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Fuld's Special Offer
of
The World's Choicest Gladiolus

The "MARCH" addition to
"The Pathway to the Garden of Charm"

MAURICE FULD
Plantsman - Seedsman
1457 BROADWAY, NEW YORK

In no other flower can "Horticulture" record such rapid and remarkable strides forward than in this popular garden flower. It was only a few years ago when critical gardeners looked with disfavor upon *Gladiolus*, for the flowers had little merit and the stalks were altogether too stiff to use them for cutting.

Today no good garden can afford to be without them for many, many reasons:

- (1) To begin with they make our gardens gay in August just as tulips do in May.
- (2) We can absolutely count on success.
- (3) They are one of our best and most reliable cutflowers.
- (4) They can be employed with telling effect in the garden.
- (5) The improved varieties and their markings are so beautiful that the flower truly deserves the title, "The Garden Orchid."

Its Culture: When I say that there is nothing easier to grow than these, I about mean what I say. *Gladiolus* will grow in any kind of soil, but love food and moisture, but the latter must never be of such a nature that it is constant. The feeding must be done both from below and from above. The best foods are Pulverized Sheep Manure, Ground Bone and Wood Ashes. The food from above can be Liquid Cow or Sheep Manure.

Plant bulbs fully 6 inches deep, for in this way they require no staking and hold themselves upright. If you plant them in rows, dig a furrow, place your first in the bottom, then 3 inches of soil on top and now your bulb. Allow 6 inches of space between each bulb. If you plant them between other plants, then use the new tool known as the "Bulb Planter," which is just ideal. With one operation it opens a hole large enough and deep enough to hold the food and the bulb, and you do not disturb the other plant. The price is \$3.00 each.

How to Employ *Gladiolus*: If you grow *Gladiolus* for cutting, plant in rows by themselves, but if you plant them for effect, always plant them in beds of other and dwarfer plants, for here they are just stunning, particularly if you plant for color. As, for instance: Through a bed of Pink Petunias let the variety "Mrs. Francis King" rise or the beautiful blue variety, "Adeline Patti." Through Calendulas or Marigold the pale yellow sort known as "Niagara" or the purple "Baron Hulot." Always combine Snapdragons with *Gladiolus* of the same or a pleasing contrasting shade. If you grow them through hardy Phloxes they are stunning. Between German Iris they give us another flowering spell, also through clumps of hardy Chrysanthemums. When you plant them in this fashion allow 12 inches of space or more for each bulb.

Its Faults: They are negligible; the only trouble I know of is that certain bulbs are diseased and this shows soon after the leaves come through the ground by turning yellow or brown at the edge. Just as soon as you notice it, pull it up by the roots and throw it away.

Fuld's Ideal Selection of GARDEN GLADIOLUS

The usual lists as offered today are altogether bewildering for you who do not know all the varieties, do not know their merits, and so you are at a loss to know which ones to choose for the little space you call your garden. It is always smaller than you wish it to be and for the few you want to use you want the best.

Therefore I feel I render you all a delightful service by eliminating all which do not come up to the standard of the best. You can buy with all confidence every variety I offer here and feel you have not one too many. I want to call particular attention to the novelties I offer, for they are unquestionably the last word in Gladiolus.

Oh, yes, I forgot; you want to know how to pronounce the word "Gladiolus." Just pronounce it as you please, and don't feel afraid of having pronounced it wrongly, no matter how differently you hear it pronounced by others. As long as you know your flower and cheerfully give it your love and attention, I will gladly forgive your misdeed in pronunciation.

THE REGULAR STANDARD TYPE

Under this heading I offer all those forms which are generally known. They have a massive spike with wide open flowers of mammoth proportion. My offering is limited to the best as to size and as to the desirability of color. I offer here some varieties in scarlet, for you may want them for cutting and as such the growing of these shades is permissible.

RARE AND NEW SORTS

If you really want to become acquainted with the latest and best, here is your opportunity:

White Glory—One of Kunderd's best; a massive tall spike with gigantic flowers of a delightful tint of untarnished white. The exquisite beauty of the flower is in the bud and the edges of the petals; namely, they are elegantly ruffled just like the orchid sweet pea. No marking of any kind mars the purity of the color except that the pollen is beautifully tinted with lavender.....Each 50c.

Miss Edith Cavell—Innocence herself could not glory in a purer white. The spike is slender and graceful. The flowers are femininely artistic in form and just right in size to match the slender stem. New, 1917Each \$1.00

Golden Measure—A child of the famous house of Kelway. For years every hybridizer has been after a good, clear yellow of proper form and size. With this novelty the last word in a yellow Gladiolus has been spoken. The shade is that of a rich golden. The size of flower and spike is splendid. This variety is exceedingly rare and only one bulb is sold to a single customer.....Each \$10.00

Shawnee—A novelty of English origin. Its advance exists in the color, a deep, clear orange, distinct from any other existing variety.
Each 50c.

Orange Glory—Another production of the illustrious Kunderd. By the way, let me tell you that Mr. Kunderd has written history in the Gladiolus world. By patience, skill and endurance he has revolutionized the Gladiolus and has really made it the garden aristocrat it is today. He has added untold lustre to American Horticulture, and, as he says, he has only begun, we may expect all kinds of thrills in the future. The variety here offered has all the characteristics of the variety, "White Glory," but, oh! its color—a rich, subdued, bronzy orange. You must see it to believe it.....Each 75c.

Majestic—An English novelty, well named, for its appearance, style and form suggest majesty in every line. Its color, a deep orange, distinct from all others; exceedingly rare. Only one bulb sold to a single purchaserEach \$5.00

Mrs. Dr. Norton—(Introduced this year for the first time.) Produced by the renowned Mr. Kunderd and considered by him the best of all his crossings. I could exhaust my entire supply of adjectives and yet realize I had not done this flower justice. It is unique from base to crown. Refinement breathes from its very gestures. "Grace" I would have named it, for its features deserve it. Its beauty of summer breeziness is like a refreshing zephyr on a midsummer's day. The daintiness of its lips is like the cast of a Venus; the color in its cheeks bespeaks the prime of health and youth. A slender stem, an exquisitely formed flower of waxy substance, showing its full face; each flower so spaced that you can admire it completely, and finally that refreshing color. My own description (and I dare say it is original) is apple blossom just unfolding, the faint pink cheeks on an ivory white petal, as perfect a complexion of youth as a debutante in her prime; and, mind you, eight of these magnificent flowers can be admired at one time in full glory on a four-foot stem.

Read of the honors it has reaped when exhibited:

First-class Certificate of Merit, American Gladiolus Society (highest award ever given). August, 1916.

Medal for the best American Seedling, American Gladiolus Society, August, 1916.

First-class Certificate of Merit, Worcester Horticultural Society, August, 1916.

Silver Medal Massachusetts Horticultural Society, August, 1916.

Silver Medal, Newport Garden Club, August, 1916.

Each \$2.00

Peerless Pink—Superior to "Panama" or "Pink Perfection." The pink Gladiolus for 1920. Enormous spikes with gigantic, wide open flowers of soft, true Tyrian pink, the most glowing pink for the garden; a perfect charm and gem.....Each \$1.00; \$10 per dozen

Paris—New 1917. A slender, tall spike with magnificent flowers of a clear rose pink; quite distinct and truly lovely.....Each 50c.

Violet Perfection—The finest of all blue Gladiolus—a flower which compares favorably with the best of other colors; the shade a rich violet blue. Just the flower for our blue gardens. If we could only afford it in masses. Some day you will, but first learn to know its wonderful beautyEach 50c.

Magic—An exquisite shade of clear lavender, showing magnificent flowers on a stout stem.....Each \$1.00

Muriel—This variety received the first prize for the best lavender at Boston, 1916. Personally I would not call the shade lavender, but rather pale violet rose. It is a true pastelle shade and I dare say one of the real artistic ones. The flowers are gigantic, borne on 4-foot stems. Very rare.....Each \$2.50

Miss Julia Fairbanks—One of Kunderd's children. The very mention of Kunderd tells us it must be robust and healthy, for Mr. Kunderd never allows frail children to live long. I happened to be amongst the first who first saw this child shortly after it was born, and my admiration for it tempted Mr. Kunderd to name it at first "Fuld's Favorite." Then he sold his child, with the privilege of being renamed, hence the change. A robust stem, a massive, wide open flower, and now the richest of lovely colors—violet blue—the shade which the Violet "Lady Hume Campbell" boasts of, further enhanced by an exquisite blotch of deep violet blue. Awarded Silver Medal, American Gladiolus Society, August, 1916. It is without doubt the most exquisite of all blue Gladiolus.....Each \$5.00

COMPLETE ASSORTMENT

In order to make selecting a pleasure I offer them under a color classification:

PURE WHITE SORTS

Europa—A straight, broad spike with gigantic flowers of the purest white, the sort you want to use in masses in the garden.
Dozen, \$2.50; 100, \$18.00

White Glory—(See rare and new sorts.)

Miss Edith Cavell—(See rare and new sorts.)

I refrain from offering the so-called whites, which are all marred with marks of other colors.

YELLOW AND ORANGE SORTS

Niagara—The ideal sort for the garden. The spike often attains a height of 5 feet, with magnificent wide open flowers of a pale maize yellow. An exquisite shade to go with other colors.
Dozen, \$1.75; 100, \$12.00

Golden West—Golden yellow with a blood red blotch in throat, giving intensity to the color and resembling thereby more the orchid.
Dozen, 75c.; 100, \$5.00

Schwaben—A very monster in spike and flower. The shade is that of Empress yellow, with a beauty spot of crimson in the throat. Very showy and effective.....Dozen, \$2.00; 100, \$15.00

Loveliness—Well named and a variety which soon will outrival the most popular sorts of the day. The graceful, slender, upright spike is exquisitely dressed with large, exquisite blooms of a pale cream color. Just ideal to let rise through the pale yellow Phlox DrummondiiDozen, \$2.00; 100, \$15.00

Golden Measure—(See new and rare sorts).

Shawnee—(See new and rare sorts).

Orange Glory—(See new and rare sorts).

Majestic—(See new and rare sorts).

PINK SHADES

America—It was the introduction of this variety which really brought the Gladiolus to the forefront, and when we think that it was first used to bring together two warring nations to talk peace we really ought to revere it. I am referring to the fact that long before the bulbs were put on the market hundreds of flowers of this beautiful sort were used to decorate the salon of the "Mayflower" the day that the delegates of Japan and Russia first met to begin their peace conference at Portsmouth, R. I.

"America" has stood the acid test of time and abuse and it has won. Notwithstanding, with the many new varieties that have appeared since its introduction, it is still the peer it was. A straight, massive spike, a gigantic wide open flower and a lovely shade of delicate lavender pink. Use it freely in the garden, for you can afford to do so.....Dozen, 40c.; 100, \$2.50

Panama—The exact duplicate of "America" except its color, which is a refreshing "rose pink," just delightful to look upon.
Dozen, \$1.50; 100, \$10.00

Pink Perfection—If you want a real pink Gladiolus in your garden and you want a pink which will stand out and talk to you, then grow this jewel. Whenever you will ask me what is, in your opinion, the best pink Gladiolus for the garden, I always say, "Pink Perfection." It is superb in all its features—the color, the spike, the flower, and its lasting qualities.
"What shade of pink?" you ask. A real warm, lively, brilliant and yet a fairly delicate shade of pink.

Mrs. Frank Pendleton, Jr.—One of the earliest productions of Mr. Kunderd. I always entertain the feeling of godfather to this variety, for it was I who discovered its beauty. It was named by me whilst I was manager of the Rawson Establishment in Boston. This was in 1910. The first spike of flower I admired came from L. Merton Gage and I at once fell in love with this novelty. I bought the entire stock from Mr. Kunderd with the right to name. The next year I exhibited the first flowers at Bar Harbor, Maine. It was greatly admired by all the ladies, but one especially so; in fact this lady returned on several occasions to satisfy her longing. Her sympathy for the flower made me ask her for the privilege of giving the flower her name.

When I call Gladiolus "garden orchids," I refer more to this variety than any other. Its flowers defy the finest of cattleyas in markings and form. It is an aristocrat from the word go. The slender stems are of a thickness not larger than a pencil and are gracefully curved, not stiff. The flowers are very large, of unique form and exquisitely colored. The ivory white ground shows cheeks deeply flushed with vivid salmon pink, so vivid that it shows through the petals, and in addition a most beautiful blotch of blood red deep in the throat of that flower. From four to six of these flowers are usually seen at one time on a stem.

If you have never grown or seen this variety, why you must try it now, for you will agree with me that for real beauty this is the gem of them all.....Dozen, \$1.50; 100, \$10.00

Pride of Goshen—Another of Mr. Kunderd's children. The spike grows about 30 inches tall and carries its flowers almost solidly around the stem. The flower opens round and is slightly fluted at the edges. Its color is unique; namely, a vivid salmon.

Summer Beauty—Also by Mr. Kunderd. If I had to name this sort, I would call it "Glow," for its color and its whole effect is that of glowing coal. A most delightful shade of pink. It is artistic in the extreme, and as many flowers show at one time on a stem, it is extremely effective.....Dozen \$2.50; 100 \$20.00

Baltimore—This variety is also listed as "Hohenzollern." The stem is not very tall, but the flower is large, butterfly effect and appears in a bright shade of salmon pink, carrying a blood red blotch in its throat. This still further gives it the butterfly character.
Dozen, \$1.50; 100, \$10.00

Aristophane—A very refined and majestic flower carrying a great many on a tall spike. The color combination is rare and very striking. The large petals are a distinct shade of salmon pink overflushed with rose and show a white band in center of each petal.
Dozen, \$2.00; 100, \$18.00

- Halley**—The greatest garden Gladiolus ever sent out. The spikes are always 4 feet tall and sometimes more. The slender graceful spike is unique and shows the gigantic flowers in an artistic manner. The color of the flowers is also unique. The glowing warmth of a delightful orange pink is further relieved by a white throat. You can afford to have this by the hundreds.....Dozen 40c.; 100, \$2.00
- Tracy's Dawn**—If you want something in a delicate shade of pink, this variety will please you. It is distinct, not a very tall spike, but magnificent for cutting for the house.....Dozen, \$2.50; 100, \$20.00
- Mrs. Francis King**—Another gem for the garden or cutting. Spikes easily grow to a height of 4 feet, are gracefully slender and show gigantic flowers of brilliant flame pink.....Dozen, 40c.; 100, \$2.50
- Mons. A. Brongniart**—For a truly artistic pink this is a jewel. The flowers of a brilliant rose pink are flushed with orange, and although there are splashes of red they rather blend with the whole and add further beauty.....Dozen, \$1.50; 100, \$10.00
- Cameo**—The white of the petals is flushed with a rich pink, giving the whole flower the appearance of pink. It reminds you at once of the stone it is named after.....Dozen, \$2.00; 100, \$18.00
- Mrs. Dr. Norton**—(See new and rare sorts.)
- Peerless Pink**—(See new and rare sorts.)
- Paris**—(See new and rare sorts.)

RED SHADES

- Electra**—You know I do not like reds in flowers, and I have told Mr. Kunderd often not to encourage his liking for red, but I do forgive him for the introduction of this sort, for it is a monarch in appearance. The color is not harsh, but has some very pleasing ways about itself, so that you can really like it. It is rich, of rather quiet tone, and then the flower itself is so beautiful that I prefer it to all other reds.....Dozen, \$2.50; 100, \$20.00
- Empress of India**—Large flowers of deepest maroon.
Dozen, \$1.50; 100, \$10.00
- Mrs. G. W. Moulton**—(Kunderd). Dark, fiery crimson.
Dozen, \$2.50; 100, \$20.00

VIOLET AND PURPLE SHADES

- Baron Josef Hulot**—A slender stem, not a large flower, but an exceedingly rich shade of deep violet purple.....Dozen, 50c.; 100, \$3.50
- Goliath**—A very large flower of an intense dark violet, a healthy and robust grower and really a perfect surprise..Dozen, \$3.50; 100, \$27.50
- Florence**—A tall spike. Giant flowers of mauve enriched by a white throat. A true pastelle shade.....Dozen, \$4.00; 100, \$32.50
- Dick**—An exquisite shade of light blue beautified further by a throat of deep violetDozen, \$3.00; 100, \$25.00
- Adeline Patti**—The largest and best in this color section. The color, the clearest of dark violet.....Dozen, \$2.50; 100, \$18.00
- Violet Perfection**—(See new and rare sorts.)
- Magic**—(See new and rare sorts.)
- Muriel**—(See new and rare sorts.)
- Miss Julia Fairbanks**—(See new and rare sorts.)

MIXTURES OF GLADIOLUS

I am not in favor of growing mixtures of any flower, but I do know that many amateurs prefer it; and, while I want to please all, I want at least to furnish a mixture which will give delight. The usual mixtures are objectionable, for they contain all castouts, but here I offer something which you will discover a most pleasing surprise. This mixture has been gotten up at my request by Mr. Kunderd, containing gems only, but in such variety that the thrills of joy will come to you constantly.

I name it "Fuld's Delightful Mixture".....Dozen, \$1.50; 100, \$10.00

GLADIOLUS PRIMULINUS HYBRIDS

This is an entirely new strain, which in a short time will outrival the regular type, for it is just altogether lovely. The foliage is much finer and the stalks slender, more like a willow. The flowers are only of medium size, but altogether of a different shape. The upper petal is somewhat hooded, giving the flower a very distinct and pleasing form. The flowers are shown separately on the stem, so that you can admire each one by itself.

The greatest merit of this type lies in the fact that the colors appearing in this type are the most delightful possible; for instance, they range from the palest cream yellow to the deepest orange; from the palest blush to delicate salmon, and from here to the deepest of salmon. A few in russet pink or rose.

And Finally—One bulb will give from 3 to 5 flower spikes, appearing in succession one after another, prolonging the flowering season to two months often. As a hedge row they are superb. For cutting they are invaluable and most artistic.

Fuld's Artistic Mixture—Containing every imaginable color as outlined above Dozen, \$1.50; 100, \$10.00

KUNDRED'S PRIMULINUS HYBRIDS

Named Varieties

These are Mr. Kunderd's masterpieces. They represent the result of crossing the regular Primulinus Hybrids with some of the choicest sorts in the regular type.

Everyone is a gem, a jewel, a charm.

If you can afford but one bulb, just try one this year. You will be more than repaid.

	Each
Alice Tiplady. Orange saffron.....	\$1.00
Argos. Pale pink	1.00
Butterfly. Pale salmon yellow	1.00
Canopus. Rich yellow, deep yellow throat.....	1.00
Capella. Fiery orange red.....	1.00
Gold Drop. A gigantic flower of a pure deep golden.....	20.00
Golden Gate. Another giant of clear yellow.....	20.00
Rigel. Softest salmon blush.....	1.00
Sirius. Large dark salmon, rich throat.....	1.00
Spica. Salmon, white throat.....	1.00
Sweet Orra. Tall, fine soft yellow.....	1.00
Elizabeth. Soft orange red with exquisite throat.....	1.00
Salmon Beauty. Rich salmon.....	1.00
Vega. A very fine pure yellow.....	1.00
Altair. Finest salmon saffron.....	1.00
Regulus. Rich orange salmon, with delicate yellow throat.....	1.00
North Star. Rich deep yellow.....	1.00
Angola. Salmon pink	1.00
Albion. Salmon rose pink	1.00
Lohengrin. Deepest salmon red.....	1.00