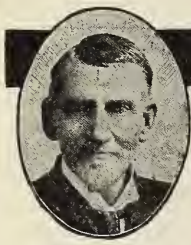


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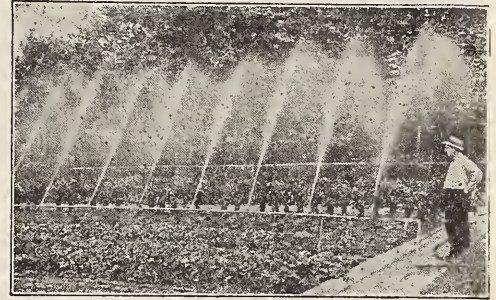
FRANK A. BRECK

# GLADIOLUS SPECIALIST

Also Originator

BRECK'S LOGANBERRY JUICE  
 "HIGH GRADE PORTLAND MADE"

384 NORTH EAST 42ND STREET, ROSE CITY PARK  
 PORTLAND, OREGON



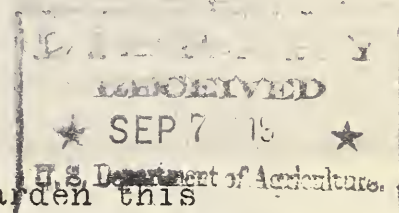
Illustrating Skinner Irrigating System  
 used in Breck Glad Gardens

*Special price list of gladiolus*

April 17, 1926.

Mr. Chas. E. F. Gerselorff,  
 Washington, D. C.

Dear Mr. Gerselorff:



If you wish to bloom Break O'Day in your garden this summer I offer No. 4 Bulbs at \$9.00, No. 5 at \$7.00 (liberal grading). In payment for which I will accept one half cash, the other half in true-to-name bulbs of your own growing, (3s to 6s preferred) at your own fair valuation in price. Any or several varieties as follows: Albania, Beatriz Michelena, Alton, Captain Boynton, Crinkles, D. J. Whitney, E. J. Shaylor, Fern Kyle, Glendale, Masterpiece, Muriel, Mrs. J. K. Armsby, R. J. Kundred, Rev. Fwbank, Red Fire, Sunset, and Violet Glory.

For strictly cash and for immediate acceptance I offer the following Sets: \$5.00 each.

Set	1	--	6	Dr.F.E.Bennett, No.2 Bulbs and 1 Break O'Day Bulblet
"	2	--	60	Kunderd's Black Pansy - - " " " " "
"	3	--	60	Butterboy No. 1 - - - - " " " " "
"	4	--	80	Crimson Glow No. 1 - - - - " " " " "
"	5	--	32	Dr. Van Fleet No. 1 - - - - " " " " "
"	6	--	100	Elf No. 4 - - - - - - - - " " " " "
"	7	--	16	Giant Nymph No. 1 - - - - " " " " "
"	8	--	160	Gretchen Zang No. 4 - - - - " " " " "
"	9	--	4	Henry Ford No. 1 - - - - " " " " "
"	10	--	160	Herads No. 4 - - - - - - - - " " " " "
"	11	--	160	Jack London No. 5 - - - - - - - - " " " " "
"	12	--	100	Jewell No. 2 - - - - - - - - " " " " "
"	13	--	25	Marie Kunderd No. 2 - - - - " " " " "
"	14	--	120	Marshal Foch (K) No. 5 - - - - " " " " "
"	15	--	60	Mrs. F. C. Peters No. 5 - - - - " " " " "
"	16	--	200	Mrs. Dr. Norton No. 5 - - - - " " " " "
"	17	--	60	Sweet Lavender No. 1 - - - - " " " " "

All Sets \$5.00 each, two half sets, or four quarter sets, same price as 1 set and each \$5.00 Set will include one fine fat Break O'Day Bulblet guaranteed to grow or I'll replace two in its place next fall. Subject to prior sale.

As planting season is right on, kindly order at once if interested.

*Dr. Gerselorff from me with an order, Very truly yours,  
 kindly state second choice (if any)  
 as some sets are hard to get pretty fast B-*

*F. A. Breck*

REV. GRANT C. TULLAR, of TULLAR-MEREDITH MUSIC CO., NEW YORK, SAYS:

"For many years I have personally known Mr. Frank A. Breck and his fruit juice products, and am confident that they both are absolutely reliable. In our home we prefer Breck's to all other brands because we believe in the man behind the juice and are familiar with the honest methods which are pursued in its manufacture and sale."



**G**LADIOLUS GROWING of recent times has proved itself an enterprise of wonderful possibilities. Within a radius of 25 miles of my office are located quite a number of former government employes who started growing Glads merely as a fad in spare time a few years ago, but each one is now owner of a most interesting and thriving business of his own.

Just as any careful, conservative business man would do in changing from one occupation to another, they held on to their old job, and while following the new one, increased their plantings each season as their capital and experience increased, until they felt justified in leaving the dull routine of Uncle Sam's work. Note this fact: They had the force, the vision and faith to *stick* like postage stamps, till they "got there."

### "Acres of Diamonds"

More than 40 years ago, I heard the late Russell Conwell give that famous lecture. It made a profound impression upon me as a young man. One important idea in that was: Find out what people want—then supply that want.

Flowers—the right kind of flowers, are practically of universal appeal. If you grow the very best varieties (not always the most expensive varieties) of Glads according to approved methods, then go after the people who will buy them. That's the message I'd like to put across in this unpretentious folder.

### Be Progressive

Try a number of new varieties each season. Perhaps not all will prove winners, but they will delight you and some may prove very profitable. *Timid growers often fail to reap rich rewards derived from some rare, meritorious novelties, because they started a year too late.*

### In My Clientele of Patrons

I find people in all walks of life—doctors, ministers, bankers, druggists, grocers, lawyers, postmen, store employes, tired and retired farmers and their wives—all these are typical of those who have caught the enthusiasm of the Glad Game. Some of them follow it as a hobby, some as a profession, but very many are amateur growers, who have got the vision as to the possibilities of growing and selling Glads as a gainful occupation. To this latter class, I'll try to offer a few suggestions:

### To Succeed in the Glad Game

you need ability, reliability and salesmanship. You should be able to love and appreciate the myriad colors and combinations of colors so you can use intelligence in selecting really worth while varieties instead of the less attractive and less valuable. If you have not the knack of "Making 'em Grow," the reading of books and magazines will help you, as well as growers of experience who are generally most courteous and ready to share their experience and knowledge with you.

### As to Reliability

Those who send you their money want to be assured that what the advertiser offers will be supplied; and if you are already known as a reliable business man—or woman—in some other line, or if you are a trusted employe and have an excellent reputation for honesty and integrity, or if you

stand well with your banker so that you can refer to him he will give you the necessary credit standing.

### The United States Mint

is the only concern that can "make money" without advertising. As salesmanship either by mail or by male is advertising, I'll offer some suggestions along that line.

A very good definition of salesmanship was once given by a Hebrew clothier to the junior member of his firm.

"Mein sohn, you sells a man a coadt ven he wants a coadt, dat is nothings, but you sells a man a coadt ven he dondt want a coadt, dat is business—dat is chenius."

The psychology of this proposition is that many people at first think they do not need flowers, but after you have explained how the Gladiolus gladdens hearts and homes they become so pleased with your plan that they will thank you for the new-found joy you have given them.

Our Jewish friend, in this incident, has well defined the difference between a mere "order-taker" and a real salesman. Do not misunderstand me. I do not advocate the "high-powered salesmanship" that tries to force goods on people regardless of their needs and circumstances, but the real salesman is the man who can hand out such a convincing and persuasive line of talk, that his prospect, previously indifferent, will listen and act. A successful lawyer at the bar, or an evangelist, after forcefully presenting his message will find that his listener gets his viewpoint, and you will find that your prospective patron, after the right appeal, is as anxious to buy as you are to sell.

### The Amateur's First Catalog

should list bulbs "per each" or by the dozen, and cater to a discriminating class of people who are willing to pay good prices for blooming-size bulbs of quality.

By catering to local trade you can select addresses from telephone directory and send descriptive price lists to prospects and also advertise in local papers. Every inquiry should receive a prompt and courteous reply.

If no reply is received within a reasonable time, you could, if possible, see inquirers personally, taking samples of your blossoms—each labeled as to name of variety.

The main difference in selling by mail, and selling by male, is the fact that a printed price list can't talk back to meet objections. The human salesman can, and if he is tactful, usually lands the order. Here is the great advantage of thoroughly covering your home-territory first. Every inquiry received means a potential customer, and any live salesman ought to convert at least four out of five such interested prospects into actual customers, especially where he has such a wide range of high and low-priced bulbs and infinite varieties of hues and color combinations. If he can't take some kind of an order, he "couldn't sell bread in time of famine." Of course, one should offer higher-priced varieties first—time enough to offer cheap stock after the prospect declines to purchase the more expensive varieties. Amateurs catering to local trade should not be ambitious to advertise in publications of national circulation. It is absolutely too expensive. One has to pay too much for waste circulation.

Take orders for Bulbs while Glads are in bloom. Many growers of long experience find it more profitable to develop a retail trade in their own locality.

### Glad Business Invites Competition

Paradoxical as that expression seems, it is a fact that the more folks you can interest in the game, the more possible customers you will have. They commence by buying a few of the moderate-priced and standard varieties and next year, after they have caught the enthusiasm and "lure of the game," they are in the market for the better and higher priced and rare sorts of Bulbs.

Where there is only one Glad Garden today, there should be hundreds. Everyone should be willing to encourage his neighbors and friends in making such plantings, and so

### Create Trade and Not Merely Capture It

The trouble with the Glad Game today is not over-production (except of the cheap sorts of "barnyard varieties") but under-consumption. Some of my best and cheapest advertising last summer was the use of marking stakes, painted white, with names of varieties plainly penciled in black. Each row terminated at the sidewalk on East Broadway and 42nd Street. As Broadway is a much frequented thoroughfare, the Glads while in bloom attracted much attention. Pedestrians and automobilists were often seen pointing out to their friends the varieties they most admired. Aside from the sale of flowers to such people, some wished to place orders for the bulbs of the sorts that pleased them most. The names of such people proved a valuable addition to my mailing list.

### Culture

Cultivate the mind first. Some very important helps in this direction may be found each month in the Flower Grower, published at Calcium, New York, and in the American Gladiolus Society's Official Bulletin, published monthly at 77 South Avenue, Rochester, New York. Join the A. G. S., send \$2.00, annual membership fee, to above address. This also includes a year's subscription to the Bulletin.

Glads delight in pure air and sunshine, away from shade of trees or buildings.

Any good garden soil that will yield good potatoes will grow Glads. Spade deeply and thoroughly; pulverize each clod. Do not use barn-yard manure unless it was previously applied in the fall. Bone meal is better for spring application. Small gardens should be laid off in beds with paths between them. Plant Glad bulbs 2 or 3 inches apart right side up in rows 12 inches apart, and 3 to 5 inches deep, according to size of bulbs. Shallow planting induces more bulblets. If ground is not naturally sandy loam, but clayey, which is the poorest kind of soil, better give it a top dressing of sand and repeat several times during the season. If sand is mixed with sheep or goat manure, so much the better.

### Planting Bulblets

After very thorough soil preparation plant bulblets one inch deep, covering and firming with a half-inch of fine dirt and a half-inch of fine sand. Germination will be hastened by previously soaking bulblets a



day or two in warm (not hot) water. An Arkansas friend suggests rain-water—fresh rain-water being preferable in limestone sections of the country. To obtain maximum results from bulblets, the chapter on this subject in Ellis' "Making Them Grow" is alone worth the price of the book. I can supply it at the author's price, \$3.50, or free with a \$50.00 bulb-order.

Although some bulblets will bloom the first season, inexperienced growers will do well, I think, to plant small size bulbs (3's to 6's) instead of bulblets, at least until they acquire a little more experience, as certain varieties of bulblets are quite difficult of germination unless all conditions are just right. Small size bulbs will most always bloom the first season and thus the truthfulness of the plantings can be tested.

### For Larger Plantings

Secure an experienced plowman. It will be better if he has the equipment to disk the ground first, plow deeply, disk again, and don't forget the "harrowing details." An implement you will find very useful is a garden weeder sold by the Barker Manufacturing Co., David City, Nebraska.

"Overhead expense" of watering during the growing season will be greatly reduced if you install a Skinner overhead Sprinkling System, manufactured at Troy, Ohio, by the Skinner Co. Both the aforementioned companies will send their interesting and instructive catalogues on request.

Cultivation of Glads should be followed up persistently during the season, not only to keep down the weeds, but to keep the ground loose to conserve the moisture. After watering or after a rain be sure next day to stir the ground well. This acts as a natural mulch. Never allow the earth to form a crust about the plants.

### The Outstanding Growers

who have succeeded best will tell you that Glad-growing is not a "get rich quick" proposition, and that any notable achievement is the result "not of inspiration, but perspiration," as Edison would put it. It means long hours and close attention to details. But it is joyful labor, and yields big dividends in health and vigor, while still learning, working and waiting for financial results. To those who prove their adaptability to this line, it will be found the ideal "work-at-home" kind of a job that they may have been looking for.

### Bulbs Should Be Dug

about the time leaves turn brown or after the first frost. Cut stems with a sharp knife close to the bulbs which should be spread out in shallow trays in a dry, airy, frost-proof place for a few weeks, when the old bottoms can be removed and the bulbs stored in bags or trays. I have found the most convenient method of handling is to adopt standardized trays 18x24 inches and 4 inches deep with bottoms of 12 mesh galvanized wire screen. These are placed in cabinet form in my cellar, alphabetically arranged with regard to varieties, the name of each being plainly printed on the end of each tray.

In assembling orders this is a far more convenient method than that of untying and tying so many separate bags, if the latter are used as containers for bulbs. If bulbs are stored in bags do not forget to place a label inside the bag with the name of va-

riety in addition to attaching a wooden tag on which the name of the variety is written, for the reason that tags sometimes get knocked off and you would not know the variety that bag contained unless that additional precaution is taken.

If these random remarks shall prove in any way interesting or informative, I shall be very glad as they have been written in the spirit of sympathetic helpfulness.

### About Prices

A salesman once made the very apt remark: "There never was anything made, but someone else could make it worse and sell for less." Of course, the same principle may apply to the Bulb Business as well. It is my belief that discriminating buyers prefer to place orders with firms of known responsibility who are able and willing to furnish stock of guaranteed quality and stand behind their guarantees.

### My Retail List

is in line for the most part with prices set by the secretary of the American Gladiolus Society, some are lower, but none higher.

In issuing my wholesale list I have been duly mindful of competitive conditions of other growers of the far West, where our wonderful soil and climate permit us to grow bulbs of quality somewhat cheaper than in the East, but the prepayment of long distance parcel post or express charges sometimes amounts to 20 or 30 per cent of the value of the shipment.

### The Most Money

in the Glad Game is made from the growing and propagation of the rare and high-priced varieties. Theoretically it would be best to confine one's efforts to them exclusively; but, as a matter of fact, it is better to combine a judicious selection of both the rare and the moderately priced standard varieties of known excellence.

### For Cut Flower Trade

Among those worthy of honorable mention should be listed that Queen of Glads, Mrs. Leon Douglas, Dr. F. E. Bennett, Anna Eberius, Bengal Tiger, Crimson Glow, E. J. Shaylor, Evelyn Kirtland, Elf, Gold, Golden Measure, Kunderd's Marshal Foch, Prince of Wales, Purple Glory, Salmon Beauty, Fern Kyle, Marie Kunderd, Masterpiece, Miss Spokane, J. K. Armsby, Mrs. Lohrman, Rose Glory. These are only a few of the many worth while, moderately-priced varieties that we grow.

### As Soon as Bulbs Are Received

always open the package and check every item of your order. If there has been any error in count or grading, will you do me the kindness to say so. I take great pains to please and if I fail to do so I certainly want to know it. *Satisfied customers are my most valuable assets.*

### Bulbs Plus Service

If you are not familiar with different varieties, I can be of some service to you if you will let me know something of your special plans. Last fall a New York State friend sent me an order with a \$50.00 check stating that he had no use for \$25 bulbs, but he did want flowers—lots of them—to give to neighbors and the church. Having this information I am able to fill

such an order with large bulbs especially for cut flowers. But, to any one ordering with a view to gainful occupation, and for propagation purposes, I should recommend that the money be spent on smaller-size bulbs which will yield greater increase.

### A FEW SAMPLE "BOUQUETS"

#### (Unsolicited)

From A. N. McBride, La Crescent, Wis.: "Planting stock bought of you 100 per cent true to name. Very well satisfied."

From Mildred E. Sykes, 3915 South Vermont Ave., Los Angeles, Cal.: "I received the bulbs which I ordered, very promptly. Thank you indeed for the instruction for planting, and the large number of bulbs, gratis. You are unusually generous."

#### Special \$10.00 Collection

To those wishing to get a start with some of the better Glads (though not the highest priced), I will, if requested, make a selection of 10 choice varieties, sending 10 fine blooming-sized Bulbs of each variety—100 in all—for \$10.00. These same bulbs bought separately at retail catalogue prices would cost more than \$15.00.

#### Special \$5.00 Collection

The same collection as above, only in smaller sized blooming bulbs, I will supply for \$5.00. Terms cash with order. Parcel Post prepaid in United States and Canada.

### The Gladiolus

Let us be in the gladdest "Glad Game—"

Love the myriad hues of the flowers

We may do it for money or fame,

Or just for the fun that is ours.

Oh, have you been under the spell

Of giving Glad blooms to the sad,

The shut-ins—the sick and the well—

And hearts that were lonely, made glad?

Oh, plant gladioli for love!

Plant bulbs—yes, and bulblets galore!

Get into the happy Glad Game—

Plant much—and keep planting some more.

Indeed, they are easy to grow;

They are lasting and lovely and choice.

Children of the Garden are they,

As they gracefully grow and rejoice.

Look into each beautiful face!

See them smile with the friendliest nod!

You are thrilled by the charm and the grace

Of "working together with God."

MRS. FRANK A. BRECK.

ALL ORDERS are received subject to prior sale, and are shipped either postpaid or express prepaid.

TERMS—Cash or 25% down; and balance C. O. D.

BANK REFERENCES—U. S. National Bank of Portland, Oregon. I can also refer you to an honorable business career at Vineland, N. J., from 1886 to 1914; since the latter date in Portland, Oregon.

**Parcel Post Prepaid in U. S. and Canada on \$5.00 orders and upwards.**

**FRANK A. BRECK**

(Rose City Park)

384 Northeast 42nd Street  
Portland, Oregon

