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SOME NEW GLADIOLI



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U. S. Department of Agriculture.

"MONTEZUMA"

The Decorah Gladiolus Gardens
Decorah, Iowa

A S the gladiolus is fast becoming one of the most popular of all flowers, there is an ever increasing demand for new varieties—stronger plants, larger blooms, daintier and more exquisite color combinations. In view of this fact and in order to concentrate all our attention on the fascinating work of developing new and more beautiful varieties, we have disposed of all our stock of common and standard varieties and will from now on handle our own productions exclusively.

During the last few years we have succeeded in originating quite a number of new things in gladioldom, which have been pronounced, by many leading gladiolus specialists, a distinct improvement on the older strains. Some of these are offered on the following pages of this little leaflet and more new ones will be added to the list from year to year.

SOME INFORMATION.

We advise you to send us your order *early*, as the stock of some of our finest varieties is limited.

Bulbs will be shipped about April 1st; they will then be safe from frost in transit, and still reach you in good time for planting.

We send only young, strong healthy bulbs.

Remittance must accompany all orders.

If you send personal check add 10c extra to cover exchange charges.

Write your name and address very plainly.

Address all orders to

THE DECORAH GLADIOLUS GARDENS
Decorah, Iowa

CULTURAL DIRECTIONS.

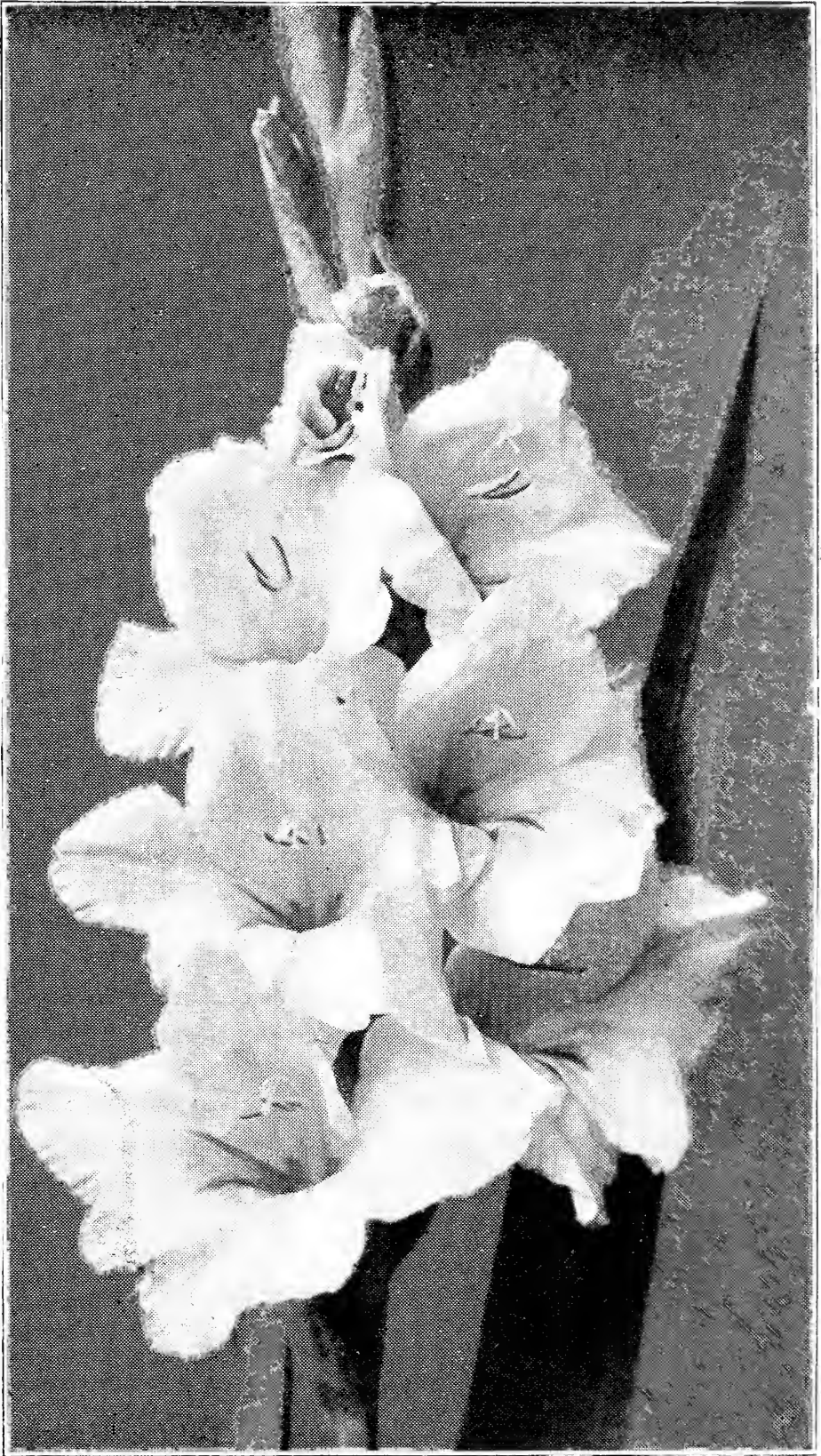
The gladiolus will do well in almost any good garden soil. Do not plant in the shade of trees or buildings. May be planted from middle of April to latter part of May. Plant in rows, five—six inches deep, four to six inches between each bulb in the row and about eighteen inches between the rows. Keep the top soil continually loose and free from weeds. In case of a long severe drought, soak the soil thoroughly once a week at least. In cutting the flower spike allow at least four leaves to remain on the plant. It weakens the bulb to cut stem too low. Dig bulbs in the fall, cut top one-half inch from bulb. After drying in open air for a week or two, clean them and store away in a dark, dry, cool but frost-proof place in the cellar.

GLADIOLUS AS CUT FLOWER.

On account of its good keeping qualities the gladiolus surpasses all other flowers for cutting purposes. A bouquet can be kept fresh in a vase for a week or more. Not only that but the blooms will prove even larger, brighter and more beautiful and perfect in every way when cut than when out in the sunny garden. Cut spike in the morning when the first bloom opens and give fresh water daily. Every bud will then open to the very top.

Beside in bouquets the gladiolus blooms can be arranged as "center pieces" in very dainty designs. Place some tips of spikes or single blooms in shallow dishes and put in a few branches of fern or asparagus as a veil over the whole design. You will be surprised at the result.

ADVICE TO BEGINNERS: Start with a few hundred bulbs of a good mixture. They are inexpensive. As they will bloom at different times, you can cut many-colored bouquets during the whole blooming season. Add to your collection some of the finer named varieties, from time to time.



RUTH LAW

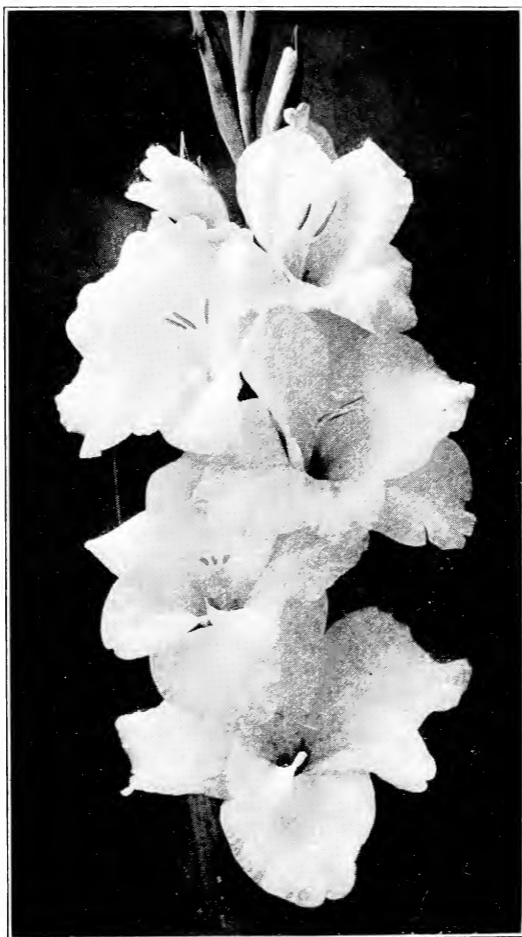
SOME NEW VARIETIES 1918

All our own productions

- BLACK JOE.. Very dark, rich, glowing crimson. A very beautiful self-colored variety. (See illustration page 9)
.....each 50c
- CARMEN SYLVA. Pure white, throat slightly penciled lilac. Tall and straight. Fine. (See illustration on last page).....each 20c, three for 50c
- MIDNIGHT SUN. Clear rose pink with a pure golden throat. A very delicate and pleasing color.....
.....each 20c, three for 50c
- MONTEZUMA. Rich dark crimson-carmine, flaked black, maroon throat, mottled yellow. Large flowers. Very fine. (See illustration on front page).....
.....each 35c, three for \$1.00
- POCAHONTAS. Carmine purple with a lemon-yellow throat, blotched plum-violet. An excellent deep attractive color.....each 25c, three for 60c
- RUTH LAW. Amber-yellow, throat old gold, flushed carmine, wavy petals. Six to eight flowers open at one time. Very strong. Very showy. Magnificent. (See illustration page 4).....each \$1.00
- THEDA BARA. White, feathered light pink, throat flushed rose on amber-white. Large flowers with wavy petals. Excellent for cutting. (See illustration page 6)
.....each 20c, three for 50c

THE MODERN FLOWER GROWER.

This is the name of a splendid and instructive monthly publication, issued by Madison Cooper. Calcium, N. Y., at \$1.00 per year, or three years for \$2.00. This is—as far as we are aware—the only magazine in the world devoted almost entirely to the gladiolus. Amateurs especially, will find this magazine a veritable storehouse of information and we recommend it heartily.



THEDA BARA

A DOZEN FINE VARIETIES INTRODUCED 1917

All our own productions

- CHICAGO SALMON. Deep salmon pink. throat suffused with yellow. Large. wide open flowers with slightly waved edges. Exceedingly attractive. (Stock of this variety sold to Vaughan's Seed Store, Chicago).....
.....each 15c, doz. \$1.50
- GOLDEN GLOW. Pure lemon yellow. throat flushed purple. Flowers of good size and many open at one time. One of the best yellows.....each 15c
- HELEN GOLDMAN. Amber yellow, throat deeper yellow, streaked carmine. Eight flowers open at one time. A beautiful light yellow.....each 15c, three for 40c
- HYACINTH. Light blue flowers with a creamy white throat, blotched deep violet blue. This is one of the very finest blue varieties introduced to date.....
.....each 35c, three for \$1.00
- JACK FROST. Blush-white, throat amber-white, penciled rose. An excellent compact white...each 10c, doz. \$1.00
- JUMBO. Deep pink, sometimes delicately flaked. Blends exceedingly fine with white varieties. Blooms very large, and from five to seven open at one time. (See illustration on page 10).....each 15c, doz. \$1.50
- LILAC QUEEN. Light lilac with rose lines in the throat. Large flowers and many open at one time. Tall and strong. Very fine....each 20c, three for 50c

PARIS. A very beautiful and striking flower. Light pure pink, throat penciled French purple.....
.....each 15c, three for 40c

PEERLESS PINK. This is one of the finest pinks and much admired. Color pure pink, throat lighter, flushed deep rosy pink. Extra.....each 20c, doz. \$2.00

POPPY. Large, wide open flowers. Clear scarlet, white throat, blotched blood-red. As bright and showy as an oriental poppy. Splendid....each 15c, three for 40c

TANGO. The color of this pretty variety is a rich deep crimson carmine, with darker throat. Flowers large, plant tall and strong. Very fine..each 20c, three for 50c

TITANIC. Lilac purple with a white line through the center of the lower petals. A very distinctive and rare color. Very large wide open flowers, robust grower. A grand variety.....each 25c, three for 60c

One bulb of each of the above twelve fine varieties from 1917 only \$2.00 postpaid. Three of each \$5.00.

SUPERIOR MIXTURES

All our own productions

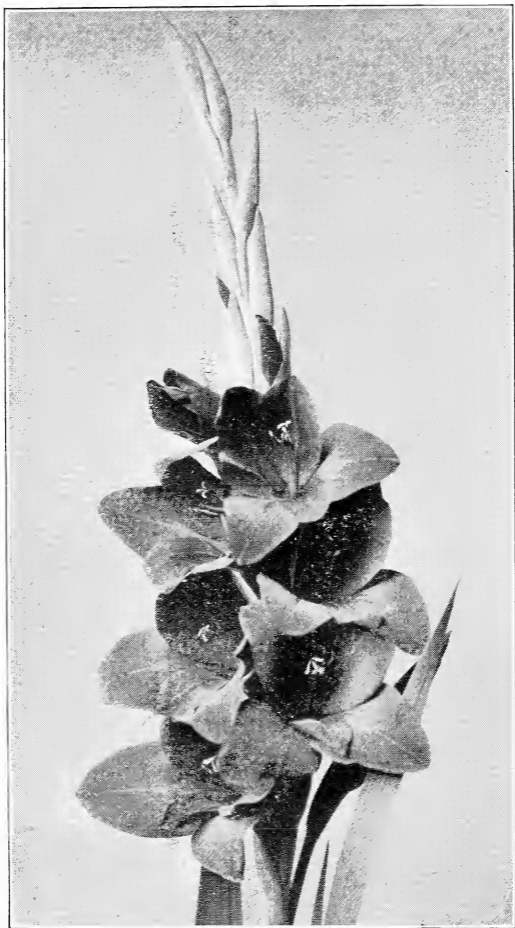
In order to encourage larger plantings we have made up some excellent mixtures at a very low price. Almost all the colors known in gladiolus are represented in these mixtures. They are composed exclusively of our own productions, which we could not conveniently grow separately, altho many of them would deserve a name. The white section especially will prove very valuable for florists.

SUPERIOR WHITE MIXTURE.....75c per doz.

SUPERIOR YELLOW MIXTURE.....75c per Doz.

SUPERIOR BLUE AND PURPLE MIXTURE.....
.....\$1.00 per doz.

SUPERIOR ALL COLORS MIXTURE.....
.....50c per doz., \$3.00 per 100



BLACK JOE



JUMBO

WORDS OF APPRECIATION

from recognized authorities

"I shall want some more of yours this coming year, especially MONTEZUMA and POPPY. The latter was one of the finest reds I ever saw. It is startling in its brightness and the name becomes it. Montezuma was very fine. It is a dark shade of crimson, that I have seen in no other flower. The plant was tall and strong and the flowers large and well placed."—F. S. Morton, Portland, Me.

"It (JUMBO) was a beauty and I think would make an excellent variety for the trade."—Professor Alfred Hottes, formerly manager of the American Gladiolus Society's trial grounds at Cornell University, Ithaca, N. J.

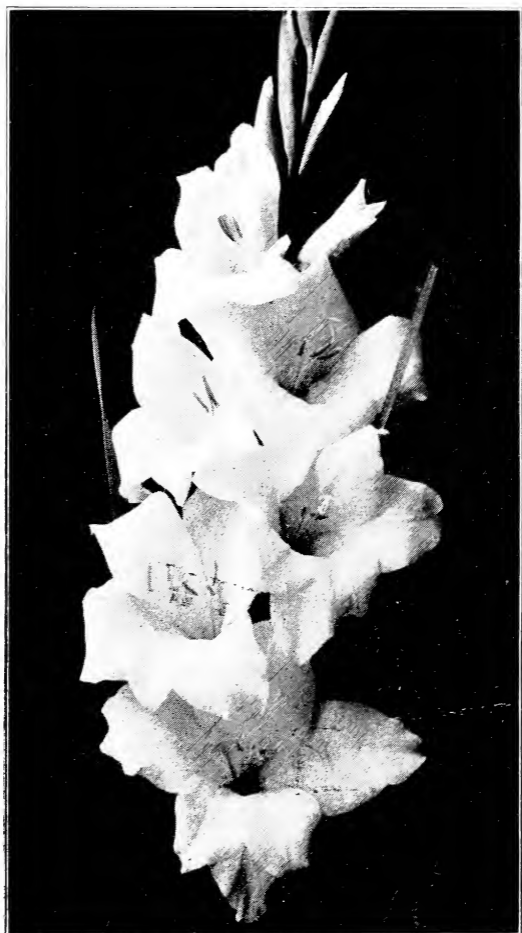
"I like PARIS best of all of yours I have grown, but you have so many fine ones, you should be very proud of them, I think."—Grace ReShore, Dowagiac, Mich.

"PEERLESS PINK the loveliest of all. Pure color tone and large flowers."—Mrs. S. A. Brown, Highlands, N. Y.

"I want to congratulate you on the novel and unusual line of seedings, that you sent me. Nearly all have blossomed and each one was a surprise in being out of the ordinary. TITANIC bloomed with me as large as Princeps and very much like it in shape and was a wonder."—F. S. Morton, Portland, Maine.

"I grew TITANIC and PEERLESS PINK last year and consider them very good."—B. Hammond Tracy (gladiolus specialist) Wenham, Mass.

"I had one or two bulbs of TITANIC and had two stems of flowers at the time of the Cedar Valley fair. They were very much admired by everybody."—Geo. S. Woodruff (gladiolus specialist) Independence, Iowa.



CARMEN SYLVA