flowered.</b> Double. 3 feet. . . . .		
<b>Fairy Blush Hybrids.</b> Mixture of light pink shades. . . . .	\$0.10	\$0.20
<b>Mixture.</b> Covers all shades in this class. . . . .	.10	.20
<b>Peony-Flowered.</b> Double. 3 feet. . . . .		
<b>Shrimp Pink</b> . . . . .	.10	.30
<b>Mixture.</b> . . . . .	.10	.20

## Portulaca

**Double Mixture.** Very bright free flowering mixture. Makes fine bedding material. . . . . 1/4 oz. \$0.60 .25 2.00

**Single Mixture.** . . . . . .15 .50

# NEW PRIMULA MALACOIDES ERIKSSONI

## (Non-Poisonous)

Exclusively Introduced by American Bulb Co.

# A Money Maker for the Florist Grower

Many of our friends have told us that we deserve a lot of credit for having again popularized Primula Malacoides, which years ago was a great favorite of commercial growers. The truth of the matter is that Primula Malacoides Erikssoni has "sold itself" simply because the strain is so much superior to anything offered in the past. We only take credit for having the ability to recognize a superior product which has resulted in a goodly profit to our florist friends.

## SPECIAL NOTE:

The True Strain is supplied only in Eriksson's Original Packages; accept no substitute. We consider this a "de luxe" plant novelty and do not believe any grower of pot plants can afford to be without a good supply of the different kinds offered.

PRIMULA "ERIKSSONI" Continued on Next Page

FOR LIST OF PETUNIAS, SEE CENTER OF THIS BOOK AND PAGES 33-34-35



Primula Malacoides "Erikssoni"

PRIMULA ERIKSSONI (Continued)



Primula Obconica, M and M Type (Note Size of Flowers)

PRIMULA OBCONICA (Continued)

Better Days. A valuable new color. Deep carmine red. The darkest and one of the most valuable Obconica yet introduced. Very large flowering and the compact, well branched growth is very symmetrical and the mass of flower heads show evenly above the dark green foliage on strong stems. Tr. Pkt....\$1.25 1/64 oz....\$3.25 The above three varieties are recommended in preference to all other kinds on the market, in their respective colors.

- Fasbender. Rich deep red. Tr. Pkt.....\$1.00 1/64 oz.....\$1.75
Coerulea. Clear light blue. Tr. Pkt.....50c
Lachrosa. Salmon-rose. Tr. Pkt.....\$1.00 1/64 oz.....\$2.00
Grandiflora Alba. White. Tr. Pkt.....50c 1/64 oz.....\$1.50
Salmon Queen. Tr. Pkt.....\$1.00 1/64 oz.....\$2.00

VARIOUS PRIMULAS

PRIMULA, CHINESE GIANT

A Startling New Chinese, "Dazzler." From Hurst & Son, seed merchants and growers of London, England, comes a "really startling novelty in flower seeds." It is a Chinese Primrose (Primula Sinensis Fimbriata) which the firm has named Dazzler in recognition of its striking and unusual color; "orange red," as seen in the setting sun, is suggested as the only term that accurately describes it. It is claimed that a well-grown specimen will carry well over 20 flowers open at one time; also that while handsome under all circumstances, the blossoms are especially effective under artificial light. Tr. Pkt.....\$1.00
Prize Mixed. Tr. Pkt.....50c 1/32 oz.....\$2.00

SINENSIS STELLATA

Indispensable for general decorative work. The plants are very floriferous and bloom for a long period. A good keeper and the flowers remain fresh in water for a long period.

Giant Blue Star. Giant Salmon Pink Star. Giant White Star. Each Tr. Pkt. (250 seeds).....50c

KEWENSIS

Various Sorts. (Verbena scented yellow primrose.) Of strong growth; long spikes of yellow flowers. For greenhouse culture. Tr. Pkt. ....50c

FORBESI

Baby Primrose. Rosy lilac. Free blooming. Tr. Pkt.....50c 1/16 oz.....\$1.00
Ruby. Tr. Pkt.....65c

Rhodanthe (Everlasting)

Double Pink, White or Mixed. Tr. Pkt.....15c Oz.....40c

Ricinus (Castor Beans)

Table with 4 columns: Variety, Tr. Pkt., Oz., Lb. Includes Borboniensis Arboreus, Cambodgensis, Crimson Spire, Gibsoni, Sanguineus, Zanzibariensis Mixed.

Eriksson's 1936 Malacoides Introduction

Appleblossom

A true Appleblossom shade, Pink and White. Destined, we believe, to become as popular as his 1935 introduction, namely, Brilliancy. Mr. Eriksson states Appleblossom in blooming size has had a large call from florist buyers and he highly recommends this new kind. Tr. Pkt. (500 seeds)..\$1.00

After much painstaking effort, Mr. Ernst Eriksson, of Riverside, Ill., has accomplished four new and valuable varieties of Primula Malacoides Erikssoni, 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.
Prices: Separate, or the three varieties mixed.
Tr. Pkt. of 500 seeds.....\$1.00

Eriksson's Standard Varieties

- 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: Tr. Pkt. 800 seeds..\$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 Grandiflora

- Mohnstein's Atrosanguinea. Dark blood red. Choice.
Mueller's Rosea. Pure rose. Choice.
Mixed. Mohnstein's Atrosanguinea and Mueller's Rosea.
Price of each of above:
Tr. Pkt.....\$1.25 1/64 oz.....\$3.25 1/32 oz.....\$5.50
Note: We import direct, from the introducers, 1/32 oz. quantities in sealed glass tubes and so supply customers. Providing order calls for 1/32 oz. of individual varieties. Otherwise smaller quantities are furnished in our sealed paper packets.



**Saintpaulia Ionantha Grandiflora**

The **Usambara** or "Aethiopian" Violet. Deep blue, dark foliage. Provides an excellent pot plant. Tr. Pkt.....\$1.00

**Salpiglossis**

Some very attractive colors for summer cutting and spring flowering under glass. Especially valuable for retail growers.

Brown and Gold, Rose and Gold, Scarlet and Gold, Violet and Gold, White and Gold, and Yellow and Gold.

Each. Tr. Pkt.....20c ¼ oz.....40c Oz.....\$1.20

**Emperor.** Extra choice large flowering mixture of above colors.

Tr. Pkt.....20c ¼ oz.....30c Oz......85c

**Salvia**

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine plump seed which is saved from specimen plants and such as show a high germination. (Not to be compared with European grown seed of doubtful germination.)

**Salvia (Red Shades)**

	Tr. Pkt.	Oz.
<b>America (Globe of Fire)</b> .....	\$0.50	\$2.75
<b>Bonfire (Clara Bedman)</b> .....	.40	2.50
<b>Firebrand.</b> Extra early. Very dwarf; scarlet.....	.50	3.00
(3 Tr. Pkts., \$1.25)		
<b>Fireball Dwarf</b> .....	.50	2.75
<b>Harbinger.</b> A new early flowering dwarf variety that we consider the most desirable of all Scarlet Salvias. ....	.50	3.00
(3 Tr. Pkts., \$1.25)		
<b>Splendens.</b> Tall growing.....	.35	1.50
<b>Drooping Spikes</b> .....	.35	2.00
<b>Zurich.</b> Dwarf, early.....	.50	2.75

**Salvia (Blue Shades)**

<b>Farinacea.</b> Light blue. Makes a fine line.....	.25	1.50
<b>*Blue Bedder.</b> Compact, deep blue.....	.50	3.40
<b>Horminum. Oxford-blue.</b> The bracts are Oxford-blue, very broad, and a pureness of tone that can be found in no other annual.....	.35	

**Sanvitalia**

**Procumbens Fl. Pl.** Bright yellow double flowers; useful in vases, etc. Tr. Pkt.....35c Oz.....\$1.40

**Saponaria**

**Vaccaria.** A free-blooming annual with beautiful pink feathery flowers. Tr. Pkt.....10c Oz.....15c Lb..... \$1.40  
Used in same manner as Baby's Breath.

**Vaccaria.** White flowered. Tr. Pkt...10c Oz...15c Lb...\$1.40

**Multiflora.** Scarlet Queen. 10 inches high with bright scarlet flowers. Excellent for bedding. Tr. Pkt.....15c Oz.....60c

**Scabiosa**

Choice long-stemmed annuals for summer cutting or spring forcing.

	Tr. Pkt.	Oz.
<b>Loveliness.</b> Very good deep cream-pink.....	\$0.25	\$0.85
<b>Peach Blossom.</b> Light cream-pink.....	.15	.50
<b>Cherry Red</b> .....	.15	.50
<b>Shasta.</b> White .....	.15	.50
<b>Ageratum Blue (New).</b> Rich deep blue.....	.15	.50
<b>Azure Fairy.</b> Azure blue.....	.15	.50
<b>King of the Blacks.</b> Deep rich maroon.....	.15	.50
<b>Mixture</b> .....	.10	.40
<b>Tom Thumb Mixed.</b> Dwarf compact. 6 to 8 inch. Excellent for rock gardens and edgings.....	.25	.75

**Schizanthus "Butterfly Flower" 1½ feet**

Amber, Carmine, Mauve, Pink, Purple, and Rose.

	Tr. Pkt.	¼ oz.	½ oz.
Each of above six varieties.....	\$0.50	\$1.00	\$1.50
Rose and Amber Shades Mixed.....	.50	1.00	1.50
Garaway's Hybrids .....	.50	1.00	1.50
Dr. Badger's Hybrids.....	.50	1.00	1.50
A. B. C. Giant Flowering Hybrids, an extra select large flowered compact hothouse strain containing a perfect blend of many colors.....	.50	1.00	1.50
Pansy Flowered Mixed (New) large pansy flowered blooms in a wide range of rich self colors.....	.50	1.00	2.00

**SCHIZANTHUS (Butterfly Flower) Continued**

**Ball's Dwarf (New).** Does not get over 12 to 14 in. high and produces a dense head of flowers in an attractive mixture of colors. Compact growing and flowering habit. This new strain is perfection for use as a 4 in. pot plant. Tr. Pkt.....50c ¼ oz.....\$1.00

**Sensitive Plant (Mimosa)**

**Pudica.** Flowers pinkish white. Tr. Pkt.....15c Oz.....50c

**Shamrock**

**True Irish.** Tr. Pkt.....15c Oz.....50c ¼ lb.....\$1.50

**Shasta Daisy (See Chrysanthemum)**

**Smilax (Myrsiphyllum Asparagoides)**

A well known greenhouse climber. Valuable for floral decorations. Tr. Pkt.....15c Oz.....50c ¼ lb.....\$1.50 Lb.....\$5.00

**Snapdragon (See Antirrhinum)**

**Solanum**

**Christmas Pepper.** An attractive dwarf strain, producing medium size berries ranging in color from purple to brilliant red. When field grown under our conditions the berries are fully colored by Nov. 1. Tr. Pkt.....25c ¼ oz.....60c Oz.....\$2.00

**Bird's Eye Pepper.** Small bright red berries. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

**Christmas Cherry**

**Hlavacek's Masterpiece.** Cleveland Cherry. More compact than the old type and produces much more freely of fruit. A very pronounced improvement over the old form. Grows more compact than above and produces the scarlet berries in greater profusion. Tr. Pkt.....35c Oz.....\$2.00

**Statice Sinuata, Lavender Queen (New)**

The flowers are a beautiful clear bright lavender, quite distinct from any of the other colors, and will doubtless rival them all in their usefulness for winter bouquets and the other uses for which the species is so generally employed. Tr. Pkt.....35c

**Sinuata Market Grower's Blue**

Blue Statice are of interest to every market grower of flowers, and it was their importance to the cutflower trade that led us to pay particular attention to the selection of an ideal blue variety.

We have reached our aim in Market Grower's Blue, and are confident that any of our customers who grow this particular strain will be more than satisfied.

The color is the deepest possible blue, but retains the necessary brightness to make it ideal for market. The plant is strong and free-flowering, but keeps that comparative compactness of habit which is one of the essentials of a good market stock.

It has been tested this season against all other commercial varieties and proved without doubt to be the finest strain extant.

Tr. Pkt. ....35c Oz.....\$2.00

**Statice**

The seed of annual statice is of irregular germination.

Tr. Pkt. Oz. Lb.

**Bonduelli.** Yellow. Similar to the Sinuatas.....\$0.15 \$0.25 \$2.50

**Sinensis.** 18 inch. Pure white with canary yellow. ....4 oz. \$2.50 .25 .75 ....

**Suworowii.** Russian or Rat Tail. Excellent for spring cutting from either large pots or beds.

Excellent for pot specimens.....4 oz. \$2.75 .25 .75 ....

**Sinuata.** Largely used outdoors, but can be forced in a greenhouse.

**Kamp's Tall Improved.** Altrocoerulea. Very bright deep blue, excellent for cutting. 3 feet..... .25 .80 5.00

**True Blue.** The standard blue..... .15 .30 3.25

**Rosea Superba.** .... .15 .30 3.25

**White.** .... .15 .25 2.00

**Hybrid Mixture.** Contains in addition to the above, several new hybrid shades..... .25 .85 5.25

**Stevia**

**Serrata.** Fragrant white flowers; desirable for cutting. Tr. Pkt.....20c Oz.....\$1.50



A. B. C. "Special Florists' Strains"

A. B. C. FLORISTS' STOCKS

"The World's Best Double"

\*Indicates most popular colors and shades.

Ball Non-Branching or Column Stocks

These produce one enormous spike with large flowers about 2½ feet high and can be planted close together in the bench.

	½ Tr. Pkt.	Tr. Pkt.	¼ oz.	Oz.
*Lilac Lavender. A very attractive, clear, bright lavender. Generally finds the largest demand above any color in this class.....	\$0.60	\$1.00	\$2.25	\$8.00
*White. Sometimes slightly tinged blush. However, for all general purposes it can be used for pure white.....	.60	1.00	2.25	8.00
American Beauty (New). A most desirable deep rose color.....	.60	1.00	2.25	8.00
Ruby. Rich crimson red.....	.60	1.00	2.25	8.00
Chamois Pink. Apricot or chamois pink. A desirable cut flower.....	.60	1.00	2.25	8.00
Old Rose. ....	.60	1.00	2.25	8.00
Malmaison Pink (New). Light enchantress carnation pink. Covers the demand for pink color in this family.....	.60	1.00	2.25	8.00

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.

A high percentage of doubles can be depended upon from this strain.

	Tr. Pkt.	¼ oz.	Oz.
*Rose. Fine standard color.....	\$0.35	\$1.00	\$3.00
Flesh. Delicate shade of pink.....	.35	1.00	3.00
*Lavender. Fine standard color.....	.35	1.00	3.00
*Chamois. Ivory, tinted old rose. Choice market color. ....	.....	.....	.....
Golden Ball. Clear ivory yellow.....	.35	1.00	3.00
*White. Early clear white.....	.35	1.00	3.00
Apple Blossom. Blush.....	.35	1.00	3.00
*Lilac. Lilac-lavender. ....	.35	1.00	3.00
Blood Red. Fiery red.....	.35	1.00	3.00
Antique Copper. Copper red.....	.35	1.00	3.00
Elk's Pride. Rich deep purple.....	.35	1.00	3.00
Buttercup. New giant yellow. A rich, deep tone....	.25	1.00	3.25

Branching Stocks (Giants of California)

Santa Maria. A giant double pure white stock of exceptional merit. Giant flowers on a long flowering truss with the splendid branching habit of the Bismarck. The long stems of the Santa Maria make it a very desirable cut flower for the florist. 78 per cent double. The best double pure white Stock on the market.

Tr. Pkt.....	25c	¼ oz.....	\$1.00	Oz.....	\$3.50
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Double Perpetual Branching Stocks

Giant Perfection

(Cut and Come Again)

	Tr. Pkt.	¼ oz.	Oz.
*Rose. A clear even shade.....	\$0.25	\$0.65	\$2.25
Sapphire. Violet or dark lavender.....	.25	.65	2.25
*May Queen. Pale blue.....	.25	.65	2.25
Snowdrift. Fine clear white.....	.25	.65	2.25
Princess Alice. Early white.....	.25	.65	2.25
La France. Blush, nearly white.....	.25	.65	2.25
*Heatham Beauty. Rose, shaded terra cotta.....	.25	.65	2.25
*Empress Augusta Victoria. Silvery lilac.....	.25	.65	2.25
Brilliant. Blood-red. ....	.25	.65	2.25
Mixed. All colors.....	.25	.50	1.75

Beauty of Nice Stocks

Early, Large Flowering, Winter

Particularly desirable because of their long stems and branching habit.

- \*Mont Blanc. Extra early white.
- Monte Carlo. Rich canary-yellow.
- \*Aurora. Cream, tinted pink.
- Belle de Naples. Rich old rose.
- Beauty of Nice. Flesh-pink.
- \*Cote d'Azur. Light blue.
- Summer Night. Deep blue.
- Carmine Rose (Abundance).
- Sou. de Monaco. Crimson, late.
- American Beauty. Deep rose-pink.
- \*Queen Alexandra. Rosy-lilac, fine.

Price—each of above:

Tr. Pkt. ....	25c
¼ oz. ....	.65c
Oz. ....	\$2.25

Mixed—All Colors:

Tr. Pkt. ....	25c
¼ oz. ....	.50c
Oz. ....	\$1.75

OUR STRAIN OF IMPROVED BISMARCK STOCKS CANNOT BE EXCELLED



Stocks, Ball Branching or Column

Our grower received five "Awards of Merit" and eight "Highly Commended" for his strains of Stocks at the "Trial of Stocks" conducted by The Royal Horticultural Society of Great Britain, at Wisely, England. All our California grown Stocks bloom at least two weeks earlier than foreign grown.

Double Large Flowering Dwarf Ten-Week Stocks for Pot Plants and Bedding

	Tr. Pkt.	¼ oz.	Oz.
Blood Red .....	\$0.25	\$0.75	\$2.00
Lavender. ....	.25	.75	2.00
Canary Yellow. ....	.25	.75	2.00
Carmine Pink. ....	.25	.75	2.00
Purple .....	.25	.75	2.00
White. ....	.25	.75	2.00
Deep Rose. ....	.25	.75	2.00
Mixed. All colors.....	.25	.50	1.60

Dwarf Stocks

\*Snowflake—Wallflower Leaved. Valuable as a pot-plant. The dark green foliage contrasts effectively with the pure white flowers.....

Tr. Pkt. ....	\$0.35	¼ oz. ....	\$1.50	Oz. ....	.....
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Sunflower (Helianthus)

- Chrysanthemum Flowered. Double yellow. Tr. Pkt...10c Oz...25c
- Cucumerifolius (Miniature Sun Flower). Single yellow. Tr. Pkt.....10c Oz.....35c
- Californicus Fl. Pl. Double Californian. 10 ft. Tr. Pkt...10c Oz...25c
- Dwarf Double (Globe of Gold). Deep yellow. Tr. Pkt...10c Oz...25c
- New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow. Tr. Pkt.....10c Oz.....35c

OUR STRAIN OF "BALL COLUMN" STOCKS HAS BEEN PRODUCED UNDER GLASS



**Early Sweet Pea "Hope"**  
The "Last Word" in White Sweet Peas

## SWEET PEAS

EARLY OR WINTER FLOWERING  
"Cuprocide-Treated" When Requested

### EARLY SWEET PEAS

All of the following priced at:

1/2 oz. .... 20c    Oz. .... 35c    4 oz. .... \$1.00    Lb. .... \$3.50

#### White

**White Harmony.** Very good.      **Snowstorm Imp.** White-seeded.  
NOTE: **Hope** (Blackseeded) is much the best white. See opposite.

#### Pink

<b>Annie Laurie.</b> Rose pink.	<b>Laddie.</b> Improved, bright, extra large rose.
<b>Attraction.</b> Rich salmon-rose.	<b>Jeanne Mamitsch.</b> Long-stemmed rose.
<b>Ball Rose.</b> Rich deep rose.	<b>Louise Gude.</b> Bright rose.
<b>Ball Rose Queen.</b> Long-stemmed rose-pink.	<b>Mrs. Calvin Coolidge.</b> Salmon-pink.
<b>Columbia.</b> Pink and white. Bicolor.	<b>Pink Cherokee.</b> Cream-pink.
<b>Chevalier.</b> Dark rose.	<b>Pink Profusion.</b> Rose-pink.
<b>Fascination.</b> Cream pink.	<b>Superior Pink.</b> Deep rose.
<b>Giant Rose.</b> Large.	<b>Springsong.</b> Rich salmon-pink.
	<b>Zvolanek's Rose.</b>

#### Lavender

<b>Heather Bell.</b> Rosy lavender.	<b>Michigan.</b> Large lavender.
<b>Harmony.</b> Lavender; slightly shaded rose.	<b>Vogue.</b> Lavender with blue shading.

#### Blue

<b>Blue Bird.</b> (Mrs. Hoover preferred.)	<b>Indigo Blue.</b> Dark shade of clear blue.
<b>Ball Blue.</b> Bright mid-blue.	<b>Mrs. Hoover.</b> Best blue.

#### Scarlet and Cerise

<b>Aurora.</b> Orange scarlet striped.	<b>Pride.</b> Deep cerise. Long-stemmed.
<b>Bright Light.</b> Orange-scarlet.	<b>Red Bird.</b> Crimson-red.
<b>Glitters.</b> Fiery cerise.	<b>Susanna.</b> Carmine-red.
<b>Gorgeous.</b> Cerise.	<b>Sunray.</b> Light cerise.

### EARLY OR WINTER FLOWERING

## SWEET PEAS

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

True-to-name, thoroughly rogued and hand-picked new crop seed. If you are in the market for quantity, please ask us for special prices.

### SCARLET AND CERISE VARIETIES (Continued)

<b>Grenadier.</b> Poppy-scarlet.	<b>Vulcan.</b> Orange-scarlet. <b>Bright</b>
<b>Maroon Prince.</b> Dark maroon.	<b>Light.</b> Preferred.
<b>Miss Spokane.</b> Dark red.	

### Orange and Salmon

<b>Apollo.</b> Salmon-cerise, long-stemmed.	<b>Eldorado.</b> Light orange.
<b>Burpee's Orange.</b>	<b>Flamingo.</b> Orange-salmon.
	<b>Mrs. Kerr.</b> Salmon.

### Miscellaneous Varieties

<b>American Beauty.</b> Crimson-rose.	<b>Harlequin.</b> Chocolate bicolor.
<b>Amethyst.</b> Rich, bright purple.	<b>Mauve Beauty.</b> Rosy mauve.
<b>Cattleya.</b> A delightful shade of rosy-lilac.	<b>Meadow Lark.</b> Cream.

All of the above are priced at:

1/2 oz. .... 20c	Oz. .... 35c	4 oz. .... \$1.00	Lb. .... \$3.50
<b>Early-Flowering Mixed. A. B. C. Special.</b>			
1/2 oz. .... 20c	Oz. .... 35c	4 oz. .... \$1.00	Lb. .... \$3.50

### NEWER VARIETIES OF EARLY SWEET PEAS

Following are some new and comparatively recent introductions that obtain high value.

#### \*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.

1/2 oz. .... 65c    1 oz. .... \$1.00    1/4 lb. .... \$3.75    Lb. .... \$14.00

Supply of this grand variety is exhausted. However, we shall be glad to book orders for same from 1936 crop, ready in July.

	1/2 oz.	1 oz.	1/4 lb.	Lb.
* <b>Ball Orange.</b> Clear deep orange.....	\$0.20	\$0.35	\$1.30	\$4.25
* <b>Ball Rose.</b> Improved.....	.25	.45	1.40	5.00
* <b>Eileen.</b> Rich Begonia-rose.....	.30	.50	1.75	6.00
* <b>Eleanor.</b> Light blue, late-blooming.....	.25	.40	1.40	4.80
* <b>Forty-niner.</b> Bright orange.....	.25	.40	1.25	4.40
* <b>Fragrance.</b> Clear lavender.....	.25	.40	1.30	4.80
* <b>Hope.</b> Best white.....	.20	.35	1.40	4.50
* <b>Lavanda.</b> Clear lavender.....	.30	.50	1.60	6.00
* <b>Majestic Rose.</b> Bright deep rose.....	.20	.35	1.30	4.50
<b>Mother Machree.</b> A golden rose suffused coral, a new shade and very free-flowering. The flowers are large and perfectly formed on long stems. Strong grower.....	.90	1.75	6.00	20.00
<b>Mrs. Holscher.</b> Excellent rose pink.....	.25	.40	1.20	4.00
<b>Monterey.</b> Clear geranium-pink. Flushed salmon. ....	.30	.50	1.75	6.00
* <b>Prosperity.</b> Soft rose with light cream shading .....	.35	.50	1.50	5.35
* <b>Shirley Temple.</b> New pink of great value....	.90	1.75	6.00	20.00

#### Zvolanek's Josie

The most important Early Flowering Sweet Pea introduction in the past decade. This variety is without doubt the largest and longest stemmed pink Sweet Pea in existence. There is not even one of the summer-flowering which can show larger and longer stems. It blooms freely in winter.

1/2 oz. .... 75c    1 oz. .... \$1.25    4 oz. .... \$4.00    Lb. .... \$15.00

#### White Twin

Pure white, long. When it is only 12 inches high it starts to bloom. When it is 2 feet high it starts to branch, producing after each leaf two and sometimes even three perfect stems with three to four flowers on each. The higher they grow the better flowers they produce.

1/2 oz. .... 75c    Oz. .... \$1.25    4 oz. .... \$4.00    Lb. .... \$15.00

ZVOLANEK'S "JOSIE," THE BEST PINK SWEET PEA TO DATE

SWEET PEAS (Early or Winter Flowering) Continued

RECENT AND VALUABLE NEW SWEET PEA CREATIONS

New York Florists' Club reports after trial by the New Jersey Agricultural Experimental Station

**Bridesmaid**

A charming deep silvery pink color with stems unusually long. The flowers are large and bold and have great substance which will make it ideal for shipping. Growth vigorous. (No. 1 rating by the New York Florists' Club, 1935.) 1/2 oz. . . . . 65c Oz. . . . . \$1.25 Lb. . . . . \$15.00

**Colossal Rose**

The largest rose-pink in cultivation. The color is very similar to Jeanne Mamitsch, with stems as long; it is a vigorous grower. (No. 1 rating by the New York Florists' Club, 1935.) 1/2 oz. . . 65c Oz. . . \$1.25 Lb. . . \$15.00

**Sequoia**

A rich golden salmon cerise pea, frilled and wavy. The flowers are enormous on long stout stems and the plants strong vigorous growers. (No. 1 rating by the New York Florists' Club, 1935.) 1/2 oz. . . . . 65c Oz. . . . . \$1.25 Lb. . . . . \$15.00

SUMMER FLOWERING SWEET PEA NOVELTIES OF HIGHEST VALUE

**Begonia Rose**

A rich velvety begonia-rose, ruffled and duplexed. The mammoth standard and wide spreading wings have the same rich color and as it has an amber base, the shade enriches its attractiveness as a cut flower. The stems are long and carry four and five well placed duplex flowers. The plants are strong and vigorous. Oz. . . . . \$1.00 4 oz. . . . . \$3.50 Lb. . . . . \$12.00

**Flora**

The color is a clear lilac lavender. The flowers are exceptionally large of perfect spencer form on long stems. A strong vigorous grower and free flowering. Oz. . . . . \$1.00 4 oz. . . . . \$3.50 Lb. . . . . \$12.00

**La France**

A charming shade of salmon pink on a cream ground, or La France pink. The cream base brightens up the color which makes it very attractive under artificial light. The flowers are large and beautifully waved. Oz. . . . . \$1.00 4 oz. . . . . \$3.50 Lb. . . . . \$12.00

**Pinnacle**

The color is a true uniform deep rose-pink (deeper than "Pinkie") strong grower and free flowering. Oz. . . . . 65c 4 oz. . . . . \$2.50 Lb. . . . . \$8.50

**Romance**

A happy color that fits into every social occasion. The bold standard and wings are a sparkling rose pink on a white ground. A decided improvement on all other rose pinks. Romance, has also very long stout stems carrying four and five well placed flowers; it is a profuse bloomer and a vigorous grower. Oz. . . . . \$1.00 4 oz. . . . . \$3.50 Lb. . . . . \$12.00

**Sweet Peas (Summer Flowering)**

Generally planted for outdoor culture. However, this class is also sown with late planting of "Early or Winter Flowering" varieties. They branch freely at the base, not climbing until the early kinds begin to exhaust themselves, after which they produce freely, well through June in northern latitudes.

- Ambition.** Choicest blue lavender.
- \*Austin. Frederick Improved.** Giant lavender.
- \*Avalanche.** White.
- Beatall.** Sparkling pink, suffused salmon.

- Blanche Ferry.** Rose and white bicolor.
- Bonnie Briar.** Sparkling rose-pink. Immense size.
- Blue Flame.** Deep marine blue with some mauve.

Price of any of above 7 varieties:

Oz. . . . . 20c 4 oz. . . . . 50c Lb. . . . . \$1.75

SWEET PEA SEED TREATED WITH "CUPROCID" WHEN REQUESTED

SWEET PEAS (Summer Flowering) Continued

- \*Blue Bird.** Rich blue.
- Campfire.** Deep scarlet. Sunproof.
- Cattleya Queen.** Rich rosy mauve.
- Charming.** Soft cerise.
- \*Chieftain.** Satiny mauve.
- \*Constance Hinton.** Black seeded white.
- Countess Spencer.** Rose pink.
- \*Commander Godsall.** Large violet-blue.
- \*Crimson King.** Giant deep carmine.
- Debutante.** Soft salmon shaded peach pink.
- \*Doreen.** Carmine.
- \*Elfrida Pearson.** Large pale pink.
- Guffy Ruffles.** Cream pink.
- Glant White.** Pure white.
- Gleneagles.** Clear even lavender.
- \*Hawlmark.** Lavender.
- \*Hawlmark Salmon-Pink.** Rich deep pink with salmon and orange.
- \*Heavenly Blue.** Delphinium blue.
- Hebe.** Best large rose pink.
- Hero.** Cerise.
- \*Hercules.** Giant pink.

- Lady Ruffles.** Soft pink.
- Magnet.** Cream pink.
- Master Cream.** (Black seeded) cream.
- \*Mary Pickford.** Creamy salmon-pink.
- \*Miss California.** Cream-pink.
- Model.** Best black seeded white.
- \*Mrs. Cuthbertson.** Rosy-pink standard, white wings.
- Mrs. Tom Jones.** Bright blue; large.
- Olympia.** Deep purple.
- \*Pinkie.** Deep rose-pink.
- \*Powers Court.** Pure lavender; extra.
- Prince of Orange.** Deep orange.
- \*Royal Purple.**
- \*Royal Scot.** A fiery, deep cerise.
- Supreme.** Soft delicate pink.
- The Clown.** White with blood crimson markings. (Very effective for bunching.)
- \*Warrior.** Rich, reddish maroon flushed with bronze.
- \*Welcome.** Dazzling scarlet.
- \*Youth.** Large, white, pink picotee.

\* Denotes EXTRA CHOICE MIXED.

Price of any of above varieties. Oz. . . 20c 4 oz. . . 50c Lb. . . \$1.75

**Sweet Wivelsfield (Dianthus)**

Hardy annual with a great variety of colorings. Trusses similar to Sweet William but flowers are larger and more varied. Provides excellent cut flowers as well as a beautiful bedding plant.

Tr. Pkt. . . . . 15c Oz. . . . . 80c  
New Double Sweet Wivelsfield. Tr. Pkt. . . . . 50c

**Tagetes**

- Signata Pumila.** Good bedding plant; flowers golden-yellow. Tr. Pkt. . . . . 15c Oz. . . . . 60c
- Signata Gamolepis.** Bright orange. Extra dwarf form of above. Tr. Pkt. . . . . 10c Oz. . . . . 75c 1/4 lb. . . . . \$2.50
- Signata Pumila Little Giant (New).** Very dwarf, orange. Tr. Pkt. . . 25c

**Thunbergia (Black-Eyed Susan)**

Mixed. Tr. Pkt. . . . . 15c Oz. . . . . 60c

**Torenia**

- Fournieri.** Excellent for spring pot plant sales. Medium blue with dark blotches on lip. Very rich. . . . . \$0.25 \$0.65 \$2.25
- Fournieri Compacta.** Dwarf form of above. Excellent for bedding or pots. . . . . 1/8 oz. 50c .25 .85 . . . .

**TORENIAS**

Every florist that grows bedding plants and material for porch and window boxes and is not now handling any of the Torenias should investigate the possibilities of these plants. That they are not well known is shown by their absence from so many gardens. And that they deserve far more attention than they now get, is evident from their good behavior under average garden conditions. The genus Torenia is made up of some 30 species in the tropical regions of Asia and Africa. It is composed of annual and perennial herbs.

**Trachelium Coeruleum**

Large heads of small blue flowers resembling Gypsophila. 18 inch. . . . . 35 . . . . .

**Venedium**

- Fastuosum.** Brilliant orange with a glistening dark center. . . . . 35 .90 3.25
- Ball Hybrids.** A most interesting and attractive mixture of colors ranging from silvery white down through various shades of cream and orange-salmon. . . . . 50 . . . . .

## VERBENAS

### A. B. C. Giant Flowering

A magnificent new strain of Verbenas of robust compact habit and free blooming. The trusses are immense, the individual florets measuring fully an inch in diameter.

### SPECIAL NOTE

At the 1935 Wisley Trials in England, Waller Franklin Seed Co., of Guadalupe, Calif., and from whom we obtain supplies of seed, obtained awards for Verbenas, Salmon Pink, Etna and Spectrum Red, also Royale and Violet Bouquet were highly commended. These trials are highly competitive and such awards are indicative of the high value of our giant strain of Verbenas.

<b>Beauty of Oxford Hybrids.</b> A valuable new strain. Rose Pink to Rose Red shades.	Tr. Pkt.....	35c	¼ oz.....	60c	Oz.....	\$2.25
<b>Cerise Queen.</b> A beautiful shade of soft salmon cerise. Quite new in Verbenas.	Tr. Pkt.....	35c	¼ oz.....	70c	Oz.....	\$2.40
<b>Etna.</b> Intensive Geranium red, with small creamy-yellow eye.	Tr. Pkt.....	25c	¼ oz.....	50c	Oz.....	\$1.60
<b>Lavender Glory (New).</b> A true lavender with a medium sized creamy eye which accentuates the lovely lavender tone.	Tr. Pkt.....	35c	¼ oz.....	70c	Oz.....	\$2.40
<b>Luminosa.</b> Luminous flame, pink shading to salmon.	Tr. Pkt.....	25c	¼ oz.....	50c	Oz.....	\$1.60
<b>Lucifer.</b> Vivid scarlet.	Tr. Pkt.....	25c	¼ oz.....	50c	Oz.....	\$1.60
<b>Royale.</b> Royal blue, creamy white eye.	Tr. Pkt.....	25c	¼ oz.....	65c	Oz.....	\$2.25
<b>Rosea Stellata.</b> Rose-pink, white eye.	Tr. Pkt.....	25c	¼ oz.....	50c	Oz.....	\$1.60
<b>Spectrum Red.</b> Intense bright red. Brighter than any other Verbena.	Tr. Pkt.....	35c	¼ oz.....	70c	Oz.....	\$2.40
<b>Salmon-Pink.</b> A true salmon-pink with white eye.	Tr. Pkt.....	25c	¼ oz.....	50c	Oz.....	\$1.60
<b>Violacea Stellata.</b> Deep violet, white eye.	Tr. Pkt.....	25c	¼ oz.....	50c	Oz.....	\$1.60
<b>White.</b> Pure.	Tr. Pkt.....	25c	¼ oz.....	50c	Oz.....	\$1.60
<b>Choicest Giant Flowering Mixture.</b>	Tr. Pkt.....	25c	¼ oz.....	40c	Oz.....	\$1.25

### Hybrida Dwarf Compact, Erect Growing

This group is very neat and compact in habit. It is a continuous bloomer particularly adapted for bedding and borders.

<b>Carmine Ball.</b> Bright. 10 in.	Tr. Pkt...	35c	¼ oz...	85c	Oz...	\$3.00
<b>Fireball.</b> Bright scarlet. 6 in.	Tr. Pkt...	35c	¼ oz...	75c	Oz...	\$2.50
<b>Snowball.</b> White. 6 in.	Tr. Pkt...	25c	¼ oz...	65c	Oz...	\$2.25

### New (Nana Erecta) Violet Bouquet

The plant is eight inches high and eight inches in diameter. The color of the flower when it first opens is a deep violet tinged with garnet, changing to deep violet as the flower gets older. The eye is cream, making a rich color combination. The diameter of the flower head is two and one-half to three inches and the individual florets are three-fourths inch in diameter.

<b>Violet Bouquet.</b>	Tr. Pkt.....	35c	¼ oz.....	\$1.00	Oz.....	\$3.50
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### New Hybrid Dannebrog

Medium-sized flowers of intense scarlet with contrasting large white eyes, very compact growth, thus useful for bedding. Showy and attractive. Rich, sparkling color comes true to type.

	Tr. Pkt.....	35c	¼ oz.....	\$1.10	Oz.....	\$4.00
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### Lemon Verbena (Fragrant)

	Tr. Pkt.....	35c	¼ oz.....	85c	Oz.....	\$3.00
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### Erinoides (Moss Verbena). 1 foot.

<b>Purple.</b> Somewhat spreading habit. Excellent as a cover on dry soil.	Tr. Pkt.....	25c	¼ oz.....	35c	Oz.....	\$1.25
<b>White.</b>	Tr. Pkt.....	25c	¼ oz.....	35c	Oz.....	\$1.25

### Verbena Venosa Heliotrope Blue

	Tr. Pkt.....	25c	¼ oz.....	40c	Oz.....	\$1.50
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Verbena (Hybrid) Beauty of Oxford

### Verbena, New Venosa Lilacina (Sow Early)

Verbena Venosa, known in the catalogues as a perennial, is one of the most useful "blue" flowers one can grow. It is excellent as a cut-flower. In color, the flowers are delicate lavender-blue. One of this verbenas' qualities is its drought resistance. It will endure the most trying of seasons. The compact and bushy habit of the plant is inviting and it grows from 12 to 18 inches in height. Those who grow it will be well repaid with its beauty and attractiveness as a border plant. Also very desirable for cutting.

This verbenas must be treated as an annual. If possible, sow the seeds under glass in early Spring. The plants will flower in four months' time, continuing to bloom until frost. It is a strong grower, perfectly hardy and very free flowering, being literally covered with flowers throughout the season.

For a striking bedding combination the above verbenas bordered with Tagetes Little Giant combines a combination of blue and gold that is hard to beat. Used extensively in the Chicago Parks. Also this Verbena when bordered with Sweet Alyssum provides a "happy combination."

<b>New Venosa Lilacina.</b>	Tr. Pkt.....	35c	¼ oz.....	75c	Oz.....	\$2.50
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### Vinca (Periwinkle)

**Vinca Rosea.** Periwinkle. Requires a warm house and an early start. 12 inch.

**Pink Alba Oculata.** white with rose eye. **Delicata,** soft pink. **Alba Pura,** pure white.

<b>Mixture.</b> Each:	Tr. Pkt.....	20c	¼ oz.....	30c	Oz.....	90c
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### Wallflower

**Annual.** When flowered under favorable conditions this highly attractive, richly scented flower is valuable for cutting as well as pot plant work. Since Wallflower doesn't seem to develop properly in the middle of winter nor when exposed to much hot fall or spring weather, seed should be sown in our latitude around the last week in September, grown on raised beds, not kept too wet and if the flowers come out during a spell of unseasonably hot weather, a little protection in the form of a light cheesecloth shade will help to keep them in a harder condition.

**Gold Standard.** The standard color. A deep golden yellow. One-half to three-fourths of your planting should be of this variety.

**Golden Yellow flaked brown.** A rich combination of deep golden yellow with mahogany.

**Dark Brown.** A rather heavy color.

Each.	Tr. Pkt.....	35c	¼ oz.....	\$1.50	Oz.....	\$5.00
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<b>Violet.</b>	Tr. Pkt.....					50c
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**A. B. C. HEADQUARTERS FOR PETUNIAS IN THE BETTER VARIETIES**



**Petunia Hybrid Adora**

The plant, as shown in the above picture, is bushy and seldom grows more than 10 inches, making a shapely ball form and is literally smothered with small sized, beautiful flowers. The color of flowers is the most lovely rosy carmine with pure white star, which regularly marks every individual flower.  
 Tr. Pkt.....50c    1/8 oz.....\$3.00    1/4 oz.....\$5.00

**A. B. C. "DE LUXE" PETUNIAS**

**Giant Ruffled—Single (The Largest Flowering Petunias)**

**Improved Giants of California, Mixed.** Extra large flowering, open-throat, medium tall. Tr. Pkt.....50c    1/64 oz.....\$1.25  
 1/32 oz.....\$2.00    1/16 oz.....\$3.50    1/8 oz.....\$6.00

**Dwarf California Giant**

In choicest mixture. A special bright-colored strain of extra large flowered Giants of California of dwarf compact growth.  
 Tr. Pkt.....\$1.00    1/64 oz.....\$1.75    1/32 oz.....\$3.00  
 1/16 oz.....\$4.50    1/8 oz.....\$8.00

**Ruffled and Fringed Giants**

Distinct separate colors. (All medium tall unless noted otherwise.)

	Tr. Pkt.	1/64 oz.	1/32 oz.
<b>Camilla.</b> Beautiful rose pink, rich crimson veining. Forms a wide halo towards the center.....	\$0.50	\$1.75	\$3.00
<b>Giant Copper Red.</b> Dark throat. Very attractive .....	1.00	1.50	2.50
<b>Floretta.</b> Habit similar to Theodosia and color beautiful steel blue. Veined black flowers, handsomely ruffled, dwarf .....	1.00	2.75	5.00
<b>German Empress.</b> A true ruffled giant. Bluish white, dark throat.....	.50	1.50	2.75
<b>Giant Steel Blue.</b> Very large, extra choice blue, richly veined and fringed .....	.50	1.50	2.75

**Ruffled and Fringed Giants**

(Continued)

	Tr. Pkt.	1/64 oz.	1/32 oz.
<b>Harlequin.</b> Copper red. Blotched white..	\$1.00	\$2.00	\$3.75
<b>Prince of Wurttemberg.</b> Dark crimson, black throat; choice.....	.75	1.50	2.75
<b>Princess of Wurttemberg.</b> Rich rose with purple veins. Very richly colored...	.50	1.25	2.25

**Rheingold**

**Large White.** Yellow throat..... .50    2.00

**Grandiflora Large Single Plain Edged Dwarf Varieties**

These new varieties were carefully tested by us the past season and we can highly recommend them for pots and bedding. They grow to a height of 10 to 12 inches, quite compact and with much smaller leaves than obtains in the average Petunia.

<b>Ball of Fire.</b> Of the brightest carmine color. Tr. Pkt.....75c    1/32 oz.....\$4.00
<b>Pink Lady.</b> A most beautiful La France pink. Tr. Pkt.....75c    1/32 oz.....\$3.50
<b>Purity.</b> Similar to the well-known variety "White Cloud," but more dwarf and compact. Tr. Pkt.....75c    1/32 oz.....\$3.50
<b>Monarch.</b> True velvety purple violet, somewhat of a new color in Dwarf Petunias. Tr. Pkt.....75c    1/32 oz.....\$4.00
<b>Fantasy.</b> White ground, striped crimson. A new and fancy color combination which comes quite regularly. Tr. Pkt.....75c    1/32 oz.....\$4.00

**PETUNIA "WORLD BEAUTY" (See Next Page) HAS PROVIDED REAL PROFIT FOR THE GROWER**





**New Double Flowering Fringed Petunia "World Beauty"**  
Named and Introduced by the American Bulb Co.

## A. B. C. Headquarters for Petunias in the Better Varieties

**100% DOUBLE PETUNIAS**  
From Seed  
Known as the Sensation of  
the Seed World



For fifty years or more flower seed specialists have tried by every possible experiment to obtain a double Petunia that would reproduce more than 50 per cent of double flowers, but their efforts have been of no avail.

It gives us great pleasure, therefore, to be able to introduce to our customers a strain giving practically 100 per cent of fully duplexed and beautifully fringed flowers of supreme value for pot plants, window boxes and general bedding work. We offer this strain with every confidence, and we particularly wish to call attention to our own introduction, namely, World Beauty, offered below.

**Petunia A. B. C. "World Beauty"**  
Dwarf

Illustrated in color at left. Beautiful large carmine-pink flowers finely fringed, particularly desirable for pot plants and bedding. See testimonials pertaining to this most outstanding variety on previous page. We sincerely believe that this is without question, the finest Petunia ever introduced. Tr. Pkt. .... \$2.00

**Petunia A. B. C. "De Luxe"**

**Maximum All-Double Giant Fringed Dwarf Mixed**  
Same type as World Beauty illustrated opposite but in choicest mixture. This notable strain produces 100% Double Flowering Petunias mostly of the Giant Fringed type; the percentage of small flowering doubles does not exceed 22%, the remainder will be all large flowering fringed doubles. The flowers are very large, often measuring 5 inches across, exquisitely ruffled and fringed and contain a good range of brilliant colors. 1/2 Tr. Pkt. .... \$1.25 Tr. Pkt. .... \$2.00  
3 Tr. Pkts. ... \$5.00 1/64 oz. ... \$6.00 1/32 oz. ... \$11.00

**Small Flowered Double Petunia**  
"Double Rosy Morn," Dwarf

This beautiful small flowered double pink Petunia has come into the greatest favor, especially as a pot plant. However, since seed produces only a nominal number of double flowers, it is well to sow early and take cuttings from the true double. The single flowers produced from this strain are, however, equal to the highest type of Rosy Morn and all available.

Tr. Pkt. ... \$1.00 1/64 oz. ... \$1.75 1/32 oz. ... \$3.00

**SINGLE FLOWERED PETUNIAS**  
in Choice Varieties  
Produced by Famous American  
and European Growers



The new A. B. C. single flowered florist petunias have been produced by famous American and European growers and our careful tests indicate they are worthy of high recommendation.

Last year we offered New Rosy Morn which was accepted with a great deal of interest by the trade. This was tested in several trial grounds by our clients and was described as a "very attractive color—bright and very true." However, the opinion was expressed that if we developed a dwarf strain with the same beautiful color, its value for florist trade would be doubled. This New Rosy Morn Improved is exactly such a type. It is much dwarfier than New Rosy Morn with even brighter color. The natural color picture at right will convey the idea of exact color and habit of this strain.

**"New Rosy Morn" Improved**

We offer this petunia (height 8 inches) at the following prices:

Tr. Pkt. .... \$0.35 1/4 oz. .... \$ 2.75  
1/8 oz. .... 1.50 1 oz. .... 10.00

**Single Petunia "Fascination"**

Height 11 inches. Derived from popular Setting Sun, with same color, form and habit, but with large rounded flower instead of fringed one.

The beautiful bright carmine-rose flower which measures nearly three inches across is well shaped, and borne in the greatest possible profusion over the dwarf shapely plants which seldom exceed over 11 inches in height.

Tr. Pkt. ... 50c 1/16 oz. ... \$1.00 1/8 oz. ... \$1.75

**"Dainty Lady"**

**Grandiflora Fringed, Growers (Bodger's) Description**  
Dainty Lady, our remarkable new Petunia introduction, is, the first really yellow Petunia. We have been developing it for the past ten years, gradually but surely deepening the color, until this season it is ready for presentation.

Tr. Pkt. .... \$1.00

**Single Petunia "Lilac Queen"**

Height 10 inches. With its dwarf compact growth, this beautiful new colored Petunia is related to the famous Setting Sun family. Flowers are large, well fringed with most pleasing soft lilac shade. A valuable addition of color to the dwarf family.

Tr. Pkt. .... \$1.00 1/32 oz. .... \$3.50

**Single Petunia "Little Blue Star"**

Height 10 in. A counterpart of Adora seen in the natural color picture on previous page. Exactly identical excepting color of flower, which is dainty clear blue or violet shade, white star. Entirely different and distinct from old fashioned Norma.

Tr. Pkt. ... 50c 1/16 oz. ... \$1.75 1/8 oz. ... \$3.00



**Petunia Hybrida Nana "New Rosy Morn" Improved**



**Single Petunia "Snowstorm"**

12 inches high. Snowstorm is a pure white developed along the line of our Private Stock Mixed color strain. Flowers are the same size, three to four in. in diameter. The same free blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring.

Tr. Pkt. (1000 seeds) .... \$1.25  
5000 seeds ..... 5.00

**Single Petunia "The Art"**

Height 13 inches. The large, well fringed flowers are boldly striped and blotched with brilliant carmine-rose and purest white; the marvelous contrast of these two

distinct colors makes it entirely outstanding. Tr. Pkt. .... \$1.00

**Single Petunia "Youth"**

Height 15 inches. Another distinct color and a companion to our novelty The Art. The flowers are just as large and fringed. In color, this is a stripe of velvety violet-blue and purest white. Tr. Pkt. .... \$1.00

**Single Petunia "The Vein"**

Height 10 inches. A striking color combination. Ground color white with a touch of lilac, conspicuously veined with Aster Violet which intensifies toward center. Extremely beautiful. Quite a new and distinct color in this group. Tr. Pkt. .... \$1.00

**PETUNIA "ALL DOUBLE" CARNATION FLOWERED MIXED**

Another 100% double flowering Petunia of extraordinary merit. Individual flowers are not so large as the maximum type offered opposite. However, this mixture is more

dwarf and branching. Height 13 inches. Ideal for pots and bedding.

Mixed Colors. Tr. Pkt. .... \$1.50

**ALL DOUBLE PETUNIAS IN SEPARATE COLORS**

In addition to our All-Double "De Luxe" Mixture we are able this year to offer the following superior all-double separate

varieties. Our careful tests of same the past season suggest that they can be highly recommended.

**"Purple Robe"**

**Purple** (dwarf all-double, flower 4 inches, height 12 inches). Dark velvety purple. 100% double and nearly 100% dwarf.

Tr. Pkt. .... \$2.00 3 Tr. Pkts. .... \$5.00

**"Ball of Snow"**

**Pure White** (extra dwarf all-double, flower 4 inches, height 10 inches).

We are fortunate in being able to add pure white type to our Extra Dwarf All-Double Petunias. The substantial flowers are well fringed and of the purest white color. We believe this is the best double fringed White Petunia ever introduced. 100% double and nearly 100% extra dwarf.

Tr. Pkt. .... \$2.00 3 Tr. Pkts. .... \$5.00

**"Veined Beauty"**

**White with Blue Vein** (dwarf all-double, flower 4 inches, height 12 inches).

In our Trial Ground, we found this strain to be exceptionally beautiful. Flowers are very large and 100% true to color. Strongly recommended. 100% double and nearly 100% dwarf.

Tr. Pkt. .... \$2.00 3 Tr. Pkts. .... \$5.00

It is suggested that double Petunias be sown early in order to provide finished plants for spring sales.—A. B. C.

For Additional List of Petunias  
See Inside Front Cover



**AMERICAN BULB COMPANY**  
CHICAGO • NEW YORK



Order Blank for Your Convenience  
Placed at Last Page of Catalog

A. B. C. HEADQUARTERS FOR PETUNIAS IN THE BETTER VARIETIES



New  
Petunia

A. B. C.  
"Snowstorm"

A. B. C. "DE LUXE" PETUNIAS

Grandiflora Single Large Flowering—Fringed

Popular Kind for Bedding and Pot Culture

	Tr. Pkt.	1/64 oz.	1/32 oz.	1/8 oz.
<b>Aurora.</b> Light rose. Veined purple rose. (Extra.)	\$0.75	\$1.50	....	....
<b>Brilliant Rose.</b> Frilled. Very effective.	.50	1.25	\$2.00	....
<b>Fluffy Ruffles.</b> Ruffled mixture. Very good.	.50	....	1.25	4.50
<b>Fringed Royal Purple.</b>	1.00	2.00	3.75	....
<b>Gottfried Michaelis.</b> Bright amaranth red. Dark throat.	.50	1.50	....	....
<b>Lace Veil.</b> White fringed, very fine.	1.00	2.50	....	....
<b>Maculata.</b> Large, finely fringed rose and white. (Extra.)	.50	1.25	2.00	....
<b>Pepita.</b> Carmine and white combined.	.75	1.50	....	....
<b>Pink Triumph.</b> Fringed, large deep rose.	.50	1.00	1.85	....
<b>Romany Lass.</b> Coppery crimson. Dark throat.	.50	1.25	....	....
<b>Setting Sun.</b> Brilliant rose.	.75	1.75	3.00	....

**Snowstorm**

(A New A. B. C. Introduction)

We consider this the finest single large flowering white Petunia obtainable. Pure snow white and a wonderfully free bloomer. Desirable for pots and bedding.

**Theodosia**

Large flowered fringed rosy pink with a clearly defined golden center.

**Single Small Flowered**

Dwarf Hybrid Class 1 Ft. and less. The most popular bedding type. Compact and free-flowering.

	Tr. Pkt.	1/4 oz.	Oz.
<b>Admiral (New).</b> Compact rich blue.	\$0.50	\$1.35	\$5.00
<b>Alderman.</b> Deep violet.	.35	.60	2.00
<b>Blue Bird.</b> Deep violet blue.	.35	.70	2.50

Single Small Flowered (Continued)

	Tr. Pkt.	1/4 oz.	Oz.
<b>Celestial Rose, Improved.</b> (Originator's German strain). This is a big improvement over that old favorite, Rose of Heaven. Beautiful, rich, satiny rose and unusually free blooming. This originator's strain comes practically 100 per cent true.	\$0.50	\$2.75	\$10.00
<b>Celestial Rose.</b> American grown seed. A good average strain of this desirable variety.	.35	1.35	5.00
<b>Chicago Blue.</b> A beautiful, rich-colored blue which withstands bad weather admirably. Highly recommended.	.60	....	....
<b>Cockatoo.</b> Deep, velvety violet purple, with irregular-sized white spots and stars.	.35	1.15	4.25
<b>Crimson, Bright.</b>	.25	1.10	2.00
<b>Heavenly Blue.</b> Light, silvery blue; varies somewhat	.35	1.35	5.00
<b>Inimitable.</b> Dwarf, blotched and striped.	.25	.85	1.50
<b>Martha Washington.</b> Ruffled, blush white, reddish throat. (1/32 oz., \$1.50)	.50	....	....
<b>Mikado.</b> The bushy dwarf, compact plant does not grow more than 12 inches. Boldly striped with clear carmine-rose on snow-white ground.	.50	1.00	3.50
<b>Norma, Re-selected.</b> Violet blue with white star.	.50	1.00	3.50
<b>Rose of Heaven.</b> Dwarf, rose pink. (Improved Celestial is superior).	.30	.50	1.75
<b>Rosy Morn, Improved.</b> (See colored illustration in center of this book).	.35	2.75	10.00
<b>Rosy Morn.</b> Regular strain.	.25	.75	2.50
<b>Senator.</b> Purplish violet, with white throat.	.35	.75	2.50
<b>Silver Blue (Re-selected).</b> Entirely outstanding. This is a very difficult color to make it come true, but with this re-selected strain you will find it the very best that is obtainable.	.50	1.50	5.00
<b>Snowball.</b> Dwarf white, very compact.	.25	1.10	2.00
<b>Tyrian Rose (New).</b> The color is a bright Tyrian rose shade and the flowers are large, measuring 2 1/2 to 3 inches across, with a delightful creamy throat.	.50	2.25	4.00

A. B. C. "PRIVATE STOCK" SINGLE MIXED PETUNIA IS AN OUTSTANDING NEW STRAIN



**A. B. C. HEADQUARTERS FOR PETUNIAS IN THE BETTER VARIETIES**

**PORTLAND PETUNIAS—SINGLE, LARGE FLOWERED**  
(Fringed and Ruffled)

**Originator Strains, Seed from Hand Pollinated Plants.**

Free flowering strong upright growths. Now very popular with the trade. Especially "Elk's Pride," which is the most outstanding of all purple varieties.

<b>Apple Blossom.</b> Light pink.	<b>Ruffled Heliotrope.</b> Soft heliotrope.
<b>Elk's Pride.</b> Royal purple.	<b>Scarlet Beauty.</b> Bright scarlet.
<b>Lilac Beauty.</b> Soft lilac.	<b>White Beauty.</b>
<b>Pride of Portland.</b> Deep rose.	<b>Mixed Colors.</b>

Price, each of above:

Tr. Pkt. . . . \$1.00    3 Tr. Pkts. . . . \$2.50    6 Tr. Pkts. . . . \$4.50



**Petunia "Lace Veil"**

White Fringed, Large Flowering (Very Fine).  
Tr. Pkt. . . . . \$1.00    1/64 oz. . . . . \$2.50

**New Petunia Hybrid "Flaming Velvet" (Medium Tall)**

Awarded Gold Medal by the All-America Council, 1935. Rich and brilliant velvety blood red or crimson, this new kind should provide a most desirable Petunia for bedding.

**Flaming Velvet.** Tr. Pkt. . . . 35c    1/16 oz. . . . \$1.25    1/8 oz. . . . \$2.25

**New Miniature Petunia "Rose Gem"**

Given an Award of Merit by the All-America Council, 1935. Rose Gem is a charming addition to the new miniature group of Petunias which was started with Pink Gem. Rose Gem is the color which the public has been asking for in this miniature form. It is the rich deep rose that has made Petunia Celestial so popular. The plant is neat and compact, five to six inches high and smothered with rich rose-colored blooms about two inches in diameter.

**Rose Gem.** Tr. Pkt. . . . . 50c    1/16 oz. . . . . \$3.50    1/8 oz. . . . . \$6.00

**Double "Shepherd's Pride"**

Salmon shrimp-pink. An old favorite with the trade, produces a fair percentage of large double blooms. We recommend, however, in preference to this, A. B. C. World Beauty, which can be depended upon to produce practically 100 per cent double. Furthermore, this is undoubtedly the choicest double pink Petunia on the market today. (See previous page for colored illustration of World Beauty.)

**Shepherd's Pride.** Tr. Pkt. . . . . \$1.50

**"Black Prince" (New) Pendula, Balcony Type**

A Petunia that is most striking. Highly suitable for window boxes. Color a deep velvety red.

Tr. Pkt. . . . 35c    1/64 oz. . . . 60c    1/4 oz. . . . \$1.50    Oz. . . . \$5.00

**"The Vein". 10 in.**

Striking color. Ground color white with a touch of lilac, conspicuously veined with aster violet which intensifies toward center. Extremely beautiful. Habit of plant is just like others. Quite a new and distinct color in this group. Tr. Pkt. . . . . \$1.00



**Petunia Extra Dwarf Giant Single Fringed "The Vein"**

**DIENER'S ORIGINAL STRAINS**

The following varieties are grown by the originator and are supplied in his original packets. In addition we can also supply all varieties listed by Diener at his catalogue prices.

		1/64	1/32	1/16
	Tr. Pkt.	oz.	oz.	oz.
<b>Ruffled Monsters Mixed No. 8</b> . . . . .	\$0.50	\$2.50	\$4.00	\$8.00
<b>Pink Glory No. 14.</b> Pure Flame Rose Pink (1/8 oz., \$12.00).	.25	...	3.00	6.00
<b>Giant Pink Glory No. 19.</b> An improvement on Pink Glory . . . . .	.50	2.50	4.00	8.00
<b>Copper Red No. 41.</b> A coppery red shade . . . . .	.50	2.50	4.00	8.00
<b>Double Ruffled Monsters Mixed No. 38</b> . . . . .	1.00	5.00	10.00	...
<b>Double Frilled Mixed No. 42</b> . . . . .	1.00	5.00	10.00	...
<b>Mauve, Heavily Veined with Royal Purple No. 20</b> . . . . .	.50	2.50	4.00	8.00
<b>Diener's Blue, Semi-Dwarf No. 11</b> . . . . .	.25	...	3.00	6.00
<b>Salmon Color, Frilled No. 27</b> . . . . .	.25	...	...	...
<b>White Beauty, Heavily Fringed No. 16</b> . . . . .	.25	...	...	...
<b>Pearl of Kentfield No. 9.</b> Flesh pink frilled, with golden yellow center, dwarf growing . . . . .	.25	...	...	...
<b>Purple and White No. 15</b> . . . . .	.50	...	...	...
<b>Red, Dark Veined Coal with Black Center. Ruffled Monster No. 5</b> . . . . .	.50	2.50	4.00	8.00

**NOTE**—All of the above named varieties are single flowered unless noted otherwise.

**PETUNIA A. B. C. "PRIVATE STOCK" MIXED**

**Single Large Flowering Mixed (See illustration on front cover)**

A new strain of "hand pollinated" large flowering dwarf Petunias, produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, Riverside, Ill. (originator of "Primula Malacoides Erikssonii"). If you grow pot plants you will surely want some of this outstanding new strain, exceptional for pot plants, porch and window boxes, bedding, etc. Fancy mixed colors. The genuine strain is furnished in Eriksson's original packages only.

Tr. Pkt. (1,000 seeds) . . \$1.25    5 Tr. Pkts. (5,000 seeds) . . \$5.00

SEE ALSO INSIDE FRONT COVER FOR ADDITIONAL LIST OF PETUNIAS

A. B. C. HEADQUARTERS FOR PETUNIAS IN THE BETTER VARIETIES

Single Small Flowered Sorts, Hybrid. 1 1/2 ft.

Largely used for bedding.	Tr. Pkt.	1/4 oz.	Oz.
<b>Alba.</b> Pure white.....	\$0.15	\$0.25	\$0.75
<b>Blue Bee.</b> The blue of Viola Jersey Gem.....	.25	.40	1.50
<b>Carmen Sylva.</b> Baby blue with white throat.....	.20	.40	1.25
<b>Countess of Ellesmere.</b> Pink and white throat....	.15	.25	.75
<b>General Dodds.</b> Blood-red.....	.25	.40	1.50
<b>Howard's Star Re-Selected.</b> Purple with white star	.50	1.25	3.00
<b>Inimitable.</b> Deep carmine striped white.....	.25	.40	1.50
<b>Lord Courtenay.</b> Rich rose.....	.20	.35	1.25
<b>Luminosa.</b> Vivid Tyrian rose.....	.25	1.00	3.75
<b>Violacea.</b> Deep violet.....	.25	.40	1.50
<b>Small-Flowering Extra Fine Mixture</b> .....	.25	.50	1.50

**Netted Blue Gem.** A striking new color in the balcony group; bred with extra long branches which will enhance its value for window boxes or baskets. The color is a steel blue beautifully netted or veined with a deep violet. The attractive flowers are large and cluster together, making a mass effect of gorgeous color.

Tr. Pkt.....	.25c	1/4 oz.....	\$1.50	Oz.....	\$5.00
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A. B. C. Re-Selected Howard's Star Petunia

**Petunia Parviflora (New)**

Very small flowered, trailing habit. Desirable for porch boxes and rock gardens. Tr. Pkt.....50c

**Grandiflora, Large Flowered, Plain Edged**

	Tr. Pkt.	1/64 oz.	1/32 oz.
<b>Admiration.</b> Rich velvety blue, blotched white..	\$0.50	\$1.25	\$2.00
<b>Elk's Pride, Improved.</b> Velvety violet purple.....	.50	.85	1.50
<b>Giant Steel Blue, Veined</b> .....	.50	.85	1.50
<b>Dwarf Pink Glory.</b> Rich flaming rose-pink.....	.75	1.50	2.75
<b>Giant Pink Glory.</b> Brilliant rose.....	.50	.85	1.50
<b>Purple Prince</b> .....	.50	.75	1.25
<b>Queen of the Market.</b> Deep carmine.....	.50	...	...
<b>White Cloud.</b> Pure white, dwarf, compact.....	.50	1.35	2.50

**Balcony Petunias**

Medium sized flowers, suitable for porch or window boxes.

	Tr. Pkt.	1/8 oz.	1/4 oz.
<b>Balcony Queen.</b> Velvety blue.....	\$0.35	...	...
(1/32 oz., \$2.00).			
<b>Rich Velvety Violet Blue</b> .....	.35	\$0.85	\$1.50
<b>Rose</b> .....	.35	1.00	1.75
<b>Crimson</b> .....	.35	1.00	1.75
<b>White</b> .....	.35	1.00	1.75
<b>Mixed</b> .....	.35	1.00	1.75

**CULTURAL HINTS — For "Fancy" Types of Petunias**

THERE is a great difference in raising ordinary Petunias from seed and those of a high-bred strain such as "World Beauty," "De Luxe," "Portland," etc., varieties. The former kind will almost come like weeds with little or no attention, but an altogether different story must be told about the so-called fancy types. Their germination is very much slower and precarious. Great care is imperative in watering and in choosing a rich but porous soil. Temperature may vary between 60 and 70 degrees, and seed pans or flats ought to be near the glass in bright light as soon as germination has taken place. Do not let them suffer for lack of water, but the slightest excess of moisture may cause sudden damping off, especially during the early winter months when houses are but little ventilated and the days are short. Poor soil means certain failure in Petunia culture at all times. (Sterilize soil with "formaldehyde" as suggested on page 3 of our catalogue. This will have killed all weed seeds, worms and fungi contained in the soil.)

Beware of ants, snails and sawbugs in Petunia seed flats. Put them on shelves out of their reach or cover them nights with screen door wire netting. A night inspection with flashlight and a pair of scissors is very effective in eradicating this costly pest from a house if repeated several times.

Transplant as soon as large enough to handle into flats, and bear in mind that those seedling plants growing most vigorously are the ones least desirable, while the weaklings in the lot are the real darlings that need your utmost care and attention and will reward you for it with the most charming flowers ever

seen. The culls are invariably the first to bloom, and the grower not familiar with the above mentioned Petunias will pass unfavorable judgment right there and then instead of awaiting the blooming period of the slower but choicest types. The experienced grower can and will often discard the culls when the young plants are ready to pot into two inch in order to save space for the choicest only if bench space has to be economized.

To let the young plants become pot-bound may produce early flowering but will stunt the plants in such a manner that they never will attain their finest size. A pinching back of the leading shoot before blooming will cause free branching and produce fine potted or exhibition plants if kept growing on for specimen display. Liberal use of fertilizer in the soil is beneficial, especially when shifting into larger pots. Light, airy houses are best to start Petunias in, but when they reach the flowering stage it is preferable to break the strongest sunshine by a light trace of shading, very light, however, or it will produce spindly plants.

**WATERING**—That is an art when well understood, and in raising Petunias is of greatest influence. It is particularly important not to over-water, especially in early spring and during cloudy weather, also when the young plants have just been potted up. When plants have attained flowering size avoid as much as possible wetting the foliage or flowers. In growing Petunias for potted plants, soil should be made very rich and doses of liquid manure will improve them when they are becoming pot-bound.

**Special Note:** When transplanting Double Petunias it is very important to plant the very smallest plants, as these, as a rule, produce the best double flowers.

A. B. C. PRIVATE STOCK PETUNIAS ARE IN A CLASS BY THEMSELVES

# A. B. C. "DeLuxe" Petunias

Worth-While "Profit-Providers" for the Florist Grower



Type of Petunia A. B. C. "De Luxe" Dwarf Large-Flowering Double Mixture  
Exceptional for Pot Plants and Bedding

(See following page for complete list)

The following are spontaneous testimonials:

Lauer's Flower Shop  
237 Genesee Street,  
Pine Hill, Buffalo, N. Y.

Your Petunias De Luxe are a sensation. I got as high as 75c for the stock. It was worth while growing them.

Yours,  
(Signed) **Mrs. Mathilde Lauer.**

American Bulb Co., Willimansett, Mass.  
Dear Sirs:

Petunias A. B. C. Private Stock and World Beauty were simply beautiful; we were more than pleased with these strains and our customers were delighted and completely satisfied. You can rest assured we will be more than glad to order more of these Petunias.

Yours very truly,  
(Signed) **August Dietrich.**

American Bulb Co., Newell, N. J.  
31 W. 27th St.,  
New York, N. Y.

My dear Sirs:  
I am writing you to let you know how my World Beauty Petunia turned out that I have grown from the seed I got from you in January. It is the most beautiful Petunia I have ever seen. I have sold all and could have sold 10,000 four-inch pots if I had had them. I panned 200 in six-inch bulb pans. I had as high as 33 large blooms on a pan. I sold every pan at fifty cents per pan and could have sold as many more. I also had 700 four-inch pots that brought twenty cents wholesale and thirty-five cents retail and they were all sold as fast as color showed.

Yours very truly,  
(Signed) **John L. North.**

American Bulb Co., Attleboro, Mass.  
New York, N. Y.  
Gentlemen:

I am pleased to inform you that I took first prize on my Petunias at the Attleboro Garden Club Flower Show in June—World's Beauty and De Luxe Double Mixed.

If you have a packet of World's Beauty and Dwarf Double Mixture out of the same crop of seeds that I purchased of you this Spring, either send them to us collect or hold them until I send you an order for other seeds.

Yours very truly,  
(Signed) **Alfred A. Hayward.**

Per A. A. H. Trenton, N. J.  
American Bulb Co.,  
New York, N. Y.

Dear Sirs:  
Thanking you kindly and O, Yes, I nearly forgot. The Double Petunia World Beauty is certainly well named; caused a lot of comment and most important, caused the old cash register to ring. I think we got two singles out of the whole lot.

**White Horse Nursery.**

Arlington Heights, Ill.

American Bulb Co.,  
1335 W. Randolph St.,  
Chicago, Ill.

Dear Sirs:

Your Petunias World Beauty and Dwarf Double DeLuxe Mixed proved to be 100% as you stated, both as to doubleness and quality.

These strains were a revelation to me and the best sellers of all the varieties of Petunias which I grew this season.

I think you are to be congratulated on introducing these new kinds to the trade.

Yours truly,  
(Signed) **Emil H. B. Ioun,**

Denison, Iowa.

American Bulb Co.,  
1335 W. Randolph St.,  
Chicago, Ill.

Dear Sirs:

Please rush Snapdragon Seed as follows:  
I sure had the finest 3-inch Double Petunias from your World Beauty seed this Spring any grower ever saw. Blooms 4 and 5 inches across in all colors 100% Double. I will be back again next Spring.

Yours very truly,  
(Signed) **F. E. Auld.**

Niles, Ill.

American Bulb Co.,  
1335 W. Randolph St.,  
Chicago, Ill.,

Dear Sirs:

Your World Beauty Petunia is a winner! As a pot plant it "sold itself" the past spring and when short of Carnations I used same for funeral work. After placing stems in the water a few hours the blooms remained firm for a long period.

Thanks for recommending this to me. Let me know when you have some more good new kinds of flower seed items.

Yours very truly  
(Signed) **Kabot Greenhouses.**

Tyrone, Pa.

American Bulb Co.,  
31 W. 27th St.,  
New York, N. Y.

Gentlemen:

We were so delighted with A. B. C. DeLuxe Dwarf Double Petunias, the finest we have ever seen. Sold every one.

Yours very truly,  
(Signed) **F. P. & J. E. Oster.**

SEE NEXT PAGE FOR DESCRIPTION AND PRICES

World Beauty, illustrated in color on next page of this book, is unquestionably the choicest and best selling Petunia in the world today.—A. B. C.



Zinnia Dahlia Flowered

**Zinnia Elegans Pumila Dwarf Double**  
(Cut and Come Again)

A most desirable type for bedding as well as cut flowers.

Bright Scarlet, Canary Yellow, Carmine Red, Crimson, Flesh, Golden Orange, "Pinkie" (Rose Pink), White, and Violet.

Price: Each of above—Tr. Pkt.....10c Oz.....50c ¼ lb.....\$1.50  
**Salmon Rose.** A pleasing shade largely used by florists in basket work.  
 Tr. Pkt.....15c Oz.....60c ¼ lb.....\$2.25  
**Choicest Mixed.** Tr. Pkt.....10c Oz.....35c ¼ lb.....\$1.00



Zinnia California Giant or Mammoth

**BODGER'S FAMOUS "GOLD MEDAL" ZINNIAS FOR CUT FLOWERS AND GARDEN SHOW**

Few flowers have exhibited greater improvement at the hands of hybridizers than the Zinnias, and their improvement has been matched with a corresponding increase in public favor. For those getting started with Zinnias, it should be emphasized that the nature of the plants demands plenty of warmth. This is explained by the fact they are native to Mexico. This temperature requirement also, of course, applies to their seed germination, which will be a certain failure in a cold, wet soil. The warm end of a carnation house or, say, a temperature of around 55 to 60 degrees nights will germinate it.

**"Dahlia Flowered" Zinnias**

**Prime Favorites for Cut Flowers**

The plants are of medium height, 2 to 3 feet, very robust, bearing many long stems of the fully double, huge flowers which resemble the show type of Dahlia.

- Canary Bird.** Delicate shade of primrose.
  - Crimson Monarch.** Best of red shades.
  - Dream.** Fine deep lavender turning to purple.
  - Exquisite.** Light rose with center a deep rose (Tyrian Rose).
  - Giant Attraction.** Brick red.
  - Golden State.** A very rich orange-yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom.
  - Golden Dawn.** Golden yellow.
  - Illumination.** Striking self color of deep rose (Tyrian Rose).
  - Lemon Beauty.** Light Lemon Yellow, turning russet as it ages.
  - Luminosa.** Bright deep pink, with a light suffusion of salmon.
  - Meteor.** Rich, glowing deep red, the darkest of all red shades.
  - Old Gold.** Deep and lighter shades of old gold.
  - Old Rose.** Real old rose shade.
  - Oriole.** Orange and gold bicolor.
  - Purple Prince.** Fine deep purple.
  - Polar Bear.** A very large, pure white—the best white yet seen in Zinnias.
  - Scarlet Flame.** A large, beautiful, bright scarlet, with a beautiful blending of orange throughout the petal. This is not a bicolor.
  - Youth.** A beautiful soft rose self.
- Price: Each of above—Extra Size Trade Packet.....25c  
 ¼ oz.....35c Oz.....\$1.00 ¼ lb.....\$3.50 Lb.....\$12.00  
**Special Offer—One Extra Size Trade Packet, each of any seven varieties selected from list above.....\$1.50**  
**Gold Medal Mixture.** A well-blended mixture containing the named varieties.  
 Tr. Pkt...25c ¼ oz...35c Oz...85c ¼ lb...\$3.25 Lb...\$10.00

**Giant California or Mammoth Flowered Zinnias**

**Coming Into Great Favor for Cutting**

Introduced in 1926 by Bodger, the originators of worth-while Zinnias. This type has rapidly gained in popularity. The plants are taller than the Dahlia flowered type, 3 to 4 feet, with long stems which adapt it particularly for use as a cut-flower. Flowers are very large and flat, giving a graceful effect.

- Brightness.** Bright, deep rose.
  - Cerise Queen.** Another new color we have added which should be in all collections. It is very bright and very striking.
  - Daffodil.** Bright canary yellow resembling narcissus King Alfred in color. Very fine.
  - Enchantress.** Light rose, deep rose center.
  - Golden Queen.** Golden yellow.
  - Grenadier.** Bright dark red.
  - Lavender Gem.** Deep lavender turning to purple.
  - Miss Willmott.** Soft pink.
  - Orange King.** Cadmium or orange scarlet.
  - Orange Queen.** Golden orange.
  - Purity.** White.
  - Rose Queen.** Bright rose.
  - Salmon Queen.** Salmon rose.
  - Scarlet Gem.** Glowing scarlet.
  - Violet Queen.** Deep violet to purple.
- Price: Each of above—Extra Size Tr. Pkt.....25c  
 ¼ oz.....35c Oz.....\$1.00 ¼ lb.....\$3.50 Lb.....\$11.00  
**Finest Mixed.** A splendid mixture, containing a large range of colors. Extra Size Tr. Pkt.....15c  
 ¼ oz.....30c ½ oz.....50c Oz.....85c Lb.....\$10.00



"Supreme" Quality



Flower Seeds



*Bodger's Famous "Gold Medal" Zinnias for Cut Flowers and Garden Show*

**NEW**

# Chrysanthemum Flowered ZINNIA "FANTASY"

(See Illustration Below)



**Zinnia New Fantasy Mixture**

## Award of Merit Winner 1935 All America Selections

Fantasy is the most fascinating new Zinnia type introduced to the flower world in many years. The very informal, shaggy appearing flowers are graceful and interesting, quite distinct from the stiff, formal zinnias to which we are accustomed. The rounded medium sized flowers are composed of a mass of shaggy ray-like petals which give a delicate and refined appearance, large enough to satisfy the desire for mass of color, yet small enough to lend themselves gracefully to flower arrangement. The color range includes the brightest shades of reds, yellow and orange, as well as the popular pastel pinks and cream.

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

## Crown of Gold Mixture

The aristocrat among Zinnias—each petal of the flower is overlaid with a deep golden-yellow at the base, while carrying out the individual flower color at the tip. The color range includes the popular florist shades: Old Rose, Cream, Yellow, Carmine, Red, Pink, etc., in mixture.

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

**Desert Gold** (New). New yellow shades.

Tr. Pkt.....25c    1/4 oz.....65c    Oz.....\$2.00

## Scabious Flowered Mixture

(See Illustration on this Page)

Tr. Pkt.....25c    1/4 oz.....65c    Oz.....\$2.00

Medium size flowers resembling Annual Scabiosas.

## Haageana Double (Mexican Hybrids)

The small flowered Mexican Zinnias have a charm all their own. The smaller flowers lend themselves to bedding and make a brilliant display and yet have stems long enough to make fine bouquets for small vases and bowls. The mixture contains many attractive colors and color combinations.

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

## Pumila Picotee Delight

One of the best florists' cut flower Zinnias on the market. Flowers medium, petals curled, with picotee markings, plants 2 to 2 1/2 feet.

**Golden Ray.** Golden orange....Tr. Pkt...25c    1/4 oz...50c    Oz...\$1.50

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

**Finest Mixed.** Including a selection of florists' shades.....Tr. Pkt...25c    1/4 oz...40c    Oz...\$1.25

## Early Wonder

A new race of dwarf, early flowering Zinnias, producing masses of Pumila type flowers on long nearly leafless stems.

**Fiery Salmon Cerise Pink**.....Tr. Pkt...25c    1/4 oz...50c    Oz...\$1.75

**Rose Pink** .....Tr. Pkt...25c    1/4 oz...50c    Oz...\$1.75

**Finest Mixed** .....Tr. Pkt...25c    1/4 oz...50c    Oz...\$1.75

**Gypsy** (New). Burnished orange.Tr. Pkt...25c    1/4 oz...50c    Oz...\$1.75

## Improved "Lilliput"

Small double flowers about the size and formation of a large button-size pom pom mum. These small flowered Zinnias are becoming wonderfully popular throughout the country as a cut flower, particularly the Salmon Rose. For basket work they are superb and likewise prove desirable as a pot plant.

**Canary Yellow, Crimson, Deep Flesh, Golden Orange, Lilac, Salmon Rose, White, Red Riding Hood** (Scarlet), **Valencia, Burnt Orange, Purple.**

Price: Each of above—

Tr. Pkt.....20c    Oz.....75c    1/4 lb.....\$2.50    Lb.....\$8.00

**Rose Bud** (New). Rose pink.

Tr. Pkt.....20c    Oz.....85c    1/4 lb.....\$2.50    Lb.....\$8.00

**Choicest Mixed.**

Tr. Pkt.....15c    Oz.....60c    1/4 lb.....\$2.00    Lb.....\$7.00

## Lilliput "Tom Thumb" Mixture

4 to 6 inches. Desirable for rock gardens. A good range of colors. Mixed.

Tr. Pkt.....25c    Oz.....\$1.25

## Gracillima (Red Riding Hood)

Miniature bright crimson flowers about half the size of Lilliputs. 1 foot high, splendid for bedding. Tr. Pkt...25c    1/2 oz...80c    Oz...\$1.50

SEE PREVIOUS PAGE FOR CONTINUED LIST OF ZINNIAS



**Zinnia "Scabious Flowered"**

LILLIPUT ZINNIAS HAVE OBTAINED THE GREATEST FAVOR FOR CUT FLOWERS



# A. B. C. Hardy Biennial and Perennial Flower Seeds

Every up-to-date Florist and Nurseryman now includes in the stock which he handles a more or less complete line of Hardy Biennials and Perennials. The Florist finds a ready sale not only for the plants but for the cutflowers as well, while the Nurseryman finds a good assortment invaluable in his landscape work. We offer the choicest and most popular sorts that can readily be grown from seed.

## Achillea (Milfoil, Yarrow)

**Parnica, The Pearl.** One of the best hardy white perennials. Grows about 2 feet high. Is covered with heads of purest white double flowers from June until frost. Tr. Pkt.....35c Oz.....\$2.80

**Filipendula, Parker's Variety.** A splendid cutflower. The flowers, if cut fully open, may be dried for later use. 4 to 5 feet. Tr. Pkt.....35c 1/4 oz.....75c Oz.....\$2.80

## Aconitum (Monkshood, Helmet Flower)

**Fischeri.** Large pale blue. Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.80

**Napellus.** Produces long spikes set with blue flowers. Well adapted for planting among shrubbery or in shady corners. Seed is of slow germination; 3 to 5 feet. Tr. Pkt.....25c Oz.....\$1.40

**Wilsoni.** A tall growing variety, 5 to 6 feet high, producing during the late fall very effective violet-blue flowers. Tr. Pkt...35c Oz...\$2.80

## \*Adonis

**Vernalis.** Bright yellow. Tr. Pkt.....35c Oz.....\$2.00  
Choice spring flowering perennial. Large yellow flowers.

## \*Agatheae Coelestis

**Blue Daisy** (free flowering). Tr. Pkt...25c 1/4 oz...40c Oz...\$1.20

## Agrostemma (Rose of Heaven)

**Coronaria** (Mullein Pink). Stout, erect-growing plants with silvery foliage, flowers during July and August. Bright rosy crimson flowers; 2 1/2 to 3 feet. Tr. Pkt.....10c Oz.....25c

**Coronaria Mixed.** Tr. Pkt.....10c Oz.....25c

## Alyssum (Goldentuft)

**Sexatile Compactum** (Basket of Gold). An indispensable plant for the rockery or border growing 1 foot high and producing in May masses of broad, flat heads of bright yellow flowers.

Tr. Pkt.....15c Oz.....\$1.00

## Ampelopsis (Boston or Japanese Ivy)

**Veitchi.** The best and most popular hardy climber for covering brick or stone walls. Oz.....30c Lb.....\$2.40

## Anchusa (Alkanet, Bugloss)

**Italica, Dropmore Variety.** Grows 3 to 5 feet high. Bears during May and June in abundance flowers of the richest gentian blue.

Tr. Pkt.....15c Oz.....60c 1/4 lb.....\$2.00

**Italica Lissadell.** An improved form of the Dropmore variety. Of strong, vigorous growth, about 5 feet high. Showy sprays of extra large, clear gentian-blue flowers. Tr. Pkt.....15c Oz.....80c

### Anchusa Myosotidiflora

A distinct dwarf species, 10 inches high, producing during April and May sprays of Forget-Me-Not blue flowers. Excellent for the rock garden and as a ground cover for Lilies.

Tr. Pkt.....50c Oz.....\$6.00

## Anemone (Windflower)

**Coronaria, Mixed Colors** (Poppy Anemone). Many splendid colors. Tr. Pkt.....15c Oz.....80c

**St. Brigid.** A beautiful selection of the above. Our seed comes from a famous Irish grower and comprises semi-double and double flowers in a wonderful array of colors. Tr. Pkt.....25c Oz.....\$1.60

## Anthemis (Marguerite)

**Kelwayi.** A most satisfactory hardy perennial bearing daisy-like golden yellow blossoms. Excellent for cutting; 2 feet.

Tr. Pkt.....15c Oz.....50c

**Perry's Variety.** Large, well shaped, bright golden yellow flowers. Tr. Pkt.....25c Oz.....\$1.60

## Aquilegia (Columbine)

### New Aquilegias of the Highest Merit

### Pearson's English Strains (True Long Spurred)

**Crimson Star.** Richest crimson with white petals.

Tr. Pkt.....75c 1/4 oz.....\$2.75

**Pink Shades.** Contains only shades of rich coral pink; very true.

Tr. Pkt.....50c 1/4 oz.....\$1.25 Oz.....\$4.00

**Blue Shades.** Exceptional. Tr. Pkt...50c 1/4 oz...\$1.25 Oz...\$4.00

**Lowdham Mixture.** Tr. Pkt.....35c Oz.....\$2.50

### Aquilegia, Standard Varieties

Tr. Pkt. Oz.

**Alpina.** Rich blue; 2 feet high.....\$0.35 \$1.80

**Californica Hybrida.** Long-spurred flowers in yellow and orange shades .....25 1.80

**Canadensis.** The native rich red and yellow variety....25 1.60

**Chrysantha.** Long-spurred yellow.....35 1.60

**Coerulea** (Rocky Mountain Columbine). Violet-blue and white. ....25 1.80

**Silver Queen.** Long-spurred white.....35 2.60

**Mrs. Scott Elliott's Strain.** The blooms are of large size and the spurs very long. The colors range through shades of lavenders, mauves, blues, purples, whites, creams, yellows, pinks, reds, etc...1/4 oz. \$1.20;

Lb., \$40.00 .....50 4.00

**Single-Flowering, Mixed** .....15 .50

**Single Long-Spurred, Mixed**.....50 3.40

## Arabis (Rock Cress)

**Alpina.** One of the earliest and prettiest spring flowers. The spreading tufts are covered with a sheet of pure white flowers as soon as the snow disappears. Unequaled for rockeries or edging. Withstands drought and is always neat; 6 in.

Tr. Pkt.....15c Oz.....60c 1/4 lb.....\$2.00

## Armeria (Sea Pink, Thrift)

**Formosa Hybrida.** Heads of rosy pink flowers. Useful for edging or rockery. Tr. Pkt.....25c Oz.....\$1.20

**Bee's Ruby.** Rich deep rose colored flowers. 1 1/2 feet.

Tr. Pkt.....50c 1/8 oz.....\$1.50

## Aster Perennial (Michaelmas Daisy)

**Alpinus.** Dwarf Alpine Aster indispensable for the rockery or edge of hardy borders, grows 6 to 10 in. high. Showy bluish-purple flowers in May and June. Tr. Pkt.....35c Oz.....\$3.00

**Mixed.** Saved from a splendid collection of tall fall-blooming varieties. Tr. Pkt.....35c Oz.....\$2.40

## Aubrietia (Rainbow Rock Cress)

**Large-Flowering Hybrids.** A beautiful dwarf rock plant, covered with sheets of bright flowers in spring and early summer.

Tr. Pkt.....35c Oz.....\$2.40

## Auricula (Primula Auricula)

A well-known favorite of great beauty. Seed saved from splendid choice mixed varieties half-hardy perennials; 6 in.

Tr. Pkt.....35c 1/4 oz.....\$1.25

## Baptisia (False Indigo)

**Australis.** Deep blue. Tr. Pkt.....15c Oz.....50c

## Bellis Perennis (Double English Daisy)

The Giant sorts are of the largest size. The flowers of the other sorts are smaller but produce very freely.

BELLIS PERENNIS Continued on Next Page

BODGER'S FAMOUS ZINNIAS PROVIDE DESIRABLE CUT-FLOWERS

# Hardy Biennial and Perennial Flower Seeds (Continued)

## BELLIS (Continued)

	Tr. Pkt.	Oz.
Giant White .....	\$0.35	\$2.60
Giant Red .....	.35	2.60
Giant Rose .....	.35	2.60
Giant Mixed .....	.25	1.40
The Bride or Improved Snowball. White.....	.25	1.40
Longfellow. Double pink.....	.25	1.40
Finest Double Mixed.....	.25	1.40

## Boltonia

	Tr. Pkt.	1/4 oz.	Oz.
Asteroides. White daisy flowers, 4-6 ft.....	\$0.35	....	\$4.00
Latisquama. Delicate pink, 4-5 ft.....	.25	\$0.60	2.00
Nana. Dwarf, 3 ft.....	.35	.70	2.60

## Campanula (Bellflower)

	Tr. Pkt.	Oz.
<b>Carpatia, Blue</b> (Carpathian Hare Bell). Color clear blue; grows 6 in. high.....	\$0.15	\$0.80
<b>Alba.</b> The white-flowered form.....	.20	.75
<b>Persicifolia Grandiflora, Blue</b> (Peach Bells). Grows 2 to 3 ft. high. Has large blue flowers.....(1/16 oz., \$1.40)	.50	...
<b>Grandiflora Alba.</b> The white-flowered Peach Bells...	.35	2.00
<b>Pyramidalis, Blue</b> (The Chimney Bellflower). A beautiful hardy plant. Blue salver-shaped flowers; 4 to 6 feet..	.25	1.40
<b>Alba.</b> Same as above but with white flowers.....	.25	1.80
<b>Rotundifolia</b> (Blue Bells of Scotland). Grows about a foot high. Has graceful drooping mid-blue bell-shaped flowers. A splendid subject for the rockery or front of hardy border.....(1/8 oz., \$1.20)	.50	....

## Canterbury Bells (Campanula Medium)

CALYCANTHEMA		Tr. Pkt.	Oz.
Dark Blue .....	\$0.25	\$1.40	
Light Blue or Lavender.....	.25	1.40	
Rose-Pink .....	.25	1.40	
White .....	.25	1.40	
Mixed .....	.20	1.20	
SINGLE			
Dark Blue .....	.10	.40	
Light Blue .....	.10	.40	
Rose .....	.10	.40	
White .....	.10	.40	
Mixed .....	.10	.30	
Double-Flowering Mixed .....	.15	.80	

## Hardy Carnations (Dianthus)

**Grenadin Mixed.** Dwarf and compact in growth. Double flowers in various colors, produced in great profusion. Early flowering and invaluable for cutting. 1 foot. Tr. Pkt.....30c Oz.....\$1.50

**Hardy Border, Double Mixed.** A good hardy strain producing a mass of flowers in a great variety of colors. Tr. Pkt.....30c Oz.....\$1.50 1/4 lb.....\$5.00

## Centaurea (Hardy Cornflower)

**Dealbata.** A native of Asia Minor, bearing distinct bright rose colored flowers; July to September. 1 1/2 to 2 ft. Tr. Pkt.....25c Oz.....\$1.40

**Macrocephala.** Large thistle-like golden yellow flowers borne freely during July and August. 3 1/2 ft. Tr. Pkt.....15c Oz.....80c

**Montana** (Perennial Cornflower). Grows 2 ft. high, bearing large violet-blue flowers from July to September. Tr. Pkt...15c Oz...60c

## Cerastium (Snow in Summer)

**Tomentosum.** A desirable low-growing plant with silvery foliage and white flowers in June. Suitable for the rockery or for carpeting dry, sunny spots or for covering graves. Tr. Pkt.....25c Oz.....\$1.20

## Cheiranthus

These are biennials. Very effective in the rockery or front of border.

**Allioni** (Siberian Wallflower). Brilliant orange flowers. Tr. Pkt.....10c Oz.....40c 1/4 lb.....\$1.25

**Linifolius** (Alpine Wallflower). Flowers bright mauve. Tr. Pkt.....15c Oz.....\$1.00

## Chrysanthemum

	Tr. Pkt.	Oz.
<b>Leucanthemum Maximum Avalanche.</b> Forms compact bushes 2 ft. high; above dark green foliage appear a profusion of large white Marguerites, practically covering the plant.....(1/4 oz., 40c)	\$0.25	\$1.40
<b>Leucanthemum</b> (Spring Marguerite). Early floriferous, 36 in., Mothers' Day.....	.15	.60
<b>Maximum Perfection</b> (Ox-Eye Daisy) 36 in.....	.10	.50
<b>King Edward VII.</b> Large, white, 36 in....(Lb., \$8.00)	.15	.80
<b>Laciniatum, Comet Marguerite</b> .....(1/4 oz., 40c)	.25	1.30
<b>Mrs. C. Lothian Bell.</b> Single white, 3 ft....(1/4 oz., 40c)	.25	1.30
<b>Elder Daisy.</b> Early blooming, smaller flowering than Alaska, but more flowers.....	.15	.80
<b>Conqueror</b> (Victor). Giant flowered white..(1/4 oz., 30c)	.15	1.00
<b>Mawaii.</b> Rich pink flowers two inches across, silvery foliage, 1 ft.....(1/16 oz., \$1.00)	.50	...

## Coreopsis (Mayfield Giant)

This very fine perennial Calliopsis of Australian origin, is a considerable advance on any strain yet introduced of this highly ornamental and very useful flower. It produces a taller and more vigorous plant than the type with longer and firmer stems and larger individual blooms, of which the ray petals are broader and form a more perfect corolla. The color is the same familiar yellow, if anything a shade more intense. Both for the border and for cutting we can strongly recommend this excellent new strain.

Tr. Pkt.	1/4 oz.	Oz.	Lb.
.....25c	.....40c	.....\$1.30	
			Tr. Pkt. Oz. Lb.
<b>Lanceolata Grandiflora.</b> Golden-yellow, 3 ft.....	\$0.10	\$0.30	\$3.00
<b>Lanceolata Grandiflora Fl. Pl.</b> (Semi-Double-Flowering Coreopsis), 3 ft.....	.15	.50	5.40
<b>Auriculata Superba.</b> Dark yellow with band of brownish red around disc, 3 ft.....(1/4 oz., 40c)	.25	1.30	...

## Coreopsis Grandiflora (Double Sunburst)

**(Bodger)**  
 Much of the beauty of early summer gardens is due to the brilliant golden yellow of Coreopsis plantings. There is nothing that can take its place at that time of year when yellows are so scarce, and when variations in the type are produced, they are welcomed gladly. Sunburst is a pleasant change from the well known single form, retaining its beauty of color while augmenting its effect of brilliance through the doubling of petals. The double flowers are large, 1 1/2 to 2 inches across, deep golden yellow, and are excellent for cutting as well as for garden decoration. The flowers are fine keepers, and the plants are very easy to grow. The strain is remarkably true, coming 80% double, as illustrated. Tr. Pkt...25c Oz...\$2.00

**Daisy.** See Bellis, Agathe, Chrysanthemum Maximum and Pyrethrum .....

## Daisies

	Tr. Pkt.	Oz.
<b>Daisy, Shasta,</b> Alaska. Best white, American-grown, 40 in.....(1/4 oz., 30c)	.15	1.00
<b>Diener's Double Shasta.</b> Flowers five inches across resemble giant asters, on long wiry stems. Blooms over a period of several months....(1/8 oz., \$2.75)	.50	18.00
<b>Westralia.</b> Very large and early. White. 40 in. ....(1/4 oz., 30c)	.15	1.00
<b>White Lady.</b> Double and semi-double. Early.....(1/8 oz., 80c)	.25	2.80
<b>Elder.</b> Early blooming, smaller flowering than Alaska, but more flowers.....(1/8 oz., 80c)	.15	...

## Delphinium (Hardy Larkspur)

**Late Delphiniums.** As every grower knows, it is necessary to keep sowing Delphiniums each year to maintain a regular supply of plants. Old plants will give a fair second crop, but it is from the seedlings that we get results late in the season. From seeds of the choice hybrids sown in January and February in heat, later potted off singly and planted out when the weather becomes settled, excellent flower spikes are produced from early August onward. Such plants give much finer spikes than are seen on the second crop on the

DELPHINIUM Continued on Next Page

# Hardy Biennial and Perennial Flower Seeds (Continued)

## DELPHINIUM (Continued)

older stock, and it is a simple matter to dispose of a large proportion of these while they are in flower. The same holds true of the older varieties like *Belladonna* and *Bellamosum*, while *Chinensis* is easily flowered in a few months from the seed and may be treated as an annual or biennial, being really not a true perennial at all. All of these Delphiniums demand a well drained and sweetened soil. Bone freely used is an excellent food for them. Sprayings of Bordeaux mixture with nicotine sulphate and soap will do much toward keeping plants clean; this is especially true of the choice hybrids.

### Blackmore and Langdon's "Gold Medal" Strain

Fancy Perennial Delphinium of the Blackmore & Langdon type, offered below, are quite hardy, provide cutflowers of real class, and are good "profit providers."

#### Recognized the World Over as Supreme in Delphiniums

(See back cover of this Catalogue for Colored Illustration.)

**Special Note:** We have recently imported from Blackmore & Langdon (England) a large collection of their choicest named varieties in various colors and shades. Each variety in separate package and containing not less than 100 seeds, which we offer at \$1.25 per package or 5 varieties for \$5.00. If you are desirous of producing Hardy Delphinium that will create a sensation when in bloom, allow us to make up a selection. We promise that you will be agreeably surprised with the results obtained from same.—A. B. C.

**Blackmore & Langdon's "Gold Medal" Hybrids.** The "last word" in Delphinium mixtures. (Direct from originators.)  
Tr. Pkt. .... \$1.00    ¼ oz. .... \$2.00    Oz. .... \$7.00

### Delphinium

Blackmore and Langdon strain produced by an American specialist. A very good strain of Hybrids.

Tr. Pkt. .... 50c    ⅓ oz. .... 85c    Oz. .... \$3.00

**Belladonna Improved** (Cliveden Beauty). A very select strain of strong, vigorous habit. Large flowers of brilliant iridescent turquoise blue. .... (¼ lb., \$7.00) \$0.40    2.00

**Bellamosum.** A rich deep blue form of *Belladonna*.  
..... (¼ lb., \$7.00) .40    2.00

**Chinense, Blue.** Intense gentian blue. .... .25    1.00

**Album.** White ..... .20    .80

**Blue Butterfly, Improved.** (Annual). Rich ultramarine blue; height 1 ft. Excellent for the rock garden. .... .30    1.50

**Cambridge Blue.** Far surpassing *Belladonna* in brilliancy. It is a rich clear blue. Habit of growth about two to three feet high. Makes a valuable cutflower ..... .35    2.00

### Summer Cloud

A new, pure white Hybrid type perfected by a prominent American grower and which is, we believe, the best white Delphinium introduced to date. Comes 94% true. Tr. Pkt. .... \$1.00    Oz. .... \$3.00

### Diener's Delphinium Hybrid Perennials (Dreams of Beauty)

The color combinations are exceptionally beautiful and the name, *Dreams of Beauty*, is ideal for them. The flowers have a wide range of colors, from pale sky blue and all shades of blue to deep indigo blue in single, semi-double and double. All colors are iridescent and alive. Tr. Pkt. .... \$1.00    ½ oz. .... \$2.50    Oz. .... \$5.00

### Delphinium (Wrexham Hollyhock-Flowered Hybrids)

Enormous spikes of large single and double blooms in all the glorious shades of blue found only in Delphiniums. The graceful spire-shaped spikes are not unlike Hollyhocks. A truly magnificent strain.

<b>Wrexham Art Shades</b>	}	Tr. Pkt.	¼ oz.	Oz.
<b>Wrexham Deep Blue Shades</b>				
<b>Wrexham Light Blue Shades</b>		.....75c	\$1.65	\$6.00
<b>Wrexham Mid-Blue Shades</b>				

**Wrexham Mixed.** Containing all colors.  
Tr. Pkt. .... 75c    ¼ oz. .... \$1.50    Oz. .... \$5.00

### Dianthus Plumarius—Clove Pinks

**Single Mixed.** 20 in. Tr. Pkt. .... 10c    Oz. .... 30c    Lb. .... \$3.20  
**Double. Fine Mixed.** Tr. Pkt. .... 25c    ¼ oz. .... 40c    Oz. .... \$1.30

### Dianthus—Sorts

**Allwoodii.** 18 in. 100 seeds ..... \$1.00    1000 seeds ..... \$8.00

**Alpinus.** Blooms first year from seed. 4 to 8 in.

100 seeds ..... 50c    1000 seeds ..... \$4.00

**Latifolius Atrococcineus pl.** A beautiful outdoor Pink of deep crimson color, semi to full double flowers, borne on stout stem. 15-18 in. high.  
Tr. Pkt. .... 20c    Oz. .... \$1.00

### Dicentra Eximia (Plumy Bleeding Heart)

**Dwarf.** 12 in.  
Tr. Pkt. .... 25c    ¼ oz. .... 50c    Oz. .... \$2.40

### Dictamnus (Gas Plant)

**Fraxinella.** A very showy, hardy perennial, forming a bush about 2½ feet in height. Has fragrant foliage and spikes of rosy pink flowers during June and July. Seed somewhat slow in germinating.  
Tr. Pkt. .... 25c    Oz. .... \$1.20

**Fraxinella, alba.** Pure white flowers. Tr. Pkt. .... 25c    Oz. .... \$1.40

### Dielytra Spectabilis (Bleeding Heart)

32 in.  
Tr. Pkt. .... 50c    ⅓ oz. .... \$1.00    Oz. .... \$6.40

### Digitalis (Foxglove)

The Foxglove must be included in all collections of hardy plants. Very popular for planting among shrubbery and in semi-shady places.  
Tr. Pkt.    Oz.

**Giant Shirley Mixed.** A greatly improved strain of unusually strong, vigorous growth. Enormous spikes 3 to 5 feet in length set with very large flowers. \$0.15    \$0.50

**Gloxiniaeflora.** Purple ..... .15    .50

**Gloxiniaeflora.** Rose ..... .15    .50

**Gloxiniaeflora.** White ..... .15    .50

**Gloxiniaeflora.** Mixed. .... (¼ lb., \$1.50) .15    .50

**Grandiflora (Ambigua).** Light yellow. .... .15    .80

**Lutzi Hybrids.** New, distinct salmon hybrids. 4 ft. .... .25    1.20

**Monstrosa (Mammoth Foxglove).** Mixed. .... .15    .60

### Echinops (Globe Thistle)

**Ritro.** Striking, hardy perennial plants with handsome silvery thistle-like foliage and fine steel blue flowers in round heads. Can be used for cutting. 3 to 5 feet. Tr. Pkt. .... 10c    Oz. .... 30c

### Erigeron Azure Beauty (New)

The plant reaches a height of 2½ feet and is extremely floriferous. Flowers, azure blue. A beautiful subject for cutflowers.  
Tr. Pkt. .... 35c    3 Pkts. .... \$1.00

### Eryngium (Sea Holly)

**Amethystinum.** Thistle-like heads composed of amethystine blue flowers. Tr. Pkt. .... 35c    Oz. .... \$2.20

### Eupatorium (Mistflower, Thoroughwort)

**Coelestinum.** Tr. Pkt. .... 50c    Oz. .... \$3.00

**Fraseri.** Dense clusters of white flowers. Tr. Pkt. .... 20c    Oz. .... \$1.00

### Gaillardia (Blanket Flower)

One of the showiest and most effective hardy perennial plants. It should have a place in every hardy border; also splendid for cutting; 2 feet.

Tr. Pkt.    Oz.

**Grandiflora, Burgundy.** Lovely wine red flowers on long stems ..... \$0.50    \$4.00

**Grandiflora, Tangerine.** Large, tangerine colored flowers; compact growth. .... .25    1.60

**Grandiflora, Superb Mixed.** Splendid combinations of crimson and gold in great variety. .... (¼ lb., \$1.50) .10    .40

**Grandiflora, Compacta, Mixed.** A compact variety forming bushy plants 12 to 15 inches high, and bearing long-stemmed flowers well above the foliage ..... .20    .75



# Hardy Biennial and Perennial Flower Seeds (Continued)

## GAILLARDIA (Continued)

**\*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. . . . . 25c Oz. . . . . \$1.50

**Portola Hybrids.** Plants of strong, vigorous, upright habit, 2½ to 3 feet high. Heavy, leathery, glaucous foliage. The long flower stems, straight and strong, hold the massive yellow and red flowers erect. . . . . 25 Oz. . . . . 1.40

### Gentiana Acaulis

**Blue Gentian.** 5 in. Tr. Pkt. . . . . 50c Oz. . . . . \$3.00

### Geum (Avens)

**Atrosanguineum fl. pl.** Beautiful, hardy perennials bearing profusely large, showy, double, dark crimson flowers . . . . . \$0.25 1.40

**Mrs. Bradshaw.** Large double brilliant orange-scarlet. . . . . 25 1.60

**Lady Stratheden.** Large double flowers of rich golden yellow . . . . . 25 1.60

### Hardy Ornamental Grasses

**Gynerium argenteum** (Pampas Grass). . . . . 10 .40

**Eulalia zebrina** (Zebra Grass). . . . . 15 .80

**Stipa pennata** (Feather Grass). . . . . 25 2.00

**Uniola latifolia** (Spike Grass). . . . . 15 .60

### Gypsophila (Baby's Breath)

The following are always in demand to mix with other cutflowers:  
Tr. Pkt. Oz.

**Oldhamiana.** Erect grower. Flesh and pink-tinted flowers. . . . . (¼ oz., 40c) \$0.25 1.40

**Paniculata** (Baby's Breath). The fine mist-like flowers are much used in bouquets. . . . . (¼ lb., \$1.25) 10 .40

**Paniculata fl. pl.** Double flowering. The original type and one of the best perennials in the list for cutting. (30 to 40 per cent true). . . . . 50 3.20

**Repens.** An elegant, hardy trailing plant for the rockery, with clouds of small white flowers in July and August . . . . . 25 1.20

**Repens rosea.** Same habit of growth as above; flowers pale rose. . . . . 25 2.40

**Pacifica.** Small pink blooms borne profusely after the paniculata varieties are past. . . . . 50 3.60

### Helenium (Helen's Flower)

Strong-growing, hardy perennials giving an enormous crop of flowers in late summer.

**Riverton Gem.** (Recleaned seed). Old gold changing to Wallflower red. Tr. Pkt. . . . . 50c ¼ oz. . . . . \$1.25

### Helianthemum (Rock or Sun Rose)

**Mutabile.** Exceedingly pretty, low growing evergreen plants forming board clumps, and which, during their flowering season, July to September, are quite hidden by a mass of bloom. Well adapted for the front of the border, the rockery, or a dry, sunny bank. Choice mixed varieties. Tr. Pkt. . . . . 20c Oz. . . . . 80c

### Helianthus (Hardy Sunflowers)

**Perennial Mixed.** Contains the finest single-flowering hardy perennial sorts. Tr. Pkt. . . . . 35c ¼ oz. . . . . 75c

### Heliopsis (Orange Sunflower)

**Pitcheriana.** A desirable hardy plant 3 to 4 feet high. Flowers are of beautiful deep golden yellow color about 2 inches in diameter. Of very thick texture and very graceful for cutting. Tr. Pkt. . . . . 15c Oz. . . . . 60c

**Scabra Excelsa.** Rich chrome yellow flowers turning to a bright yellow as they mature. These are almost double, having from 4 to 5 rows of petals. They are produced very profusely. The plant is of robust growth, about 3 feet high, and makes an effective display of flowers from July to the end of August. Tr. Pkt. . . 25c Oz. . . \$1.40

## Heuchera (Coral Bells)

**Sanguinea.** One of the finest hardy perennials. The flowers are rich bright coral red. The leaves are light green and slightly hairy. Excellent for cutting; 30 inches. Tr. Pkt. . . . . 50c ¼ oz. . . . . \$1.00 ¼ oz. . . . . \$1.50

## Hibiscus

**Giant Yellow Sunset or Golden Bowl.** 2 ft. . . . . \$0.15 \$0.50

**Crimson Eye.** White with red eye. 4 ft. . . . . .15 .60

**Mallow Marvels.** A wonderfully improved form of our native Marshmallow in which flowers of enormous size, frequently 10 to 12 inches in diameter, have been developed. Our seeds are saved from segregated plants so that the colors come almost true. **Mixed.** 4 ft. Tr. Pkt. . . . . 10c Oz. . . . . 40c

## Hollyhock, Double (Althaea Rosea)

Double.	Tr. Pkt.	¼ oz.	Oz.	Lb.
<b>Appleblossom</b> . . . . .	\$0.25	\$0.40	\$1.20	...
<b>Blood Red</b> . . . . .	.25	.40	1.20	...
<b>Crimson</b> . . . . .	.25	.40	1.20	\$14.00
<b>Lilac Beauty</b> . . . . .	.25	.40	1.20	...
<b>Maroon</b> . . . . .	.25	.40	1.20	...
<b>Deep Rose</b> . . . . .	.25	.40	1.20	14.00
<b>Pink</b> . . . . .	.25	.40	1.20	14.00
<b>Newport Pink</b> . . . . .	.25	.40	1.20	14.00
<b>Salmon Rose</b> . . . . .	.25	.40	1.20	14.00
<b>White</b> . . . . .	.25	.40	1.20	14.00
<b>Yellow</b> . . . . .	.25	.40	1.20	14.00
<b>Chater's Prize.</b> Double Mixed. . . . .	.25	...	1.00	10.00
<b>Imperator, Improved.</b> New formation, collar of frilled and fringed edges. . . . .	.25	.50	1.60	...
<b>Queen of Sheba.</b> Primrose with rose. . . . .	.25	.40	1.40	...

## Hollyhock, Single

**Allegheny.** Mammoth flowering. Mixed. Tr. Pk. . . . 15c Oz. . . . 40c

**Alameda Pink.** Very good. Tr. Pkt. . . . . 25c Oz. . . . . \$1.20

**Single.** Mixed. Tr. Pkt. . . . . 15c Oz. . . . . 40c

## Iberis (Hardy Candytuft)

**Gibraltarica Hybrida.** White shading to lilac. 12 in. high. Tr. Pkt. . . . . 20c Oz. . . . . \$1.00

**Sempervirens.** The popular hardy white variety. Tr. Pkt. . . . . 35c Oz. . . . . \$1.40

## Incarvillea (Hardy Gloxinia)

**Delavayi.** A showy-plant for the hardy border producing large Gloxinia-like rose-colored flowers on 15 to 18 inch high stems during June and July. Should be well protected with leaves or litter during the winter. Tr. Pkt. . . . . 50c Oz. . . . . \$4.00

## Japanese Iris

**Kaempferi** (Japanese Iris). The seeds we offer have been saved from an unrivaled collection and should produce flowers of the highest merit. Tr. Pkt. . . . . 15c Oz. . . . . 60c

## Lathyrus (Hardy Sweet Pea)

Showy, free-flowering hardy perennial climbers for covering old stumps, fences, etc. Continually in bloom; fine for cutting.

	Tr. Pkt.	Oz.	¼ Lb.
<b>Latifolius White Pearl.</b> The finest white. . . . .	\$0.15	\$0.50	\$1.50
<b>Pink Beauty.</b> Rosy Pink. . . . .	.15	.50	1.50
<b>Red.</b> Rosy red. . . . .	.15	.40	1.50
<b>Mixed</b> . . . . . (Lb., \$3.30)	.10	.30	...

## Lavandula (Sweet Lavender)

**Vera.** Well-known fragrant hardy perennial. Always in good demand. Tr. Pkt. . . . . 15c Oz. . . . . 80c

## Leucocoryne

**Ixioides Odorata** (Glory of the Sun). Heads of large fragrant flowers, blue with white center, carried gracefully on a wiry 18 in. stem. Culture the same as for Freesias. 1,000 seeds . . \$1.00 ¼ oz. . . \$2.40 ¼ oz. . . \$4.50 Oz. . . \$16.00

# Hardy Biennial and Perennial Flower Seeds (Continued)

## Liatris (Blazing Star, Gay Feather)

**Pycnostachya.** Most showy and attractive with its long spikes of rosy purple flowers from July to September. 5 feet.  
Tr. Pkt. . . . . **35c** Oz. . . . . **\$2.40**

## Lilium

**Philippinense Formosanum.** A truly remarkable Lily with umbels of large white long trumpet-shaped flowers, like an Easter Lily. Will bloom in 6 to 8 months from the time the seeds are sown. Very fragrant. 2 to 3 feet. Tr. Pkt. . . . **35c** ¼ oz. . . . **60c** Oz. . . . **\$2.00**

**Regale.** This wonderful Lily is easily grown from seed, flowering the second season. Tr. Pkt. . . **15c** Oz. . . **40c** ¼ lb. . . **\$1.25** Lb. . . **\$4.00**

**Tenuifolium** (Coral Lily). Bears in profusion medium-sized flowers of perfect form and of dazzling coral red. Excellent for the rock garden or for forcing; 1 to 2 feet. May. Perfectly hardy  
Tr. Pkt. . . . . **25c** Oz. . . . . **\$1.00**

## Linaria

**Cymbalaria** (Kenilworth Ivy or Mother of Thousands). Lavender and purple. A charming, neat, hardy perennial trailing plant.  
Tr. Pkt. . . . . **25c** Oz. . . . . **\$1.40**

## Linum (Flax)

**Perenne** (Blue Flax). A desirable plant for the border or rockery. Light, graceful foliage and large blue flowers all summer long. Grows 18 inches high. Tr. Pkt. . . **10c** Oz. . . **40c** ¼ lb. . . **\$1.25**

## Lobelia

**Cardinalis** (Cardinal Flower). Brilliant scarlet blooms.  
Tr. Pkt. . . . . **50c** ¼ oz. . . . . **\$1.25** Oz. . . . . **\$4.00**

**Syphilitica** (Great Lobelia). Large spikes of lovely blue flowers from July to September. 2 to 3 feet. Tr. Pkt. . . . . **25c** Oz. . . . . **\$2.00**

## Lychnis (Rose Campion, Maltese Cross)

	Tr. Pkt.	Oz.
<b>Chalcedonica.</b> Fine scarlet flowers; 2 ft. . . . (¼ lb., <b>\$1.25</b> )	<b>\$0.15</b>	<b>\$0.40</b>
<b>Haageana, Hybrids.</b> Brilliant orange, scarlet, crimson, etc., in mixture. 1 foot. . . . .	<b>.25</b>	<b>1.40</b>
<b>Arkwrightii.</b> New large flowering variety. Various colors	<b>.25</b>	<b>1.40</b>
<b>Viscaria Splendens.</b> Bright rose-red. Very showy. 1 foot	<b>.15</b>	<b>1.00</b>

## Lythrum (Rose Loosestrife)

**Roseum Superbum.** A very pretty hardy perennial. Grows about 3 to 4 feet high and produces spikes of rosy flowers from July to September. Tr. Pkt. . . . . **15c** Oz. . . . . **80c**

## Lupinus Polyphyllus

	Tr. Pkt.	¼ Oz.	Oz.
<b>Albus.</b> Large, pure white spikes. 2 to 3 ft. . . . .			
.....(Lb., <b>\$3.20</b> )	<b>\$0.10</b>		<b>\$0.30</b>
<b>Atroviolaceus.</b> Large dark blue, new. . . . .	<b>.25</b>	<b>\$0.50</b>	<b>1.80</b>
<b>Blue.</b> Stately spikes of blue. 3 ft. . . . .(Lb., <b>\$2.60</b> )	<b>.10</b>		<b>.25</b>
<b>Chocolate Soldier.</b> Yellow, passing to chocolate. .	<b>.35</b>	<b>.60</b>	<b>2.00</b>
<b>C. M. Prichard.</b> Pale salmon-orange with yellow. .	<b>.35</b>	<b>.90</b>	<b>3.20</b>
<b>Gold Crest.</b> Yellow with deeper yellow wings. . . .	<b>.25</b>	<b>.60</b>	<b>2.00</b>
<b>Luteus.</b> A strain of varying yellow shades. . . . .	<b>.15</b>	<b>.40</b>	<b>1.40</b>
<b>Salmoneus.</b> Tender salmon shades. . . . .	<b>.25</b>	<b>.50</b>	<b>1.80</b>
<b>Sunshine</b> (Arboreus Type). Golden yellow, 30 in. . .			
.....(Lb., <b>\$8.00</b> )	<b>.15</b>		<b>.80</b>
<b>The Bride.</b> Lightest pink, nearly white. . . . .	<b>.15</b>	<b>.30</b>	<b>1.00</b>
<b>Moerheimi.</b> Beautiful soft pink, 2 to 3 ft. (Lb., <b>\$6.60</b> )	<b>.15</b>		<b>.60</b>
<b>Harkness' Regal Mixture.</b> A mixture of charming new colors, in which rose, buff, flesh, and salmon shades predominate . . . . .(Lb., <b>\$5.00</b> )	<b>.15</b>		<b>.50</b>
<b>Downer's Hybrids.</b> Perpetual flowering new hybrids . . . . .(Lb., <b>\$5.00</b> )	<b>.15</b>		<b>.50</b>
<b>Roseus.</b> Light and dark rose flowers, 3 ft. (Lb., <b>\$6.00</b> )	<b>.15</b>		<b>.50</b>
<b>Lavender Queen.</b> Lavender tinted pink, 3 ft. . . . .			
.....(Lb., <b>\$6.00</b> )	<b>.15</b>		<b>.60</b>
<b>Princess Juliana.</b> Lovely pink, 3 ft. . . . .(Lb., <b>\$8.00</b> )	<b>.15</b>		<b>.80</b>
<b>Special Mixture.</b> This is a choice mixture of the best perennial Lupins; English and other European strains being chosen to give the utmost variety . . . . .(Lb., <b>\$12.00</b> )	<b>.20</b>	<b>.30</b>	<b>1.00</b>
<b>Mixed.</b> Splendid value. . . . .(Lb., <b>\$2.60</b> )	<b>.10</b>		<b>.25</b>

## Myosotis (Forget-Me-Not)

	Tr. Pkt.	¼ Oz.	Oz.
<b>Alpestris.</b> Blue, 12 in. . . . .	<b>\$0.15</b>		<b>\$0.60</b>
<b>Blue Basket.</b> This is the darkest of all Forget-Me-Nots. Plants grow upright and are splendid for borders or cutting. . . . .	<b>.35</b>	<b>\$0.80</b>	<b>2.80</b>
<b>Blue Eyes.</b> Compact grower, flowers appear early; large, bright blue with white eye. . .	<b>.35</b>	<b>.85</b>	<b>3.20</b>
<b>Express.</b> 1 ft. New blue. Early flowering. . . .	<b>.25</b>	<b>.60</b>	<b>2.20</b>
<b>Indigo Blue</b> (Royal Blue). 12 in. . . . .	<b>.15</b>	<b>.30</b>	<b>1.00</b>
<b>Blue Compacta</b> . . . . .	<b>.25</b>	<b>.50</b>	<b>1.80</b>
<b>Messidor.</b> Deep blue, late blooming, 12 in. . .	<b>.25</b>	<b>.50</b>	<b>1.80</b>
<b>Rosea.</b> 12 in. . . . .	<b>.15</b>		<b>.80</b>
<b>White.</b> 12 in. . . . .	<b>.15</b>		<b>.60</b>
<b>Mixed, many kinds.</b> . . . . .	<b>.15</b>		<b>.60</b>
<b>Hybrida Isolde Krotz.</b> Bright blue; good for pots, 10 in. . . . .	<b>1.00</b>		
<b>Ruth Fisher.</b> Neat and compact habit, and the lovely blue flowers shoot up strongly over the glossy dark green foliage, 10 in. . . . .			
.....(1/16 oz., <b>\$1.20</b> )	<b>.50</b>		
<b>Marga Sacher.</b> Deep sky blue. Flowers measure 2-5 to 3-5 inches across, 10 in. . . . .	<b>.75</b>		
<b>Star of Love.</b> Dwarf blue, 8 in. . . (1/8 oz., <b>\$1.00</b> )	<b>.50</b>		
<b>Susanne</b> (Winter Flowering). Bright blue. Best variety for cutflowers and pots, ideal for St. Valentine Day bloom. Tr. Pkt. . . . . <b>75c</b> 6 Tr. Pkts. . . . . <b>\$4.00</b>			

## Nepeta (Mauve Catnip)

**Mussini.** Neat bushes of small lavender-like foliage covered with terminal spikes of pale mauve flowers. Both foliage and flowers are aromatic. Blooms from May to September. 1 ft. Splendid for beds, edging, or rock garden. Tr. Pkt. . . . . **25c** Oz. . . . . **\$1.80**

**Nierembergia Hippomanica** (New). 4 to 6 inches high; flowers salver shaped, of a delicate lavender hue; blooms profusely. Should make a good pot plant. Blooms first year from seed if sown early. Tr. Pkt. . . . . **50c**

## Oenothera (Evening Primrose)

**Missouriensis** (Macrocarpa). A splendid hardy perennial for an exposed sunny position either in the border or the rockery. Large yellow flowers, frequently 5 inches in diameter, produce freely from June until August. 12 inches. Tr. Pkt. . . . . **35c** Oz. . . . . **\$2.60**

## Papaver, Poppy

	Tr. Pkt.	¼ Oz.	Oz.
<b>Alpine, Mixed.</b> 10 in. . . . .(1/8 oz., <b>70c</b> )	<b>\$0.35</b>		<b>\$5.20</b>
<b>Bracteatum.</b> Scarlet, 32 in. . . . .	<b>.15</b>		<b>.60</b>
<b>Nudicaule</b> (Iceland). Mixed, 16 in. . . . .(Lb., <b>\$6.40</b> )	<b>.15</b>		<b>.60</b>
<b>Yellow, Orange-scarlet and White.</b> . . . . .Each	<b>.15</b>		<b>.80</b>
<b>Coonara Pink.</b> 1½ ft. . . . .	<b>.35</b>	<b>\$0.70</b>	
<b>El Monte.</b> Deep tangerine orange. . . . .	<b>.25</b>	<b>.60</b>	<b>2.00</b>
<b>The Empress</b> (New). Lovely shades of salmon-rose and creamy pinks never before seen in Nudicaule Poppies. Choice for cutting. . . .	<b>.50</b>		
<b>The Emperor</b> (New). A worthy companion to The Empress. Color deep tangerine orange. Large flowers, also excellent for cutting. . . .	<b>.50</b>		
<b>Fakenham Hybrids.</b> The flowers are 2½ to 3 in. in diameter and come in shades of orange and yellow and white with long, stiff stems. Extremely free-flowering and lasts exceptionally well as a cutflower, 2 ft. .	<b>.25</b>	<b>70</b>	<b>2.40</b>
<b>Gartref New Hybrids.</b> Selected from range of art shades, all with darker penciled edging. Excellent cutflower. Blooms the first year. .	<b>.50</b>	<b>1.65</b>	<b>6.00</b>
<b>Gibson's Giant Orange.</b> 2 ft. . . . .	<b>.25</b>	<b>.40</b>	<b>1.40</b>
<b>Double Mixed</b> . . . . .	<b>.25</b>	<b>.50</b>	<b>1.40</b>
<b>Special Mixture</b> of Iceland Poppies, contains every worth while strain of these beautiful and useful Poppies. . . . .	<b>.35</b>	<b>.75</b>	<b>2.40</b>

# Hardy Biennial and Perennial Flower Seeds (Continued)

## PAPAVER, POPPY (Continued)

	Tr. Pkt.	¼ oz.	Oz.
<b>Orientele (Oriental Poppy).</b>			
<b>Scarlet.</b> 3 ft.....(Lb., \$8.00)	\$0.15	...	\$0.80
<b>Brilliant.</b> Brilliant fiery-red, 40 in.....	.25	\$0.50	1.80
<b>Beauty of Livermere.</b> Dark ox-blood.....	.35	.70	2.40
<b>Carneum.</b> Light and dark salmon-pink shades, 70 per cent true, 40 in.....	.35	.70	2.40
<b>Goliath.</b> Brilliant scarlet.....	.35	.80	2.80
<b>Mahoney.</b> Maroon-crimson. 40 in.....	.35	.90	3.20
<b>Mrs. Perry.</b> Salmon-rose.....(½ oz., \$1.40)	.50	....	....
<b>Perry's White.</b> 2 ft.....(½ oz., \$1.00)	.50	....	....
<b>Princess Victoria Louise.</b> Soft salmon-rose, 40 in. ....	.25	.60	2.00
<b>The Feltham.</b> Shades of scarlet, orange and ap- ricot without the dark blotch at base of flower, 2 ft.....	.50	....	....
<b>Hybrids.</b> Many varieties, mixed.....	.20	....	1.30
<b>NOTE:</b> The named varieties of Oriental Poppies do not come 100% true from seed.			
<b>Pilosum.</b> Salmon color, 1½ ft.....	.35	....	....

## Pentstemon

	Tr. Pkt.	¼ oz.
<b>Sensation.</b> The most brilliant and varied colors, many of which are beautifully edged with a fine contrasting color. 2 feet.....(Oz., \$2.80)	\$0.35	\$0.80
<b>Red Shades.</b> 2 feet.....	.35	1.00
<b>Pink Shades</b> .....	.35	1.00
<b>Violet Shades</b> .....	.35	1.00
<b>Miniature Hybrids.</b> 2½ to 3 feet. Graceful sprays covered with miniature flowers in a wide color range.....	.35	.90
<b>Southgate Gem.</b> Crimson-scarlet. Splendid for pots and bedding out. 24 inch. ....	.35	1.00

## Perennial Phlox

**Decussata.** Seed saved from a fine collection of named sorts. Can  
be supplied in mixture only. Tr. Pkt...25c Oz...\$1.40 ¼ lb...\$5.00

## Physalis (Chinese Lantern Plant)

**Francheti.** An ornamental variety of the Winter Cherry, forming  
dense bushes about 2 feet high. Bears a profusion of bright orange-  
scarlet lantern-like fruits which can be cut and dried, in which shape  
they are used extensively for floral decorations during the winter.  
Tr. Pkt.....20c Oz.....80c ¼ lb.....\$2.25

## Physostegia (False Dragon Head)

**Virginica.** One of the prettiest hardy perennials. It forms dense  
bushes, 3 to 4 feet high, bearing freely during the summer months  
spikes of delicate pink tubular flowers not unlike a gigantic heather.  
Tr. Pkt.....25c Oz.....\$1.25

**Virginica Alba.** A pretty white flowered form of the above.  
Tr. Pkt.....25c Oz.....\$1.60

## Platycodon (Japanese Bellflower)

	Tr. Pkt.	Oz.
<b>Grandiflorum.</b> Large steel-blue flowers.....	\$0.15	\$1.00
<b>Album.</b> Pure white variety.....	.25	1.40
<b>Mariesi.</b> Dwarf blue.....	.35	2.40

## Polemonium (Jacob's Ladder)

**Coeruleum.** Popular hardy perennial with bell-shaped bluish-purple  
flowers nearly 1 inch across; 2 feet; May to July.  
Tr. Pkt.....15c Oz.....50c

## Potentilla (Cinquefoil)

Charming hardy perennial plants with brilliant single or double  
flowers, mostly in orange, red, and crimson tones. They bloom pro-  
fusely from June to August, and succeed in any soil; 18 inches.  
Tr. Pkt. Oz.

**Double Hybrids, Mixed**.....(½ oz., \$1.00) \$0.50 ....

**Single Hybrids, Mixed**..... .15 1.00

## Primula, Hardy

### PRIMULA VERIS KLEYNII

It has heavy stems, average length 8 to 12 inches, carrying  
immense heads of 15 to 25 florets, each floret 1 inch to 1½ inches  
in diameter, rich golden-yellow shaded apricot towards center.  
Plants average 6 flower spikes each, perfectly hardy outside,  
anywhere in the United States. Plants forced in winter can be  
divided up and planted out in April. These develop strong plants  
for the hardy border, rockery, or for forcing the following winter.  
Large heavy leaves. 100 seeds.....50c 1,000 seeds.....\$4.00

## New Primula Veris Acaulis

**Bountiful.** The single flower shows a magnificent round form and  
fully 100 blossoms can be counted on a single plant. Excellent pot  
plant and desirable for bedding in the shade and especially suitable  
as a rock plant. Mixed colors. Tr. Pkt.....75c

## Primula Veris

	Tr. Pkt.	Oz.
<b>Acaulis, Mixed</b> .....	(1/16 oz., \$1.00) \$0.50	....
<b>Coerulea.</b> Dark blue. 1 foot.....	....	....
.....(100 seeds, 40c; 1,000 seeds, \$2.50)		
<b>Grandiflora, Mixed.</b> 1 ft.....(½ oz., 80c)	.50	\$5.00
<b>Excelsior Strain</b> of large-flowering varieties..(½ oz., \$1.80)	1.00	....
<b>Mrs. Berkeley's Strain.</b> Very fine new race with large flowers .....	(½ oz., \$1.40)	.50
<b>Gigantea Teicher's Giant Mixed</b> .....	....	....
.....(100 seeds, 75c; 1,000 seeds, \$6.00)		
<b>Munstead Strain.</b> Flowers of largest size, fine shades, including yellow and white. 12 in.....(½ oz., \$1.00)	.75	7.00
<b>Gold-Laced.</b> Finest varieties mixed.....(½ oz., \$1.00)	.35	....
<b>Lutea.</b> Yellow. 12 in.....(½ oz., \$1.00)	.35	....
<b>White.</b> 12 in.....(1/16 oz., \$1.00)	.50	....
<b>Red Shades.</b> 12 in.....(1/16 oz., \$1.00)	.50	....
<b>Polyanthus.</b> Fine mixed. Spring. 12 in.....(¼ oz., \$1.00)	.35	3.60
<b>Vulgaris (Acaulis).</b> Yellow primrose. 6 in...(¼ oz., 80c)	.35	3.00

## Pueraria (Japanese Kudzu Vine)

**Thunbergiana.** The fastest growing hardy climbing plant. It will  
grow from 8 to 10 feet the first year from seed. Its foliage is large,  
and covers well. Bears small racemes of rosy purple, pea-shaped  
blossoms towards the close of August.  
Tr. Pkt.....10c Oz.....30c ¼ lb.....\$1.00

## Pyrethrum Hybridum (Persian Daisy)

One of the really good hardy perennials, valuable alike for cutting  
or planting in the hardy border.

	Tr. Pkt.	Oz.
<b>Roseum Rose.</b> Bright rose color.....	\$0.35	\$1.80
<b>James Kelway.</b> Rich deep scarlet.....	.50	3.00
<b>Grandiflorum.</b> Single, large flowering. Mixed..(¼ lb., \$6.00)	.25	2.00
<b>Double.</b> Mixed colors.....(¼ oz., \$1.50)	.50	5.00
<b>Pyrethrum Hybridum A. B. C. Double Supreme Mixture.</b> This strain is especially desirable because of the large percentage of double blooms it will produce. Tr. Pkt.....50c ¼ oz.....\$2.50		

## Rosemary (Rosmarinus)

**Officinalis.** An old favorite aromatic herb with delightfully fragrant,  
light blue flowers. Grows about 2 feet high and should be planted  
in a warm, dry situation and given a little protection.  
Tr. Pkt.....15c Oz.....60c ¼ lb.....\$2.00

## Rudbeckia (Cone-Flower)

**Newmani.** Dark orange-yellow flowers with deep purple cone borne  
on stiff, wiry stems. Three feet high. Flowers from July to September.  
Tr. Pkt.....25c Oz.....\$1.40

**Purpurea** (Giant Purple Cone-Flower). Flowers about 4 inches across,  
of a peculiar reddish purple with a remarkably large cone-shaped  
center of brown. Forms bushy plants 3 feet high and blooms from  
July to October. Tr. Pkt.....35c Oz.....\$1.40



# Hardy Biennial and Perennial Flower Seeds (Continued)

## Perennial Salvia (Sage)

**Azurea Grandiflora.** A hardy perennial variety producing during August and September spikes of pretty sky blue flowers in great profusion. 3 to 4 feet. Tr. Pkt. . . . . **25c** Oz. . . . . **\$1.40**  
**\*Patens.** Blue. Sown early under glass will bloom first season. Tr. Pkt. . . . . **30c** Oz. . . . . **\$2.50**

## Saponaria (Soapwort)

**Ocymoides.** A very useful hardy plant for the rockery or the border producing from May to August masses of attractive small bright rose flowers. 8 inches. Tr. Pkt. . . . . **15c** Oz. . . . . **60c**

## Perennial Scabiosa

**Caucasica** (Blue Bonnet). One of the handsomest of hardy perennials especially valuable for cutting, as the blooms last a long time in water. Color soft lavender-blue. 3 feet. Tr. Pkt. . . . . **35c** Oz. . . . . **\$2.00**  
**Perennial Scabiosa Giant Hybrids** (Isaac House Strain). A great improvement over Caucasica. It is more vigorous, has larger and longer stems, and heavier petals which are ruffled as well as slightly frilled on the edges. Colors range from light to darkest blue, but delicate lilac and mauve shades predominate. (Note!—Seed should be soaked in water 24 hours before sowing.) Tr. Pkt. . . . . **50c** Oz. . . . . **\$3.00**  
**Columbaria Pink.** This variety from South Africa is of great value for cutting. Beautiful soft pink flowers 2 to 2½ inches across. Tr. Pkt. . . . . **35c** Oz. . . . . **\$2.40**  
**Japonica.** Bushy plants, 2½ feet in height and beautiful lavender-blue flowers. Tr. Pkt. . . . . **15c** Oz. . . . . **50c**  
**Fischeri.** A new border plant from Manchuria. Rich deep violet. Tr. Pkt. . . . . **50c**

## Sidalcea (Prairie Mallow)

**Rosy Gem.** Bright rose flowers on plants 3 feet high. July-August. Tr. Pkt. . . . . **25c** Oz. . . . . **\$1.40**

## Statice (Sea Lavender)

Splendid hardy perennials either for the border or rockery, producing panicles of minute flowers which can be dried and used for winter bouquets.

	Tr. Pkt.	Oz.
<b>Latifolia.</b> Purplish flowers. . . . .	<b>\$0.20</b>	<b>\$1.20</b>
<b>Caspia.</b> This is a very delicate and artistic form of everlasting perennial. It is as hardy as the Latifolia type and makes an earlier cut and more sprays. Color is a good shade of lilac. . . . . (¼ oz., <b>75c</b> )	<b>.35</b>	<b>2.20</b>
<b>Perezii.</b> Rich blue. . . . .	<b>.25</b>	<b>1.40</b>
<b>Statice Dumosa.</b> Clear silvery white. The finest for drying . . . . . (¼ oz., <b>75c</b> )	<b>.25</b>	<b>2.00</b>

## Stokesia (Cornflower Aster)

	Tr. Pkt.	Oz.
<b>Cyanea, Blue.</b> A beautiful native hardy perennial, growing about 2 feet high and bearing pretty lavender-blue flowers . . . . .	<b>\$0.25</b>	<b>\$1.40</b>
<b>Cyanea, Alba.</b> Pure white. . . . .	<b>.25</b>	<b>1.40</b>
<b>Cyanea, Mixed</b> . . . . .	<b>.25</b>	<b>1.30</b>

## Sweet Rocket (Hesperis)

**Matronalis, Mixed.** An old-fashioned hardy garden plant. Grows from 2 to 3 feet high and bears spikes of showy white, lilac, and purple fragrant flowers. Excellent for naturalizing among shrubbery or for planting in a permanent border, mixed colors. Tr. Pkt. . . . . **10c** Oz. . . . . **20c** ¼ lb. . . . . **75c**

## Sweet William (Dianthus Barbatus)

There is always a good demand for these beautiful free-flowering old-fashioned favorites.

<b>DOUBLE</b>	Tr. Pkt.	Oz.
<b>Blood-Red (Atrosanguineus pl.).</b> 20 in. . . . .	<b>\$0.25</b>	<b>\$1.40</b>
<b>Roseus.</b> Pink. . . . .	<b>.15</b>	<b>1.60</b>
<b>Nigrescens.</b> Almost black. . . . .	<b>.15</b>	<b>1.20</b>
<b>White</b> . . . . .	<b>.15</b>	<b>1.00</b>
<b>Double Mammoth Flowered, Mixed.</b> . . . . .	<b>.25</b>	<b>1.60</b>
<b>Double Mixed</b> . . . . . (Lb., <b>\$7.00</b> )	<b>.15</b>	<b>.70</b>
<b>Double Dwarf Mixed.</b> . . . . . (¼ oz., <b>50c</b> )	<b>.25</b>	<b>1.60</b>
<b>SINGLE</b>		
<b>Albus.</b> White . . . . .	<b>.15</b>	<b>.50</b>
<b>Blood-Red (Atrosanguineus)</b> . . . . .	<b>.15</b>	<b>.50</b>
<b>Copper-Red</b> . . . . .	<b>.15</b>	<b>.80</b>
<b>Diadematus.</b> Crimson with white eye. . . . .	<b>.15</b>	<b>.60</b>
<b>Nigrescens.</b> Very dark, almost black. . . . .	<b>.15</b>	<b>.50</b>

## SINGLE (Continued)

<b>Pink Beauty (Newport Pink).</b> Salmon-rose. (Lb., <b>\$8.00</b> )	<b>\$0.15</b>	<b>\$0.80</b>
<b>Purple Beauty.</b> Bright deep purple. . . . . (¼ oz., <b>60c</b> )	<b>.25</b>	<b>2.00</b>
<b>Roseus.</b> Delicate pink. . . . .	<b>.15</b>	<b>.50</b>
<b>Scarlet Beauty.</b> Scarlet. . . . . (Lb., <b>\$8.00</b> )	<b>.15</b>	<b>.80</b>
<b>Turkey-Red</b> . . . . .	<b>.15</b>	<b>.80</b>
<b>Single Dwarf Mixed Varieties.</b> . . . . .	<b>.15</b>	<b>.80</b>
<b>Single Mammoth Flowered, Mixed.</b> . . . . . (Lb., <b>\$6.00</b> )	<b>.15</b>	<b>.60</b>
<b>Special Mixture</b> . . . . .	<b>.20</b>	<b>1.20</b>
<b>Barbatus Chinensis (Annual Sweet William), Mixed.</b> . . . . .	<b>.15</b>	<b>.60</b>

## Thalictrum (Meadow Rue)

**Dipterocarpum.** Its dainty, graceful sprays of flowers, elegantly arranged on stems 4 feet high, are invaluable for cutting. The flowers are a charming shade of violet-mauve, which is brightened by a bunch of lemon yellow stamens and anthers. Tr. Pkt. . . . . **25c** Oz. . . . . **\$1.80**  
**Aquilegifolium.** Graceful foliage. Mixed colors, 40 in. Tr. Pkt. . . . . **25c** ¼ oz. . . . . **50c** Oz. . . . . **\$1.60**  
**Adiantifolium.** Yellow flowers. 18 in. Tr. Pkt. . . . . **20c** ¼ oz. . . . . **30c** Oz. . . . . **\$1.00**

## Thermopsis

**Caroliniana.** A showy, tall growing hardy perennial, producing in June and July long spikes of Lupin-like yellow flowers, 3 feet. Excellent for cutting. Seeds somewhat slow germinating. Tr. Pkt. . . . . **35c** Oz. . . . . **\$3.20**

## Thymus

**Serpyllum (Wild Thyme).** A dwarf perennial with fragrant foliage. Of creeping habit and unexcelled for rock gardens and between stepping-stones. Lovely small purple blooms during the summer. Tr. Pkt. . . . . **50c** ¼ oz. . . . . **\$1.50** Oz. . . . . **\$5.00**

## Tritoma

### (Red-Hot Poker, Flame Flower, Torch Lily)

**Early Flowering Hybrids.** These are easy to grow from seed and they will come into bloom quite quickly. The seed we offer has been saved from a splendid collection. Tr. Pkt. . . . . **25c** Oz. . . . . **\$1.50**

## Trollius (Globe Flower)

**Caucasicus, Orange Globe.** A rare variety with large orange flowers that are excellent for cutting. Seeds are very slow germinating. May-June. 18 inches. Tr. Pkt. . . . . **50c** ¼ oz. . . . . **\$2.25** Oz. . . . . **\$8.00**

## Tunica

**Saxifraga.** A pretty tufted plant with light pink flowers produced all summer. Useful either for the rockery or the border. Tr. Pkt. . . . . **15c** Oz. . . . . **60c**

## Valeriana (Valerian)

**Rubra, Mixed.** Showy, hardy border plants producing large corymbs of red or white flowers. Fine for bouquets. Mixed colors. 2 feet. Tr. Pkt. . . . . **15c** Oz. . . . . **60c**

## Veronica (Speedwell)

	Tr. Pkt.	Oz.
<b>Maritima (Longifolia).</b> Long spikes of blue flowers from July to September . . . . .	<b>\$0.25</b>	<b>\$1.20</b>
<b>Repens.</b> A useful rock or carpeting plant with light blue flowers; May-June . . . . .	<b>.35</b>	<b>2.80</b>
<b>Spicata.</b> An elegant hardy border plant growing about 1½ feet high. Has long spikes of bright blue flowers in June and July. . . . .	<b>.35</b>	<b>1.40</b>

## Viola Cornuta

<b>Apricot</b> . . . . .	<b>.35</b>	<b>4.00</b>
<b>Jersey Gem.</b> Deep violet-blue. . . . .	<b>.75</b>	<b>...</b>
<b>Dark Blue, Mauve, Light Blue, Pure White or Yellow.</b> . . . .	<b>.35</b>	<b>2.00</b>
<b>Mixed</b> . . . . .	<b>.25</b>	<b>1.75</b>

## Wallflower

<b>Single Goliath.</b> Deep velvety brown-red. . . . .	<b>.10</b>	<b>.40</b>
<b>Single Mixed</b> . . . . .	<b>.10</b>	<b>.30</b>
<b>Double-Flowering Mixed, Extra.</b> . . . . .	<b>.50</b>	<b>4.00</b>

For Complete List of Annual Flower Seeds Please Refer to Separate Classification in Front Pages of This Book.

# Grow VEGETABLE Plants

## For Home Garden Trade

### A. B. C. "SUPREME" QUALITY VEGETABLE SEEDS

Numerous florist-growers throughout the United States annually realize a handsome profit in the supplying of vegetable plants to their home garden customers; especially tomato plants, for which there is usually a large demand in suburban sections and the smaller towns. Take advantage of this opportunity to increase your spring sales. Our list of varieties is such as are best adapted to home garden culture; however, we can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.

**NOTE:** Where not otherwise quoted, we supply 1/2 oz. at ounce rate.



Cabbage "Marion Market" (Yellows-Resistant)

**SPECIAL NOTE:** In the event that you do not find in our listing of VEGETABLE SEEDS the desired kinds, we will be glad to supply such, if obtainable and at market price.—A. B. C.

#### BEETS

	Oz.	1/4 lb.	Lb.
Detroit. Dark Red selected stock	\$0.15	\$0.40	\$1.25
Crosby's Egyptian. Selected.	.15	.40	1.25

#### BRUSSELS SPROUTS

	Oz.	1/4 lb.	Lb.
Improved Dwarf	\$0.25	\$0.65	\$2.00

#### CABBAGE

##### EARLY OBLONG VARIETIES

	Oz.	1/4 lb.	Lb.
Jersey Queen. (Yellows-Resistant)	\$0.35	\$1.00	\$3.50
Early Jersey Wakefield	.25	.70	2.25

##### EARLY FLAT AND ROUND VARIETIES

Copenhagen Market	.30	.85	2.75
Marion Market. (Yellows-Resistant)	.50	1.50	5.00
Golden Acre	.40	1.25	4.00
Early Flat Dutch	.25	.65	2.00
All Seasons	.20	.65	2.00
Globe Glory. (Yellows-Resistant)	.50	1.50	5.00

##### MAIN CROP SORTS

Premium (Late) Flat Dutch	.25	.70	2.25
Chinese or Celery Cabbage	.30	.75	2.50
American Drumhead	.30	.90	3.00
Danish Ball Head (Dwarf Amager)	.30	.85	2.75
Hollander. (Yellows-Resistant)	.40	1.25	4.00
Dutch Winter or Hollander	.25	.75	2.50

#### CABBAGE (Continued)

	Oz.	1/4 lb.	Lb.
<b>SAVOY CABBAGE</b>			
Improved American	.30	.90	3.00
<b>RED CABBAGE</b>			
Mammoth Rock Red	.35	1.00	3.50

#### CARROT

	Oz.	1/4 lb.	Lb.
Danvers Half Long	\$0.15	\$0.40	\$1.15
Chantenay	.15	.40	1.15
Guerande or Ox Heart	.15	.35	1.00

#### CAULIFLOWER

	Pkt.	1/4 oz.	1/2 oz.	Oz.	1/4 lb.	Lb.
New Snowball	\$0.25	\$0.70	\$1.25	\$2.00	\$7.00	
Earliest Dwarf Erfurt	.25	.65	1.15	2.00	7.00	
Dry Weather	.25	.70	1.25	2.15	7.50	
Super Snowball	.25	.75	1.35	2.50	9.00	

#### CELERY

	Oz.	1/4 lb.	Lb.
Golden Self Blanching Dwarf	\$0.60	\$1.75	\$6.00

#### CELERY, ROOT

	Pkt.	Oz.	1/4 lb.	Lb.
Large Smooth Prague	\$0.10	\$0.30	\$0.90	\$3.00

#### CUCUMBER

	Oz.	1/4 lb.	Lb.
Evergreen or Extra Long			
White Spine	\$0.20	\$0.45	\$1.35
Arlington White Spine	.20	.45	1.35
Improved Long Green	.25	.55	1.65
Chicago Pickle	.20	.45	1.25

#### EGG PLANT

	Oz.	1/4 lb.	Lb.
Black Beauty	\$0.50	\$1.50	\$5.00
Improved New York Purple	.45	1.35	4.50

#### ENDIVE

	Oz.	1/4 lb.	Lb.
Green Curled Summer	\$0.15	\$0.45	\$1.25
Full Hearted	.20	.50	1.50

#### KALE OR BORECOLE

	Oz.	1/4 lb.	Lb.
Excelsior Moss Curled	\$0.15	\$0.40	\$1.25

#### KOHLRABI

	Oz.	1/4 lb.	Lb.
Short-Leaved Early Erfurt	\$0.30	\$0.75	\$2.50
Early White Vienna	.25	.65	2.00
Early Purple Vienna	.25	.65	2.00

#### LEEK

Large Musselburg	\$0.25	\$0.65	\$2.00
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#### LETTUCE

	Oz.	1/4 lb.	Lb.
<b>LEAF VARIETIES</b>			
Black Seeded Simpson	\$0.15	\$0.35	\$1.00
Grand Rapids Forcing	.25	.60	1.75

#### CABBAGE AND HEAD VARIETIES

All Seasons	.20	.50	1.50
May King	.15	.40	1.25

VEGETABLE SEEDS Continued on Next Page

**SPECIAL NOTE:** If in the market for vegetable seeds (any standard kind) in quantity, please submit your list of wants for special quotations. We meet the market.—A. B. C.

**A. B. C. "Supreme" Quality Vegetable Seeds (Continued)**



**DIENER'S NEW  
BLIGHT-RESISTING  
TOMATO**

**"VENTURA"**  
(Diener's Description)

"Ventura" is the most perfect Tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. "Ventura" has a very delicious taste, it being a seedling of the Diener tomato, which is known for its wonderful flavor when canned. It is extremely free bearing.

Pkt.....25c Oz.....\$1.00  
Lb.....\$14.00

**SPINACH**

	Oz.	¼ lb.	Lb.
Long Standing .....			\$0.30
Round Leaved .....			.30
New Zealand .....			.50

**SWISS CHARD**

	Oz.	¼ lb.	Lb.
Cut and Come Again.....	\$0.10	\$0.25	\$0.75

**SQUASH**

	Oz.	¼ lb.	Lb.
Boston Marrow.....	\$0.10	\$0.25	\$0.75
Summer Crookneck.....	.15	.35	1.00
Golden Hubbard .....	.20	.45	1.25
Original Hubbard .....	.20	.45	1.25

**TOMATO**

	Oz.	¼ lb.	Lb.
Bonny Best .....	\$0.30	\$0.90	\$3.00
Chalk's Early Jewel.....	.35	.90	3.00
Crimson Cushion or Beef-steak .....	.50	1.50	4.75
Dwarf Champion .....	.40	1.25	4.25
Dwarf Stone .....	.40	1.25	4.50
Earliana .....	.40	1.00	3.50
Early Detroit.....	.40	1.25	4.50
Golden Ponderosa .....	.60	1.75	6.00
Golden Queen .....	.40	1.25	4.25
Greater Baltimore .....	.30	.85	2.75
John Baer .....	.30	.90	3.00
June Pink .....	.45	1.25	4.25
Marglobe .....	.45	1.25	4.00
Matchless .....	.30	.85	2.75
Ponderosa .....	.50	1.50	5.00
Oxheart .....	.75	2.50	9.00
Stone Improved .....	.30	.90	3.00
Yellow Pear .....	.50	1.50	5.00
Yellow Plum .....	.50	1.50	5.00

**"MICHIGAN STATE" FORCING  
TOMATO**

A self-pollinating wilt-resistant greenhouse variety that is highly recommended.  
Oz.....\$2.00 ¼ lb.....\$6.00 Lb.....\$20.00

**Diener's Tomato—New Blight-Resisting**

**VEGETABLE SEEDS (Continued)**

**LETTUCE (Continued)**

	Oz.	¼ lb.	Lb.
All Season .....	\$0.20	\$0.50	\$1.50
Big Boston .....	.20	.50	1.50
New York or Wonderful			
No. 12 .....	.25	.65	2.00
Prize Head .....	.15	.40	1.25
Paris White Cos.....	.15	.45	1.25

**MUSKMELON**

	Oz.	¼ lb.	Lb.
Extra Early Osage.....	\$0.15	\$0.45	\$1.25
Paul Rose .....	.15	.45	1.25
Rocky Ford .....	.15	.35	1.00
Honey Dew .....	.20	.50	1.50
Honey Rock .....	.20	.50	1.50

**ONION**

	Oz.	¼ lb.	Lb.
Large Red Wethersfield....	\$0.25	\$0.65	\$2.10
Ohio Yellow Globe.....	.30	.85	2.85
Ideal White Globe.....	.35	1.00	3.60

**PARSLEY**

	Oz.	¼ lb.	Lb.
Champion Moss Curled....	\$0.15	\$0.30	\$0.80
Hamburg Rooted.....	.20	.40	1.25

**PEPPER**

	½ oz.	Oz.	¼ lb.
Magnum Dulce Largest....	\$0.30	\$0.50	\$1.50
Sweet Mountain.....	.20	.40	1.25

**PEPPER (Continued)**

	½ oz.	Oz.	¼ lb.
Bull Nose (Hot).....	\$0.20	\$0.40	\$1.25
Large Bell (Sweet).....	.20	.40	1.25
Cayenne Long Red.....	.30	.45	1.25
Ruby King .....	.20	.35	1.00
Pimento .....	.20	.30	.90
Hungarian .....	.35	.60	1.75
California Wonder.....	.35	.60	1.75

**PUMPKIN**

	Oz.	¼ lb.	Lb.
Winter Queen.....	\$0.15	\$0.35	\$1.00
Japanese Pie .....	.15	.40	1.25
Small Sugar Pie.....	.15	.25	.60

**RADISH**

	Oz.	¼ lb.	Lb.
Cincinnati Market.			
Long scarlet .....	\$0.10	\$0.25	\$0.60
Scarlet Turnip (White Tip Sparkler) .....	.10	.25	.75
Improved Scarlet Globe (select) .....	.15	.30	.90
Early Scarlet Globe..	.10	.25	.60
Early Scarlet Globe (White Tip) .....	.10	.30	.90
Improved French Breakfast .....	.10	.25	.60
Brightest Long Scarlet	.10	.25	.60
20-Day Forcing.....	.10	.25	.75
White Icicle .....	.10	.25	.70



**Radish, Early Scarlet Globe**

**NOTE!** If you are in the market for vegetable seeds other than listed in these pages, please write for special prices. We supply all standard kinds at market prices.

**A. B. C. "SUPREME" QUALITY LAWN GRASS SEED**

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixture"). Put up in attractive cloth bags printed

green; one-, two-, three-, five-, ten-, fifteen- and twenty-five-pound bags. **Price, in any quantity.....25c per pound** Many of our customers find this a ready seller as well as to use for their own application.—A. B. C.

**A. B. C. "SUPREME" QUALITY LAWN GRASS SEED IN BULK:** 25 lbs.....\$6.50 50 lbs.....\$12.75 100 lbs.....\$25.00

(Prices on Grass Seed Subject to Market Changes)

# A. B. C. "Supreme" Quality Miscellaneous Spring Bulbs

## TUBEROUS-ROOTED BEGONIAS "True Belgian Strain"

For Pot Plants and Bedding. Also the Double Forms are desirable as cutflowers (the stems to be wired).

An early-flowered batch of the showy Tuberous-Rooted Begonias will always be appreciated. And as the tubers are offered either in separate colors or in mixture at reasonable rates, there is no reason why every country florist doing a retail business should not handle a few of them. Both double and single-flowered types may be had. The tubers when received may either be potted at once in a mixture of loam, extremely old manure and sand or placed in peat moss on a bench and lightly sprayed until the top growth and roots start. Usually 4-inch pots will answer well for the tubers, although if larger plants are desired, they can later be given a shift.

These Begonias will grow better if kept fairly warm at this season, 55 degrees at night not being too much. Avoid wetting the foliage as much as possible, and later in the season, as the sun grows in power, some shading during the hottest part of the day will prove beneficial. Not only are the large-flowered Begonias useful as potted plants, but later they are excellent to plant in window or porch boxes where there is considerable shade, as well as for bedding out in positions that are so shady other bedding plants will flower little if at all.

Florists on the West Coast recently found a profitable outlet for Double Tuberous Begonia blooms by utilizing them for corsages and table decoration (the stems being wired). This new fashion is now sweeping the country, the flowers commanding a price on a par with that of Orchids and Gardenias.



Double-Flowering Tuberous Begonia

### PRICES OF TUBEROUS-ROOTED BEGONIAS

Single or Double Varieties in the following colors: **Crimson, Rose, Scarlet, Pink, Yellow, Orange, Salmon, White:**

1" to 1½"	100	1000
1½" to 2"	\$ 5.00	\$ 45.00
2" and up	8.00	75.00
	11.00	100.00

Hanging Basket Varieties—Double Camelia Type (Crispa), single frilled; also Pendula or Lloydii (Hanging Basket):

1" to 1½"	100	1000
1½" to 2"	\$ 5.00	\$ 45.00
2" and up	8.00	75.00
	11.00	100.00

Duplex Mixed, Double Frilled Mixed, Marmorata and Marginata:

1¼" to 1½". 100	\$7.50	1½" to 2". 100	\$8.50
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## AMARYLLIS

### Giant American Hybrids

The value of Amaryllis depends on the quality of the strain. We buy our bulbs from several sources of known reputation, and mix these strains ourselves, thus making certain that you get the best obtainable. Every bulb we ship is of flowering size and many produce more than one flowering stem.

	Dozen	100
Jumbo bulbs	\$4.00	\$30.00
Mammoth bulbs	2.75	20.00
Select bulbs	2.25	16.00

Amaryllis find a ready sale to the public in dry bulb form. Their extreme ease of culture commends them to every flower lover, coming into flower within a short period of being potted. Likewise they are admirable for florists' show window decoration and pot plant sales.



Amaryllis, Giant American Hybrid

# Strong Northern Texas Grown—True to Name Large Flowering Cannas

All the following varieties offered at the special low price of:  
100.....\$4.00 1000.....\$32.00

## DORMANT ROOTS, 3 to 5 Eyes

- Ambassador.** Brilliant red, bronze foliage; 4 feet.  
A distinguished looking Canna. Flowers vivid cherry-red; has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms.
- City of Portland.** Deep pink. Green foliage. 3½ feet. Extra good flower. Does not fade.
- Hungaria.** 3½ feet. La France pink.
- King Midas.** Clear yellow, green foliage. The finest and largest yellow Canna in existence.
- Mrs. Alfred Conard.** One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet.
- King Humbert.** This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. Handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. 4 feet.
- Yellow King Humbert.** 4 feet. An orchid-flowering sport of the well-known King Humbert. Flower a deep, rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment. Green foliage.
- The President.** 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. The President leads the red varieties in the quality and also the quantity of its bloom. The foliage is rich green and burn-proof in the hottest weather.

## FANCY LEAVED CALADIUMS

### True Brazilian Type

There are no finer colored foliage plants for summer use, splendid for the conservatory and equally good for porch boxes outdoors in shaded places. The stock offered is grown for us by the leading specialist in this line and represents only the choicest highly colored varieties.

Separate Named Varieties. 100.....\$13.50 1,000.....\$125.00  
Named Varieties, Mixed. 100..... 11.00 1,000..... 100.00



**Canna, The President**

The Last Word in Red-Flowered, Green Foliage, Large-Flowering Cannas.



Large-Flowering Gloxinia

## CALADIUM ESCULENTUM

### ELEPHANT'S EAR

Much used for bordering Canna beds or sub-tropical plantings. Plants of these always find a ready sale.

	100	1,000
5 to 7 inch circumference.....	\$3.00	\$25.00
7 to 9 inch circumference.....	5.00	45.00
9 to 11 inch circumference.....	8.50	80.00

## GLOXINIAS

Exceptional for pot plants. Large blooming bulbs. Separate colors.

1 to 1½ inch. 100.....	\$10.00
1½ to 1¾ inch. 100.....	13.00
2 to 2½ inch. 100.....	17.50

## ISMENE CALATHINA

Large size bulbs. Dozen.....\$1.75 100.....\$12.00

## LILY-OF-THE-VALLEY PIPS

### A. B. C. "Supreme" Florists' Quality

Our stock of these is imported direct by us from the foremost Lily-of-the-Valley Grower in Germany, and is of unsurpassed quality. We can supply these in cases of 250, 500-1,000 and 2,500 pips from cold storage in Chicago and New York.

Per 100 Pips.....	\$ 5.00	Per 500 Pips.....	\$22.00
Per 250 Pips.....	12.00	Per 1,000 Pips.....	42.00

## LILY OF THE VALLEY

For outdoor planting, we have an especially fine lot of large field clumps and can make shipment of same up to April 1st.

Per dozen.....	\$3.00	Per 100.....	\$20.00
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## TUBEROSES

Our strain of "Pearl" is the true, large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

<b>Double Pearl.</b> 3 to 4 inches. 100.....	\$2.00	1,000.....	\$15.00
<b>Double Pearl.</b> 4 to 6 inches, extra large. 100....	\$3.00	1,000....	\$25.00

TEXAS GROWN CANNAS MEAN "QUALITY"



# DAHLIAS FOR THE FLORIST

The "Cream" of Commercial Varieties

Each Doz. 100

<b>American Triumph, "C."</b> Oriental red, incurved cactus. 8-in. blooms, straight stems. . . . .	<b>\$0.35</b>	<b>\$3.50</b>	<b>\$27.50</b>
<b>Avalon, "I. D."</b> Clear canary-yellow, large flower, long stems . . . . .	<b>.15</b>	<b>1.50</b>	<b>10.00</b>
<b>Beauty Supreme, "F. D."</b> Orchid colored sport of "Jersey's Beauty" with same habit but flower is larger. . . . .	<b>.25</b>	<b>2.50</b>	<b>17.00</b>
<b>Chemar's Blue Gem, "F. D."</b> Deep magenta to violet color. . . . .	<b>.35</b>	<b>3.50</b>	<b>27.50</b>
<b>Dr. John Carman, "F. D."</b> Huge flower of tyrian rose on long strong stems. . . . .	<b>.35</b>	<b>3.50</b>	<b>27.50</b>
<b>Eagle Rock Wonder, "I. D."</b> Shaggy bronze orange flower. One of the most beautiful . . . . .	<b>.50</b>	<b>5.00</b>	<b>35.00</b>
<b>El Toreador, "F. D."</b> Medium sized standard. Market red. . . . .	<b>.15</b>	<b>1.50</b>	<b>11.00</b>
<b>Fort Monmouth, "I. D."</b> Rich garnet red. Long fine petals. Makes a very graceful flower. An especially good keeper . . . . .	<b>.30</b>	<b>3.25</b>	<b>21.00</b>
<b>Francis Larocca, "F. D."</b> The standard commercial yellow, profuse bloomer. . . . .	<b>.15</b>	<b>1.50</b>	<b>11.00</b>
<b>Imperial Pink, "F. D."</b> Rich, bright, true pink with primrose shading at the center of the flower . . . . .	<b>.50</b>	<b>5.00</b>	<b>35.00</b>
<b>Jane Cowl, "I. D."</b> Orange, salmon and gold. One of the Dahlia "high-lights" for cutflowers . . . . .	<b>.15</b>	<b>1.50</b>	<b>11.00</b>
<b>Jean Kerr, "B"</b> . The standard white commercial, "ball-shaped," for cutting. . . . .	<b>.15</b>	<b>1.50</b>	<b>10.00</b>
<b>Jersey's Beacon.</b> Chinese scarlet, large size on strong stems. Very attractive. . . . .	<b>.20</b>	<b>2.00</b>	<b>12.00</b>
<b>Jersey's Beauty, "F. D."</b> Rose pink. (See illustration on this page.) Generally considered as the best cutflower Dahlia in commerce today. Fully qualifies in every way. . . . .	<b>.15</b>	<b>1.50</b>	<b>10.00</b>
<b>Jersey's Triumph, "F. D."</b> Bright copper, flushed with salmon, same clean type of growth as "Jersey Beauty" . . . . .	<b>.20</b>	<b>2.00</b>	<b>12.00</b>
<b>Kentucky, "K. D."</b> Salmon-orange sport of "Jersey's Beauty." Early flowering. Profuse bloomer . . . . .	<b>.15</b>	<b>1.50</b>	<b>11.00</b>
<b>Kiss Mee, "F. D."</b> Bright red and white, tipped and striped bi-color. Not large, but very profuse bloomer. . . . .	<b>.50</b>	<b>5.00</b>	<b>35.00</b>
<b>Monmouth Champion, "F. D."</b> Extra large blooms of brilliant orange. Exhibition type . . . . .	<b>.30</b>	<b>3.25</b>	<b>21.00</b>
<b>Mrs. A. E. Wheeler, "F. D."</b> Rich violet red, deep round flower, excellent keeper. . . . .	<b>.30</b>	<b>3.25</b>	<b>21.00</b>
<b>Mrs. I. de Ver Warner, "F. D."</b> Beautiful orchid-lavender. The standard of its color for many years. . . . .	<b>.20</b>	<b>2.00</b>	<b>12.00</b>



"Jersey's Beauty"—This Wonderful Rose-Pink Dahlia Still Remains at the Top of the List, Especially from a Cutflower Standpoint

<b>President Hoover, "F. D."</b> Large copper-red . . . . .	<b>\$0.35</b>	<b>\$3.50</b>	<b>\$27.50</b>
<b>Rose Fallon, "F. D."</b> Huge old gold flower. Extra long stem . . . . .	<b>.30</b>	<b>3.25</b>	<b>21.00</b>
<b>Sagamore, "F. D."</b> One of the best cutflowers. Autumn colors, excellent keeper. Color, bronzey orange. . . . .	<b>.20</b>	<b>1.50</b>	<b>10.00</b>
<b>Watchung Wonder, "F. D."</b> Royal red, occasional flecks of gold. Very satisfactory for autumn bloom. . . . .	<b>.30</b>	<b>3.25</b>	<b>21.00</b>
<b>White King, "F. D."</b> Pure white, large commercial size, fine long stems. Has become the standard white in the New York cutflower market . . . . .	<b>.20</b>	<b>2.00</b>	<b>12.00</b>

## LARGE FLOWERING DAHLIAS Under Color

Various shades of red, pink, white, purple, maroon, yellow or variegated. Desirable for merchandising in dry root form to the public.  
 Doz. . . . \$1.25    100 . . . \$6.50    1000 . . . \$60.00  
 250 at 1000 rate.

## DAHLIAS, LARGE FLOWERING

**Mixed.** All colors. Likewise desirable for store sales.  
 Doz. . . \$1.00    100 . . \$5.50    1000 . . \$50.00

## POMPON DAHLIAS

Exceptional for Basket Work, Etc.

<b>Bobby.</b> Plum-purple.			
<b>Bronze Beauty.</b> Orange.			
<b>Flame.</b> Red.			
<b>Joe Fette.</b> Best pure white.			
<b>Lavender Gem.</b> Orchid.			
<b>Little Herman.</b> Red and white, bi-color.			
<b>Yellow Gem.</b> The perfect yellow.			
		Each Doz.	100
Price, each of above. . . . .	<b>\$0.15</b>	<b>\$1.50</b>	<b>\$10.00</b>
<b>Honey.</b> Primrose with scarlet center . . . . .	<b>.15</b>	<b>1.65</b>	<b>11.00</b>
<b>Little Edith.</b> Yellow tipped orange . . . . .	<b>.15</b>	<b>1.65</b>	<b>11.00</b>
<b>Edith Muller.</b> Yellow, tipped with flame . . . . .	<b>.20</b>	<b>2.25</b>	<b>15.00</b>

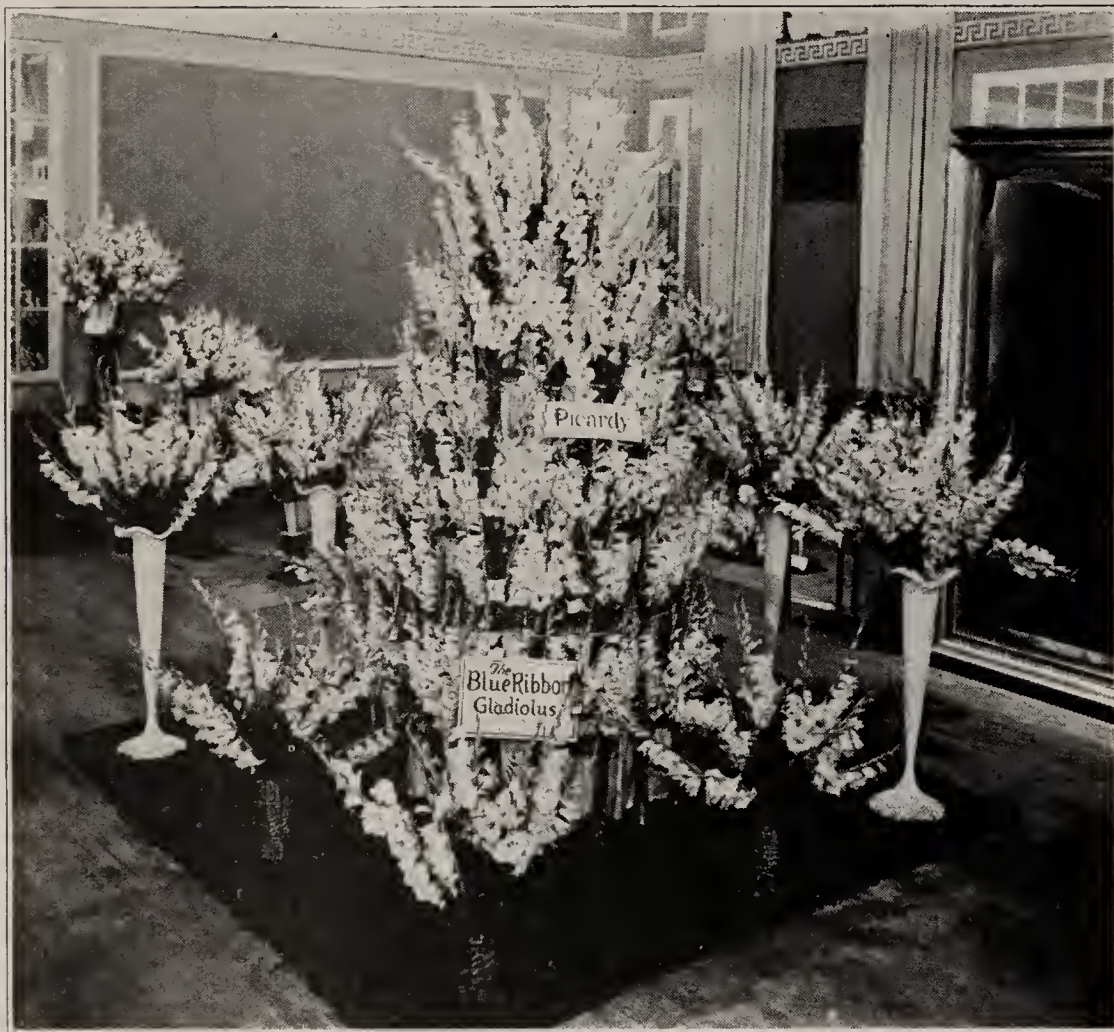
**Special Note!** We can supply all worth-while Dahlias in commerce. Please contact with us if you do not find in this list the needed kinds.—A. B. C.

NOTE: ALL DAHLIAS OFFERED ABOVE ARE "DIVISIONS" READY FOR PLANTING

# A. B. C. "Supreme" Quality GLADIOLUS

Annual Production—Approximately Fifteen Million Bulbs

"Northern Grown" Well Cured Bulbs of the desirable newer kinds as well as the good commercial sorts, especially those varieties adaptable to early planting for cut flowers. Please contact with us about your Gladiolus needs. We are in a position second to none to Qualify Your Wants in This Line.



"Picardy"—Winner of Blue Ribbon at National Gladiolus Show, 1935

## PICARDY

The Most Outstanding Gladiolus  
Introduced in the Past Decade

is unquestionably one of the choicest cutflower varieties on the market today. **Picardy** was awarded first prize at the Chicago "Century of Progress" also Blue Ribbon at the National Gladiolus Show, 1935. The color of **Picardy** is that which appeals not only to the floral artist but the public as well; namely, beautiful, soft shrimp pink, without flecking, blotch of light flesh pink. The individual florets are large, slightly ruffled and of heavy wax-like substance. Becoming highly impressed with **Picardy** at the time of its introduction five years ago, we have since propagated one of the largest stocks of plump, healthy bulbs in this country and in consequence are in position to offer this most valuable variety at the following reasonable prices:

1st Size. 100.....	\$3.30	1000.....	\$28.00
2nd size. 100.....	3.00	1000.....	25.00

"PICARDY"—the Gladiolus "high light" in the Wholesale Cut Flower Markets the Past Season

Excerpt from  
**FLORISTS' EXCHANGE**

August 10th, 1935

### News Notes

"The United Cut Flower Co., from its Madison, N. J., grounds, is receiving as perfect a sample of Picardy Gladiolus as we have ever seen on the exhibition table. Color, form, placement and size could not be better, and as a grower in a small way, we would feel hurt if somebody offered us a dime a spike for such Glads."

Excerpt from  
**FLORISTS' REVIEW**

Issue August 1st, 1935

### Reporting Market Conditions from Rochester, New York

"The big item of the market is the gladiolus. The supply is increasing and the quality is improving. One of the newest offerings is Picardy, which brings practically double the price of the ordinary gladioli. Other varieties are of good quality and move fast."

Excerpt from August 8th, 1935, Issue of  
**FLORISTS' REVIEW**

Reporting N. Y. C. Market Conditions  
"Special gladioli grown by the United Cut Flower Co., at Madison, N. J., were selling last Saturday at \$1 per dozen. The varieties were Picardy and a red one."

Excerpt from September 19th, 1935, Issue of  
**FLORISTS' REVIEW**

Chicago Notes—"The unusual among gladioli last week were exhibition blooms of the variety Picardy, which is a favorite in this year's plantings at Premier Rose Gardens Consolidated."

SPECIAL NOTE: "PICARDY" is equally desirable for forcing or outdoor culture.—A. B. C.

# A. B. C. "Supreme" Quality GLADIOLUS

## RED AND SCARLET SHADES

First Size (All 1½" up)  
Second Size (All 1¼" to 1½")

**Commander Koehl** (New). Large, dark scarlet-red without markings or blotches. Flowers six inches across. Six to seven blooms open at one time.  
1st Size. 100..\$3.30 1000..\$28.00  
2nd Size. 100.. 3.00 1000.. 25.00

**Dr. Bennett** (New). Peach-red, overlaid with flame. Scarlet throat speckled with ruby and white.  
1st Size. 100..\$2.50 1000..\$20.00  
2nd Size. 100.. 2.20 1000.. 17.00

**Early Sunrise**. Large-flowering, salmon-red. Very early, strong grower, massive flowers.  
1st Size 100....\$2.30 1000....\$18.00  
2nd Size 100.... 2.00 1000.... 15.00

**Flaming Sword**. Earliest of all reds, tinted salmon.  
1st Size. 100....\$1.90 1000....\$14.00  
2nd Size. 100.... 1.70 1000.... 12.00

**Joe Coleman**. Very large and vigorous; rich red, one of the finest ruffled varieties.  
1st Size. 100....\$1.90 1000....\$14.00  
2nd Size. 100.... 1.70 1000.... 12.00

**Mrs. G. W. Moulton**. Giant violet-red or cerise.  
1st Size. 100....\$2.00 1000....\$15.00  
2nd Size. 100.... 1.70 1000.... 12.00

**Pfizer's Triumph**. Very large, wide open blooms of glowing orange-salmon, almost scarlet. Beautiful.  
1st Size. 100..\$2.50 1000..\$20.00  
2nd Size. 100.. 2.20 1000.. 17.00

**Red Phipps**. A Phipps seedling, bright glowing red. Very large flower, much earlier than Phipps, spikes long, straight and strong. Florets well placed close to spike and open faced placement. A grand variety for long distance shipment. A real prize winner.  
1st Size. 100....\$4.50 1000....\$40.00  
2nd Size. 100.... 4.30 1000.... 38.00

**Rubini**. Very early glowing, salmon scarlet, with lighter throat.  
1st Size. 100....\$2.50 1000....\$20.00  
2nd Size. 100.... 2.30 1000.... 18.00

**Tyrian Beauty**. American Beauty rose color. Grand.  
1st Size. 100....\$2.10 1000....\$16.00  
2nd Size. 100.... 1.90 1000.... 14.00

**Uhlan Chief**. Intense brilliant vermilion-scarlet. Lower petals deeper color and beautiful. Dark feathered.  
1st Size. 100....\$2.20 1000....\$17.00  
2nd Size. 100.... 2.00 1000.... 15.00

**Virginia**. Won first prize at the American Gladiolus Show, Rochester, N. Y., August, 1925. Also winner of many other awards.  
1st Size. 100..\$2.10 1000..\$16.00  
2nd Size. 100.. 1.90 1000.. 14.00

## PINK AND ROSE SHADES

First Size (All 1½" up)  
Second Size (All 1¼" to 1½")

**America**. Soft lavender-pink.  
1st Size. 100.....\$1.90 1000.....\$14.00  
2nd Size. 100..... 1.60 1000..... 11.00

**Dr. Norton**. The finest cream and pink.  
1st Size. 100.....\$1.90 1000.....\$14.00  
2nd Size. 100..... 1.60 1000..... 11.00

**Dr. Van Fleet**. A magnificent shade of delicate rose-pink, deeper at edges of all petals.  
1st Size. 100.....\$2.30 1000.....\$18.00  
2nd Size. 100..... 2.00 1000..... 15.00

**Elizabeth Tabor**. Earliest of all Glads. Delicate rosy-pink on white ground, lower petals bearing a rich, dark crimson blotch.  
1st Size. 100.....\$2.10 1000.....\$16.00  
2nd Size. 100..... 1.90 1000..... 14.00

**E. J. Shaylor**. A beautiful deep rose-pink; slightly ruffled.  
1st Size. 100.....\$1.90 1000.....\$14.00  
2nd Size. 100..... 1.60 1000..... 11.00

**Evelyn Kirtland**. The color is a beautiful shade of rosy-pink, shading to light pink toward the center.  
1st Size. 100.....\$2.10 1000.....\$16.00  
2nd Size. 100..... 1.90 1000..... 14.00

**Giant Nymph**. Very large, light pink with creamy throat.  
1st Size. 100....\$2.10 1000....\$16.00  
2nd Size. 100.... 1.90 1000.... 14.00

**Highland Laddie**. Massive pink of pleasing shade.  
1st Size. 100.....\$2.30 1000.....\$18.00  
2nd Size. 100..... 2.10 1000..... 16.00

**Jewel**. Salmon-pink, yellow throat.  
1st Size. 100.....\$1.90 1000.....\$14.00  
2nd Size. 100..... 1.60 1000..... 11.00

**Le Marechal Foch**. Beautiful shade of light pink.  
1st Size. 100.....\$1.90 1000.....\$14.00  
2nd Size. 100..... 1.70 1000..... 12.00

**Los Angeles**. Salmon-pink, large, early. A very fine forcer.  
1st Size. 100....\$2.00 1000....\$15.00  
2nd Size. 100.... 1.80 1000.... 13.00

**Maiden's Blush** (Prim.) Exquisite blush-pink.  
1st Size 100.....\$1.90 1000.....\$14.00  
2nd Size. 100..... 1.60 1000..... 11.00

**Mrs. Leon Douglas**. This salmon-rose-pink Glad has flame and scarlet splashings which add to the richness of the flower.  
1st Size. 100....\$2.30 1000....\$18.00  
2nd Size. 100.... 2.10 1000.... 16.00

**Mrs. Francis King**. A beautiful besnard shade of flame-pink; flowers of giant size.  
1st Size. 100.....\$1.90 1000.....\$14.00  
2nd Size. 100..... 1.60 1000..... 11.00



Red Phipps

OUR GLADIOLUS STOCKS HAVE BEEN PRODUCED FROM YOUNG CORMS, AND IN CONSEQUENCE ARE DEPENDABLE

# A. B. C. "Supreme" Quality GLADIOLUS

## SALMON AND APRICOT SHADES

First Size (All 1½" up)  
Second Size (All 1¼" to 1½")

**Betty Nuthall** (New). One of the finest Glads today; this orange-pink with its soft yellow throat and beautifully penciled lines of a darker color is a blue ribbon winner at all the shows.

1st Size. 100....	<b>\$2.30</b>	1000....	<b>\$18.00</b>
2nd Size. 100....	<b>2.00</b>	1000....	<b>15.00</b>

**Gypsy Lad** (New). Rich salmon with ivory throat that is speckled with deep carmine.

1st Size. 100....	<b>\$2.10</b>	1000....	<b>\$16.00</b>
2nd Size. 100....	<b>1.90</b>	1000....	<b>14.00</b>

**Halley**. A most attractive early blooming sort with large, well-opened flowers of delicate salmon-pink.

1st Size. 100....	<b>\$1.90</b>	1000....	<b>\$14.00</b>
2nd Size. 100....	<b>1.60</b>	1000....	<b>11.00</b>

**Helga**. Beautiful salmon-rose; one of the finest Glads today.

1st Size. 100....	<b>\$2.10</b>	1000....	<b>\$16.00</b>
2nd Size. 100....	<b>1.90</b>	1000....	<b>14.00</b>

**Odin**. Salmon color with dark blotches; early, good forcer.

1st Size. 100....	<b>\$1.90</b>	1000....	<b>\$14.00</b>
2nd Size. 100....	<b>1.60</b>	1000....	<b>11.00</b>

**Thos. Edison**. Holland introduction. Beautiful, large salmon-pink with deeper blotch. Very fine variety.

1st Size. 100....	<b>\$2.00</b>	1000....	<b>\$15.00</b>
2nd Size. 100....	<b>1.80</b>	1000....	<b>13.00</b>

**W. H. Phipps**. La France pink, overlaid with light rose-salmon. Lighter toward the center and with lightly speckled ruby markings.

1st Size. 100....	<b>\$2.50</b>	1000....	<b>\$20.00</b>
2nd Size. 100....	<b>2.20</b>	1000....	<b>17.00</b>

## ORANGE AND YELLOW SHADES

First Size (All 1½" up)  
Second Size (All 1¼" to 1½")

**Alice Tiplady** (Prim.). Rich orange; extra fine and a great favorite.

1st Size. 100....	<b>\$1.90</b>	1000....	<b>\$14.00</b>
2nd Size. 100....	<b>1.60</b>	1000....	<b>11.00</b>

**Golden Dream**. A very fine deep, pure yellow; by far the best.

1st Size. 100....	<b>\$2.10</b>	1000....	<b>\$16.00</b>
2nd Size. 100....	<b>1.90</b>	1000....	<b>14.00</b>

**EARLY ORDERS FOR GLADIOLUS BULBS  
WILL, WE BELIEVE, PROVE MUTUALLY  
ADVANTAGEOUS**

## ORANGE AND YELLOW SHADES

(Continued)

First Size (All 1½" up)  
Second Size (All 1¼" to 1½")

**Golden Measure**. Golden yellow, extra large flowers on a tall spike.

1st Size. 100....	<b>\$2.30</b>	1000....	<b>\$18.00</b>
2nd Size. 100....	<b>2.10</b>	1000....	<b>16.00</b>

**Golden Frills** (New). Deep rich daffodil yellow, with frilled edges. Very fine, prize winner.

1st Size. 100....	<b>\$2.30</b>	1000....	<b>\$18.00</b>
2nd Size. 100....	<b>2.10</b>	1000....	<b>16.00</b>

**Ming Toy**. Very beautiful buff flower with yellow throat.

1st Size. 100....	<b>\$1.90</b>	1000....	<b>\$14.00</b>
2nd Size. 100....	<b>1.60</b>	1000....	<b>11.00</b>

**Neon**. Beautiful large orange; very prominent on the West Coast.

1st Size. 100....	<b>\$3.00</b>	1000....	<b>\$25.00</b>
2nd Size. 100....	<b>2.50</b>	1000....	<b>20.00</b>

**Orange Queen**. An early bloomer, good grower and color copper-orange.

1st Size. 100....	<b>\$2.20</b>	1000....	<b>\$17.00</b>
2nd Size. 100....	<b>2.00</b>	1000....	<b>15.00</b>

**Primunella** (Prim.). A grand ruffled butterfly orchid-like flower. Orange-saffron color.

1st Size. 100....	<b>\$1.90</b>	1000....	<b>\$14.00</b>
2nd Size. 100....	<b>1.60</b>	1000....	<b>11.00</b>

**Spirit of St. Louis**. Fine early orange-saffron. Large spike with many open at one time.

1st Size. 100....	<b>\$2.50</b>	1000....	<b>\$20.00</b>
2nd Size. 100....	<b>2.30</b>	1000....	<b>18.00</b>

**Schwaben**. A clear citron-yellow with aster-purple tongue on lower petals.

1st Size. 100....	<b>\$2.00</b>	1000....	<b>\$15.00</b>
2nd Size. 100....	<b>1.80</b>	1000....	<b>13.00</b>

**Souvenir**. Most superb deep yellow self. Tall stemmed.

1st Size. 100....	<b>\$1.90</b>	1000....	<b>\$14.00</b>
2nd Size. 100....	<b>1.60</b>	1000....	<b>11.00</b>

If you grow Gladiolus for cutting, do not fail to include at least a nominal number of

## PICARDY

(See first Gladiolus page in this book for illustration, description and prices)

Picardy has proved to be the most outstanding cutflower Gladiolus introduced in the past decade and this very worthwhile variety has created no end of unusually favorable comment from the trade and public as well.



## Kunderd's Mixed Gladiolus

Exceptionally good for "dry bulb" merchandising over the counter to the public for home garden planting. Not to be compared to the "common run" mixture, but an assortment that is really worthwhile!

1st Size. 100....	<b>\$1.70</b>	1000....	<b>\$12.00</b>
2nd Size. 100....	<b>1.50</b>	1000....	<b>10.00</b>

**All Gladiolus Offered Subject to  
Prior Sale!**

# A. B. C. "Supreme" Quality GLADIOLUS

## PINK AND ROSE SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

**Mildred Louise** (New). Pure deep salmon-pink; petals tipped strawberry-pink, blending to pinary yellow in throat, with faint spectrum penciling. The stem is tall, strong, flexible, but not clubby; very large wide-open florets faced and spaced exceptionally well. 16-22 buds to spike. One of the earliest varieties.

1st Size. 100.....	\$12.00	1000.....	\$100.00
2nd Size. 100.....	10.00	1000.....	80.00

**Mrs. Frank Pendleton.** The petals show beautiful rose-pink with deep, rich velvety blood-red blotch on the lower petals. Very popular with florists.

1st Size. 100....	\$2.30	1000....	\$18.00
2nd Size. 100....	2.10	1000....	16.00

**Mrs. P. W. Sisson** (New). This is without doubt one of the most beautiful, softest light-pink Glads ever introduced. Large flowers, and five or six open at one time.

1st Size. 100....	\$2.30	1000....	\$18.00
2nd Size. 100....	2.10	1000....	16.00

**Pride of Wanakah** (New). Fine deep-rose with a deeper blotch in throat.

1st Size. 100.....	\$2.30	1000.....	\$18.00
2nd Size. 100.....	2.10	1000.....	16.00

**Remembrance.** Deep rose with throat of carmine. Ruffled.

1st Size. 100.....	\$2.00	1000.....	\$15.00
2nd Size. 100.....	1.80	1000.....	13.00

**Rose 1910.** Early, rose-pink; very desirable cut-flower.

1st Size. 100.....	\$1.90	1000.....	\$14.00
2nd Size. 100.....	1.60	1000.....	11.00

**Rose Luisante** (Prim). Shell pink, cream throat.

1st Size. 100.....	\$1.90	1000.....	\$14.00
2nd Size. 100.....	1.60	1000.....	11.00

**Picardy.** A most sensational flower. This fine Gladiolus, the individual florets all extremely large, slightly ruffled and of heavy wax-like substance, has created a sensation practically every time exhibited. "Picardy" is unquestionably one of the most outstanding recent introductions. Color: Soft shrimp pink, without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. See illustration on first Gladiolus page in this book.

1st Size. 100....	\$3.30	1000....	\$28.00
2nd Size. 100....	3.00	1000....	25.00

## PINK AND ROSE SHADES

(Continued)

**Santa Fe** (New). A glorified Evelyn Kirtland, slightly ruffled, very tall grower; 6-8 flowers opened at one time; a prize winner at San Diego Fair and sensation. A leader at California cut-flower market.

1st Size. 100.....	\$4.50	1000.....	\$40.00
2nd Size. 100.....	4.30	1000.....	38.00

**Sweet Lavender.** Hydrangea pink with cream blotch on yellow throat. Very fine.

1st Size. 100.....	\$2.50	1000.....	\$20.00
2nd Size. 100.....	2.20	1000.....	17.00

**Wilbrinck.** Has the color of America; soft yellow blotch on lower petals.

1st Size. 100.....	\$1.90	1000.....	\$14.00
2nd Size. 100.....	1.70	1000.....	12.00

**Wolverine.** Fine coral-pink. Rose blotch on yellow ground. Fine cut-flower.

1st Size. 100.....	\$2.10	1000.....	\$16.00
2nd Size. 100.....	1.80	1000.....	13.00

## WHITE AND CREAM SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

**Albatros.** The clearest white Gladiolus. Grows 5 ft. tall and has very good substance.

1st Size. 100.....	\$3.30	1000.....	\$28.00
2nd Size. 100.....	3.00	1000.....	25.00

**Albania.** One of the finest of pure whites.

1st Size. 100.....	\$2.10	1000.....	\$16.00
2nd Size. 100.....	1.90	1000.....	14.00

**Joerg's White** (New). Very large white with red penciling on a cream throat.

1st Size. 100....	\$3.00	1000....	\$25.00
2nd Size. 100....	2.70	1000....	22.00

**Lily White.** Early, pure white flower.

1st Size. 100.....	\$2.00	1000.....	\$15.00
2nd Size. 100.....	1.80	1000.....	13.00

**Mary Pickford.** Delicate creamy white, throat of finest sulphur-yellow.

1st Size. 100.....	\$2.10	1000.....	\$16.00
2nd Size. 100.....	1.90	1000.....	14.00

**Snow Boy.** Tall and stately, pure white, many flowers open at a time, often has only one beautiful blotch on lower petal.

1st Size. 100.....	\$2.00	1000.....	\$15.00
2nd Size. 100.....	1.80	1000.....	13.00

**Mrs. F. C. Hornsberger** (New). Very good standard white. Probably the best yet introduced.

1st Size. 100.....	\$3.00	1000.....	\$25.00
2nd Size. 100.....	2.50	1000.....	20.00

**Peace.** Giant white flowers with lilac feathering in the throat.

1st Size. 100.....	\$1.90	1000.....	\$14.00
2nd Size. 100.....	1.60	1000.....	11.00

## SALMON AND APRICOT SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

**Apricot Glow** (New). A beautiful, clear, soft apricot, on long stem.

1st Size. 100....	\$2.10	1000....	\$16.00
2nd Size. 100....	1.90	1000....	14.00



"Albatros"

The Clearest Pure White Gladiolus.  
Exceptional for Cutflowers.

**Chicago White.** A fine white variety with lavender stripes on lower petals.

1st Size. 100.....	\$1.90	1000.....	\$14.00
2nd Size. 100.....	1.60	1000.....	11.00

## IMPORTANT to the Forcer

Please bear in mind the fact that Gladiolus Bulbs which we supply for forcing under glass have been especially cultured and scientifically treated for that purpose. Under reasonably normal conditions growers should obtain worthwhile results from such stock.

All Gladiolus Offered Subject to  
Prior Sale!

# A. B. C. "Supreme" Quality GLADIOLUS

## LAVENDER, VIOLET AND BLUE SHADES

First Size (All 1½" up)  
Second Size (All 1¼" to 1½")

**Anna Eberius.** Dark velvety plum-rose, throat deeper shade.

1st Size. 100....	<b>\$2.30</b>	1000....	<b>\$18.00</b>
2nd Size. 100....	<b>2.00</b>	1000....	<b>15.00</b>

**Berty Snow.** One of the best commercial lavender. Has good substance.

1st Size. 100.....	<b>\$2.50</b>	1000.....	<b>\$20.00</b>
2nd Size. 100.....	<b>2.20</b>	1000.....	<b>17.00</b>

**Capt. Boynton.** Large flower; color, white suffused lavender, blotched deeper lavender in throat.

1st Size. 100....	<b>\$2.30</b>	1000....	<b>\$18.00</b>
2nd Size. 100....	<b>2.00</b>	1000....	<b>15.00</b>

**Chas. Dickens.** Beautiful violet-red with darker blotch. Very attractive.

1st Size. 100.....	<b>\$2.70</b>	1000.....	<b>\$22.00</b>
2nd Size. 100.....	<b>2.50</b>	1000.....	<b>20.00</b>

**Herada.** Pure mauve with deeper markings on throat and on lower petals.

1st Size. 100.....	<b>\$2.00</b>	1000.....	<b>\$15.00</b>
2nd Size. 100.....	<b>1.80</b>	1000.....	<b>13.00</b>

**Marmora (New).** One of the finest new varieties; giant spike with six or eight enormous perfectly placed lavender-grey florets open at one time.

1st Size. 100.....	<b>\$2.70</b>	1000.....	<b>\$22.00</b>
2nd Size. 100.....	<b>2.50</b>	1000.....	<b>20.00</b>

**Mrs. F. C. Peters.** A rich, rosy-lavender, with a patch of bright crimson on lower petals.

1st Size. 100....	<b>\$2.30</b>	1000....	<b>\$18.00</b>
2nd Size. 100....	<b>2.10</b>	1000....	<b>16.00</b>

**Minuet (New).** This large-flowered, clear, orchid-lavender is a joy to grow, with its beautiful placement and waxy texture. Easily at the top of the lavender list.

1st Size. 100....	<b>\$2.90</b>	1000....	<b>\$24.00</b>
2nd Size. 100....	<b>2.50</b>	1000....	<b>20.00</b>

**Mrs. Van Konynenburg (New).** A very fine strong growing blue Glad. Much superior to most of older blues.

1st Size. 100.....	<b>\$2.50</b>	1000.....	<b>\$20.00</b>
2nd Size. 100.....	<b>2.30</b>	1000.....	<b>18.00</b>

**Ruth Huntington.** Beautiful violet-lilac with deeper lilac markings on lower petals.

1st Size. 100.....	<b>\$2.30</b>	1000.....	<b>\$18.00</b>
2nd Size. 100.....	<b>2.00</b>	1000.....	<b>15.00</b>

**"MINUET" IS OUTSTANDING  
FOR CUTFLOWERS**

PETUNIA A. B. C. "PRIVATE STOCK" HAS PROVIDED REAL PROFIT FOR THE GROWER

## KUNDERD'S FAMOUS GLADIOLUS

At Previous Unheard-of Low Prices  
(See Below Opposite)

## LAVENDER, VIOLET AND BLUE SHADES

(Continued)

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

**Veilchenblau (New).** Still one of the best blues. Large flowers on a good spike. Attractive deep violet-blue.

1st Size. 100..	<b>\$3.00</b>	1000..	<b>\$25.00</b>
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2nd Size. 100..	<b>2.70</b>	1000	<b>22.00</b>
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**Violet Beauty.** Tall, large, cerise-violet. Red throat blotches.

1st Size 100..	<b>\$2.10</b>	1000..	<b>\$16.00</b>
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2nd Size. 100..	<b>1.90</b>	1000..	<b>14.00</b>
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## GLADIOLUS IN MIXTURE

### KUNDERD'S "GLORY" STRAIN

Especially recommended to Florists, Nurserymen and Seedsmen for "bulb merchandising" to the public, for garden show or the production of mixed cutflowers.

Contains a good selection of Kunderd varieties with a large range of color.

1st Size. 100..	<b>\$1.70</b>	1000..	<b>\$12.00</b>
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2nd Size. 100..	<b>1.50</b>	1000..	<b>10.00</b>
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Type of Kunderd "Glory Strain" Gladiolus offered opposite.

## FORCING GLADIOLUS

It has been fully determined that planting Gladiolus bulbs in December or early January in the greenhouse does not allow of proper development into a finished blooming spike, the many dark days following during course of production causing bulbs to produce excessive foliage and small flower spikes. On the contrary, February planting with a better average of sunshine invariably produces finished quality. Maintaining a "Chrysanthemum temperature" with plenty of air at all times seems to be desirable for successful Gladiolus culture under glass. Forcing invariably causes bulbs to come blind; this is proven by the fact that bulbs

of the same class and of even smaller size than generally planted for forcing will bloom 100 per cent in the open ground. Therefore, it is conclusive that bulbs of 1½" diameter and upward will prove successful under reasonably normal culture.

Our annual output of Gladiolus is over 15 million bulbs, and we are in a position to supply in quantity both so-called first size, 1½" and up, and 1¼" and up. 1½" and up is recommended for forcing, and either 1½" or 1¼" for open ground culture. We suggest placing order early and we will forward bulbs any time desired by customers.—A.B.C.

# A. B. C. Lily Headquarters

The fact that we have consistently supplied from year to year and for many seasons past, numerous of the largest Lily growers in this country and Canada, is indicative, we believe, that A. B. C. "Supreme" Quality Lily Bulbs have obtained an enviable reputation amongst the trade.

Our extensive purchases of this line enable us to control the output of one of the oldest and most reliable shippers in Japan, which assures us the "cream of the crop." Our customers have the assurance, when placing orders with us, of receiving first quality, healthy stock, uniform

strain and grading.

We know the locality where all our Lilies are grown and our long and extensive experience in handling same enables us to eliminate strains and types that do not give satisfactory results.

The new 1936 crop will be available in due course, and as prices have not been established on some kinds at the time of going to press, we will appreciate receiving a list of your Lily requirements for the coming season, and we will be glad to quote our most favorable figures.

## LILIUM GIGANTEUM

(New Crop from Cold Storage)

	Southern Grown		Northern Grown	
	100	Case	100	Case
6 to 8 ins., 400 to case.....	\$ 5.00	\$15.00	\$ 5.00	\$16.00
7 to 9 ins., 300 to case.....	6.50	15.50	6.50	16.50
8 to 9 ins., 250 to case.....	7.50	16.00	(*)	(*)
8 to 10 ins., 225 to case.....	8.00	17.00	8.00	18.00
9 to 10 ins., 200 to case.....	10.00	17.50	10.00	18.50
10 to 11 ins., 150 to case.....	14.00	18.50	14.00	19.50

Special price on Giganteum in 25, 50 and 100-case lots. Also carload lots.

\* Southern grown only.

## LILIUM NIPPON "Improved Giganteum"

(New Crop) Fall 1936 Delivery

Quantity of this Lily is limited. Nippon forces easy; healthy; more blooms than regular Giganteum. Makes an ideal Easter plant. Try a case. You will be more than pleased. (Price on application.)

	No. in Case
7 to 9 inch.....	300
8 to 10 inch.....	225

## A. B. C. IMPROVED "ERABU"

The Most Valuable Florists' Lily Introduced to the Trade in the Past 25 Years (Delivery Fall 1936)

Each case of A. B. C. "Erabu" Lilies contains government certificate insuring you of trueness of type and healthfulness of bulbs. "Erabu" is particularly recommended to growers who are required to carry Lily plants under comparatively cool temperature for Easter bloom. Recommended for planting in the South where heat control does not always obtain. (Prices on application.)

Size	No. in Case	Size	No. in Case
6 to 8 inch.....	400	8 to 10 inch.....	225
7 to 9 inch.....	300	9 to 10 inch.....	200

## LILIUM CANDIDUM, Imported Northern French Grown

Pure white Madonna Lily, bulbs available during August, September and October only. Early orders for this Lily desirable. (Prices on application.)

## LILIUM HARRISII, Bermuda Grown

(Delivery August-September, 1936)

The high quality of Bermuda Lily bulbs now obtainable induces numerous of our customers to plant this type for early flowering. Sizes: 6 to 8 inch, 7 to 9 inch, 9 to 11 inch, 11 to 13 inch. (Prices on application.)

SEE FOLLOWING PAGES FOR ADDITIONAL LIST OF LILIES

LILY-OF-THE-VALLEY PIPS AND CLUMPS (SEE MISCELLANEOUS BULB PAGES IN THIS BOOK)



House of Lilies Produced from A. B. C. Bulbs by the Premier Rose Gardens, Maywood, Ill. Photograph taken April 13, 1935.

YEAR AFTER YEAR A. B. C. LILIES ARE FOUND DEPENDABLE

# A. B. C. Lilies (Continued)

## TENUIFOLIUM

Now in great favor as a pot plant as well as for cutting. Growing on an average of 18 inches high, with numerous deep scarlet, waxen, recurved flowers on wiry stems covered with long narrow foliage.

10.....\$1.50 100.....\$10.00

## LILIUM TIGRINUM SPLENDENS, SINGLE

The old-fashioned "Tiger Lily." Florists are again taking up the cultivation of this showy, bright orange Lily, with black spots. Blooms freely out-doors in midsummer and provides showy material for window decoration, basket work, etc.

	100	Case
7 to 9 inch—250 to case.....	\$ 7.00	\$14.00
8 to 9 inch—200 to case.....	9.00	14.00
8 to 10 inch—170 to case.....	10.00	14.00
9 to 10 inch—150 to case.....	12.00	14.00
10 to 11 inch—120 to case.....		15.00
11 to 13 inch— 80 to case.....		15.00

## LILIUM TIGRINUM FL. PL.

	100	Case
Double flowered. 5 to 7 inch—300 to case.....	\$8.00	\$20.00

## VARIOUS LILIES

	10	100
<b>Canadense.</b> Flavum, yellow flowered.....	\$1.50	\$10.00
<b>Canadense Rubrum.</b> Red flowered.....	1.75	12.00
<b>Davuricum.</b> Flowers of rich orange shade, flushed red and spotted black. June and July. 2 feet.....	2.00	15.00
<b>Elegans Red</b> .....	1.75	12.00
<b>Elegans Orange</b> .....	1.75	12.00
<b>Elegans Mixed</b> .....	1.50	10.00
<b>Krameri</b> .....	1.50	10.00
<b>Pardalinum.</b> Bright orange-spotted crimson.....	2.75	22.50
<b>Rubellum.</b> Rose-pink with yellow anthers.....	1.50	10.00
<b>Superbum</b> (Swamp Lily). Graceful stems 5 to 6 feet, terminating in a pyramid of bright orange-crimson flowers.....	1.75	12.00
<b>Umbellatum Erectum.</b> Red, flushed orange, tall and vigorous.....	1.75	12.00

Lilies work so wonderfully well into a great variety of basket designs that it will pay you to have a good planting of several varieties next summer.

### LILIES GROWN AS POT PLANTS

Numerous Growers Have Found *Liliums Auratum, Magnificum, Tenuifolium* and *Tigrinum* to Prove Profitable when Grown as Pot Plants . . . Especially "Magnificum."

## LILIUM SPECIOSUM ALBUM

White. From cold storage.

	100	Case
7 to 9 inch—220 to case.....	\$10.00	\$18.00
8 to 9 inch—200 to case.....	11.00	18.00
8 to 10 inch—170 to case.....	12.00	18.00
9 to 10 inch—150 to case.....	16.00	22.00

## LILIUM AURATUM

Gold banded Lily of Japan. From cold storage.

	100	Case
7 to 9 inch—250 to case.....	\$ 7.00	\$14.00
8 to 9 inch—170 to case.....	9.00	14.00
8 to 10 inch—150 to case.....	10.00	14.00
9 to 10 inch—120 to case.....	12.00	14.00
10 to 11 inch— 90 to case.....		15.00
11 to 13 inch— 70 to case.....		15.00

## LILIUM AURATUM PLATYPHYLLUM

From cold storage.

	100	Case
7 to 9 inch—200 to case.....	\$11.00	\$19.00
8 to 10 inch—150 to case.....	14.00	19.00
9 to 10 inch—120 to case.....	17.00	19.00
10 to 11 inch— 90 to case.....		20.00
11 to 13 inch— 70 to case.....		20.00

## LILIUM BATEMANNAE

This beautiful apricot shaded Lily is easy of cultivation and provides desirable cutflowers.

	Dozen	100
5 to 7 inch.....	\$1.50	\$10.00

## LILIUM HANSONII

One of the most popular of Japanese Lilies because of its easy culture. The stout stems will bear numerous flowers of a deep rich orange-yellow shade, spotted brown.

	Dozen	100
7 to 9 inch—150 to case.....	\$2.00	\$15.00
8 to 9 inch—100 to case.....	2.25	17.00
9 to 10 inch—100 to case.....	2.75	19.50

## LILIUM HENRYI

Similar to the *Speciosums* in form, height 4 to 5 feet. The beautiful orange flowers with their green band are very effective.

	100	Case
7 to 9 inch—250 to case.....	\$ 7.00	\$14.00
8 to 9 inch—200 to case.....	9.00	14.00
9 to 10 inch—150 to case.....	12.00	14.00
10 to 11 inch—120 to case.....		14.00
11 to 12 inch— 90 to case.....		15.00

## LILIUM SPECIOSUM MAGNIFICUM—Improved Rubrum

From cold storage.

The "Aristocrat" of Lilies for cutflowers. Makes a beautiful standing wreath when used in conjunction with Orchids. Of easy culture. White ground, pink spotted. Recommended for both under glass and outdoor culture.

	100	Case
7 to 9 inch—250 to case.....	\$ 7.00	\$14.00
8 to 9 inch—200 to case.....	9.00	14.00
8 to 10 inch—170 to case.....	10.00	14.00
9 to 10 inch—150 to case.....	12.00	14.00
9 to 11 inch—130 to case.....	14.00	15.00
10 to 11 inch—120 to case.....	15.00	15.00
11 to 13 inch— 80 to case.....		15.00
13 to 15-inch— 60 to case.....		15.00

## THE REGALE LILY—True Northern Grown

The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet; the fragrance is fascinating.

	100	1000
5 to 6 inch.....	\$ 6.00	\$ 55.00
6 to 7 inch.....	7.50	70.00
7 to 8 inch.....	9.50	90.00
8 to 9 inch.....	12.50	110.00
9 to 10 inch.....	17.50	165.00
10 to 11 inch.....	22.50	215.00
11 to 12 inch.....	30.00	290.00

25 bulbs at 100 rate — 250 bulbs at 1,000 rate

Our supply of Regale Lilies is from Bulbous Stock, Not Seeds. There's a difference in your favor—namely, the type is true.

712 0509



# Save Money on Your 1936 Chrysanthemum Crop



Strong rooted cuttings from stock plants which are free from midge, thrips and mealy bug (produced by a specialist) will get off to a quicker, healthier start. As a result you will be able to save time and to use less insecticide later in the season when it is expensive to try to clean up the heavy foliage on large plants.

## Chrysanthemum Stock Plants

Fritz Bahr, in the "Florist's Exchange":

"I still am of the opinion that the man who can use but a few thousand rooted Mum cuttings in Spring in 25 or more sorts is every bit as well off if he lets the specialist supply him rather than carry over his own stock plants. Aside from the trouble of keeping the different sorts true to name, one must carefully overwinter the old plants and keep them free of insects and disease, to permit having strong, healthy, well rooted cuttings of uniform size at the right time. It is really a business in itself and while retail growers may know well how to do it, many don't have the time to give the stock plants proper attention."

**SPECIAL NOTE:** We issue a special catalog of this line containing all of the older kinds of value, as well as novelties of merit which will enable you to keep "on top" with your Mum production. This special "Mum" catalog indicates date of blooming of the various sorts and will be mailed free for the asking.

**Chrysanthemums—Strong Rooted Cuttings by the 25 or 100,000 plants; produced by a specialist who "knows how."**

## New Carnations of Merit (Strong Rooted Cuttings)

### "Greatheart"

**Color:** Greatheart is a deep rose pink (ward shade) carnation of exceptional size and quality. It has a lively glowing color, without a trace of magenta. It is beautiful in any light, under artificial light it fairly glows with radiant lustre.

**Size:** The flowers are of consistently perfect form of uniform large size, reaching to 4½" diameter and better (actual measurement).

(Complete descriptive circular on application).

#### PRICES:

(For rooted cuttings)

Per 100.....\$20.00    Per 1000.....\$150.00  
(500 at the 1000 Rate)

### New Carnations, Rooted Cuttings

### "King Cardinal"

(Description by Introducers)

The most wonderful red carnation of all time. In disseminating King Cardinal, we do so with the firm conviction that we have the red carnation the trade is looking for. It has no peer in its color. We will issue permits to all purchasers to propagate without limit for their own planting.

Colored Plate and Complete Description Free on Request

Per dozen.....\$2.00    Per 100.....\$12.00    Per 1000.....\$100.00

**SPECIAL CARNATION PRICE LIST FOR 1936.** If you are interested in strong rooted cuttings of all the good new and worth-while standard varieties, please ask for our special list. Mailed free.

GYPSOPHILA "BRISTOL FAIRY" PROVIDES DESIRABLE CUTFLOWERS

### The Sensational New White Carnation

### "Joan Marie"

(Plant Patent No. 3—October 20, 1931)

Statement of Introducers, The Florex Gardens, North Wales, Pa.:

**Size of Flower:** Joan Marie's average size for a fully developed flower during the entire season from November 1st to **June 20th** was between 4¼ inches and 5 inches across the flower.

**Production Record—Flowers per Plant:** It is an acknowledged fact that of all the varieties of commercial carnations grown today Ivory and Pink Abundance are the greatest producers. We grow both in quantity, yet **Joan Marie Produced More Flowers per Plant Than Either Ivory or Pink Abundance.**

#### Joan Marie Produced:

12.93% more than Ivory.	36.16% more than Spectrum Supreme.
8.12% more than Pink Abundance.	59.65% more than Boston Ward.
127.95% more than Radiolite	

Complete Descriptive Circular Mailed on Request

#### PRICES:

Per Dozen.....\$2.50    Per 100.....\$10.00    Per 1000.....\$80.00  
(50 or More at 100 Rate)

Permit Given to Propagate Without Limit for Own Planting.

**SPECIAL NOTE:** Our 1936 "Mum" List will contain valuable new kinds as well as the better standard sorts. Copy mailed free.

# Miscellaneous Flowering and Ornamental Plants

A page of desirable plants produced by specialists. Quality A-No. 1 in every respect, and packing such that plants should reach you in the ordinary course in the best of condition. We make a specialty of small plant stock and shall be glad to receive correspondence with regard to your needs along this line.

## AGERATUM

	100	1000
"New Riverside." Dwarf, free bloomer, R. C.....	\$2.00	\$15.00
Cardinal Mundelein. Dwarf, R. C.....	1.50	12.00
Cardinal Mundelein and Improved Fraseri. 2¼ in.....	4.00	35.00

## ASPARAGUS

Plumosa and Sprengeri. 2¼-inch. 100.....	\$4.50	1000.....	\$40.00
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## DAISIES

Boston Yellow. 2¼-inch plants. 100.....	\$6.00	1000.....	\$55.00
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## GERANIUMS

Ricard, Radio Red, Poitevine and Irvington Beauty. 2¼-inch.			
100.....	\$5.00	1000.....	\$45.00

### The Sensational New Red Geranium

### "Leslie's Redford"

(Grower's Description)

A glorious deep red, double-flowered sport from Ricard, almost the same color as Nutt, with a larger flower than Ricard. Just what every Geranium grower has been looking for. Without a doubt, the finest growing habits of any Geranium yet produced, short and stocky, an easy and prolific breaker and bloomer, flowers held on strong, stiff stems well above foliage, averaging from three to six flowers open at one time on a 4-inch plant. Flowers continuously all summer outside. The flower does not fade or pass in center until all buds open. Inside, it is a shade lighter, and its fine blooming habit and color make it an ideal Christmas plant. We confidently predict, after you have grown it a year, it will replace any other red yet introduced. Every grower who has observed it growing inside and outside during the past six years agrees that for habit, color and blooming quality it possesses the fine characteristics so much needed in the Geranium family. It's a distinct break in Geraniums.

2¼-inch. 100.....	\$12.50	1000.....	\$100.00
	250 at thousand rate		

## HELIOTROPE

Royal Fragrance. 2¼-inch. 100.....	\$8.00	1000.....	\$75.00
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## LANTANAS

Radiation Red and Caprice Pink. 2¼-inch. 100...	\$5.00	1000...	\$45.00
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SPECIAL NOTE: WE ADVERTISE SEASONABLE PLANT ITEMS IN CLASSIFIED PAGES OF THE FLORIST'S REVIEW FROM TIME TO TIME DURING THE YEAR AND BELIEVE YOU WILL FIND IT WORTH WHILE TO OBSERVE THE SAME.—A. B. C.



Hahn New Branching Ivy

## HAHN NEW BRANCHING IVY

This small-leaved English Ivy has become "A one best seller" with the plant trade throughout the country. Many repeat orders for same during the past year suggest that "Hahn's New Branching Ivy" has become a great favorite with the public—a sample shipment will, we believe, convince you of its value. Easily propagated.

2¼-inch. 100.....	\$10.00	1000.....	\$90.00
3 -inch. 100.....	25.00		
4-inch. 100.....	\$35.00		
5-inch. 100.....	50.00		

F. O. B. Shipment  
Pennsylvania

## NEW SAINTPAULIAS

(Various Shades of Blue)

that far outshine the old standard "Ionantha."

**Amethyst, Blue Boy, Neptune and Norseman.**

2 inch. Doz.....	\$3.50	100.....	\$25.00
3 inch. Doz.....	4.75	100.....	35.00

Immediate delivery.

**Sailor Boy.** The most popular of all. Delivery April, 1936.

3 inch. Doz.....	\$7.00	100.....	\$50.00
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All of above, F. O. B. California

These new pot plants are now in the greatest vogue with the public. They propagate freely. Highly recommended.

## VERBENAS

Verbenas from rooted cuttings are much superior to seedlings, likewise producing larger flowers as a rule.

	100	1000
New Scarlet Oxfords. Large bloom, solid color, R. C.....	\$2.00	\$15.00
True Beauty of Oxfords. Cerise, R. C.....	2.00	15.00
True Beauty of Oxfords. Pink, R. C.....	2.00	15.00
True Beauty of Oxfords. Lavender, R. C.....	2.00	15.00
Scarlet King. Very bright red with eye, R. C.....	2.00	15.00
Schlosser's Pride. Dark red, solid color, R. C.....	2.00	15.00
Improved Helen Willmott. Salmon-pink, R. C.....	2.00	15.00
Royal Purple. With eye, R. C.....	2.00	15.00
Gigantea Alba. Pure white, R. C.....	2.00	15.00
2¼-inch plants on all above.....	4.50	40.00



Begonias — Florists' Favorite Types

## POINSETTIAS

"The Better Varieties"

(Spring 1936 Delivery)

STOCK PLANTS OF "SUPREME" QUALITY

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time

VARIETIES AND PRICES (Stock Plants)

**Special Note:** A saving for you. On all orders for Poinsettia stock plants placed before March 1st, 1936, freight will be prepaid to Chicago, Pittsburgh, Philadelphia or New York, after which time prices quoted above are F. O. B. shipment, California.

**Mrs. Paul Ecke.** A desirable red pot plant variety.

Per 100 .....	\$15.00	\$25.00	\$35.00	\$50.00
According to size.				

**White Poinsettia.** Gaining in popularity due to demand for all white flowers. Especially useful for window decorations.

Per 100 .....	\$15.00	\$25.00	\$35.00	\$50.00
According to size.				

**Oakleaf, St. Louis, Double Henrietta Ecke, Hollywood, Pink Christmas Red and Early Varieties.**

Per 100 .....	\$15.00	\$25.00	\$35.00	\$45.00
According to size.				

**Oversized Oakleaf.** 3 lbs. and up. Per 100.....\$50.00

**Barbara Ecke** (New) Bracts are of bright color similar to that of Mrs. Paul Ecke. Branches freely and has a wiry stem. The foliage has a reddish sheen and is a darker green than the Oak Leaf. It will not bruise easily in handling.

Per 100 .....	\$15.00	\$30.00	\$45.00	\$60.00
According to size.				

**N. B.**—Inasmuch as there is a keen demand for varieties "Barbara Ecke", "Mrs. Paul Ecke" and white, especially in the larger sizes, early orders for these in particular is desirable.

DELPHINIUM SEED SOWN UNDER GLASS JANUARY-FEBRUARY AND TRANSPLANTED OUT-DOORS IN SPRING, WILL BLOOM JULY-AUGUST

## BEGONIAS

"Gloria," "Melior" and "Marjorie Gibbs." Produced by a specialist. 2¼-inch plants for delivery May-June, 1936. Prices on application.

## CALCEOLARIAS

From 2¼-inch pots. Fall 1936 delivery. "Gloria," "Pink Beauty," "Rosacker's Brilliant," "Stewartii," etc. Also choicest Hybrids. Market price.

## CHINESE EVERGREEN

A very hardy house plant and quick seller to the public. Try a sample lot of 25 plants. Display them prominently and "see them go."  
2½-inch—Per 100 .....\$12.00  
25 at 100 rate

## TABLE FERNS (SEEDLINGS) IN FLATS

FOR JUNE DELIVERY

These flats contain about 200 plants each, only one variety being in a flat, and we cannot supply less than a full flat of any one sort.

Adiantum Cuneatum	Pteris Rivertoniana
Aspidium Tsussimense	Pteris Serrulata
Cyrtomium Rochfordianum Compactum	Pteris Serrulata Cristata
Pteris Adiantoides	Pteris Tremula
Pteris Alexandrae	Pteris Victoriae
Pteris Argyraea	Pteris Wilsoni
Pteris Cretica Albo Lineata	Pteris Wimsetti
Pteris Magnifica	Pteris Wimsetti Multiceps
Pteris Mayi	

Any of the above varieties at \$3.50 per flat. 10 flats or more at \$3.25 per flat. We cannot supply less than a full flat of a variety.

## FICUS ELASTICA "RUBBER PLANTS"

Strong, moss rooted cuttings. This desirable house plant is again coming into favor with the public.

100.....	\$15.00	1000.....	\$110.00
F. O. B. Shipment, New Orleans, La. Delivery April-May.			

## PHILODENDRON CORDATUM

This climbing genus has been taken up by the florists' trade in a large way, since this plant adapts itself unusually well to the unnatural conditions of the average home better than most any other plant. A very large demand has ensued from the public. It is particularly suitable for sun parlor decoration, but does equally well in any part of the house, even in comparatively dark situations. Can be grown successfully in pots or hanging baskets, but seems particularly "happy" in wall pockets. 2½-inch pots (25 at 100 rate), 100.....\$8.00

## DWARF POLYANTHA—"BABY" ROSES

We have had produced on contract and in large volume for delivery Fall, 1936, the choicer varieties, such as **Triomphe Orleans**, **Mme. Le-vavasseur**, **Golden Salmon**, **Ideal**, **Gloria Mundi**, etc. (Prices on application.)

## FORCING CLIMBING ROSES

**Eugene Jacquet**, **Dorothy Perkins**, **Marie Gouchalt**, etc. (Prices on application.)

## SPIRAEA (ASTILBE)

Strong forcing clumps, **Gladstone**, **Gloria**, **Deutschland**, **Peach Blossom**, **Princess Mary**, **America** and **Queen Alexandra**. (Prices on application.)

# SELECTED ROSE PLANTS (All Grafted Stock)



**New "Poinsettia" Geranium**

The Poinsettia Geranium is ideal as a pot plant, being constantly in flower the year around. May also prove to be desirable for bedding. The individual florets resemble miniature Poinsettias; the clusters are of good size and prolifically produced. The flowers are bright scarlet in color and produced well above the bright green foliage.

Deliveries will commence December 1, 1935. Plants from 2 1/4-inch pots will be supplied. Orders filled in strict rotation.

100.....\$15.00    25.....\$4.50    12.....\$2.50

Introduced but a few months ago this new Geranium has already had a very large sale.

**THE SENSATIONAL CUTFLOWER NOVELTY  
LIEB'S WINTER MARIGOLD  
The Originator's Improved Strain**

New Winter cutflower, deep brown with golden-yellow crested center. Flowers five weeks after planting, continuing five months. Flowers are of wonderful keeping quality and have a distinctly sweet odor. Plant from September to March in any house that can be kept free from frost. Fine to follow Mums. Plant 10x10 inches and pinch back once. No insect pests.

**The Best Paying Bench Space in Your Greenhouses**

100 plants ready for bench..\$7.00    1000 plants ready for bench..\$65.00

From 2 1/2-inch pots. Supplied by Hill Floral Products Co., Richmond, Ind. The high reputation of the Hill firm insures you absolutely worth-while quality.

**Delivery, Spring 1936**

**Better Times**.....30c each in all quantities

**Token** .....30c each in all quantities

**\*Mrs. Franklin D. Roosevelt**...30c each in all quantities

**\*NOTE!** Orders for this variety cannot be accepted for shipment into the following named states, viz.: Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Pennsylvania.

**Mary Hart**—

100.....\$30.00    1,000.....\$275.00  
5,000 or more.....\$250.00 per 1,000

100 rate applies on orders up to 250 and 1,000 rate on 250 to 5,000

**Golden Charm.** Groshens and Morrisons Clear Yellow Sport of Talisman.

100 .....\$27.50    1,000 .....\$250.00  
5,000 or more.....\$225.00 per 1,000

**Mrs. Finch.** "The Sweetheart Variety" .....  
.....25c per plant in all quantities

**Senior**—

100 .....\$30.00    1,000 in lots of 5,000.\$240.00  
1,000 .....\$250.00    1,000 in lots of 10,000.\$230.00

**Sterling, Briarcliff, Killarney, Hollywood, Joanna Hill, Premier Supreme, Sunkist, Talisman.** All of the above are priced as follows; viz.: 1 to 250, 25c each; 250 to 5,000, \$225.00 per 1,000; 5,000 to 10,000, \$213.75 per 1,000; 10,000 and up, \$202.50 per 1,000.

**Souvenir** will also be supplied at these prices with an additional 5c per plant as introducer's royalty.

**Special Note!** All of the above prices include free delivery as far west as Denver, Colo. West of that point express charges will be allowed to Denver only.

**NEW ROSE—MRS. FRANK SCHRAMM  
Successor to "Briarcliff." Supplied by Premier Rose  
Gardens, Des Plaines, Ill.**

Cost of Scions	1-2500	2500-5000	5000-10000
First Year—We furnish eyes.....	12c each	10c each	8c each
Second Year—We furnish eyes.....	6c each	5c each	4c each
Royalty—You furnish your own eyes for grafting.....	5c each	4c each	3c each
Third Year—We furnish eyes.....	5c each	4c each	3c each
Royalty—You furnish your own eyes for grafting.....	4c each	3c each	2c each

**All F. O. B. Des Plaines, Ill. Special Prices on 10,000 or More Scions**  
All Plant Patent Rights To Become Null and Void After Third Year

NEW HARDY WHITE DAISY "WHITE SWAN" IS WORTH-WHILE. (See PAGE 61.)



## Hardy Double Daisy "White Swan"

*Wonderful Double Flowering New Variety*

Here is a Daisy that will compare with the Double Pyrethrum. It produces solid double pure white flowers on good wiry stems from 18 to 24 inches in length. Most of the plants will have from 15 to 20 flowers. Due to unusually cool weather last year they flowered about the middle of June, but in normal conditions these Daisies usually come into full flower for Memorial Day.

They are, without question, one of the best Double Daisies obtainable today. The flowers are uniform and of good size. The photograph above proves that these are very desirable for either baskets or vases. They are also

beautiful when used in combinations with other flowers. We have a good supply but expect a very lively demand. Therefore, it is, we believe, advisable to place your orders early. We wish to make a large distribution and we hope very much that you will take advantage of this opportunity to obtain a real valuable new cutflower as well as a most desirable plant for the perennial border and landscape effect.

We offer field-grown plants for delivery up to May 1st. Later delivery will be made from 3-inch pot plants.

10.....\$2.50      100.....\$20.00

OUR COMPLETE CATALOGUE OF PERENNIAL PLANTS OUT FEBRUARY 15, 1936.—A COPY WILL BE MAILED TO YOU FREE ON REQUEST.

# Hardy Perennial Plants



**New Hardy Chrysanthemum "Pink Cushion"**  
(See description below)

**HARDY CHRYSANTHEMUM "Pink Cushion"**  
(Illustrated above)

Provides an exceptional pot plant with only one pinching and can be plunged outside during summer. Also extremely desirable for garden show. This is one of the most admired hardy Chrysanthemums. It is a solid, compact grower. The flowers come continuously throughout the entire fall. The whole clump, while in flower is completely covered. Rooted cuttings. 100.....\$5.00 1,000.....\$40.00  
2-inch pot plants (ready in April). 100.....\$8.00 1,000.....\$70.00

### HARDY CHRYSANTHEMUM "Aladdin"

The Perpetual Flowering Mum. The flowers are borne on erect stems, the terminal buds giving the first bloom. As the plant develops, the lateral branches make a surprising growth, throwing the lateral and sub-lateral flowers well above the first terminal blooms. The first blooms appear late in July and early in August, the color at first being an exquisite warm coppery bronze, with an overlay of orange-apricot shade which deepens in early autumn.

Rooted cuttings. 100.....\$5.00 1,000.....\$40.00  
2-inch pot plants (ready in April). 100.....\$7.00 1,000.....\$60.00

**SPECIAL NOTE!** In addition to the above our Hardy Plant Catalogue lists some 150 varieties of "the better kinds" of Hardy Chrysanthemums. Copy mailed free.

### CHRYSANTHEMUM R. C. For Greenhouse Culture

We likewise issue February 1st a special catalogue of this line. A copy will be mailed to you free.

**SEE PAGE 57 FOR PARTICULARS**

We Publish An Extensive  
**PERENNIAL PLANT CATALOGUE**

containing every worthwhile kind for the Florist, Nurseryman and Seedsman, produced by a specialist who has under cultivation approximately 100 acres of high class field stock, all of which is offered at prices within the reach of all.

A COPY OF THIS CATALOGUE WILL BE MAILED FREE FOR THE ASKING. (Ready about February 15, 1936.)

We mention below but a few of the many hundreds of desirable kinds that can be supplied.

### DELPHINIUM Perennial Larkspur

Indispensable to the herbaceous garden. Their long showy spikes of flowers persist from June till frost and furnish the most satisfactory blues to any color scheme.

**NOTE!** The varieties "Belladonna" and "Bellamosum" are also desirable for forcing.

**Belladonna.** The most continuous blooming of all, never being out of bloom from June first until cut down by hard frost. The clear turquoise blue of its flowers is not equalled for delicacy and beauty by any other flowers. 10.....\$1.00 100.....\$7.00

**Belladonna Improved (Cliveden Beauty).** Our strain of Belladonna Improved is produced from stock seed of Cliveden Beauty, carefully selected to keep it absolutely pure and true to type. It is far superior to much of the so-called Belladonna Improved that is on the market today. We can thoroughly recommend it to the florist or nurseryman who really is critical and wants the best to be had. It is the finest light blue for forcing or for out-door growing. 10.....\$1.50 100.....\$10.00

**Bellamosum.** This is a dark blue form of the popular light blue Belladonna, with which it is identical in habit and growth, freedom of bloom, but with intensely rich, deep blue flowers. 10.....\$1.00 100.....\$7.00

**Blackmore & Langdon Hybrids.** For many years, we have grown many different strains of Delphinium, having in mind to supply our customers with the best obtainable. This strain without a doubt stands in a class by itself. It has the range of colors well divided in the pale shades of indigo with a strong run of the most delicate shades of rose, double and single. 10.....\$1.50 100.....\$10.00

### GYPSOPHILA Baby's Breath

Does well in rather dry places. Valuable for "mist effect" in bouquets and in the garden, where a mass of delicate, misty bloom will fill a bare place.

**Acutifolia.** Pretty and useful species. Lilac-rose. Height 1 foot. 10.....\$1.00 100.....\$7.00

**Bristol Fairy.** A Double Gypsophila of greater vigor, producing larger panicles of flowers, and having the advantage of blooming more or less continuously all summer, new branches of bloom appearing after the first flush of flowers has passed, if these are cut. We offer (grafted) 3-inch pot plants. 10.....\$2.50 100.....\$20.00

**Maginii.** Rosy pink, 2 feet. 10.....\$1.50 100.....\$10.00

**Oldhamiana.** New variety somewhat similar to Paniculata but it has a much longer season, flowering until late in the Autumn. Flowers white, delicately tinted pink. 10.....\$1.50 100.....\$10.00

**Pacifica.** New pink variety of strong growth, blooming after the Paniculata is past its best. 4 feet. 10.....\$2.00 100.....\$15.00

**Paniculata (Baby's Breath).** A beautiful old-fashioned plant possessing a grace not found in any other perennial and attracting the eye of everyone. Dense spreading bush, numerous tiny flowers in light feathery panicles, delicate foliage, fine for cutting, excellent for border or large rock gardens. July and August. If cut and dried will make excellent filler for winter use. Strong roots. 10.....\$1.00 100.....\$7.00

**Paniculata Fl. Pl.** A light and graceful cutflower, compatible with all others, no matter of what shape or color; masses of minute double white flowers. 10.....\$3.00 100.....\$25.00  
3-inch pot plants (ready in April). 10.....\$2.50 100.....\$20.00

**HARDY CHRYSANTHEMUMS ARE NOW IN THE GREATEST VOGUE WITH THE PUBLIC**

# QUALIFIED FERTILIZERS

Chicago is the "Fountain Head" For Supply

## Blood and Bone Tankage

Size bags—100 lbs. (5½% N, 30% Ph.)  
 100 lbs. .... \$ 2.00  
 500 lbs. .... 9.75  
 1000 lbs. .... 18.75  
 Ton ..... 36.55  
 Carload. Per ton..... 34.40  
 F. O. B. Chicago Heights.

## Blood, Bone and Sulphate of Potash

Size of bags—100 lbs. (5% N., 8% Ph., 7% S. of P.)  
 100 lbs. .... \$ 2.70  
 500 lbs. .... 12.95  
 1000 lbs. .... 24.00  
 Ton ..... 48.90  
 Carload. Per ton..... 46.00  
 F. O. B. Chicago Heights.

## Steamed Bone Meal

(2% nitrogen, 24% total phosphoric acid.)  
 100 lbs. .... \$ 1.70  
 500 lbs. .... 8.25  
 1000 lbs. .... 16.25  
 Ton ..... 31.25  
 Carload. Per ton..... 29.40  
 F. O. B. Chicago Heights.

## Rose Growers Bone Meal

(3¾% nitrogen, 22% total phosphoric acid.)  
 100 lbs. .... \$ 2.10  
 500 lbs. .... 10.25  
 1000 lbs. .... 19.75  
 Ton ..... 37.50  
 Carload. Per ton..... 35.50  
 F. O. B. Chicago Heights.

## Dried Blood

13½% organic nitrogen. Rather coarse in physical form and dissolves slowly. Ideal in manure mulch on bench plants. 2 to 4 lbs. per 100 square feet. Size bags—100 lbs.  
 100 lbs. .... \$ 3.85  
 500 lbs. .... 18.75  
 1000 lbs. .... 35.75  
 Ton ..... 70.30  
 Carload. Per ton..... 66.20  
 F. O. B. Chicago Heights.

## Special Florists' Mixture—5-15-5

### Transportation

On 500 lbs. or more the quotations are for delivery to any city in the United States east of the 100th Meridian. Less than 500 lbs.—  
 F. O. B. Chicago.

100 lbs. .... \$ 2.70  
 500 lbs. .... 13.25  
 1000 lbs. .... 26.00  
 Ton ..... 49.50  
 Carload. Per ton..... 45.00

## Horn Shavings

13½% organic nitrogen—slowly available—use under glass. Size bags—50 lbs.  
 50 lbs. .... \$ 3.45  
 100 lbs. .... 6.75  
 500 lbs. .... 33.50  
 1000 lbs. .... 66.00  
 Ton ..... 130.95

### CARLOAD LOTS—FREIGHT PREPAID

We are able to furnish fertilizer in carload quantities at reasonable prices. A carload lot may be made up of any of those items listed as coming from Chicago Heights and will be delivered freight allowed to any point east of the 105th Meridian. Your freight agent will advise you of the minimum fertilizer car in your territory.

## Muriate of Potash

50% potash. Used in addition to bone meal on various plantings. Size bags—100 lbs.  
 100 lbs. .... \$ 2.70  
 500 lbs. .... 13.25  
 1000 lbs. .... 26.25  
 Ton ..... 49.50  
 Carload. Per ton..... 46.60  
 F. O. B. Chicago Heights.

## Nitrate of Soda—16% N.

100 lbs. .... \$ 2.55  
 500 lbs. .... 12.50  
 1000 lbs. .... 24.50  
 Ton ..... 46.00  
 Carload. Per ton..... 43.75  
 F. O. B. Chicago Heights.

## Gardenia Peat

Mix about 15% to 20% with the soil, then use as a top dressing about ½ inch thick every 60 days.  
 Stimulates fine, healthy growth of plants and foliage; also improves texture and keeping qualities of the flowers.  
 You cannot afford to grow Gardenias without it.  
 Experimental size—2 bushel bags. Approximate weight, 60 lbs. Each..... \$ 1.00  
 Wire-bound box, 18x18x36 in. Approximate weight, 200 lbs. Each..... 3.00  
 Carload—20 tons. Per ton..... 17.50  
 F. O. B. Producer—Northern Indiana.

## Orchid Peat

Yellow Osmundine Fibre. Very finest quality used by practically all of the large Orchid growers in the country.  
 3 bushel bags..... \$ 1.50  
 21 bushel bales..... 10.00  
 F. O. B. Producer—Northern Indiana.

## Peat Moss

Granulated Norwegian or German. Imported finest quality. Approximately 22 bushel bales.  
 1 to 9 bales. Each..... \$3.25  
 10 to 24 bales. Each..... 3.15  
 25 or more bales. Each..... 3.00  
 3 bushel bales. Each..... .80

## Poultry Manure

Analysis—5-N., 2½-PH., 6-AM.  
 1000 lbs. per acre.  
 100 lbs. .... \$ 2.00  
 500 lbs. .... 8.50  
 1000 lbs. .... 16.00  
 1 ton to 4 tons. Per ton..... 30.00  
 5 tons to 19 tons. Per ton..... 27.25  
 Carload. Per ton..... 26.25

## Superphosphate

20% available inorganic phosphoric acid. Used in place of bone meal in bench soils—quickly available. Size bags—100 lbs.  
 100 lbs. .... \$ 1.50  
 500 lbs. .... 7.25  
 1000 lbs. .... 14.25  
 Ton ..... 27.45  
 Carload. Per ton..... 25.80  
 F. O. B. Chicago Heights.

## "Vigoro" for General Fertilization

1-lb. packages. Each..... \$0.10  
 Dozen packages..... .90  
 Case of 32 packages..... 2.00

5-lb. bags.. \$ 0.50 — Case of 14.... \$ 4.75  
 10-lb. bags.. .85 — Case of 6.... 3.50  
 25-lb. bags.. 1.50 — Dozen ..... 13.50  
 50-lb. bags.. 2.50 — ½ dozen ..... 13.20  
 100-lb. sacks. 3.50 — 500 lbs. .... 16.25  
 1000 lbs. .... 30.00 — Ton ..... 58.00  
 500 lbs. or more—FREIGHT PREPAID to the following States: Illinois, Indiana, Iowa, Ohio, Michigan, Wisconsin, Kentucky, Minnesota, North Dakota, South Dakota, Missouri, Kansas, Nebraska.

## Hardwood Ashes—Unleached

4% potash. In addition to the potash this product has a special value for soil conditioning. Size bags—100 lbs.  
 100 lbs. .... \$ 1.60  
 500 lbs. .... 7.75  
 1000 lbs. .... 15.25  
 Ton ..... 29.05  
 F. O. B. Chicago Heights.

## Charcoal (Six Different Sizes)

No. 2 "Lump" 1/2 inch Mesh  
 No. 3 "Pea—large" 1/3 inch Mesh  
 No. 6 "Pea—small" 1/6 inch Mesh  
 No. 16 "Rice size" 1/16 inch Mesh  
 No. 36 "Sugar size" 1/36 inch Mesh  
 No. 100 "Powder" 1/100 inch Mesh  
 Packed in 50-lb. bags.  
 Prices:  
 Single bag. Per bag..... \$1.50  
 100 to 400 lbs. Per bag..... 1.40  
 500 lbs. or more. Per bag..... 1.30

## Wizard Sheep Manure—Pulverized

2% nitrogen, 1% total phosphoric acid, 2% potash. Treated so that weed seeds in it are killed. Size bags—100 lbs.  
 100 lbs. .... \$ 2.30  
 500 lbs. .... 8.50  
 1000 lbs. .... 16.00  
 1 ton to 5 tons. Per ton..... 30.00  
 5 tons to 19 tons. Per ton..... 28.00  
 Carload. Per ton..... 26.25  
 F. O. B. Stock Yards—Chicago.

## Wizard Cattle Manure—Shredded

2% nitrogen, 1% total phosphoric acid, 1% potash. Weed seeds in it have been killed. Size bags—100 lbs.  
 100 lbs. .... \$ 2.30  
 500 lbs. .... 8.50  
 1000 lbs. .... 16.00  
 1 ton to 5 tons. Per ton..... 30.00  
 5 tons to 19 tons. Per ton..... 28.00  
 Carload. Per ton..... 26.25  
 F. O. B. Stock Yards—Chicago.

# High Grade Insecticides — Prompt Shipment

## Aluminum Sulphate

Used by growers for turning Hydrangeas Blue.

5 lbs. ....	\$0.50
10 lbs. ....	.90
25 lbs. ....	2.00
50 lbs. ....	3.50
100 lbs. ....	6.00

## "Ansul Dust"

For control of "Damping Off" of seedlings. Also a disinfectant against soil diseases.

1 lb. tin. Each.....	\$0.75
5 lb. tin. Each.....	2.00
25 lb. drum. Each.....	5.50
50 lb. drum. Each.....	9.00

## Arsenate of Lead

1 lb. cans. Each.....	\$ 0.30
1 lb. cans. Dozen.....	2.50
4 lb. bags. Each.....	.65
4 lb. bags. Case of 6.....	3.50
100 lb. drums .....	12.00
500 to 1900 lbs. Per 100 lbs.....	11.00

## "Black Arrow" Insect Dust

A Pyrethrum Dust—Non-Poisonous. No. 5000 for Greenhouses.

10 lbs.....	\$ 2.50
25 lbs.....	5.75
50 lbs.....	10.50
100 lbs.....	19.00

Very effective and economical to use.

## "Black Leaf 40"

Nicotine Sulphate—for commercial use.

1 lb. bottle .....	\$ 2.10
2 lb. tin .....	3.10
5 lb. tin .....	5.85
10 lb. tin .....	9.85
50 lb. drum .....	43.00

For Counter Re-sale. Each Dozen		
1 oz. bottles.....	\$0.35	\$2.67
5 oz. bottles.....	1.00	8.00

## Bordeaux Mixture (Dry)

1 lb. can. Each.....	\$0.30
1 lb. cans. Dozen.....	2.50
4 lb. bags. Each.....	.65
4 lb. bags. Case of 6 bags.....	3.30
100 lb. drum. Each.....	11.00

## Corrosive Sublimate

(Mercuric Chloride)

A very effective bulb disinfectant, especially prepared to control Gladiolus Thripss.

Per lb. ....	\$1.45
5 to 24 lbs. Per lb.....	1.30
25 to 99 lbs. Per lb.....	1.15
100 lbs. or more. Per lb.....	.95

Solution—1 pound to 96 gallons of water.

## Cuprocide

1 lb. tins. Each.....	\$ 0.90
5 lb. tins. Each.....	3.50
20 lb. tins. Each.....	12.00
50 lb. tins. Each.....	22.50

## Cyanogas (Calcium Cyanide "G")

5 lb. can.....	\$ 3.00
25 lb. can.....	10.00
100 lb. can.....	30.00

## "Evergreen" Spray (New)

A Non-Poisonous, Pyrethrum Spray, containing activator and soap spreader in proper proportion.

1 pint tins. Each.....	\$ 2.00
1 gal. tins. Each.....	9.50
5 gal. tins. Each.....	42.50

## Fish Oil Soap

1 lb. tins.....	\$0.30
5 lb. tins.....	1.00
10 lb. tins.....	1.95

ITEMS NOT LISTED HERE WILL BE FOUND IN OUR "AMERICAN FLORIST SUPPLY"—1936 CATALOG—IF YOU DID NOT RECEIVE YOURS, WRITE FOR IT TODAY

## Formaldehyde (Liquid)

A very effective and economical fumigant and disinfectant.

Quarts. Each .....	\$ 0.75
Gallons. Each .....	2.50
60 lb. kegs. Each.....	8.40
125 lb. kegs. Each.....	14.00
450 lb. barrels. Each.....	42.75

## FumeTobac

	F.O.B. Chicago	F.O.B. New York
25 lb. drums. Each.....	\$ 5.00	\$ 4.50
50 lb. drums. Each.....	8.00	7.50
100 lb. drums. Each.....	15.00	14.00

## Naphtholine Flakes

10 lbs. ....	\$ 1.35
25 lbs. ....	3.25
50 lbs. ....	6.25
100 lbs. ....	12.00

## Nico-Fume and Nikoteen Liquid

Free Nicotine 40% for Spraying and Fumigating.

1 lb. tin. Each.....	\$ 2.25
4 lb. tin. Each.....	5.75
8 lb. tin. Each.....	10.00
40 lb. drum. Each .....	40.00

**Note:** 4 lb. tin approximately 1/2 gallon.  
8 lb. tin approximately 1 gallon.

## Nico-Fume and Nikoteen Powder

Lights quickly. Burns evenly. No waste.  
10 lb. tins. Each..... \$5.85

## Nico-Fume Pressure Fumigator

A new and extremely effective method of fumigating with Nico-Fume Powder. Each can has a sparkler for lighting the powder.

	Each	6 cans	12 cans
1/2 lb. cans.....	\$0.45	\$2.40	\$4.20
1 lb. cans.....	.75	3.75	7.00

## Nico Rote

A three-way killing action insecticide.

Quarts .....	\$ 4.00
Gallons .....	12.00

## "Red Arrow" Spray

1 oz. bottles packed 1 dozen in a counter display carton.

Dozen .....	\$2.60
Quart cans. Each.....	3.70
Gallon cans. Each.....	9.50

## Rotocide—New

Quart tins. Each.....	\$ 3.00
Gallon tins. Each.....	8.00
5 gallon tins. Each.....	35.00
15 gallon tins. Each.....	95.00
For counter re-sale—	
1 oz. bottles. Each.....	.35
Dozen .....	2.50

## Selocide

Manufactured especially for the control of Red Spider. Follow directions closely.

1 quart tins. Each.....	\$ 1.00
1 gallon tins. Each.....	2.75
5 gallon tins. Each.....	12.00

## Sulphur—Anchor Brand, 100% Pure

Sublimed Flowers of Sulphur. Finest drug store grade.

100 to 400 lbs. Per 100 lbs.....	\$4.30
500 to 1900 lbs. Per 100 lbs.....	4.10
1 to 4 tons. Per 100 lbs.....	3.85

## "Volck"

A Nursery and Greenhouse Oil Spray.

Quart can. Each.....	\$ 0.75
Gallon can. Each.....	2.00
5 gallon drum. Each.....	6.25
14 gallon drum. Each.....	11.25
28 gallon drum. Each.....	20.75
54 gallon drum. Each.....	37.80

## Soap Spreaders

Evergreen or Red "A" Activators for Pyrethrum Sprays.

1 gallon .....	\$ 1.25
5 gallons .....	5.60



## New Antirrhinum (snapdragon) Nanum St. George

The Malmaison type of Snapdragons has been acclaimed the finest of all Antirrhinums for bedding, and it is therefore with much pleasure that we introduce St. George and the variety featured below, namely, Royal Rose, for they are of similar habit. Free-flowering, erect and so sturdy that they stand up against almost any adverse weather condition, these two novelties are varieties which can be recommended without hesitation for all purposes to which Antirrhinums lend themselves (excepting greenhouse culture).

The color of St. George is orange-cerise, but of a new shade which makes it absolutely distinct from all other varieties. The spike is dense and the pips are placed closely together, making a perfect general and colorful effect. The individual flowers are large and compare very favorably with any known commercial variety.

Tr. Pkt. . . . . 35c    ¼ oz. . . . . \$1.00    Oz. . . . . \$3.50



Antirrhinum Nanum St. George

The two new Snapdragons illustrated on this page were awarded "Special Mention" by the "All-America" Council, 1935.

## New Antirrhinum (snapdragon) Nanum Royal Rose

Royal Rose is truly a Regal variety. Our Selection Notes show that it was first named "King of Bedders," for from the early stages we have considered it the finest bedding variety we have ever raised.

The color is almost impossible to describe and must be seen to be appreciated, for to say that it is the deepest and richest rose imaginable does not do it justice. There is apparent in every flower that quality of tone and velvet sheen that reminds one of the texture of the Rose.

As with St. George, the spike is dense and the individual flowers placed closely together. With all confidence we recommend these two varieties.

Tr. Pkt. . . . . 35c    ¼ oz. . . . . \$1.00    Oz. . . . . \$3.50



Antirrhinum Nanum Royal Rose

FOR OUR COMPLETE LISTING OF ANTIRRHINUM (SNAPDRAGON), SEE ALPHABETICALLY ARRANGED PAGES IN THIS BOOK.

CHICAGO **AMERICAN BULB CO.** NEW YORK

A. B. C. SUPREME

QUALITY FLOWER SEEDS



**HARDY DELPHINIUM**

***Blackmore and Langdon's "Gold Medal" Strain***

RECOGNIZED THE WORLD OVER AS SUPREME IN DELPHINIUMS

*New Crop Seed Imported Direct from Blackmore and Langdon (England)*

Fancy Perennial Delphinium of the Blackmore and Langdon type (true strain), are quite hardy, provide cut flowers of real class, and are good "profit providers."

**Special Note**—We have recently imported from Blackmore & Langdon (England) a large collection of their choicest named

varieties in various colors and shades. Each variety in separate package and containing not less than 100 seeds, which we offer at **\$1.25** per package or 5 varieties for **\$5.00**. If you are desirous of producing Hardy Delphinium that will create a sensation when in bloom, allow us to make up a selection. We promise that you will be

agreeably surprised with the results obtained from same.—A. B. C.

**Blackmore & Langdon's "Gold Medal" Hybrids.** The "last word" in Delphinium mixtures. (Direct from originators.)

Trade Packet .....	\$1.00
¼ oz.....	\$2.00      Oz.....\$7.00

CHICAGO **AMERICAN BULB CO.** NEW YORK