

## **Historic, Archive Document**

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# MODERN GLADIOLUS

National  
Florists Convention

—Held In—  
Minneapolis, Minn.  
August, 1913

PHOTOGRAPH OF EXHIBIT BY  
L. L. MAY & CO'S.  
SAINT PAUL, MINN.

Retail  
Price List  
—  
1914--1915



# SPECIAL TO FLORISTS

Instead of taking big chances on cheap, immature or foreign grown bulbs, which have been a source of great loss and disappointment to you in the past, you should buy our Minnesota grown bulbs. You require the very best bulbs for forcing purposes, and only those that are fully matured, free from disease and grown in a cold rigorous climate, can give you the desired results. Our Minnesota grown Gladioli are unequalled for all florists' use; they stand without a peer and challenge all competition. They make larger and finer spikes than all others, they flower earlier, the blooms are larger, their coloring in the most exquisite shades, lovely tints, delicate markings and artistic splashes are without a rival in the Gladioli world.

Prices quoted F. O. B. St. Paul. Remittances from unknown purchasers or satisfactory references.

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## Park And Cemetery Decorations.



SARA



MAY'S CARDINAL

Park and cemetery planting of Gladioli, in beds from one hundred to one thousand grouped together, with the different colors and varieties, make a gorgeous show, and lends to the whole landscape view a touch of artistic beauty that nothing else can. May's Minnesota grown Gladioli are so universally popular that the demand has increased each year more and more until the supply is inadequate to meet it. No other flower can take the place of Gladioli, while the Gladioli does take the place of many others, because it is so profuse in flower and so variegated in color, tint and markings as to afford the setting of radiant beauty. The Gladioli is in great demand by country gentlemen who own rural estates with spacious grounds, and extensive lake homes, having spacious grounds, as each use several thousand bulbs in the lay out of their Gladioli beds. May's Minnesota Gladioli is the most economical flowering bulb to purchase, as the first supply bought may be taken care of in the fall, dug, housed and the bulbs are ready for planting again with each recurring spring.

# HOW TO BUY GLADIOLI.



FRANCIS KING

If your means are limited buy freely of the mixtures, as there are no poor sorts in our collection, adding a few of such named sorts as you think you want to be sure to have. In buying named sorts that are new better buy not less than two of a kind for fear of mistakes which will sometimes occur. It is more satisfactory to have a quantity so as to be able to cut a good lot of flowers at a time and so as to be able to divide your planting. After you have got a fair stock you may invest more in named sorts. You need not order dozens of one sort but we will make up the dozen from different sorts. Half dozen at dozen price, 50 at hundred rate, or 250 at thousand rate.

## HOW TO GROW THE GLADIOLUS.

Anybody who has a good garden spot or even a front or backyard can grow the Gladiolus, the bulbs are cheap; the cut flowers last a week or ten days in water, have no oppressive odor, and do not fall to pieces and are as beautiful as orchids.

Plant in any fairly rich soil except stiff clay, a sandy loam, retentive of moisture preferred, but it should be well drained. Soil recently in grass is, perhaps the best. Avoid contact with manure which should never be fresh. If the same soil be used for several years it is recommended that ashes (wood) and old manure be plowed in the Fall previous. If the soil be

clayey or stiff put sandy loam in the furrow when planting. Plant in full exposure to the sun but do not plant among the roots of trees or against the south side of a house.

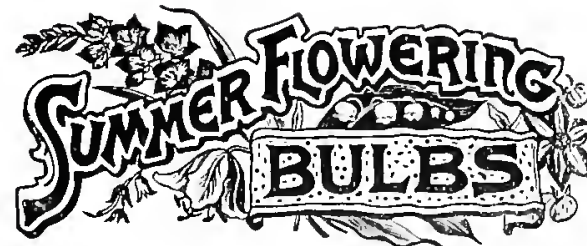
This is important. Do not plant all at one time but at intervals of about two weeks, beginning as soon as the ground will work well and continue nearly up to July. This together with the fact that some varieties are naturally earlier than others will give a succession of bloom from July to time of hard frost. Plant in rows far enough apart to work well, whether by hand or horse, and about three times the diameter of the bulb apart in the row. We prefer to plant deep, five inches for the large bulbs and three for the smallest. If the ground be dry and you have water at hand, water at the start and again when the flower buds show color. Above all keep the ground always loose and mellow on the surface by cultivating as often as it rains or you have time, beginning before the plants are up. We use a wheel hoe between.



BEAUTY

# Note Our Prices.

## GLADIOLI.



diameter, many in bloom at the same time, creates the demand for this variety constantly for use in dining rooms or home decoration.

Price---1st size, 5c each; 50c per doz. postpaid.  
100 for \$3.50 by express.

Price---2nd size 3c each; 35c per doz. postpaid.  
100 for \$2.50 by express.

### BEAUTY

This is a general favorite in the St. Paul market, the flowers when exhibited are bought at fancy prices. Being of a rich deep wine color, a shade seldom seen in flowers of any kind, they are distinctive and show decided individuality, both in form and color.

Price 25c each; \$2.50 per doz. postpaid.

### NEW AMERICA

A delicate light pink and white streaked flower on a well shaped strong spike. New. A decided acquisition to the light varieties.

Price 25c each; \$2.50 per doz. postpaid.

### TACONIC

This variety was shown at Minneapolis by us this season in our collection and was selected by experts to be one of exceptional merit

and will rival Mrs. Francis King in popularity for florists' use. Color bright brilliant pink, splashed and flecked with deeper color on lower petals.

Price 10c each; \$1.00 per doz. postpaid. 100 for \$6.00 by express.

### MAY'S CARDINAL

Distinct in color to any other variety of Gladiolus, being of a most intense brilliant cardinal scarlet, very large flowers and massive spike, showy and by all means the very finest high colored sort.

Price 25c each; \$2.50 per doz. postpaid.



# Originators Of Modern Gladioli.



WILLIAM MASON

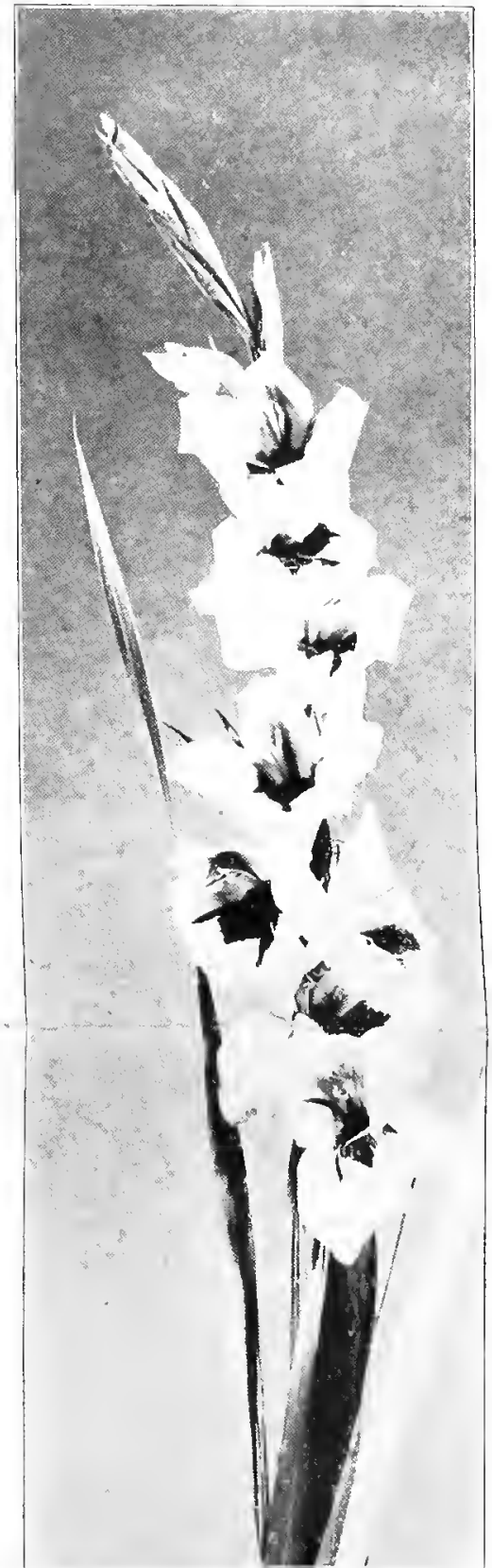
For more than thirty years we have specialized in Gladioli, with distinguished success. Our work in growing seedlings from hand-pollination, originating hundreds of new species by crossing the different strains and then modernizing those varieties, has elicited the laudation of Florists and growers and dealers all over the country.

Our purpose in specializing in Gladioli was to place this universally popular flower easily within the reach of the masses for it has been tritely named "The People's Orchid." To make the price so low, that every home, however humble, throughout the length and breadth of this land could have and enjoy this delightful flower, that has been cherished for over a hundred years.

While attaining this purpose it was also our desire to produce the best strains by crossing and re-crossing the different species so as to produce and then modernize those varieties into the most exquisite shades, lovely tints, delicate markings and artistic splashes, known to their varigating coloring, large strong vigorous bulbs for forcing.

## MINNESOTA GLADIOLI LEADS THE WORLD.

Minnesota grown Gladioli are justly famous and eminently renowned for their robust habit, floriferousness, unequaled size of bloom and freedom from disease. Grown in an extreme Northern climate, where the winters are long and severe, our bulbs will start to grow imme-



KLONDYKE

diately on being planted and will flower earlier and produce better and larger blooms than those grown in any other climate. Minnesota grown Gladiolus bulbs lead the world.

## OUR MINNEAPOLIS EXHIBIT.

The many thousands of people who visited the National Convention of the Society of Florists, at Minneapolis, Minnesota, in August, 1913, were greatly surprised and perfectly delighted at the display of Gladioli there. And on visiting our display there, their ecstasy knew no bounds while viewing the magnificence of our blooms. And when they learned that though planted to flower at a specified time, our bulbs had passed the best exhibit, in point of time, thereby proving that Minnesota grown bulbs will flower earlier than those grown in any other spot or place on earth.

# *Largest Growers In The Northwest.*

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**W**e are the largest Growers of Gladioli in the Northwest. Our stock comprises all of the leading varieties and many new and distinct species of rare merit, introduced by us. There is not a variety of Gladioli known to the world of growers, but what we can supply on short notice, except, perhaps, in very rare instances. We market bulbs that are fully matured, vigorous and free from disease and that have passed the most crucial test for quick and marvelous production. We give our personal care to the growing and digging and special attention to the grading of all bulbs, and we cannot accept any responsibility for errors that may occur, other than now and then to replace stock that may prove untrue, by some oversight or mistake.

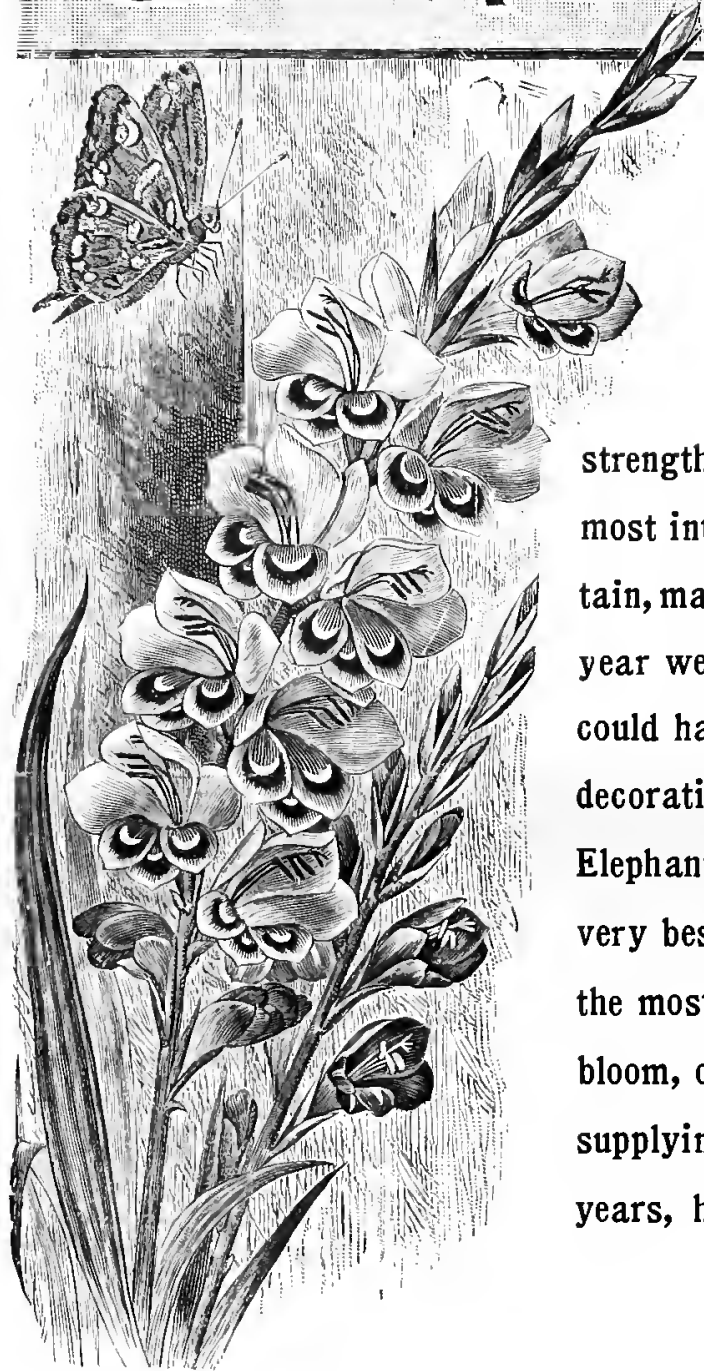


FROM SOME OF OUR COLLECTIONS.



# SEVERAL HUNDRED VARIETIES.

## GLADIOLI



Space here will not permit us to even enumerate, much less describe the several hundred varieties that we grow. We can only give a few of those in the best classes, and among these are "May's Cardinal," to which we wish to call special attention of Florists and the public in general, because of its rare and distinct merit. It is the autocrat of the whole Gladioli family, because it is the peer of all rivals in the present generation of Gladioli. It commands a lordly appearance and is in a specific class by itself. It at once craves your admiration, while eliciting your focused attention. Among an exhibit of several hundred other sorts it stands out in such bold relief in the great strength and vigor of spike, exceeding profusion of bloom, massive flowers, and that most intense brilliant scarlet, that Florists all over the country have so long tried to attain, makes it the finest high colored sort ever produced, without a single exception. Last year we were unable to supply the demand by Florists alone for May's Cardinal," and could have sold many thousand more of these bulbs for park, cemetery and home decorations. In miscellaneous bulbs such as Begonias, Caladium Esculentum, or Elephant's Ears; Cannas, Dahlias, we grow in great quantities for the trade. The very best sorts only are grown and marketed. In these we have many rare varieties, the most salable sorts, that produce the greatest profusion of flower and the very best bloom, obtainable. We select the best bulbs for forcing by careful grading, in supplying Florists, and the success had with our bulbs, by Florists in the past years, has built up a strong demand for May's Northern Grown bulbs.

### AMERICA

This variety has never been equalled, for size of bloom and beauty of color, being of a soft lavender pink, long spike and covered with large spreading flowers, closely set, all facing the one way, making it an ideal variety for the florist's use in decorative and design work.

Price 10c each; 75c per dozen postpaid. 100 for \$5.00 by express.

### MRS. FRANCIS KING

Mrs. Francis King, has for the past 3 or 4 years been the variety most in demand, for Store Window, Church and Hotel Decoration. The long strong spikes of vermillion scarlet flowers with dark green foliage, the long line of continually opening buds, flowers 4 to 5 in



# Some Miscellaneous Bulbs.



TACONIC

## MISCELLANEOUS BULBS

- BEGONIAS**—Single mixed. Tuberous rooted.  
**Price 5c each; 50c per doz. postpaid.**  
 Double mixed. Tuberous rooted.  
**Price 10c each; \$100 per doz. postpaid.**
- CALADIUM ESCULENTUM** or **ELEPHANTS EARS**—  
**Price 15c each; large size 25c each.**  
**Mammoth 35c per doz. postpaid.**
- CANNAS**—Extra fine varieties. Mixed, two to three eyes.  
**Price 10c each; \$1.00 per doz. postpaid. 100 for \$6.50 by express.**
- DAHLIA**—Clumps three to four tubers each.  
**Price 10c each; \$1.00 per doz. postpaid. 100 for \$8.00 by express.**
- TUBEROSES**—Excelsior pearl.  
**Price 5c each; 50c per doz. postpaid.**
- GLOXINIAS**—Best mixed.  
**Price 10c each; \$1.00 per doz. postpaid.**

**AUGUSTA**—Pure white, with pink shade on lower half of petals, blue anthers; bulbs will often produce from two to three strong spikes.

**Price 5c each; 50c per doz. postpaid. 100 for \$2.50 by express.**

**WM. MASON**—A beautiful shade of deep pink, flecked and blotched with crimson. Very fine spike, New.

**Price 15c each; \$1.50 per doz. postpaid.**

**MAY'S PRIZE MIXTURES**—This mixture is composed of over 100 varieties, of the finest named sorts, including selection from the best European and American growers and it is impossible to get a finer mixture at any price.

**Price 5c each; 50c per doz. postpaid. 100 for \$3.00 by express.**

**GOOD MIXED**—This mixture contains many of the best sorts and covers a wide range of colors.

**Price 3c each; 30c per doz. postpaid. 100 for \$2.00 by express.**

**RED AND SCARLET SHADES**—Extra fine mixture, of various shades of red and scarlet. Very fine for mass effects.

**Price 4c each; 35c per doz. postpaid. 100 for \$2.00 by express.**

**LIGHT AND WHITE SHADES**—A mixture of the leading varieties, used by the florists, for cut flower purposes.

**Price 6c each; 50c per doz. postpaid. 100 for \$3.00 by express.**

**PINK SHADES**—Fine pink and rose shades.

**Price 5c each; 40c per doz. postpaid. 100 for \$2.50 by express.**

**BLUE SHADES**—Contains the newest shades of blue and purple.

**Price 10c each; \$1.00 per doz. postpaid. 100 for \$6.50 by express.**

We can offer a quantity of planting size bulbs and bublets of Mrs. Francis King and America. Price on application.

