

Historic, Archive Document

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



LIBRARY
RECEIVED
★ MAY 28 1930 ★
U. S. Department of Agriculture
ZINNIAS (Continued)

SNAPDRAGONS

The following varieties are especially recommended for greenhouse culture—desirable also for outdoor planting. However, for this purpose they require staking because of tall growth.

JENNIE SCHNEIDER

Beautiful Columbia Rose Pink. Introduced to the trade by A. B. C. and which is today, we believe, the most popular variety of cut flower Snapdragon on the market.

Words of Critical Growers

Henry Smith Floral Co., Grand Rapids, Mich., says of the Jennie Schneider:

"Wish you could see a bunch of Jennie Schneider now in bloom. It is surely a sight. Color, stem and flower of this are all that could be desired. It is also an early-flowering variety."

Price: Originator's Greenhouse-grown Seed (Exclusively Controlled by A. B. C.), per trade pkt., \$1.00; 3 pkts. for \$2.50; 6 pkts. for \$4.50.

Pierre Schneider's Information with regard to Producing "Winter-flowering Snapdragons" Should Be in the Hands of Every Snapdragon Grower. Supplied Free to Customers.

Other Desirable Varieties of Snapdragons for Greenhouse Culture.

ROMAN GOLD

(Another A. B. C. Introduction)

An exceptionally early variety, and very popular on the Chicago cut flower market. Color: A combination of pink, copper and golden yellow shades. We consider this on a par in value to the florist with the variety Jennie Schneider.

Price: Originator's Greenhouse-grown Seed (Exclusively Controlled by A. B. C.), per trade pkt., \$1.50; 3 pkts., \$4.35; 6 pkts., \$8.50.

Improved Sunburst. An outstanding shade of yellow tinged with bronze copper color. Price per trade pkt., \$1.50; 3 pkts., \$4.35; 6 pkts., \$8.50.

Geneva Pink. An exceptionally good pink variety. Per trade pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$5.00.

Indian Summer. A lovely, rich, velvety and glossy copper color, indescribably beautiful. Per trade pkt., \$1.00; 3 pkts., \$2.50; 6 pkts., \$5.00.

| | Per Tr. Pkt. | 3 For | 6 For |
|---------------------------------------|--------------|--------|--------|
| Cheviot Maid, clear pink | \$1.50 | \$4.25 | \$8.00 |
| Laura, glossy, deep rose pink | 1.50 | 4.25 | 8.00 |
| Philadelphia Pink, pure pink | 1.00 | 2.50 | 4.50 |
| Afterglow, bronze | 2.00 | 5.00 | 9.00 |
| Ceylon Court Yellow | 1.50 | 3.75 | 7.20 |
| Penn Orange | 1.00 | 2.50 | 4.50 |
| White Rock, pure white | 1.00 | 2.50 | 4.50 |
| Orlando, bronze | 1.00 | 2.50 | 4.50 |
| Silver Pink, marvelous producer | 1.00 | 2.50 | 4.50 |
| Hybrid, delicate orchid shade of pink | 1.00 | 2.50 | 4.50 |

A New Winter-blooming SNAPDRAGON

Witterstaetter's
Rose Queen

A beautiful dark pink, large-flowering variety, a true winter-bloomer, awarded silver medal at National Flower Show at Minneapolis, also a first premium at Cleveland show.

This variety will bloom in any month during the winter. For December and January blooming, sow seed July 1 to 10 and bench by October 1. To follow early mums, sow seed August 1 to 10; late mums, sow August 15 to 25. Pot soon as ready. Pinch when strong enough to two or three breaks. Can be planted close, 6 inches by 8 inches.

Price, \$2.00 per pkt.; 3 pkts., \$5.00

CALENDULAS

A. B. C. IMPROVED SENSATION

Has proved to be a real money maker for the Florist.

Fritz Bahr states in The Florists' Exchange:

"For the Winter and Early Spring months, I don't know a better Catch Crop than Calendulas."

The principal value of A. B. C. Improved Sensation lies in the fact that it is much larger than any other Calendula on the market and has a very distinct crimson or scarlet sheen, which, with its orange base, provides a most outstanding and appreciable combination of coloring. Furthermore, the same is produced on unusually long stems.

Price of A. B. C. Improved Sensation Calendula. Bright Orange with Scarlet Sheen: Trade Pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00; 2 ozs., \$5.00; 4 ozs., \$9.00; 8 ozs., \$16.00.

A New "Break" in Cut Flower CALENDULAS—RADIO

The color of Radio is a glowing orange, the petals are beautifully quilled, enhancing the beauty of the flowers, which are globular in shape and do not show the center until far advanced in age. Price per trade pkt., 50c; per oz., \$3.00.

LARKSPUR---Annual TALL STOCKS-FLOWERED

Very desirable for greenhouse and outdoors. ¼ lb. Tr. pkt. Oz.

| | | | |
|---|---------------|--------|--------|
| La France. The exceptional new salmon pink which is considered one of the most outstanding varieties to date for cut flowers. | ¼ oz., \$1.00 | \$0.75 | \$3.00 |
| Los Angeles. New, deeper in color than La France. | .75 | .75 | 3.00 |
| Improved Exquisite. Soft pink | \$6.00 | .25 | 2.00 |
| Dark Blue | 2.00 | .15 | .60 |
| Newport Pink | 2.50 | .15 | .80 |
| Bright Rose | 2.00 | .15 | .60 |
| Shell Pink | 2.00 | .15 | .75 |
| Lilac | 2.00 | .15 | .75 |
| Sky Blue | 2.00 | .15 | .75 |
| Pure White | 2.00 | .15 | .75 |
| Lustrous Carmine | 2.00 | .15 | .85 |
| Ageratum Blue | 2.00 | .15 | .75 |
| Rosy Scarlet | 2.00 | .15 | .75 |
| Mixed | 1.50 | .15 | .40 |

ZINNIAS

Provide Exceptional Cut Flowers

BODGER'S DAHLIA-FLOWERED

Crimson Monarch. Best red.
Dream. Deep lavender.
Exquisite. Light rose.
Gt. Attraction. Brick red.
Golden State. Orange yellow.
Illumination. Tyrian rose.
Buttercup. Deep creamy yellow.
Canary Bird. Delicate primrose.
Meteor. Glowing deep red.
Old Rose. Large flowers.
Oriole. Orange and gold bicolor.
Polar Bear. Pure white.
Scarlet Flame. Bright scarlet.

Price: Tr. pkt., 35c; ¼ oz., 60c; oz., \$2.00.
Gold Medal Mixture
Tr. pkt., 25c; oz., \$1.50; ¼ lb., \$5.00.

Giant Mammoth ZINNIAS

| | Tr. Pkt. | Oz. |
|--|----------|--------|
| Miss Willmott. One of the most delicate of soft salmon pinks; very large flower. | \$0.25 | \$1.50 |
| Enchantress. Light rose with center of deep rose. | .25 | 1.00 |
| Cerise Queen. A new, bright, very striking color. | .25 | 1.00 |

Zinnia Elegans "LILLIPUT"

These small-flowered Zinnias are becoming wonderfully popular throughout the country as a cut flower, particularly the "Salmon Rose."

| | Tr. Pkt. | Oz. |
|---------------------------|----------|--------|
| Dark Crimson | \$0.15 | \$0.80 |
| Golden Gem | .15 | .80 |
| Salmon Rose (Very select) | .15 | .80 |
| Scarlet Gem | .15 | .80 |
| White Gem | .15 | .80 |
| Mixed Colors | .15 | .60 |

GLADIOLUS

Mrs. Frank Pendleton; exceptional for cut flowers. 1½-inch and up; per 100, \$2.75; per 1000, \$22.00.

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 100, 250, 500, 1,000 and 2,500 pips from cold storage, Chicago and New York.

| | |
|----------------|---------|
| Per 100 Pips | \$ 5.00 |
| Per 250 Pips | 10.00 |
| Per 500 Pips | 18.00 |
| Per 1,000 Pips | 35.00 |
| Per 2,500 Pips | 75.00 |

LILIES

From Cold Storage GIGANTEUM

| | Per 100 | Per case |
|---|---------|----------|
| Special offer, 6 to 8-in., 400 to case; while they last | | \$24.50 |
| 9 to 11-in., 180 to case | \$32.00 | 55.00 |
| 10 to 11-in., 150 to case | 42.00 | 60.00 |

AURATUM

| | Per 100 | Per case |
|--------------------------|---------|----------|
| 11 to 13-in., 70 to case | | \$25.00 |

SPECIOSUM MAGNIFICUM

| | Per 100 | Per case |
|--------------------------|---------|----------|
| 7 to 9-in., 220 to case | \$15.00 | \$30.00 |
| 8 to 9-in., 200 to case | 16.00 | 30.00 |
| 11 to 13-in., 90 to case | | 35.00 |

SPECIOSUM ALBUM (White)

| | Per 100 | Per case |
|-------------------------|---------|----------|
| 8 to 9-in., 200 to case | \$21.00 | \$37.50 |

NOTE: We supply 25 Lily bulbs, all kinds listed, at 100 rate. Less than 25 of a variety invoiced at 20 per cent advance over 100 rate.

GRAFTED ROSE PLANTS

Highest grade of grafted Roses from the greenhouses of Bassett & Washburn, for whom we are selling agents. From 2½-in. pots; delivery as wanted.

Double White Killarney, Wilhelm Kordes, E. G. Hill, Rose Hill, \$25.00 per 100, \$225.00 per 1000.

For complete list of up-to-the-minute Florists' flower seeds, please consult our 1930 Catalogue, mailed free to anyone in the trade.



LILY of the VALLEY

German Forcing *EXHIBITION TYPE*



Our supply this season is the finest we have ever received, giving perfect satisfaction to all our customers. We make shipment in 250, 500, 1000 and 2000 lots. Many of our customers desire shipments weekly.

Our Valley offered this season is received from the German shippers, Neubert and Otto Mann, known the world over for their best quality.

250 for \$10.00
500 for 18.00
1000 for 35.00
2000 for 70.00

AMERICAN BULB CO. 1335 W. Randolph St., CHICAGO
31 West 27th St., New York



MADE IN GERMANY

AMERICAN BULB COMPANY
1335-1341 W. Randolph St. CHICAGO, Ill. 6 Murray St. NEW YORK.



Fischer's Ruffled Cyclamens which Won Medal Awarded at German Flower Show.

FISCHER'S CYCLAMENS WIN.

(From Florists' Review, April 17, 1930.)

The illustration on this page shows a group of 120 cyclamens at a German flower show entered by Ferd. Fischer, celebrated cyclamen seed grower. These plants won a first prize, consisting of a medal and a cash award.

The exhibit is of Mr. Fischer's new introduction, Fischer's Ruffled Salmon, a distinct, deep salmon, with the edges fringed, resembling the fringed orchid. It is said to be as good a producer as other varieties, having a profusion of blooms, and a healthy grower, fixed as to type. American growers who have handled this cyclamen have found a strong demand for it. There will be a larger supply of the seeds available this season, according to the American Bulb Co., Chicago, sole distributors of Ferd. Fischer's seeds in this country.

GIANT SHOW CYCLAMEN SEED.

**Ferd. Fischer's Improved (Originator's Strain).
All Seed Grown by Ferd. Fischer, Germany.**

| | Per 100 | Per 1000 | | Per 100 | Per 1000 |
|----------------------------------|---------|----------|-----------------------------------|---------|----------|
| Improved Perle of Zehlendorf. | | | New Ruffled. Rosy salmon..... | \$2.25 | \$18.00 |
| Dark salmon..... | \$1.50 | \$12.00 | Harlikin (New Introduction). Saf- | | |
| Improved Rose of Zehlendorf. | | | fron red, with salmon tint..... | 1.75 | 18.00 |
| Delicate salmon..... | 1.50 | 12.00 | Lilac | 1.25 | 10.00 |
| Glory of Wandsbek. Salmon..... | 1.50 | 12.00 | Mixed | 1.25 | 10.00 |
| Fischer's Bonfire or Vermilion. | | | White, with carmine eye..... | 1.25 | 10.00 |
| Deep brilliant salmon; excep- | | | Roccoco. Red, rose or lilac, or | | |
| tionally fine..... | 1.75 | 14.00 | white with eye..... | 1.50 | 12.00 |
| Glowing Dark Red. Christmas red | 1.25 | 10.00 | America. Golden salmon; best of | | |
| Glowing Bright Red. Cherry red. | 1.25 | 10.00 | all salmons..... | 2.25 | 18.00 |
| Rose of Marienthal. Bright red.. | 1.25 | 10.00 | Liebesfeuer. Ruby salmon..... | 2.25 | 18.00 |
| Pure White..... | 1.25 | 10.00 | Perle. Salmon, white edge..... | 1.50 | 12.00 |
| New Ruffled. Dark salmon..... | 2.25 | 18.00 | | | |

Three Famous Fischer's Introductions: Harlikin, America, Ruffled Salmon.
 Special Discount, \$1.00 less per 1000 in lots of 5,000.
 Special Discount, 2.00 less per 1000 in lots of 10,000.
 Special Discount, 3.00 less per 1000 in lots of 25,000.

AMERICAN BULB CO.

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



MADE IN GERMANY

AMERICAN BULB COMPANY

1335-1341 W. Randolph St. CHICAGO, Ill. 6 Murray St. NEW YORK.

CYCLAMEN SEED

From the World's Foremost Grower

FERD. FISCHER

FERD. FISCHER'S CYCLAMEN SEED
SOLD BY
AMERICAN BULB COMPANY
CHICAGO NEW YORK



- 1 White with Carmine Eye
- 2 Rose of Marienthal
- 3 Glowing Red
- 4 Salmon Ruffled
- 5 Lilac
- 6 America
- 7 Pearl of Zehlendorf
- 8 Rose of Zehlendorf
- 9 Vermilion

MADE IN GERMANY

AMERICAN BULB COMPANY

1335-1341 W. Randolph St. CHICAGO, Ill. 6 Murray St. NEW YORK.

