

## **Historic, Archive Document**

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6223

*Twenty-six years  
in the glad game*

# *THE GLAD BOOKLET*

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1930



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



62.23



DR. C. HOEG

# TRADE LIST 1930

*All our own originations. We grow nothing else.*

On our wholesale list this year you will find an extremely fine collection of glads at greatly reduced prices. Quite a few of our recent introductions, such as GERTRUDE EDERLE, HOMESTAKE, LINCOLN ELLSWORTH, LOTUS, MADAME NORENA, MONTENEGRO and ROALD AMUNDSEN now appearing in our trade list for the first time. Also the famous MISS DES MOINES. Of some of them the stock is limited but we have listed them to give growers a chance to get a start with them while they are new. Why grow only the old, common varieties that everybody grows? For descriptions, illustrations and testimonials see our new Glad Booklet.

We have only listed bulblets of those varieties of which we have any to offer. Where no bulblets are listed it means that we have none to spare.

We do not loan out any cuts. But to growers who wish to illustrate any of our varieties in their catalogs we will be glad to furnish good photos free, of such as we have.

1000 rates at nine times the 100 rate; 25 bulbs at 100 rate; 250 at 1000 rate.

### BUFFALO BILL

- No. 1.....\$12.50 per 100
- No. 2..... 10.00 per 100
- No. 3..... 8.50 per 100
- No. 4..... 7.00 per 100
- No. 5..... 6.00 per 100
- No. 6..... 4.50 per 100
- Bulblets..... 5.00 per 1000
- Bulblets..... 15.00 per qt.

(Retail at \$3.00 per dozen)

### GERTRUDE EDERLE

- No. 1.....\$10.00 per 100
- No. 2..... 8.00 per 100
- No. 3..... 6.00 per 100
- No. 4..... 5.00 per 100
- No. 5..... 4.00 per 100
- No. 6..... 3.00 per 100
- Bulblets..... 3.00 per 1000
- Bulblets..... 8.00 per qt.

(Retail at \$2.50 per dozen)

### DOROTHY VERNON

- No. 1.....\$12.50 per 100
- No. 2..... 10.00 per 100
- No. 3..... 8.50 per 100
- No. 4..... 7.00 per 100
- No. 5..... 6.00 per 100
- No. 6..... 4.50 per 100
- Bulblets..... 5.00 per 1000
- Bulblets..... 15.00 per qt.

(Retail at \$3.00 per dozen)

### HOMESTAKE

- No. 1.....\$20.00 per 100
- No. 2..... 17.50 per 100
- No. 3..... 15.00 per 100
- No. 4..... 12.50 per 100
- No. 5..... 10.00 per 100
- No. 6..... 8.00 per 100
- Bulblets..... 8.00 per 1000

(Retail at \$5.00 per dozen)

Sales

### DR. MAYO

- No. 1.....\$15.00 per 100
- No. 2..... 12.50 per 100
- No. 3..... 10.00 per 100
- No. 4..... 8.00 per 100
- No. 5..... 6.00 per 100
- No. 6..... 5.00 per 100
- Bulblets..... 6.00 per 1000

(Retail at \$3.00 per dozen)

### HONEYDEW

- No. 1.....\$15.00 per 100
- No. 2..... 12.50 per 100
- No. 3..... 10.00 per 100
- No. 4..... 8.00 per 100
- No. 5..... 6.00 per 100
- No. 6..... 5.00 per 100
- Bulblets..... 5.00 per 1000
- Bulblets..... 15.00 per qt.

(Retail at \$3.00 per dozen)

### FINN MALMGREN

- No. 1.....\$12.50 per 100
- No. 2..... 10.00 per 100
- No. 3..... 8.50 per 100
- No. 4..... 7.00 per 100
- No. 5..... 6.00 per 100
- No. 6..... 4.50 per 100
- Bulblets..... 5.00 per 1000

(Retail at \$3.00 per dozen)

### JANE ADDAMS

- No. 1.....\$20.00 per 100
- No. 2..... 17.50 per 100
- No. 3..... 15.00 per 100
- No. 4..... 12.50 per 100
- No. 5..... 10.00 per 100
- No. 6..... 8.00 per 100
- Bulblets..... 10.00 per 1000
- Bulblets..... 25.00 per qt.

(Retail at \$5.00 per dozen)

This largest of all lavender glads has made a hit fully as great as Longfellow and we recommend growers to get an early start with it.

### GETTYSBURG

- No. 1.....\$10.00 per 100
- No. 2..... 8.00 per 100
- No. 3..... 6.00 per 100
- No. 4..... 5.00 per 100
- No. 5..... 4.00 per 100
- Bulblets..... 3.00 per 1000
- Bulblets..... 3.00 per 1000

(Retail at \$2.00 per dozen)

### JAP LADY

- No. 3.....\$6.00 per 100
- No. 4..... 4.50 per 100
- No. 5..... 3.50 per 100

(Retail at \$2.50 per dozen)

### JENNY LIND

No. 1	<del>\$5.00</del>	per 100
No. 2	4.00	per 100
No. 3	3.00	per 100
No. 4	2.50	per 100
No. 5	2.00	per 100
No. 6	1.50	per 100
Bulblets	2.00	per 1000
Bulblets	4.50	per qt.

(Retail at \$1.00 per dozen)

### LINCOLN ELLSWORTH

No. 1	<del>\$25.00</del>	per 100
No. 2	<del>20.00</del>	per 100
No. 3	<del>15.00</del>	per 100
No. 4	<del>12.50</del>	per 100
No. 5	<del>10.00</del>	per 100
No. 6	8.00	per 100
Bulblets	10.00	per 1000

(Retail at \$7.50 per dozen)

### LONGFELLOW

No. 1	\$10.00	per 100
No. 2	8.00	per 100
No. 3	6.00	per 100
No. 4	5.00	per 100
No. 5	4.00	per 100
Bulblets	3.50	per 1000
Bulblets	<del>12.00</del>	per qt.

(Retail at \$1.50 per dozen)

### LOTUS

No. 1	\$20.00	per 100
No. 2	17.50	per 100
No. 3	15.00	per 100
No. 4	12.50	per 100
No. 5	10.00	per 100
No. 6	8.00	per 100
Bulblets	10.00	per 1000

(Retail at \$5.00 per dozen)

### MADAME NORENA

No. 1	\$30.00	per 100
No. 2	25.00	per 100
No. 3	20.00	per 100
No. 4	17.50	per 100
No. 5	15.00	per 100
No. 6	12.50	per 100
Bulblets	15.00	per 1000

(Retail at \$7.50 per dozen)

### MANDARIN

No. 1	\$12.50	per 100
No. 2	10.00	per 100
No. 3	8.00	per 100
No. 4	6.00	per 100
No. 5	5.00	per 100
No. 6	4.00	per 100
Bulblets	5.00	per 1000
Bulblets	15.00	per qt.

(Retail at \$3.00 per dozen)

### MONTENEGRO

No. 1	\$12.50	per 100
No. 2	10.00	per 100
No. 3	8.00	per 100
No. 4	6.00	per 100
No. 5	4.50	per 100
No. 6	3.00	per 100
Bulblets	<del>4.50</del>	per 1000

(Retail at \$2.50 per dozen)

### MRS. KR. PRESTGARD

No. 1	\$10.00	per 100
No. 2	8.00	per 100
No. 3	6.00	per 100
No. 4	5.00	per 100
No. 5	4.00	per 100
No. 6	3.00	per 100
Bulblets	3.00	per 1000
Bulblets	8.00	per qt.

(Retail at \$2.00 per dozen)

### NORMA TALMADGE

No. 1	\$12.50	per 100
No. 2	10.00	per 100
No. 3	8.00	per 100
No. 4	6.00	per 100
No. 5	5.00	per 100
No. 6	4.00	per 100
Bulblets	5.00	per 1000
Bulblets	12.00	per qt.

(Retail at \$3.00 per dozen)

### ROALD AMUNDSEN

No. 1	\$30.00	per 100
No. 2	25.00	per 100
No. 3	20.00	per 100
No. 4	<del>17.50</del>	per 100
No. 5	<del>15.00</del>	per 100
No. 6	<del>12.50</del>	per 100
Bulblets	15.00	per 1000

(Retail at \$7.50 per dozen)

### SIR KARL

No. 1	\$8.00	per 100
No. 2	6.00	per 100
No. 3	5.00	per 100
No. 4	4.00	per 100
No. 5	3.00	per 100
No. 6	2.00	per 100
Bulblets	3.00	per 1000
Bulblets	10.00	per qt.

(Retail at \$2.00 per dozen)

### TRILBY

No. 1	\$15.00	per 100
No. 2	12.50	per 100
No. 3	10.00	per 100
No. 4	8.00	per 100
No. 5	6.00	per 100
No. 6	5.00	per 100
Bulblets	6.00	per 1000

(Retail at \$3.00 per dozen)

## Miss Des Moines

Of this already famous new lavender Decorah creation we can offer this year for the first time a very limited amount at wholesale, but ONLY in "small size" which means about one-half inch.

~~\$12.00 per 10 bulbs~~ — ~~\$100.00 per 100.~~ *Sold*

As long as the scant supply lasts.

Retail, large size, \$8.00 per bulb.

We pay postage or express charges to all points in U. S. and Canada but not to oversea countries.

We ship no bulbs during December, January and February except at special request of buyer and at his risk. At other times we guarantee safe delivery. No order accepted after May 1st and from Canada not after April 1st. (See our Glad Booklet for information.)

TERMS: Cash with order or before shipment. We allow 10 % discount for fall orders with cash in full with order. For large quantities write us for special rates. Customers outside the U. S. are requested to remit by international money order or draft on New York or Chicago banks, made out in American money. Personal checks from foreign countries not accepted. Orders for spring delivery accepted and booked now if 25 % of amount accompanies order, the balance to be paid before shipment.

## Decorah Gladiolus Gardens

Box 257

Decorah, Iowa

U. S. A.

## READ THIS FIRST

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

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

We send out only young, strong, clean, healthy bulbs, true to name. We consider bulbs  $1\frac{1}{4}$  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 Booklet include postage or express charges to all points within U. S. and Canada.

Orders amounting to less than \$1.00 not accepted.

Remittance must accompany all orders.

*To our friends in Canada:* We do not ship bulbs to Canada in the fall but book orders up to April 1st — not after that date. Send the number of your import permit with your order. All Canadian orders will then be shipped as soon as the bulbs are inspected by our state entomologist in accordance with the Canadian Insect Pest Act.

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, *very* plainly.

Don't throw this Booklet away after having made out your order. Show it to your friends and talk it over.

If you move or change your address before our next Booklet is out, please notify us, or you will not get it.

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

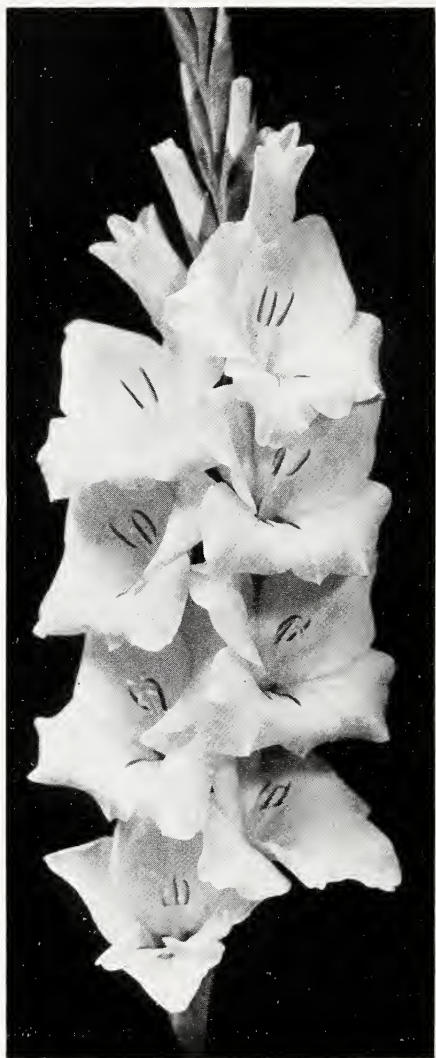
Our varieties are now grown and known in Japan, China, Philippine Islands, Hawaii, Cuba, Australia, New Zealand, Tasmania, also in England, Holland, France and other European countries, and, of course, in every state in our own U. S. and in every province in Canada.

*Reference:* Decorah State Bank, Decorah, Iowa.

**DECORAH GLADIOLUS GARDENS**

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





*Sigrid Undset*



# SOME GLORIOUS 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.).

The last few years our list of gladiolus varieties has grown very slowly. We have added a few new ones every year and at the same time eliminated almost as many of the older varieties, which have had their days. Last year, when we rounded our 25th busy year in the glad game, we had 49 varieties on our list and thus came mighty close to the half hundred we had set as the limit.

This year we are introducing nine new creations, but at the same time eliminating fourteen of the older ones. And so our list has actually shrunk, but only in quantity, most certainly *not* in quality. This process is, in our opinion, the only way to make a gladiolus collection *increase* in quality, without making a catalog a wilderness of gladiolus names. A step or two closer to perfection from year to year must be the aim.

Of course, we feel sorry for the fallen ones. They have had their days. They have, in due seasons, unfurled their beauty to gladden the hearts of the flower lovers—and then fallen by the wayside, like other mortal beings. Only a comparatively few are destined to become famous and to be loved and known to the farthest corners of the earth.

Now, if you only knew beforehand which new varieties were so destined, it would simplify matters greatly. But even tho you have worked with the glads for twenty-six years, originated new beauties without number and think you know a whole lot about glads, you don't know what their fate is going to be. That is left to the jury and supreme court, the great glad brotherhood of the world. You have only to lay your case humbly before that jury.

Well, here are the nine new ones. May they please you.

**EARL BENBOW.** (P.) Color clear, glistening snow white with a very attractive soft, light phlox purple throat mark. Very large, well shaped flowers, perfectly placed and many open at one time. We predict that Earl Benbow will be pronounced the most refined variety in the white class. Only a few bulbs to spare this year.

**Bulbs, each \$2.00.**

**DARK EYE.** (P.) The clear, deep scarlet red color of this variety is sharply contrasted by a large, rich maroon



*Jane Addams*

blotch in the throat, which from a distance looks solid black. The proper name for this variety would have been Black Eye, if only that name had been available. Large flowers but not many open at one time. Only a few bulbs to spare this year.

**Bulbs, each \$1.00.**

**DECORATION.** (H.) Color clear cameo pink, tipped geranium pink, delicately flaked spectrum red. A very bright and pleasing color. Many perfectly placed flowers open at one time, making a very beautiful spike on a strong, erect stem. Very prolific.

**Bulbs, each \$1.00.**

**DR. ECKENER.** (P.) Color rose doree, throat buff yellow, sprinkled with the same shade of rose. A very pleasing color. Many large flowers open at one time. Stem exceptionally tall and strong. A magnificent variety. Only a few bulbs to spare this year.

**Bulbs, each \$2.00.**

**SIGRID UNSET.** (P.) Color light pinkish lilac, throat dusted indian lake with a small solid bar in center. This is another pale lavender creation that some day will make a name for itself. Eight, and even ten, flowers open at one time not unusual. Stem fully as tall as Miss Des Moines and always erect. Very prolific. (See cut page 2.)

**Bulbs, each \$5.00.**

**SONJA.** (P.) Color ivory white with a very delicate pink tint like china in bright sunlight. Up to ten flowers open at one time in the right kind of weather. Flowers wide open, making a long and beautiful spike. An excellent addition to the white tribe. Very prolific.

**Bulbs, each \$1.00.**

## **SOME ODD COLORS**

Among our new seedlings we have quite a few of smoky and odd colors in different stages of the testing out process. Just to find out how these odd shades will "take" we offer this year three of them as samples and will let our customers act as judges. Consequently we would appreciate reports on them from as many glad fans as possible. All we want to say about them is, that if you combine them, in a bouquet, with other shades, you may be just as delightfully surprised at the effect as we were, when we tried it.

**ANITRA.** (P.) Light perilla purple tipped dahlia carmine. Very light cream, almost white, throat mark with a



*Miss Des Moines*  
*Not a representative spike.*

sharp pansy purple line thru center. If all this sounds Chinese blame it on Ridgway. We would simply call it a smoky affair with white throat. Good sized flowers, perfectly placed and many open at one time.

**Bulbs, each \$1.00. Dozen \$10.00.**

**SVENGALI.** (P.) Do you remember the great mystery-man who hypnotized Trilby? Here he is—in colors. According to Ridgway's wisdom the color is deep hellebor red, tipped vinaceous-purple, deeper towards edges. Pomegranate purple throat and same color dusted on yellow ground. We don't know how to describe these colors in understandable English. It's very dark anyhow.

**Bulbs, each 75c. Dozen, \$7.50.**

**TERRACOTTA.** (P.) Color van dyke red, a shade deeper towards edges. Throat deep cream, sprinkled with same kind of red around a small pansy purple mark. Which all sounds fine, but the name, Terracotta, tells the color better. The color is not dull and cold, tho, as terracotta, but has a soft, velvety sheen. Many medium sized flowers open at one time.

**Bulbs, each 50c.**

## And These Are Not Old Either

**BEN BOLT.** (P.) Eosine pink, beautifully flaked scarlet. Light yellow throat. Many blooms open at one time. Very showy and excellent for design work.

**Each 10c. Dozen \$1.00.**

**BLUE BOY.** (Mrs. H.—introduced last year.) Color pale bluish lavender; true purple throatmark bordered Marguerite yellow. Flower of good size. This is a decided improvement on the old Hyacinth, which dropped out of sight many years ago, and one of the very finest in the blue class. Has fine bulbs too. Only a few to spare this year.

**Each \$2.00.**

**BUFFALO BILL.** (H.) Phlox pink, barium yellow throat. Tall and stately. Large flowers. This variety will be classed among the aristocrats of the gladiolus tribe when it becomes better known. One of the very tallest and strongest in the lavender class. (See cut page 32.)

**Each 30c. Dozen \$3.00.**

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



*Trilby*



Considered by many experts the most dependable and satisfactory of all whites. Can stand almost any kind of weather.

**Each 10c. Dozen \$1.00.**

**CHARLES LINDBERGH.** (P.) This is one of the aristocrats in the glad family. Color clear hermosa pink with large naphthalene yellow, almost white, blotch in the throat. Very large flowers of good texture and striking beauty. Stem exceptionally tall and wiry and a strong grower.

**Each \$4.00. Six for \$20.00.**

**DOROTHY VERNON.** (H.) Color, clear Marguerite yellow with baryta yellow throat. A stately spike, strong grower and very prolific. Quite early. One of the very finest in the light yellow class. (See cut page 26.)

**Each 30c. Dozen \$3.00.**

**DR. MAYO.** (H.) Pale amaranth pink, barium yellow throat. Large, wide open flowers with clear and very attractive color. This is another lavender that has won the hearts of many glad fans.

**Each 30c. Dozen \$3.00.**

**FINN MALMGREN.** (P.—introduced last year.) Color scarlet red, medium ruffled. Clear, rich glowing color. Very beautiful spike, many flowers open and regularly placed. A dainty, dim, lighter scarlet circle in the throat. (A little lighter color than Roald Amundsen.)

**Each 30c. Dozen \$3.00.**

**GETTYSBURG.** (H.) Rich velvety carmine, throat darker. Large, round, well shaped flowers. Tall, slender stem. A very showy variety that attracts attention wherever grown or shown. (See cut page 30.)

**Each 20c. Dozen \$2.00.**

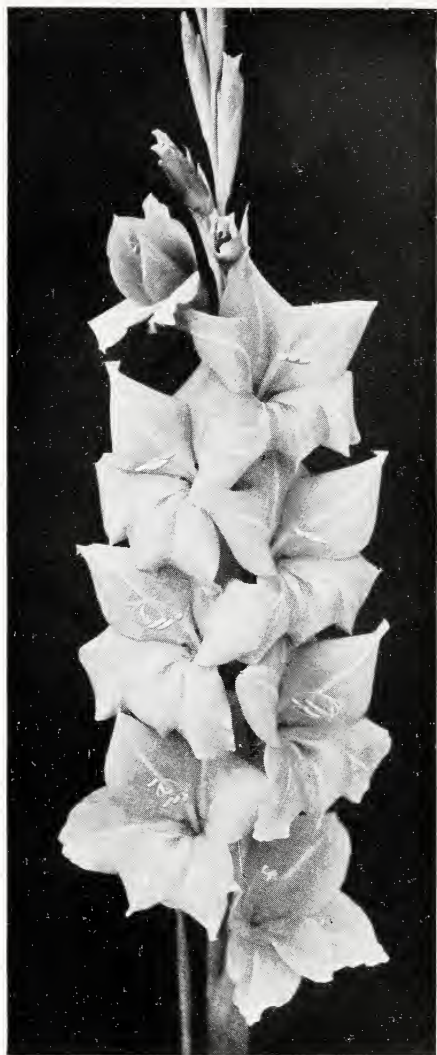
**GERTRUDE EDERLE.** (P.) Clear colonial buff, practically a self. Petals slightly wavy. This is a primulinus grandiflorus of great size and beauty. Stem very tall when well grown.

**Each 25c. Dozen \$2.50.**

**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. Still considered by many experts the best yellow gladiolus ever produced. (See cut page 18.)

**Each 10c. Dozen \$1.00.**





*Longfellow*

**GRACE E. KIMBALL.** (P.) Pale Hortense violet, rich dark velvety blotch of hyacinth violet. A very fine blue and extra strong grower with fine, healthy bulbs.

**Each \$1.00. Dozen \$10.00.**

**HOMESTAKE.** (P.) Ground color rich pinard yellow, veined cornelian red, the lines getting somewhat heavier towards the edges. Colors can be given only approximately as we can not find the exact colors in Ridgway. The general effect is a deep, rich orange flower. This variety was awarded the A. G. S. Trophy for the best new seedling at the Midwest Show at Des Moines, Iowa, 1927.

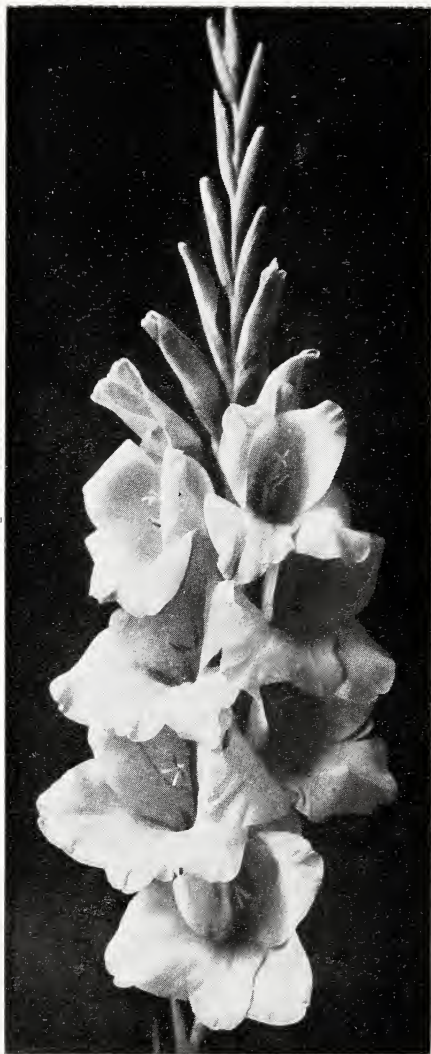
**Each 50c. Dozen \$5.00.**

**HONEYDEW.** (P.) A lacinated primulinus of rare beauty. Color light orange yellow with salmon orange splashes, deeper towards the edges. An exceptionally rich and refined color. Only few flowers open at one time. Each bulb often throws three stalks and each stalk three almost equally tall spikes, making nine spikes from one bulb. A real unique variety both as to color, form and habit.—We have for about ten years worked with lacinated types of our own originations and have now several fine varieties in different colors. Of these Honeydew is the first one to be introduced. We consider it a real acquisition for those who like the dainty primis.

**Each 30c. Dozen \$3.00.**

**JAME ADDAMS.** (P.) This new lavender variety has already caused a stir among glad fans fully equal to Long-fellow. It was exhibited for the first time at the Midwest Gladiolus Show, Des Moines, 1926, and the lone spike among the tens of thousands was the center of attraction, or rather it shared the attraction with the other new lavender, Miss Des Moines. At the last two years' shows we had no spike to exhibit but almost everybody asked about it. One grower told us, that he had blooms of Jane Addams the summer of 1927 measuring  $7\frac{1}{4}$  inch. We told that to another grower, almost ready to apologize for the exaggeration, but he calmly remarked: "Oh well, I can go him one better; I had a bloom of Jane Addams that measured more than that and it was a sight." Hardly think we have had any of that enormous size ourselves, but there can be no doubt but that Jane, when well grown, is the largest lavender glad in existence. The color of Jane is soft phlox pink with white throat but it belongs rightfully in the lavender class. Like many other varieties of delicate color it is apt to become flaked in sultry weather or sudden change in temperature, but when the color comes clear, as it usually does, it is hard to find anything to equal it. (See cut page 4.)

**Each 50c. Dozen \$5.00.**



*Norma Talmadge*

**JAP LADY.** (P.) This Bishop purple flower has no doubt the most remarkable color ever seen in any gladiolus — “exceedingly pleasing odd,” as one expert puts it. Being a near relative of the now almost extinct Badenia, the bulb has its peculiarities and is not pretty to look at. The husk is thin and falls off easily. Still, it will not only grow but even produce a stronger and sturdier stalk than most varieties in the purple or blue shades. We advise you to plant it in rather loose, sandy soil that has not been fertilized lately and where glads have not been grown before. Especially keep horse manure miles away from it. Jap Lady is not of the long-lived sort. When a bulb gets large and old it is not much good. Discard it and plant only young ones and you will have no trouble. It multiplies well and if you save the bulblets, you will always have a crop of young bulbs. Besides, it is so cheap now that anyone can grow it in quantity. Extra fine in a vase with whites or yellows. (See cut page 20.)

**Bulbs, one inch up, each 20c. Dozen \$2.00.**

**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 that should not be lacking in any garden. It is our impression that there are not many varieties of gladioli existing to-day that have won the hearts of so many good, glad people as Jenny Lind. If there ever was a truly lovely flower among the gladiolus tribe, this is the one. It is a “peaches-and-cream” affair and the wonderful perfect blending of the two delicate colors can not but appeal to everybody who understands and appreciates the beauties of nature. It impresses one as something pure, noble and refined, reminding one of the great nightingale whose name it carries.

**Each 10c. Dozen \$1.00.**

**LINCOLN ELLSWORTH.** (P.) This is one of the Giants of the glad tribe. Immense white flowers of robust substance. Throat streaked and dusted purple and tips of petals usually flaked with the same color. Many flowers open at one time, forming a real bouquet by itself, borne on a very tall and strong stem. A very robust grower and a real grand new white. (See cut page 16.)

**Each 75c. Dozen \$7.50.**

**LONGFELLOW.** (P.) Very few glads, if any, have made such a great hit all over the land as Longfellow has the last few years. It has won a place as one of the very finest pink varieties of recent introductions. It is a Carmen Sylva seedling and has the same tall, slender, wiry stem as its parent, never crooked. Color, a lovely la France



*Miss Decorah*

pink. Flowers large, wide open, of good form and perfectly arranged on the spike, and with up to eight blooms open at one time it is a sight to behold. Stands heat and bright sunlight very well. Several florists have told us that as a cutflower and a florists' variety Longfellow has no equal. There is only one cheap thing about it: the price. We noticed that Longfellow won three first prizes at the New England Glad Show last season. (See cut page 10.)

**Each 15c. Dozen \$1.50.**

**LOTUS.** (P.) This new glad belongs to the primulinus grandiflorus class. Very beautiful cream color, shading to light pink towards the edges. Exceptionally large flowers and many open at one time. Makes a magnificent bouquet. (Introduced last year.)

**Each 50c. Dozen \$5.00.**

**MADAME NORENA.** (P.) Very light flesh pink, almost white, splashed with deeper pink at edges. Throat very rich, clear barium yellow, the two delicate colors blending harmoniously, making an exceptionally pleasing combination. Wide open flowers of good substance and beautifully ruffled edges. Many open and perfectly arranged. One of the finest of later years' creations. Quite early; a strong grower and good multiplier.

**Each 75c. Dozen \$7.50.**

**MANDARIN.** (P.) Another primulinus grandiflorus. Very deep, rich salmon orange color, pinard yellow throat. One of the earliest. We have had plants of this new variety over five feet tall with long stem above the leaves. It won first prize at one of the big shows in the East last season and the well known British glad expert, Mr. George Churcher, reports that Mandarin last season received very flattering attention in England, where it was pronounced a new color in gladiolusdom. (Introduced last year.)

**Each 30c. Dozen \$3.00.**

**MARION TALLEY.** (P.) Color light salmon orange, a shade deeper on outside of petals. Towards the center it shades to a yellowish tint, slightly dusted red. This is a new primulinus of exquisite beauty.

**Each 20c. Dozen \$2.00.**

**MISS DECORAH.** (P.) This is surely a dainty Miss. Color a pure white, sometimes faintly splashed lilac at edges. Throat shading to ivory yellow, slightly feathered lilac. Large, wide open, finely ruffled flowers of good substance, good many open at one time and perfectly placed. Before opening up the buds have a creamy tint. Stem medium tall.





*Lincoln Ellsworth*



This truly fine new variety, which probably could be described as a ruffled Carmen Sylva, is a worthy addition to the new ruffled tribe. (See cut page 14.)

**Each \$4.00. Six for \$20.00.**

**MISS DES MOINES.** (P.) This refined and beautiful flower was awarded the coveted Sisson prize of \$100.00 at the Midwest Gladiolus Show at Des Moines, Iowa, 1926 for the best and most outstanding new lavender seedling, but on request of the glad fans of Des Moines the prize was relinquished in order to have it named Miss Des Moines instead of Marietta Sisson as stipulated by Mr. Sisson. The new flower was the center of attraction among all growers at the show and "became famous over night," so to speak. Said Mr. Earl Foglesong: "I consider this new seedling the finest I have ever seen." And Earl knew a whole lot about glads. The color of Miss Des Moines, according to Ridgway's Color Standards, is pale lilac, shading to light liseran purple towards the edges. Throat light Marguerite yellow. In everyday English it would be called clear lavender, deeper at the edges of petals and fading to almost white in the center, the soft and very delicate colors blending harmoniously. Eight blooms usually open at one time and regularly placed. The stalk is tall and always erect. We are now released from the agreement at Des Moines in 1926 that Miss Des Moines should not be sold for less than \$25.00 per bulb for three years, and consequently the price has been greatly reduced. (See cut page 6.)

**Large bulbs, \$3.00 each. Medium bulbs, \$4.00 each.**

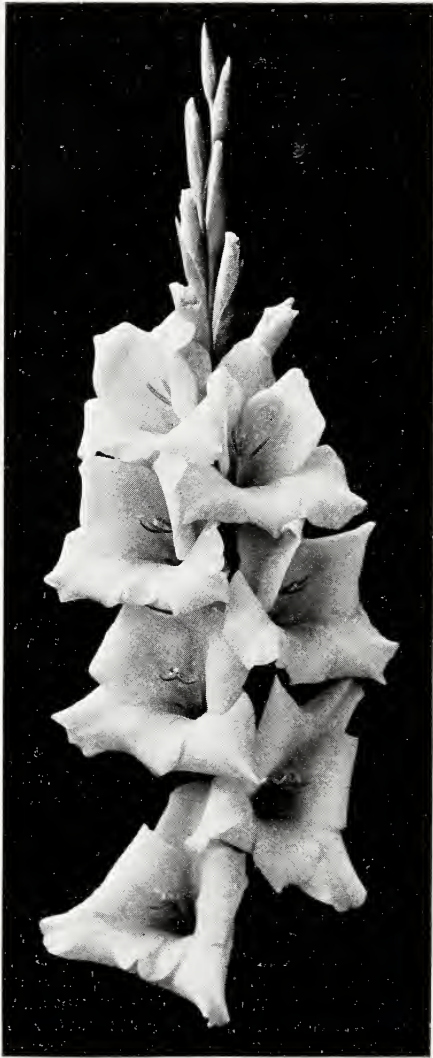
**MONTENEGRO.** (P.) Color rich dark carmine, still darker throat with two white bands. Buds almost black. A very showy velvety dark red glad with large flowers of strong texture. A greatly improved Black Joe and one of the very darkest varieties.

**Each 30c. Dozen \$3.00.**

**MONTEZUMA.** (H.) Rich, dark, crimson-carmine, flaked black, maroon throat, mottled yellow. Large flowers. Very fine and showy. One of the very best dark varieties.

**Each 10c. Dozen \$1.00.**

**MRS. KR. PRESTGARD.** (P.) Pure snow-white without any trace of markings. Blooms of good substance, many open at one time. We believe that this variety is one of the very finest and all around most satisfactory of all white glads. It is as pure and white as Europa and as strong and sturdy as Peace when grown right. And the white in Mrs. Kr. Prestgard is white, snow-white, not cream or gray or milk-white. Seven or eight immaculate lily-like



*Gold*

flowers open at the same time. Stands bright sunlight better than most whites. (See cut page 22.)

**Each 20c. Dozen \$2.00.**

**NORMA TALMADGE.** (H.) Clear sulphur yellow, almost self-color. Large blooms and many open at one time, forming a beautiful perfect spike, practically all the buds show color at the same time. A truly fine variety. (See cut page 12.)

**Each 30c. Dozen \$3.00.**

**PEER GYNT.** (H.) (Withheld this year to increase stock.)

**PRISCILLA.** (P.) Light Congo pink with spinel red blotch. A rather unusual color combination. Perfectly placed flowers of good size, wide open and slightly ruffled; many open at one time. You should not omit Priscilla from your list. (See cut page 24.)

**Each 35c. Dozen \$3.50.**

**ROALD AMUNDSEN.** (P.) Color spectrum red, practically a self-color. Very clear, rich, red flowers, well placed, and with wavy edges of petals. Good size. Plant strong and straight. An excellent addition to the red tribe of glads. (Introduced last year.)

**Each 75c. Dozen \$7.50.**

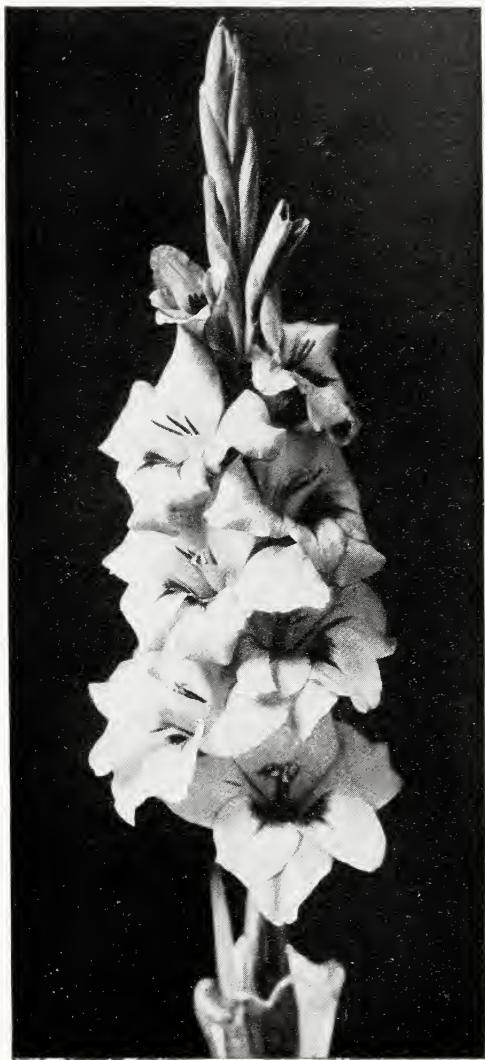
**SIR KARL.** (P.) Color beautiful clear geranium pink with cream blotch in the throat. A very large and showy glad, admitted by Gersdorff into the super glad class. Tall stem, strong grower and a good multiplier.

**Each 25c. Dozen \$2.50.**

**SPRING.** (H.) Color clear eosine pink with pure white throat. Large, regularly placed flowers and many open at one time. A large bouquet of Spring makes quite a show by itself. (See cut page 28.)

**Each 30c. Dozen \$3.00.**

**TRILBY.** (P.) Here is a rather queer story about a very beautiful glad. It is quite a number of years now since it bloomed the first time and everyone who saw it agreed, that it was the most beautiful thing they ever saw grow out of the soil. The constant thought of the happy originator during the remaining part of the summer was: "hope it is lousy with bulblets," as old Vaughan used to say. When it was dug in the fall, it did not have a single bulblet. Not one! It was destined to blossom forth in all its glory one short season—and then go to its doom. But the originator did not have a heart to throw this lone bulb away. It was



*Jap Lady*

to have another chance. The second year it came "smiling thru" just as lovely as the first time, but bulblets? It didn't have a sign of any. Same sad story the third year. This beautiful peaches and cream creation was absolutely worthless. Still the originator could not bear the thought of throwing it away. It was to have another chance. And the fourth year something happened. When dug in the fall the old bulb was surrounded by a liberal number of bulblets! Talk about a pleasant surprise! And since that day it has never failed once to produce its normal quota of bulblets. Nothing like it has ever happened in the experience of the originator—which covers a period of twenty-six years among the glads. Does anyone blame him for calling Trilby one of his pets?—Color light buff, rich yellow throat, a wonderful pleasing and refined color combination. Many beautifully ruffled flowers open at one time and perfectly placed. Stem very tall and strong. Make up a bouquet of Trilby and Jenny Lind and you will have something hard to beat. (See cut page 8.)

**Each 30c. Dozen \$3.00.**

## COLLECTIONS

Two of the collections we have listed for several years have proved overwhelmingly popular. For the collection here listed as No. 2 we have had about ten times as many orders as for all the others combined, excepting the one here listed as No. 1, which has come in as a very good second. For that reason we have retained only these two collections and have eliminated all others.

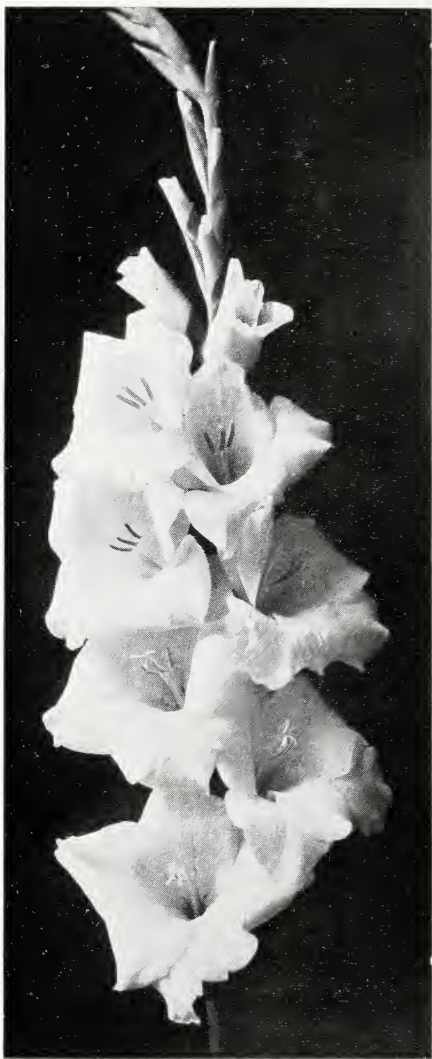
### Collection No. 1.

One bulb each of the nine new varieties introduced this year (list price \$14.25), **\$12.00.**

### Collection No. 2.

If you send us from \$2.00 to \$10.00 and allow *us* to make the selection for you, we guarantee to send you named varieties to the value of double the amount sent us. For instance: If you send us \$5.00 for Collection No. 2 it means that you are going to receive bulbs to a total list price of \$10.00 and each variety properly labeled. As stated above, this has proved to be the most popular of all collections.

*Please order collections by number.*



*Mrs. Kr. Prestgard*

## 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, frostproof place in the cellar.

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.

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 of its lack of fragrance.





*Priscilla*

# What the Other Fellows Say

## THEY KNOW

**We could print a whole book full of unsolicited testimonials of the same order as these few below.**

"To my notion *Norma Talmadge* is the best yellow. No other yellow equals it with me."—L. L. HOOPES, Ill.

"That *Trilby* is a lovely, lovely thing and I want plenty of Trilbys in my garden this season. I have not been disappointed by or displeased with any Decorah variety yet. I thought *Jenny Lind* too beautiful to be equalled by any other variety but found, as you have stated, that Trilby is just as lovely, although the two are entirely different. A friend persisted until she got me to sell her my only bulb of Trilby. Had I not believed that I could get more of you, you may be sure no one would have gotten that bulb."—W. B. WOODS, N. Y.

"I'd like to go strong on your beautiful *Jane Addams*. The No. 4's I had last year made No. 1 bulbs and a generous number of bulblets, and the blooms were large enough to have come from No. 1 bulbs of most varieties. I have greatly enjoyed all the varieties I have had from you.—*Priscilla* was a darling and much admired."—MRS. MARGARET BREARD HAWKS, Vermont.

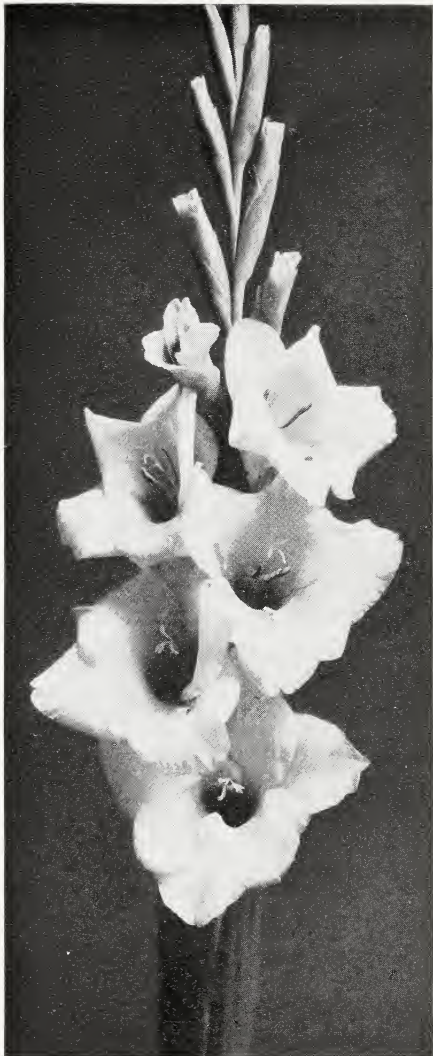
"After seeing your test garden and all those wonderful seedlings it does not seem fair for you to only offer six of them to the public this year. But some of us appreciate the high standard you have set and when we see you introduce a new glad we know it must be good.—*Jane Addams* was the best variety I had last year out of fifty varieties."—REV. O. E. SPENCER, Ill.

"Last Thursday I had *Carmen Sylva* at a garden club flower show at Richmond, Ind. Needless to say it caused considerable comments. Even the florists sat up and took notice."—I. W. HARRISON, Ind.

"I have had about 65 varieties blooming this summer, some of the very best, but *Jenny Lind* received more praise than anything else I had. People simply raved over it. *Gold* also received her share of praise, and I must have more of *Longfellow*. It was beautiful."—MRS. G. D. HESTER, Arkansas.

"I still think *Jane Addams* is the best you have produced. If you had started her at \$100.00 per bulb the fans would have gone wild over her. I would have to have one of J. D. L.'s pencils to tell you all I think of Jane"—C. W. KISER, Ill.

"*Jane Addams* attracted a lot of favorable comments from visitors to my garden last summer."—A. S. AVERY, Minn.



*Dorothy Vernon*

"I want to tell you that I grew *Longfellow* this year for the first time. Well, it was admired by every one. I exhibited it at the N. Y. State Fair in the pink class and won first prize. Mr. Fred Danker of Albany said he never saw anything finer."—MRS. L. D. UPHAM, N. Y.

"I had the following glads of yours in my trial gardens at the college last season: *Carmen Sylva*, *Dorothy Vernon*, *Gold*, *Jane Addams*, *Jenny Lind*, *Longfellow*, *Mrs. Kr. Prestgard*, *Norma Talmadge*, *Sir Karl*, and *Trilby*. I liked every one of them, think *Jane Addams* one of the best of the several hundred I grew, No. 4 bulbs making seven inch flowers of the clearest lavender I ever saw. *Trilby* is another favorite of mine. Hope to be able to try *Miss Des Moines* soon."—J. L. HAGUE, Arkansas.

"I wish to drop you a line of appreciation. My first experience with your glads was this last season. I planted seventeen bulbs in ten varieties. There was not a poor one in the bunch, and not the slightest tendency toward a bent spike. Most of the bulbs sent up two or three strong spikes, and this fall I dug 39 blooming sized bulbs besides the normal quota of bulblets. *Gettysburg* attracted more attention and favorable comment than any other glad in my garden, and I am growing nearly a hundred varieties. Personally I think *Cynthia* and *Jenny Lind* are about the prettiest glads I ever saw. I hope to be able to get some more *Decorah* glads for next season."—E. J. GREENING, Minn.

"The most serious defect of our present varieties in general is poor placing and arrangement of flowers in the spike. The illustration of *Longfellow* in the *Decorah* catalog is a model to aim at in breeding, and this variety stands out above all others of my acquaintance for perfect placing and arrangement."—J. W. CROW, Ontario, in an article in the A. G. S. Official Bulletin for September, 1927.

"It is hard to pick a favorite from your group after but one season's growing. Your *Jap Lady* was a wonder, absolutely different in every way."—CHAS. E. F. GERSDORFF, Washington, D. C.

"I took two firsts at the Connecticut Glad Show with *Longfellow*; won the best white with *Carmen Sylva*, and a spike of each variety was picked out by the judges for the best spikes in the Show. Of the six best spikes picked from the entire exhibit five were mine and two of your varieties were among them."—B. H. SPENCER, Mass.

"For several seasons I have been trying out some of your originations of glads. *Jenny Lind*, *Carmen Sylva*, *Gold*, *Longfellow*, *Jap Lady* and several others have been much admired. *Jap Lady* is so unusual and beautiful. *Longfellow* has proven especially attractive because of the large number of florets open at one time."—E. V. FOWLER, Ohio.



*Spring*

"Last spring you sent me a sample bulb of *Jane Addams*. It produced two very strong spikes and beautiful blooms. I consider it about the best of your long list of good ones and I think I grow about all of them with the exception of five."—S. B. JACOBS, Mass.

"I wish to tell you how proud I am of my Decorah Glads. *Sir Karl* is a super glad of a very high type. It has good substance, good keeping quality and a most wonderful color. — *Spring* is more striking than some varieties that I know that were introduced at several dollars per bulb. — The remarkable thing about Decorah Glads is their extremely fine vigor. They all stand up well in the hottest sun and don't kink as many other varieties do. And their low cost! — I would recommend the following varieties as being the best in their class, so far as I know: *Gettysburg*, *Jane Addams*, *Spring*, *Sir Karl*, *Dorothy Vernon*, *Blue Jacket* (fine color), *Madame Norena* and several others are at the top of any list."—MYRON D. BIGGER, Kansas.

"We had several of your newer varieties this season and wish to tell you how much we admired them. *Longfellow*, *Jenny Lind*, *Mrs. Kr. Prestgard* and *Norma Talmadge* are always fine, but *Dr. Mayo*, the huge lavender, was grand. The three lavenders which we had were all fine but I think *Dr. Mayo* surpassed the others in growth and size without losing anything in color. *Grace E. Kimball* was fine in its blue coloring and a very strong grower for a blue. This is the first time we have grown *Jap Lady* and were much impressed with its color which certainly is fine. We enjoyed all of your productions and hope to have many more another season. — *Longfellow* is the variety I thought best of all. For a pure colored bloom I know of no better. It was just great and a variety that you can well be proud of."—G. W. THACKER, Mich.

"*Grace E. Kimball* made the best showing of all my blues this summer and not only more satisfactory as a doer than (and he mentions three other famous blues) but is really clearer blue in effect."—E. G. LAPHAM, Indiana.

"Not half enough has been said about *Norma Talmadge*. The well shaped flowers are perfectly placed on a tall, graceful spike with seven or eight flowers open at one time. It's a wonder."—HARRY LILLY, Minn.

"I wish to say that *Carmen Sylva* is queen of all whites."—JACOB D. SPIEGEL, New Jersey.

"I want to say that the *Jenny Lind* glad that I got from you has bloomed and it certainly is a wonderful flower, a shade of pink you rarely see and six flowers open at once and all perfect. Not only by me but by flower experts has it been pronounced a beauty and I think the best I ever saw."—WILLIAM SMITH, New York.





*Gettysburg*



"I thot you might be pleased to know that at the Custer County Fair in Broken Bow, Nebr.. *Longfellow* easily won first place, where there were about 100 varieties shown. We are growing nearly 450 varieties and your originations all stand among the leaders."—HARALD J. PERRIN, Nebraska.

"I think *Jap Lady* is a wonderful creation."—C. E. HOUDYSHEL, California.

### **In Far Away Lands the Decorah Varieties Have Made a Hit.**

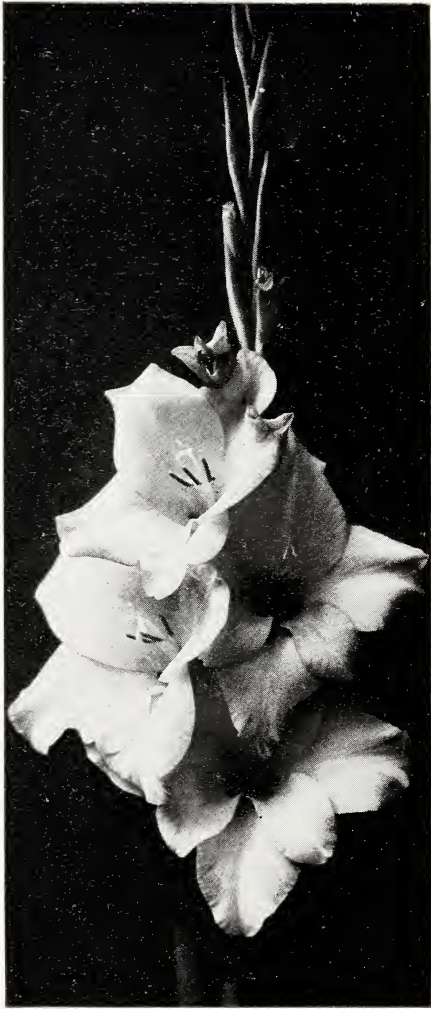
"*Mandarin* produced its first flower on July 22nd. The spike measured 3 ft. 9 in. in spite of the fact that we have had very little rain since the bulbs were planted. Yesterday I took a spike of it, together with five other varieties, to the Royal Horticultural Society but *Mandarin* was first favourite; the colour being described as quite new in gladiolus. One Iris lover made the remark: 'What would we not give for an Iris of that colour?' The only thing I have to say against it is the name, not that it is not appropriate, but there is already a *Prim* of that name (date 1923), and further, Mr. Crow has also one in his list this year. I shall certainly want some more of this variety next year."—GEO. CHURCHER, President of the British Gladiolus Society.

"I have the pleasure to inform you that the gladioli which were sent me from your garden were very fine indeed, and I thank you very much."—L. KAWAURA, Tokio, Japan.

"I have your *Jenny Lind* and *Gold*. *Jenny Lind* is indeed a darling and to my mind is the loveliest color blend I have ever seen in glads. I must have *Jap Lady*. I have heard a lot about it."—E. J. FALLU, Adelaide, South Australia.

"The bulbs arrived in fine condition, thanks to your expert packing. I desire to express my heartiest thanks for the generous extras."—G. T. TAYLOR, Christchurch, New Zealand.

"I am exceedingly well satisfied with what you sent me, not only as regards my actual results, but with the treatment I received from you. You gave me clean, beautiful little corms, and the selection (which I left entirely to you) was far better than if I had to undertake it myself.—As to the flowers themselves: Two varieties remain still in my mind as visions of beauty: *Cynthia* and *Dorothy Vernon*. Their blending of the shades of yellow and pink is masterly, and I was sorry to see the last of them. I shall await next year's showing with eager anticipation. Of course, *Dr. Mayo* and *Jane Addams*—and especially the last named—are truly wonderful, and we admired them in full measure.—I wish you every success in your work, which has so far carried so much daintiness, beauty and delicate charm to give happy hours to so many in all parts of the world, who love beauty and charm for their own sake."—WILLIAM H. V. HALL, Otorohanga, New Zealand.



*Buffalo Bill*



