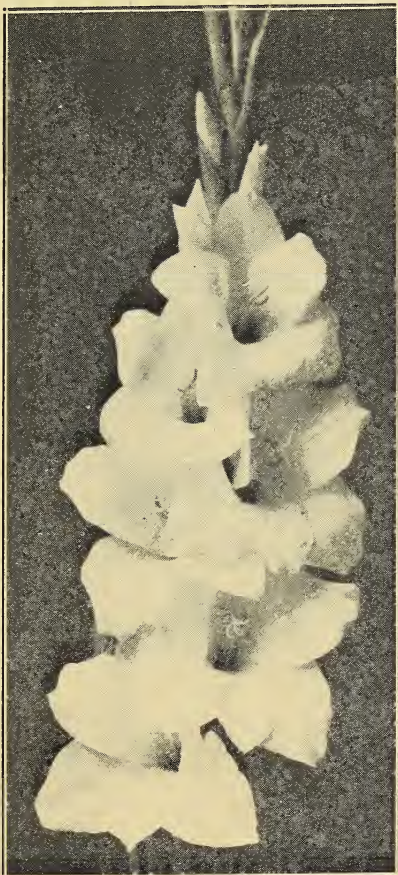


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Gladioli

The Aristocrat of the Garden



CARMEN SYLVA

1924

H. F. REEDER

ALTA,

IOWA.

Member of the A. G. S. and N. H. S. of A.

The Modern Gladiolus

is one of the most beautiful of the summer blooming flowers, and it is so easily grown as to be within reach of anyone. This flower is now very popular and is becoming more of a favorite each year because of the remarkable improvements in size and delicate colorings rivaled only in the orchids. There is a touch of grandeur and magnificence about it that places it in a distinctly superior class. It is easily grown and may be had in bloom from July until frost in the northern climate without the aid of glass and it possesses a combination of characteristics that appeals to all flower lovers.

The blossoms are wonderful in form and size and embrace a beautiful range of colors with almost an endless number of combinations impossible to describe. New varieties are continually appearing from the plain petaled sorts to charming ruffled and beautifully lacinated types, which is a proof of the increasing interest in the wonderful flower. It is capable for taking up water which enables to continue blooming to the very tip of the spike after being cut, lasting a week or more in the warmest weather.

Invest in Gladiolus bulbs this year, for in no other way can you purchase so much pleasure as you will get from these bulbs. Your money will be well spent and you will be making a permanent investment for your Gladiolus bulbs will increase each year. Every time you walk through your garden or look at the beautiful bouquet on your table you will be glad that you made the purchase.



Byron L. Smith

ALICE TIPLADY—(Kunderd) A grand, large Primulinus Hybrid of most beautiful orange saffron color. Very choice. 10c each; \$1.00 per doz.

ANNA EBERIUS—(Diener) Dark velvety purple; throat deeper shade; flowers large. A splendid variety. 18c each; \$1.75 per doz.

BYRON L. SMITH (Kunderd) A most refined lavender pink on white ground. Exceedingly fine as a cut flower. Color equal to a very choice cattleya orchid. 30c each; \$3.00 per doz.

CARMEN SYLVIA (Prestgard) Pure white, throat slightly penciled lilac. One of the best whites. 20c each; \$2.00 per doz.

CRIMSON GLOW—(Betscher) Produces a very tall spike with wide open flowers of a most brilliant crimson color with delicate darker shadings in the throat making it strikingly beautiful. Pronounced by many to be the finest crimson. 15c each; \$1.50 per doz.

DOROTHY MCKIBBIN—(Kunderd) A pure apple blossom, pink elegantly ruffled and many open at a time. This one cannot be excelled as a cut flower variety. 20c each; \$2.00 per doz.

DOROTHY WHEELER—(Kunderd) A beautiful Primulinus Hybrid of two beautiful blending shades of pink, with creamy center. Large neatly ruffled flowers, well placed on tall, graceful spike. 10c each; \$1.00 per doz.

GOLD—(Hoeg) Pure golden yellow, throat a shade deeper, slightly dotted and streaked almost self-color. Large flowers and perfectly placed. A grand variety. \$1.60 each; \$10.00 per doz.

GOLDEN MEASURE—(Kelway) A pure golden yellow without markings. Pronounced by many as the finest yellow. 50c each; \$5.00 per doz.

HALLEY—(Velthuys) A most attractive early-blooming variety, with large, well-opened flowers of a delicate salmon pink color. Flowers well placed on long, graceful spike. 5c each; 50c per doz.

JACK LONDEN—(Diener) Light Salmon with orange stripes, yellow throat. Makes a fine display under artificial lights and a popular cut flower. 15c each; \$1.50 per doz.

JEWELL—(Zeetsraten) Tall erect early flowering. Wonderful color of clear salmon pink with golden throat, without other markings of any kind. Has primulinus blood. Large sized flowers on tall willowy stalks, but instead of the upper petals hooding over like most Primulinus Hybrids, they curl upwards, revealing the full beauty of the flower. A Jewel indeed. 40c each; \$4.00 per doz.

JENNY LIND—(Hoeg) Pure, soft apricot pink, throat pale yellow, the two colors blending to perfection. A refined and attractive variety. 75c each; \$7.50 per doz.

LE MARECHAL FOCH—(Deur sen) A new Holland variety. Extremely large, light lavender pink flowers, a shade brighter than America. One of the finest cut flower varieties on the market. 10c each; \$1.00 per doz.

LILYWHITE—(Kundred) A pure white gladiolus. Very early and many large size blooms open at a time. Extra fine variety. 8c each; 75c per doz.

LOUISE—(Wright) The giant Orchid-Gladiolus. A delicate shade of lavender, faintly suffused with pink, throat lighter with blotch of velvety maroon on lower petals, resembles a Cattleya Orchid. Blooms very large. A most beautiful variety. 25c each; \$2.50 per doz.

MARSHALL FOCH—(Kunderd) Many giant flowers open at a time on a strong stem and plant. Color of finest salmon pink. Almost a self color. 25c each; \$2.50 per doz.

MARY FENNELL—(Kunderd) A very early novelty and a delicate beauty. Wide open flowers of deep lilac or light lavender color, with a creamy yellow throat, lower petals being penciled with soft primrose yellow. A very beautiful combination of colors making it a very handsome flower. 10c each; \$1.00 per doz.

MRS. FRANK PENDLETON—(Kunderd) A spectacular variety, producing large well expanded flowers, light pink, heavily blotched with blood red in throat. 8c each; 75c per doz

MRS. DR. NORTON—(Kunderd) A pure soft white with tips of petals suffused La France pink, lower petals have a blotch of sulphur-yellow and speckled at base with Turian-rose. 15c each; \$1.50 per doz.

MYRA—(Kunderd) A grand, large flowered Primulinus Hybrid. Deep salmon over yellow ground. Tall, slender stem. Yellow throat with pink lines. 15c each; \$1.50 per doz.

MYSTIC—(Kunderd) Deep rose-pink flaked salmon-red. Pure white blotches on lower petals. Large flower on tall spike. Very attractive. 12c each; \$1.25 per doz.

PRIDE OF GOSHEN—(Kunderd) An enormous flower of flesh pink with ruffled petals, a robust grower and strikingly beautiful. 10c each; \$1.00 per doz.

PRINCE OF WALES—(Van Zanten) A new salmon shade that is making a sensation; early like Halley, but clearer salmon, rich yellow throat without markings. Excellent. 8c each; 75c per doz.

PURPLE GLORY—(Kunderd) The giant of the Kunderdii Glory race, and of remarkable color, deepest velvety maroon red, with almost black blotches, like burned into; the petals beautifully ruffled. 75c each; \$7.50 per doz.

ROANOKE—(Kunderd) A vigorous and large, rich, yellow Primulinus Hybrid. Many open at a time. Very fine. 10c each; \$1.00 per doz.

ROSE ASH—(Diener) Ashes of roses, a color which has attracted the attention of everyone who has seen it. Large flowers, very strong spikes. Flowers well set on spike 50c each; \$5.00 per doz.

YOUELL'S.. FAVORITE—(Kunderd) A large ruffled flower of rosy lavender pink color Tall heavy spike. 15c each; \$1.50 per doz.

MIXTURE

PRIMULINUS HYBRIDS—This mixture contains beautiful and delicate tints. The colors are mostly salmon, yellow and orange. 35c per doz.

THE FLOWER GROWER is a splendid and instructive monthly publication published 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 should be in the hands of all flower lovers.

FRUIT, GARDEN AND HOME is a monthly publication, published by E. T. Meredith, Pub., Des Moines, Iowa, at 35c for one year, or three years for \$1.00. This is a publication worth many times more than the small subscription price asked and should also be in the homes of all lovers of flowers and home.

Subscriptions for either or both of the above magazines will be gladly forwarded upon receipt of instructions together with the subscription price.

KINDLY READ BEFORE ORDERING

The prices quoted in this catalog cover all transportation charges to any point in the United States and Canada.

TERMS—Cash with order. Unused U. S. Postage stamps will be accepted in amounts of \$1.00 or less. Remittances may be made in the most convenient form; however, coin, bills or stamps are sent at your own risk.

Six bulbs of a kind at the dozen rate. Less than six at single rates. Do not hesitate to send small orders, should it be for only a single bulb.

Send your orders early as the stock of some varieties listed is limited.

Bulbs 1¼ inches and up will be considered a first-class blooming size bulb.

All bulbs guaranteed to be true to name, but should an error occur, we will gladly replace free of charge or refund the purchase price for the number of bulbs that prove untrue to name.

All quotations are made subject to prior sale and if sold out of variety when order is received money will be refunded.

PLANTING, CULTURE AND STORAGE

If given plenty of sunshine, moisture, and cultivation the Gladioli will do well on most any kind of soil. The soil should be plowed or spaded deep and thoroughly pulverized and if fertilizer in the way of stable manure is used it should be applied in the fall preceding the planting season. Care should be used not to overdo this part of it. Always keep in mind that plants and flowers need a balanced ration of food as well as an animal to thrive and do the best.

Clay soils require as a rule more humus and not so much lime as the sandy or more lighter soils. A good commercial fertilizer can be used to good advantage at planting time. Prepared sheep manure is one of the best for this purpose. After covering the bulbs about one inch deep with soil the fertilizer can be applied and covered.

Gladioli never do well planted against the wall of the house or under shade trees.

For early blooms plant as soon as all danger of freezing weather is past and for a continuation of the blooming season plant at intervals of about two weeks until the first part of July. For best results they should not be planted closer than six inches apart in the row and from three to five inches deep, and change the planting location each year.

In cutting the spikes from four to six leaves should be left on the plant to insure a good bulb growth.

The bulbs should be dug in the fall before they get too ripe, cut the tops off close to the bulb, dry in the air and sunshine then store in a cool dry cellar. Keep as near 40 degrees as possible.

