

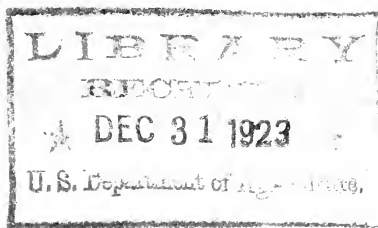
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1924

*SOME
NEW
GLADIOLI*



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

THE summer of 1923 was, in this particular locality, the driest and hottest we have had for many, many years. It was consequently a bad season for flowers; the blooms came and went so fast that it was hard to find a spike that was a credit to its tribe. For this reason we were not able to obtain more than one good new photo, and our plan of having our 1924 catalog appear with several new half-tones went to naught. Better luck next time!

Late in the summer we had plenty of rain and ideal weather and altho it was too late to help the flowers much it benefited the bulbs greatly. We have harvested about the finest crop of bulbs we ever had.

We have this year used Ridgway's color chart for the first time and the descriptions of the nine new varieties we introduce this year, are made according to this standard work. The descriptions of our older varieties, however, have not been changed, except one—Jap Lady—which is not wistaria at all, as we thought, but Bishops purple, according to Ridgway.

READ THIS ALSO.

All the varieties listed in this catalog are our own productions. We grow nothing else.

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

We send out only young, strong, clean, healthy bulbs, true to name. We consider bulbs 1¼ inch up good blooming size.

We do not ship bulbs during December, January and February except at special request by buyer and at his risk. At other times, fall or spring, we guarantee safe delivery.

No orders will be accepted after May 1st.

The prices quoted in this catalog include postage or express charges to all points within the United States and Canada.

Remittance must accompany all orders.

Customers outside of the United States are respectfully asked to remit by international money order or draft on New York or Chicago banks, made out in American money.

Write your name and address very plainly.

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

Box 257, Decorah, Iowa, U. S. A.

DECORAH GLADIOLUS GARDENS

SOME NEW GLADIOLI

The letter (H.) in parenthesis after 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.).

NEW INTRODUCTIONS THIS YEAR.

BLUE JACKET. (Mrs. H.) Bluish violet, darker in the throat. A real good blue.

Each 50c.

CYNTHIA. (H.) Clear hydrangea pink shading to pale greenish yellow in the throat. A very pleasing color.

Each 75c.

GETTYSBURG. (H.) Rich velvety carmine, throat darker. Large, round, well shaped flowers. Tall, slender stem. A very showy variety.

Each \$1.00.

GRACE KIMBALL. (P.) Pale Hortense violet, rich velvety blotch of hyacinth violet. A very fine blue and extra strong grower.

Each \$2.00.

LILLIAN WINTER. (H.) Pure white with greenish-yellow throat. Flowers of good form and substance. A very good white.

Each 50c.

LONGFELLOW. (P.) La France pink. A pleasing color. Many large, wide open flowers. Tall, slender wiry stem. Excellent for cutting.

Each 50c. Dozen \$5.00.

MINNETONKA. (H.) Pale Congo pink with barium yellow throat. A thin, clear scarlet-red line through lower petals. An unusual color. Large blooms.

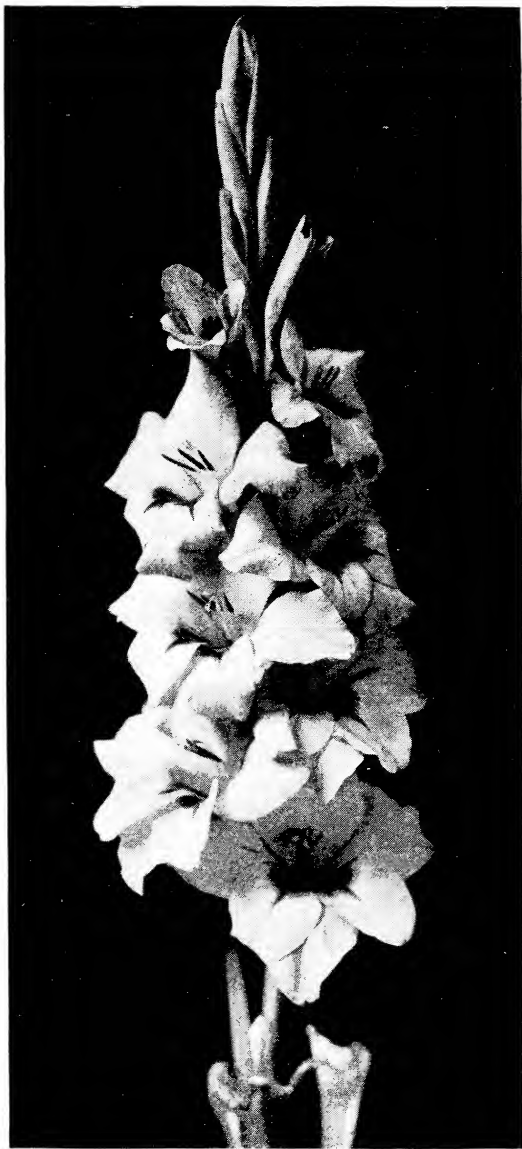
Each \$1.00.

NORMA TALMADGE. (H.) Clear sulphur yellow without any markings. Large blooms and many open at one time, forming a beautiful perfect spike on a tall stem. A truly fine variety.

Each \$2.00.

TRILBY. (P.) Light buff, pure rich yellow throat. Wavy petals. Exceedingly delicate and refined.

Each \$1.00.



JAP LADY

(We can't help that this purple lady looks white on the photo)

EARLIER INTRODUCTIONS

And they are not old either

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. Dozen \$5.00.

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 35c. Dozen \$3.50.
Smaller bulbs, each 25c. Dozen \$2.50.

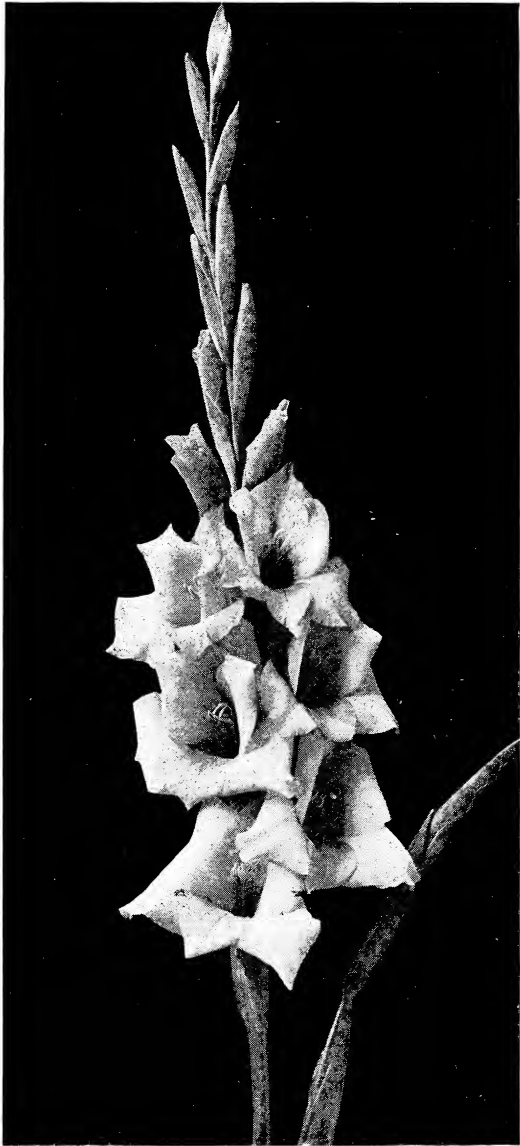
CHICAGO SALMON. (H.) Deep salmon pink, throat suffused with yellow. Very attractive.
Each 15c. Dozen \$1.50.

DAISY. (Mrs. H.) White, light yellow throat, streaked lilac. Quite early. Fine.
Each 35c. Dozen \$3.50.

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 \$1.00. Dozen \$10.00.
Smaller bulbs, each 75c. Dozen \$7.50.

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.

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.



GOLD

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.) Bishop purple, velvety blackish purple 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 75c. Dozen \$7.50.

Smaller bulbs, each 50c. Dozen \$5.00.

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.

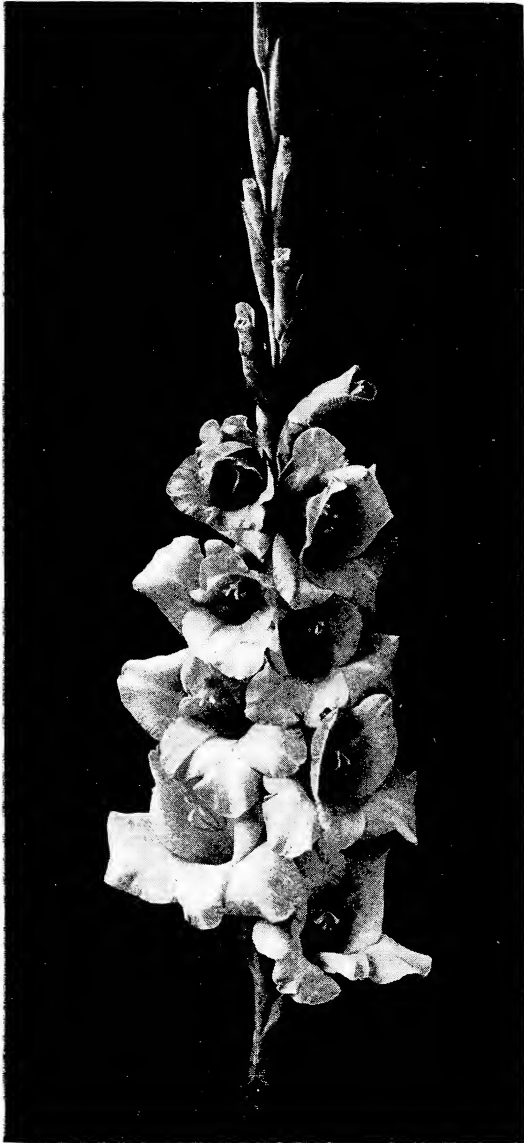
Each 25c.

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.



JENNY LIND

REGALIS. (Mrs. H.) Light lavender pink (mauvette), 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.

TANGO. (H.) Deep crimson-carmine with darker throat. A good dark red.

Each 20c. Dozen \$2.00.

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.

Collections, see page 9

A PRETTY GOOD SCORE.

Two prominent growers in the East, each naming "the best ten gladioli" in recent issues of Horticulture, put down the following of our introductions as the world's best in their respective colors: **Gold, Carmen Sylva, Jenny Lind, Hazel Dawn** and **Theda Bara.**

THE OPINION OF AN EXPERIENCED AMATEUR IN THE FAR WEST.

"I want to write you and congratulate you on your Trio, as you call them. They are three hard to beat. I have never grown Golden Measure so can't compare with it, but I don't see how it could be better than **Gold.** It's a dandy. And **Jenny Lind** is another one of the best of its color, and in regard to **Carmen Sylva** it's the best out in whites, as I believe I have tried all whites. I had one Sylva that had the cut in your catalog beat a mile. Nine perfect flowers on one stalk abloom at once. Can you beat that? And all perfect. I never saw anything finer on any variey."—P. N. ELMORE, Tacoma, Wash.



CARMEN SYLVA

First prize N. Y. State Fair 1920, 1921, 1922, 1923

First prize A. G. S. Show, Rochester, N. Y. 1923, and Iowa State Fair 1923

COLLECTIONS

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 and all prize winners at the big shows. 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.

Collection No. 1.

One bulb of each of above Trio (list price \$2.10), **\$1.75.**

Collection No. 2.

Six bulbs of each of above Trio (list price \$10.50), **\$9.50.**

Collection No. 3.

Twelve bulbs of each of above Trio (list price \$21.00), **\$18.50.**

OTHER COLLECTIONS.

Collection No. 4.

One bulb of each of the 22 varieties listed under "Earlier Introductions," pages 3, 5 and 7 (list price \$8.60), **\$7.75.**

Collection No. 5.

Three bulbs of each of the same 22 varieties, 66 bulbs in all (list price \$25.80), **\$21.00.**

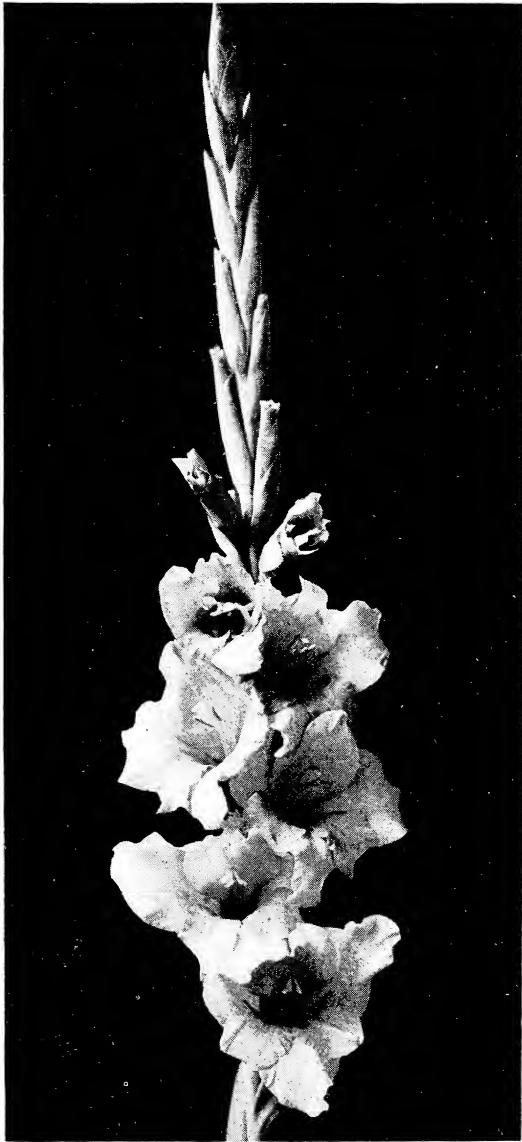
Collection No. 6.

One bulb of each of the seven grand varieties listed at from 50c to \$1.00 under "Earlier Introductions" (Alfred Nobel, Gold, Hazel Dawn, Jap Lady, Jenny Lind, Pollyanna, Regalis — list price \$5.25), **\$4.75.**

Collection No. 7.

Three bulbs of each of the same seven grand varieties (list price \$15.75), **\$14.00.**

Order collections by number



POLLYANNA

WHAT THE OTHER FELLOWS SAY

"Golden Measure has been used quite freely as a parent by the producers, but Dr. Hoeg alone has secured a rival, named **Gold**. It received the highest praise at Boston and St. Thomas, and more than one expert placed it ahead of Golden Measure."—MONTAGUE CHAMBERLAIN, in Garden Magazine, April, 1922.

"If there is a finer white *Gladiolus* (than **Carmen Sylva**) on the market I have yet to see it, regardless of the price charged for the bulbs. One of the valuable features of **Carmen Sylva** is that it stands the hottest sun in a most remarkable degree. I do believe it is the largest real white we have today."—JOHN J. PROUTY, in Horticulture, April 10, 1923.

"I wish to cordially endorse everything that Mr. Prouty said in a recent issue of your periodical in commendation of **Carmen Sylva**. I can say, in addition, that it is an excellent propagator and that the cormels germinate better than with most varieties."—E. M. SANFORD, in Horticulture, May 25, 1923.

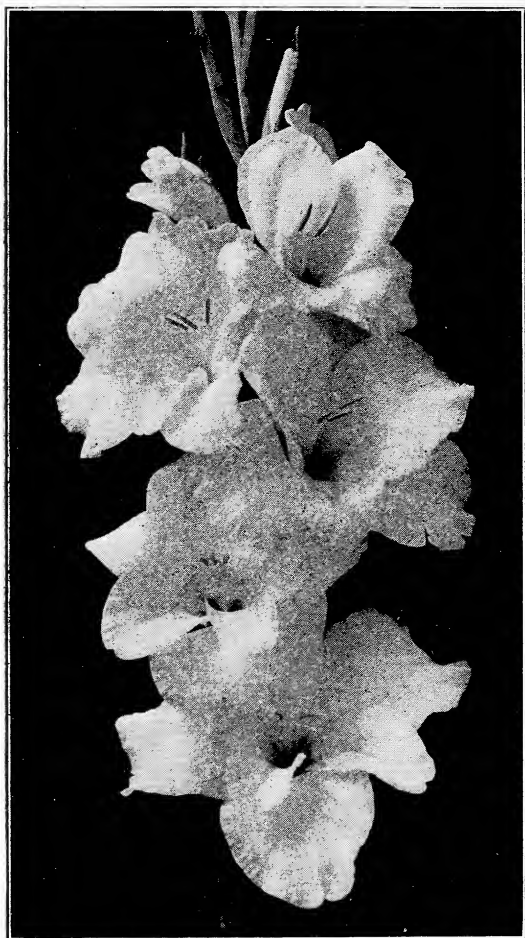
"Every one who looked over my collection of over three hundred of the newest varieties of gladioli raved over the blooms of **Jenny Lind**."—H. W. CLAYBOUGH, Harrisburg, Pennsylvania.

"I am especially impressed by **Jap Lady** and the superb white **Carmen Sylva**. They are as unusual as they are magnificent."—MRS. FRANCIS KING, Alma, Mich.

"Last spring I got a few bulbs from you, among them **Alfred Nobel**. It has thrown three spikes, the first one had flowers six inches in diameter. It was a clear white, didn't fleck and had round petals. Friends who saw it were enthusiastic, and for that matter so was I. If this is a fair sample of Alfred Nobel it is a distinct addition to the rather small list of really good whites."—F. H. STEVENS, Lacona, N. Y.

"Am writing you to say, that the half dozen bulbs of **Hazel Dawn** you sent us last spring have made good. It is in my estimation a beautiful pink—a fine variety."—N. W. TALBOTT, Longmont, Colorado.

"This wonderful yellow (**Gold**) has been the center of attraction, not only in the trial garden but in many of the flower shows. Its richness of colour makes it so desirable that very few passed by without noting it in their lists for next year."—DR. FRANK E. BENNETT, president St. Thomas Horticultural Society, St. Thomas, Ontario.



THEDA BARA

"We saw this variety (**Pollyanna**) at the Boston show and were very much pleased with it."—DIRIGO GLADIOLUS GARDENS, Portland, Maine.

"**Jap Lady** created a sensation with me last season. I had many calls for the bulbs from those who saw mine at the garden."—E. M. SMITH, East Hartford, Conn.

"The longer I grow **Carmen Sylva, Gold** and **Jenny Lind** the better I like them. I am having some wonderful spikes of all three in spite of the long drought. — My wife and I are both much taken with the flowers of **Jap Lady** as they go so well in combinations."—E. M. SANFORD, Madison, New Jersey.

"Having seen some of your **Jenny Lind** at the Glad Show last week in Rochester I would be greatly obliged if you would send me a price list of your own originations. With all good wishes for your continued success in producing such wonderful creations."—A. H. KNOWLES, Charlotte, N. Y.

"I am more convinced than ever that **Gold** is the finest yellow in existence."—A. L. STEPHEN, Waban, Mass. (Aug. 17, 1923.)

"**Black Joe** was much admired by every visitor to our gardens and they kept every bloom picked."—C. J. HUNT, Nunda, N. Y.

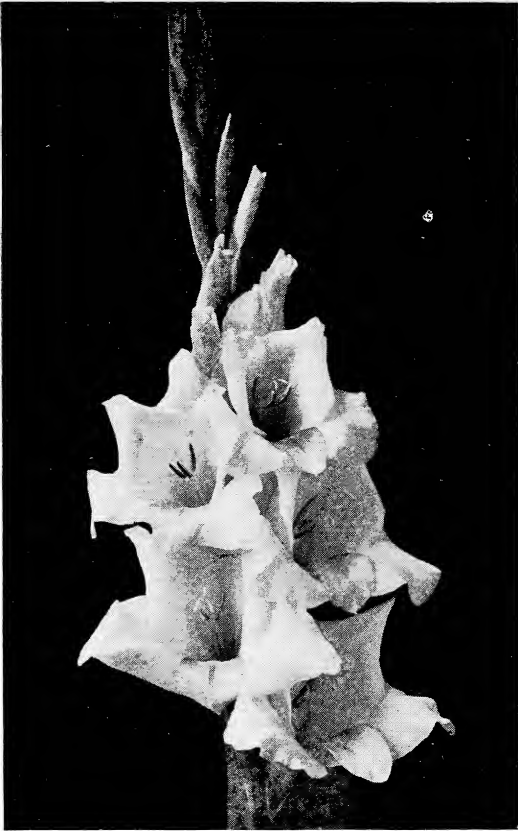
"I think you are too modest in speaking of **Regalis**. It is a fitting companion for — — only I like **Regalis** better, and when I say that, it means that **Regalis** pleases me."—F. H. STEVENS, Lacona, N. Y.

"**Theda Bara** proved to be splendid, white, slightly flaked rose with a little crimson in throat. — **Carmen Sylva**, a splendid white variety and a good grower, was much admired."—"The Summers Garden" in *The Gladiolus Bulletin*, September, 1922.

"The **Gold** and **Carmen Sylva** purchased from you last year were very satisfactory. **Jap Lady** is far ahead of **Badenia** in my opinion, having more character to it."—WILLIS E. CHASE, Mansfield, Mass.

"**Gold**, a wonderful yellow, stands as a rival to **Golden Measure**, its graceful blooms proclaiming it peer of all yellows that bloomed in my garden. The blooms of **Jenny Lind** with their creamy mark compel admiration."—BENJAMIN R. NORLEY in *The Gladiolus Bulletin*, Feb., 1923.

"**Gold**, rich golden yellow, pure color, excellent spike, many blooms open, large good substance, vigorous, better than **Golden Measure**."—"A Few Garden Notes on Glads" by DR. S. IRVING MOODY in *The Gladiolus Bulletin*, April, 1923.



DAISY

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.

"I wish to tell you that we especially appreciate your **Jenny Lind**, truly a fine glad, a 100 % improvement on Prince of Wales. And also your **Carmen Sylva**; we think this a dandy white."—N. W. TALBOTT, Longmont, Colo.

"**Gold** would be my selection for a yellow. A golden yellow, good open flowers and not crowded. — In selecting a pink I would not hesitate to try **Jenny Lind**; have grown it only one season and consider it one of the very best if not the best ever produced."—S. S. in The Gladiolus Bulletin, January, 1923.

"I am however interested greatly in your **Jap Lady**. I would be interested in securing a large stock of this variety, as I consider the form and substance and more especially the color—well, let me say extraordinary."—CHARLES F. FAIRBANKS, Lexington, Mass.

"I have grown **Carmen Sylva** and **Jenny Lind** for the past two years and consider them amongst the finest of my collection. The color combination of Jenny Lind being especially fine."—JNO. F. MARR, Secretary Ontario Gladiolus Society. Guelph, Ont.

"Last year I bought some glads from you and **Gold** was the main glad I wanted at that time. It is a real glad and as to color and shape of flower it is far better than Golden Measure and Flora."—HAZEL HILL FLORAL GARDENS, St. Paul, Minn.

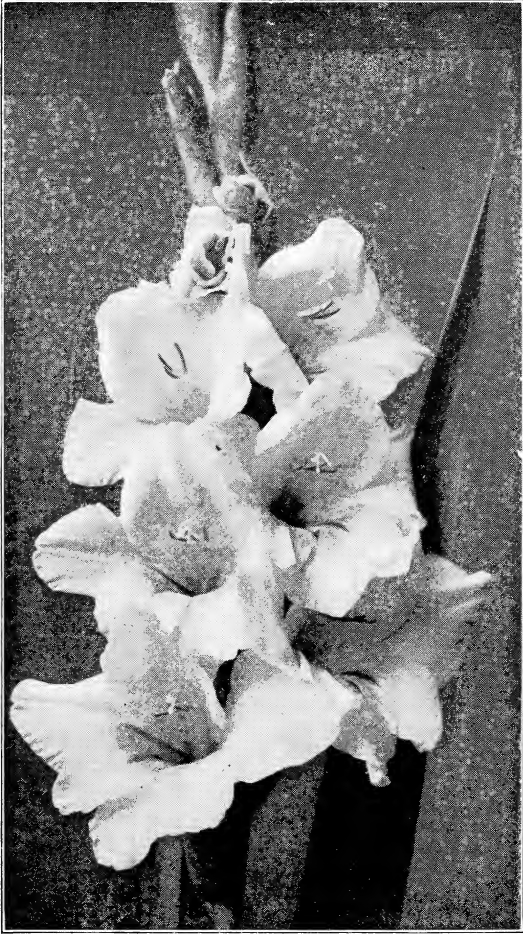
"The Show in Boston was very fine this year and **Gold** was very much in evidence and made a fine showing. There is no question about it, it is a wonderful flower, so clear and pure in its tint and so uniformly good in growth. — I tried out the **Jenny Lind** you sent me and I thoroughly like it. It is very delicate and so many blooms together make it very attractive."—REV. F. BLAKESLEE, Roslindale, Mass.

"I got some of your **Jenny Lind** last spring and think that it beats the world of good ones."—H. ARMSTRONG, Copemish, Mich.

"I saw **Gold** and **Jenny Lind** at the show in Boston, and they showed up wonderfully well."—HOMER F. CHASE, Wilton, N. H.

"I saw **Jenny Lind** in Mr. Claybough's garden this summer and it impressed me as being a wonderful fine thing, in a class with Mrs. Dr. Norton, Byron L. Smith and the best of them."—H. G. READING, Franklin, Pa.

"For your information I will say I saw **Gold** in bloom and think it is one of the best yellows if not THE best and I grow Golden Measure, Flora and several other yellows."—ROGER REYNOLDS, Menlo Park, Calif.



RUTH LAW

"I saw your **Carmen Sylva** for the first time this past season and to my mind it is superior to any of its kind."—ARTHUR E. RAPP, Council Bluffs, Iowa.

"I grew some of your gladiolus **Gold** last season and I like it better than Golden Measure. The blooms are not quite as large but the color is better and the flowers are more graceful."—CARL SALBACH, Oakland, Calif.

"I've all but taken an oath not to keep on spending what I make in the glad business by putting it right back into new varieties. And it will have to be something extra good if it causes me to waver in my purpose in this connection. But, by gum, I saw your **Hazel Dawn** at Talbott's and I guess I am a goner."—J. D. LONG, Boulder, Colorado.

"I think your **Carmen Sylva** a wonderful white."—J. E. CARTER, Des Moines, Iowa.

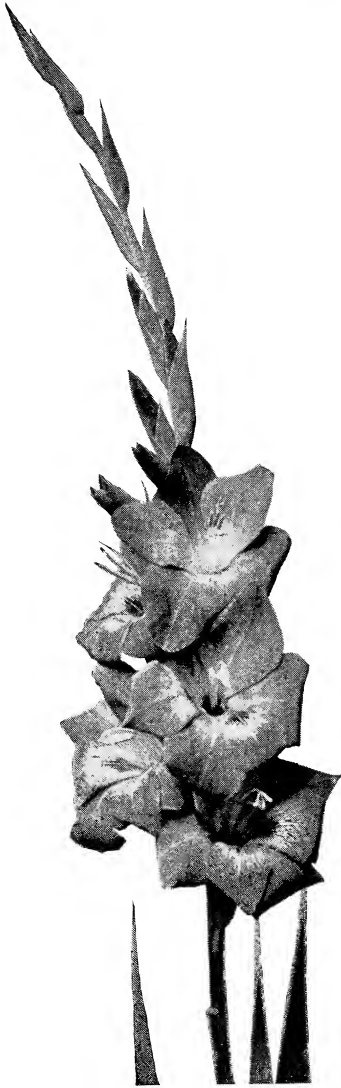
"I grew **Titanic** last year and liked it very much. I showed it to my friends who lunch downtown and they said they would have it this year."—H. DOWNEY, Winnipeg, Manitoba.

"I want especially to speak of **Jap Lady** because I was much interested in it and pleased with it. As you said the bulb is not attractive but the flower is certainly beautiful and very unusual. It is in a class by itself, a flower that is bound to please the most critical observer. I consider it a very worthy acquisition in the world of gladioli."—MRS. A. H. AUSTIN, Ravenna, Ohio.

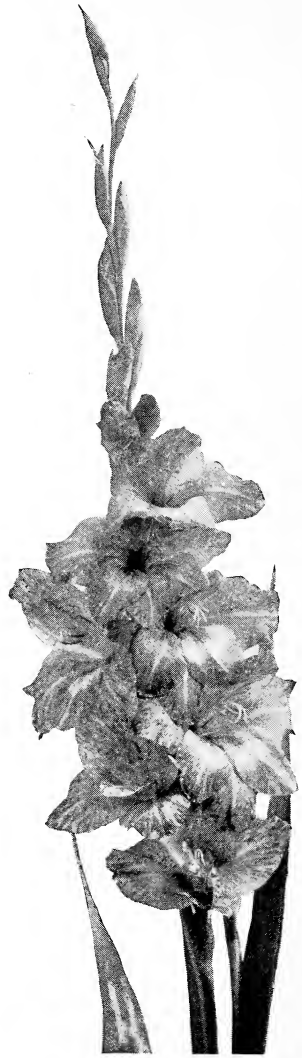
"I think you are entirely too modest in your claims about a lot of your varieties, especially **Gold**. I haven't seen a yellow, shown in the East, that can approach it in color, shape or texture, with the possible exception of Golden Measure at its best. The dotting and stripeing in the throat is almost 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 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.



MONTEZUMA



JUMBO

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

"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 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 is 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.

"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.

"**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.

"**Pollyanna** and **Gold** blossomed 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.

"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 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.

"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.



BLACK JOE

CULTURAL DIRECTIONS

The gladiolus is easy to grow. It will do well in almost any good garden soil but a rich, sandy loam is best.

Do not plant in the shade of trees or buildings. Especially stay away from trees and shrubs, whose tiny roots suck all the moisture out of the ground in a wide circle.

May be planted from middle of April to latter part of May. Plant in rows, in four-five inch deep trenches, five to six inches between each bulb in the row and at least twenty inches between the rows.

Keep the top soil continually loose and free from weeds. Never allow a hard crust to form after rain or watering. In case of a long severe drought, soak the soil thoroughly once a week at least. Constant cultivation will also help wonderfully.

In cutting the flower spike allow at least four leaves to remain on the stalk. It weakens the bulb to cut stem too low.

Do not plant gladioli in the same patch many years in succession. New ground each year is best. Do not use horse manure as fertilizer. Ground fertilized with old cow manure the previous year is best.

Mark each variety with its proper name, written on a tag, tied to a stake. At blooming time it will add to your pleasure to know the right name of each variety.

Dig bulbs in the late fall and, immediately after digging, cut the stem close to the bulb. Use a sharp knife or a small pruning shear, so you do not tear the husk.

Dry them in open air for a week or two, but protect them from frost at nights. Remove the roots and dirt and the old, decayed bulb. Save the bulblets and plant them again in the spring. Sow them thickly, like peas, in shallow trenches, about two inches deep. They will bloom the second year.

When properly dried and cured store your bulbs away for the winter in a dry, cool but frostproof place in the cellar.

GLADIOLUS AS CUT FLOWER.

On account of its extraordinary 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 up to the very top. Pick off all the wilted blooms and at the same time shorten the stem. A few branches of asparagus or baby breath (*gypsophila*) will add gracefulness to the bouquet.

For the sick-room and hospital and for decorating churches and halls the gladiolus is the ideal flower, not only because of its beauty and stateliness and almost unlimited color-range, but also because it has no fragrance. Especially in the sick-room even the finest fragrance is obnoxious, when there is too much of it.

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 asparagus as a veil over the whole design. You will be surprised at the result.

