

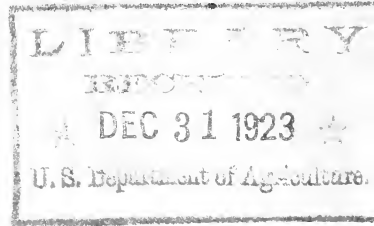
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1923

*SOME
NEW
GLADIOLI*



*DECORAH GLADIOLUS GARDENS
DECORAH, IOWA
U. S. A.*

Twenty Years

We are two incurable gladiolus enthusiasts here in this little burg of ours. This year, 1923, we can celebrate a very important anniversary, as we have now been playing the glad game for twenty years. So we are getting rather old at the game, and still we are playing it, and more enthusiastically than ever—in order to stay young.

These twenty years have seen the greatest development in the gladiolus that this flower has experienced in all its centuries old history. The varieties we admired reverently twenty years ago would hardly attract any attention whatever to-day. And still we are convinced that this wonderful flower is yet only at the beginning of its wonderful development.

We have, in an unpretentious way, tried to do our bit in helping this development along, and we do not feel entirely disappointed with the results. In this little catalog you will find only a score of our productions listed but they are all worth growing in your garden, no matter how sumptuous or humble it may be. We have a great number of new things in all stages of propagation, which will be added to the list from year to year. For we intend keeping on playing the glad game—to stay young for twenty years more, at least.

Don't fail to read what "the other fellows" say about our productions on the last pages of this catalog.

They know.

READ THIS ALSO.

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, clean, 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

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, four—five inches deep, four to six inches between each bulb in the row and at least 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 and cut the stem close to the bulb. After drying in open air for a week or two, clean them and store them away in a dark, dry, cool but frost-proof place in the cellar.

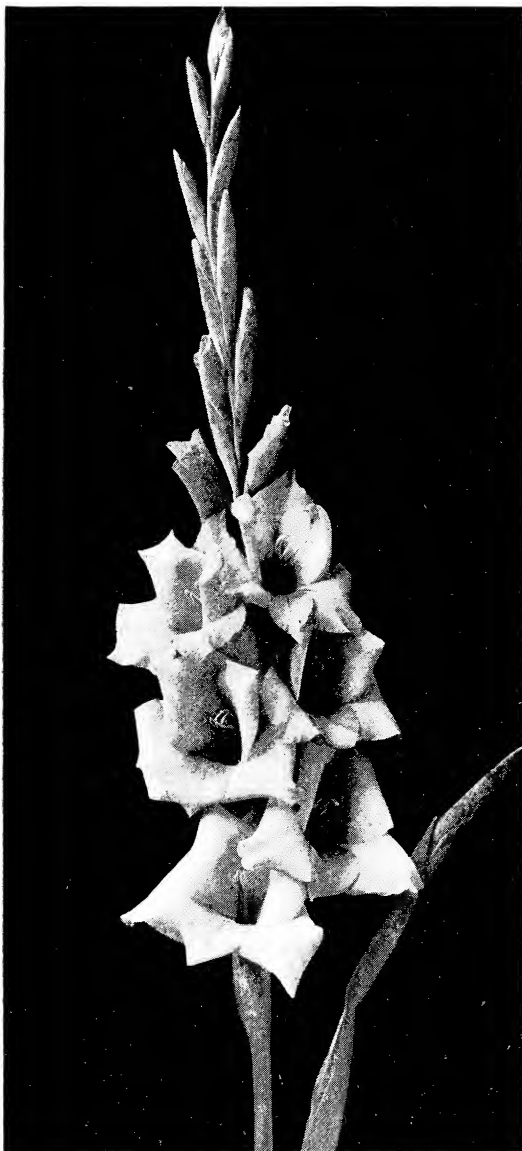
GLADIOLUS AS CUT FLOWER.

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.

Besides in bouquets the gladiolus blooms can be arranged as "center pieces" in very dainty designs. Place some tops 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.

THE FLOWER GROWER.

This is the name of a splendid and instructive monthly publication, issued by Madison Cooper, Calcium, N. Y., at \$1.50 per year, or three years for \$3.50. It devotes generous space in each issue to the gladiolus and amateurs and specialists alike will find this magazine a veritable storehouse of information. We recommend it heartily. Send your subscription to us with your order and we will forward it to the publisher.



GOLD

SOME NEW GLADIOLI

Who's who in Decorah Gladiolus Gardens: The letter (H.) in parenthesis after the name indicates that the variety is originated by Dr. Hoeg and (Mrs. H.) by Mrs. Dr. Hoeg, while Mr. Prestgard is responsible for those marked (P.).

ALFRED NOBEL. (P.) Pure white, self-color. Very large flowers and many open at one time. A delicate pink tint in the buds before opening up. A fine white.

Each 50c.

BLACK JOE. (P.) A very dark, rich, glowing crimson. A fine, self-colored variety.

Each 20c. Dozen \$2.00.

CARMEN SYLVA. (P.) Pure snow-white, throat slightly penciled lilac, almost self. Stem tall, slender and wiry, always straight. Excellent for cutting.

Each 50c. Dozen \$5.00.

CHICAGO SALMON. (H.) Deep salmon pink, throat suffused with yellow. Very attractive.

Each 15c. Dozen \$1.50.

DAISY. (Mrs. H.) White, light yellow throat, streaked lilac. Quite early. Fine.

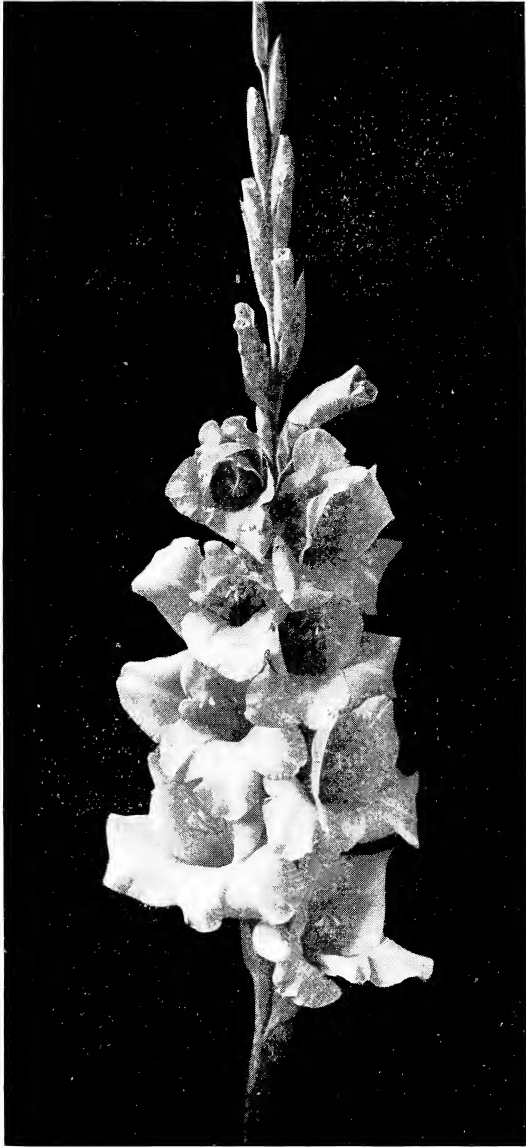
Each 35c.

GOLD. (H.) Pure golden yellow, throat a shade deeper, slightly dotted and streaked, almost self-color. Large flowers, many open at one time and perfectly placed. A grand variety.

Each \$2.00. Dozen \$20.00.

HAZEL DAWN. (H.) An unusual strawberry pink color, throat lighter and dotted carmine. Extraordinary long spike with a large number of flowers.

Each 50c. Dozen \$5.00.



JENNY LIND

HELEN GOLDMAN. (H.) Amber yellow, throat deeper yellow, streaked carmine. Many flowers open at one time. A fine light yellow.

Each 15c. Dozen \$1.50.

HIAWATHA. (H.) Rosy pink with yellow throat, finely dotted with crimson. A very neat looking bloom and pleasing color combinations.

Each 20c. Dozen \$2.00.

JAP LADY. (P.) Clear, true wistaria with dark, velvety blotch in the throat. A unique and very attractive color. Extra fine in a vase with whites or yellows. Bulbs one inch up.

Each \$1.00.

JENNY LIND. (H.) Pure, soft apricot pink, throat pale yellow, the two colors blending to perfection. Many blooms open at one time. An exceedingly refined and attractive variety.

Each \$1.00 Dozen \$10.00.

JUMBO. (P.) Deep pink, throat amber-white, sprinkled carmine. Many large blooms open at one time.

Each 15c. Dozen \$1.50.

MONTEZUMA. (H.) Rich, dark crimson-carmine, flaked black, maroon throat, mottled yellow. Large flowers. Very fine and showy.

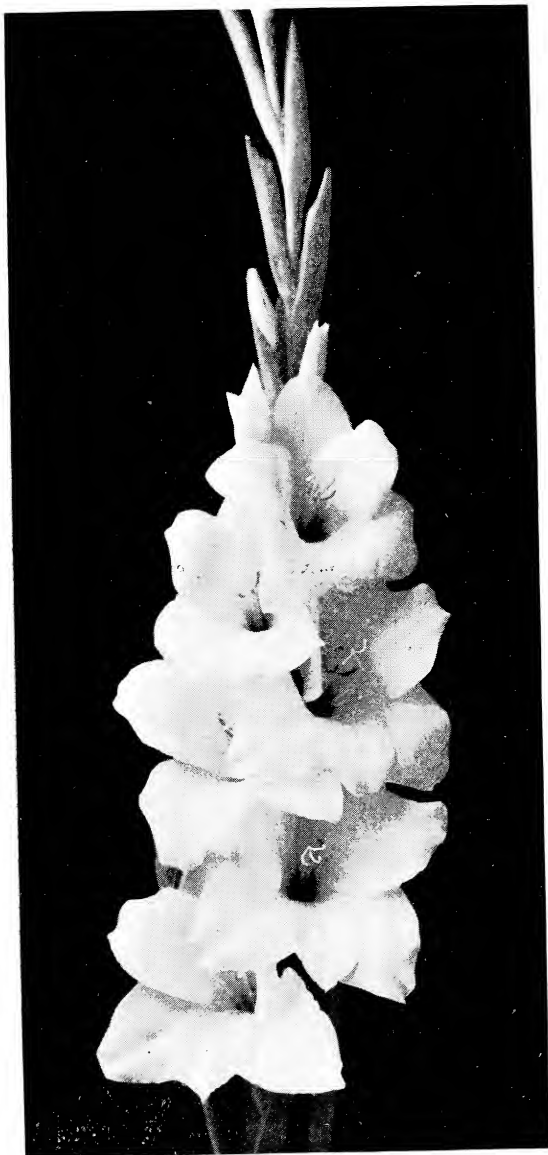
Each 20c. Dozen \$2.00.

PARIS. (H.) A very beautiful and striking flower. Light pure pink, throat penciled French purple.

Each 15c. Dozen \$1.50.

POCAHONTAS. (H.) Carmine-purple with a lemon-yellow throat, blotched plum-violet. An excellent, deep attractive color.

Each 25c.



CARMEN SYLVA

First prize N. Y. State Fair 1920, 1921, 1922

POLLYANNA. (P.) Clear, rich golden yellow, almost self. Blooms medium size. Many open at one time and always perfectly placed. Finely wavy petals. A very beautiful yellow.

Each 50c. Dozen \$5.00.

POPPY. (H.) Large, wide open flowers. Clear scarlet, white throat blotched blood-red. As bright and showy as an oriental poppy.

Each 25c. Dozen \$2.50.

REGALIS. (Mrs. H.) Light lavender pink, creamy throat. Very large, wide open flowers. A very showy and beautiful gladiolus.

Each \$1.00.

RUTH LAW. (P.) Amber-yellow, throat old gold, flushed carmine. A peculiar color. Many flowers open at one time.

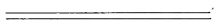
Each 25c. Dozen \$2.50.

THEDA BARA. (H.) White, feathered light pink, throat flushed rose on amber-white. Large flowers with wavy edges of petals. Makes a beautiful bouquet.

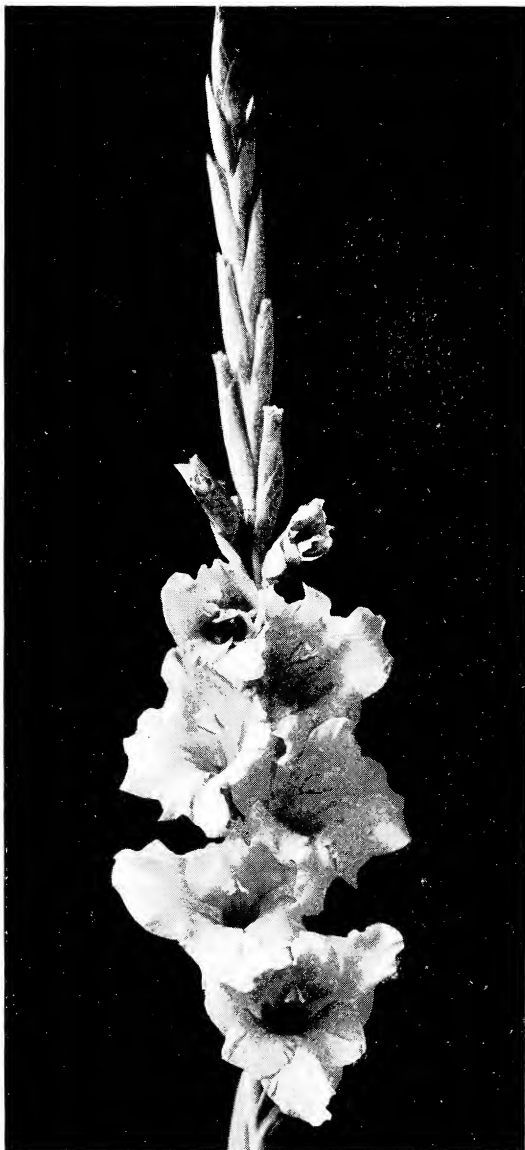
Each 30c. Dozen \$3.00.

TITANIC. (H.) Lilac purple with a white line through the center of the lower petals. A very distinctive and rare color. Very large wide open flowers. A grand variety.

Each 20c. Dozen \$2.00.



We grow commercially only our own productions.



POLLYANNA

OUR GREAT TRIO

We call all flower-lovers' attention to our great trio, **GOLD, JENNY LIND** and **CARMEN SYLVA**, all generally recognized leaders in their respective colors. A dozen of each of these will give you a good start with three of the finest gladioli existing to-day. They are three good multipliers, and in a few years you will have quite a stock of them, which will make the original cost look insignificant.

One bulb of each (worth \$3.50) \$3.00.

Six bulbs of each (worth \$17.50) \$15.00.

Twelve bulbs of each (worth \$35.00) \$28.00.

"**Gold** bids fair to make Dr. Hoeg famous. A fine yellow variety. Many specialists consider it superior to Golden Measure. It is a strong grower, a liberal producer of bulblets. So scarce was the stock and so great the demand that the price was advanced 300 % last season."—E. M. SANFORD in *The Peerless Twelve* among Gladioli in *The Flower Grower* for Sept., 1922.

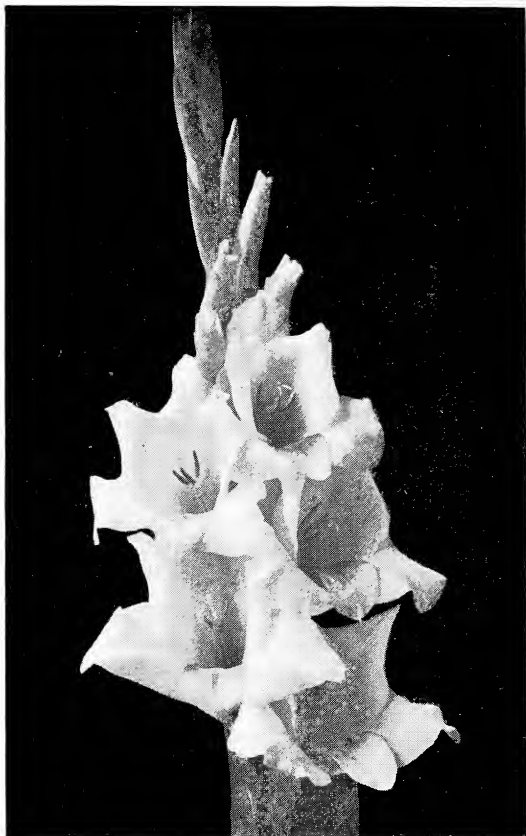
"If there ever was a glad that could be called a darling **Jenny Lind** is the one. It would be almost impossible to say too many good things about it."—A. L. STEPHEN, Waban, Mass.

"**Carmen Sylva**, bought from you in a small size last fall, proved to be, without question, the most satisfactory white gladiolus I have ever grown."—REV. HENRY MADTES, Belle Vernon, Pa.

"I want to say, I never saw anything to beat the blooms I had of **Gold**. They were far better than anything I have yet seen in yellow—better than Golden Measure."—J. C. CROMBIE, St. Thomas, Ontario.

"**Jenny Lind** is a new 'peaches and cream' shade which ought to prove of great value in florists' work—a beautiful tinted variety, reminding one of the delicate coloring of Prince of Wales, although different of form."—HOWARD M. GILLET, Lebanon Springs, N. Y.

"**Carmen Sylva** was the center of attraction at our second Toronto exhibit. It wasn't out at the first exhibit but the following week you should have seen the glad fans line up in front of Carmen Sylva."—DR. F. E. BENNETT, President St. Thomas Horticultural Society, St. Thomas, Ont.



DAISY

The **Gladiolus Bulletin** is the name of a new periodical, published by Stanley Thorpe, Medway (R. D.), Mass., and devoted entirely to the gladiolus. It is full of useful hints and don't's and do's, especially valuable for the amateur and beginner in the glad game. Only 25c a year. You should have it.

WHAT THE OTHER FELLOWS SAY

We do not need to say much about the varieties offered in this catalog. The other fellows have said it all. Here are just a few of their "Sayings," selected from hundreds of kind letters received from people who know.

"I think you are entirely too modest in your claims about a lot of your varieties, especially **Gold**. I haven't seen a yellow, shown in the East, that can approach it in color, shape or texture, with the possible exception of Golden Measure at its best. The dotting and stripeing in the throat is almost imperceptible. It is nearly a perfect self, of glorious shade, and this, coupled with the extreme earliness and multiplying quality, makes it without very little question the most valuable yellow gladiolus in the world to-day."—A. L. STEPHEN, Waban, Mass.

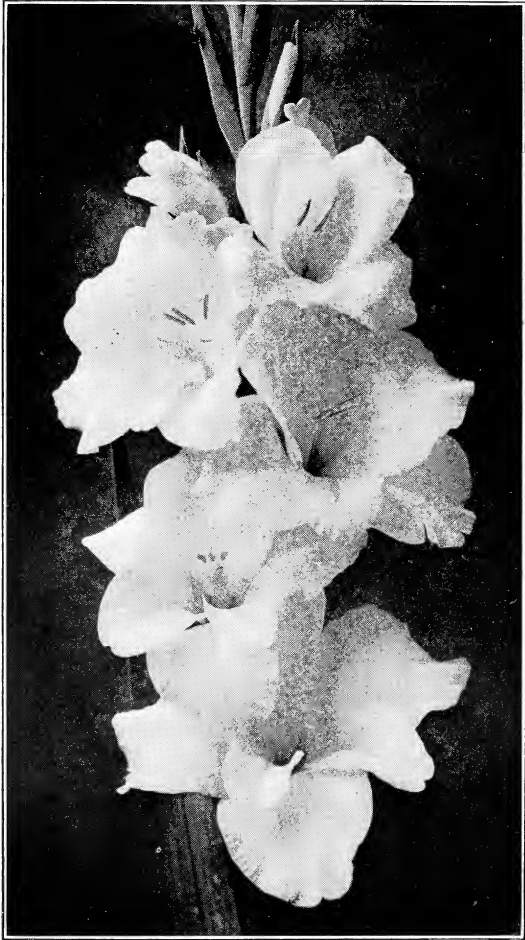
"I am enjoying the blooms from your bulbs. I never saw such magnificence in these flowers.—MRS. FRANCIS KING, Alma, Mich.

"**Carmen Sylva** is also a winner and over three-fourths of the orders I received contained the name of Carmen Sylva."—JOHN J. PROUTY, Baldwinsville, N. Y.

"I took one spike of **Jap Lady** over to the building where the glads were exhibited (at the N. Y. State Fair). It met with more than a warm reception—even with the first flowers gone; it created a sensation. If that variety could be readily propagated it would command almost any price you might name."—C. FRED BOSHART, Lowville, N. Y.

"**Pollyanna** is the best ruffled yellow that has come to my attention. While the flower may be a little small it makes up in quality and is a good addition to the yellows."—C. FRED BOSHART, Lowville, N. Y.

"I must congratulate you on having produced such a beautiful and useful glad as **Gold**. I have grown it almost side by side with all the best yellow varieties and like it best of all. Every grower I have mentioned Gold to believes it to be the finest ever produced. It will be known and grown everywhere."—STANLEY THORPE, Medway R. D., Mass.



THEDA BARA

"I think your variety **Gold** has a very bright future. It is remarkable in many ways besides its beautiful color and bloom. The small stock of bulblets we had, germinated almost 100 % last spring, and this in one of the driest years on record here, and right through the hot, dry season they kept growing, keeping up with bulblet stock of Le Marechal Foch, and that is going some. When lifted, there were more bulbs $\frac{3}{4}$ in. up, than under this size."—F. C. HORNBERGER, Hamburg, N. Y.

"**Black Joe** is a very good dark crimson. **Ruth Law** is a fine thing, pleasing color and splendid spike."—A. L. STEPHEN, Waban, Mass.

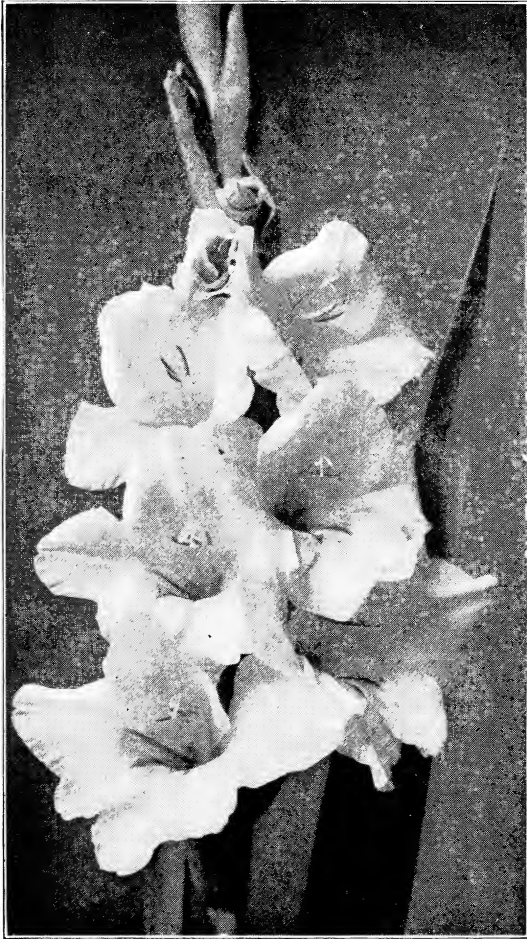
"The pink in **Jenny Lind** is the softest pink I ever saw in a glad and the contrast with the cream of the lower petal makes a most beautiful combination."—GRACE E. KIMBALL, Waltham, Minn.

"**Jenny Lind** is a beautiful flower and deserves a place in the up to date garden and its blossoms hold up well in the sun."—C. FRED BOSHART, Lowville, N. Y.

"I wish to compliment you very much on originating **Gold** and **Jenny Lind**. Good yellows are valuable and Gold surely IS a good one. Jenny Lind has gone that fine variety Prince of Wales just one better and you could not have selected a more appropriate name than Jenny Lind."—EARL EDGERTON, Lansing, Mich.

"**Jap Lady** was much admired and I think it is very good. It is very odd—extremely PLEASING odd—and I think it will be a great favorite with the ladies."—A. L. STEPHEN, Waban, Mass.

"The writer considers **Carmen Sylva** the best medium priced white on the market. It is far above the ordinary as a propagator and one of the very best germinators. The bulblet stock looks the best of any in our garden with the possible exception of Mary Pickford. It has a larger flower than Lillywhite and we think it fully equal to it as a multiplier."—E. M. SANFORD in The Peerless Twelve among Gladioli in The Flower Grower for September, 1922.



RUTH LAW

"I must close with **Jenny Lind** whose arching shoulder petals remind one of the primulinus type, though not classed therewith. The colour is soft, pastel pink, extremely refined and distinctive." (From an article in *The Garden*, London.)—J. D. GIBSON, Crawley Down, Sussex, England.

"I have quite a stock of **Carmen Sylva** but can never raise enough to meet the ever increasing demand, as it is such a showy glad."—JOHN ZEESTRATEN, East Bridgewater, Mass.

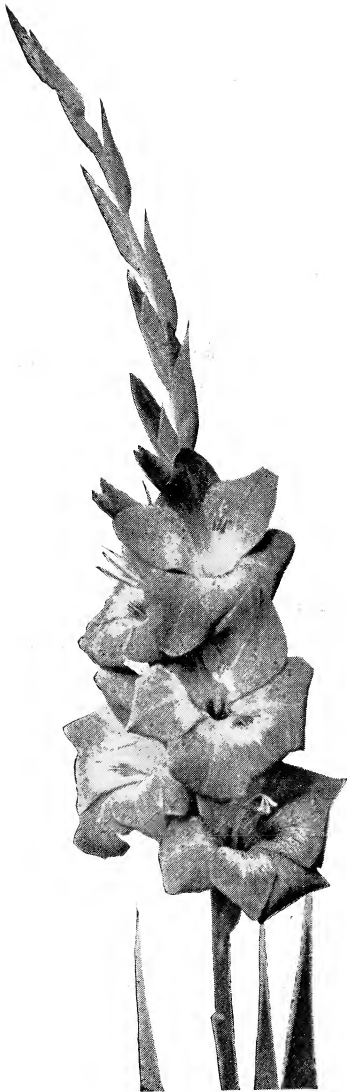
"**Pollyanna** and **Gold** bloomed at the same time. They are both a wonderful yellow. I like the faint markings in **Gold** a little the best, but the ruffled edges of **Pollyanna** make that as attractive, at least, as **Gold**. It was very hard to decide which I DID like the better."—GRACE E. KIMBALL, Waltham, Minn.

"**Gold** did exceptionally fine this season (1920) here. In many respects I prefer it to **Golden Measure**; it is a clearer yellow and of a different type than **Golden Measure** and is a worthy companion of that superb variety. These two yellow gladioli should be in every collection and to my knowledge are far superior to any yellows that have been offered to the public."—C. FRED BOSCHART, Lowville, N. Y.

"It (**Jumbo**) was a beauty and I think would make an excellent variety for the trade."—PROF. ALFRED HOTTES, formerly manager of the American Gladiolus Society's trial grounds at Cornell University, Ithaca, N. Y.

"With only one or two exceptions your varieties are simply wonderful and it is almost unfair to single out a few for special favor. I have been most delighted, however, with **Gold**, **Theda Bara**, **Pocahontas**, **Titanic**, **Montezuma**, **Pollyanna** and **Carmen Sylva**."—F. C. ZAPF, Schenectady, N. Y.

"I want you to know that we enjoyed **Gold** very much and consider it an excellent variety. **Jenny Lind** is also very beautiful indeed and should be in every garden. **Black Joe** is a very fine dark one."—MRS. A. H. AUSTIN, Ravenna, Ohio.



MONTEZUMA



JUMBO

"I consider **Gold** one of the most valuable yellows yet produced, as it has a purity of color unsurpassed by any other yellow that I have yet seen."—HOWARD M. GILLET, Lebanon Springs, N. Y.

"I saw **Jenny Lind** and sure congratulate you on bringing out a glad of such wondrous beauty and good habits."—J. D. LONG, Boulder, Colo.

"In our test plot this season **Carmen Sylva** is by far the best white, larger and whiter than — —"—G. D. BLACK, Independence, Iowa.

"I shall want some more of yours this coming year, especilaly **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, Maine.

"I want to congratulate you on the novel and unusual line of seedlings, 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 **Priniceps** and very much like it in shape and was a wonder."—F. S. MORTON, Portland, Maine.

"**Golden Measure** is a better variety than **Flora**, but **Gold** outclasses them both—it's a wonder."—From an editorial comment in *The Gladiolus* for February, 1922.

"**Titanic** certainly is a winner. It was the best variety of 38 I showed at our fair."—JOHN KRUMDICK, Manitowoc, Wis.

"Your **Gold**, to my mind, is the finest yellow I have ever seen. It has grown from a small bulb a most superior flower, that looks right at you. It certainly has a great future."—BENJAMIN R. NORLEY, Roslindale, Mass.

