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GLADS
 for
 1951

MOTHER FISCHER (WHITE) AND SWEET SIXTEEN (PINK)

Noweta Gardens

ST. CHARLES
 MINNESOTA



Mother Fischer

Mother Fischer (400) (Fischer, 1951)
(85 days) (Pink Paragon x Elizabeth the Queen) (Seedling No. 290-46)

When this bloomed in 1949, I thought it incomparably the finest ruffled white I had ever seen; immaculately chaste, impeccably tailored, lavishly ruffled, lustrous as white velvet and leaving nothing to be desired in respect to vigor and habit of growth. In 1950 it was again easily our most outstanding ruffled white, reaching a height of 67 inches—surpassed only by Citation and Orange Gold of all the glads in our fields. Indeed, No. 5's came to my shoulder (and I am six feet tall). Size of florets was so large as to make it practically a 500 size glad. But the abnormally cool weather of 1950 was not altogether to its liking, as a very faint lavender line, which I had not noticed in previous years, appeared in its throat, and the stamens showed a previously unnoticed trace of lavender. Such traces of foreign color are rather typical of most whites in certain weather, even Florence Nightingale revealing otherwise recessive color under such conditions. In more typically warm summers, Mother Fischer will no doubt again rival Summer Snow in perfection of whiteness.

Mother Fischer was awarded the Second-day Grand-championship of the Regional Minnesota Gladiolus Show held in Albert Lea last summer.

The opinion of several well-known glad connoisseurs reinforces my judgment that Mother Fischer is an outstanding introduction:

"I believe my favorite was the lovely ruffled white, 290-46. It opened 7 large florets; very tall and straight."
—Winston Roberts, Idaho.

"First and foremost, my reason for this letter is two words: Mother Fischer. I like it a lot. It is in bloom now—23 buds, 29 inch flowerhead—7 open. Beautiful color, wonderful form, excellent growth. A truly worthwhile variety and one that I do not hesitate to recommend."
—Evered Lawrence, Winnipeg, Manitoba.

Mike Sherman, who writes the annual digest of new gladiolus varieties for **Flower Grower**, wrote as follows:

"About the two whites (Mother Fischer and White Wave) I cannot speak too highly, for they are both outstanding."

The spikes of Mother Fischer shown on page 31 were photographed in 1949; those above and the one on the front cover in 1950. They will pretty well enable you to judge for yourself the merit of this introduction.

Any size, each, \$2; 12 for \$20.

1L, 1M, 1S, 10 Blbts. for \$6.

5L, 5M, 15S, 100 Blbts. for \$40.

½ Pint Blbts. for \$100.

Our Introductions for 1951

Sweet Sixteen (440) (Fischer, 1951) (75 days) (Sport of Beauty's Blush) (Featured on Front Cover)

The variety Beauty's Blush has endeared itself to glad fans from coast to coast, equally for its beauty and for its rare capacity to produce, consistently, ram-rod spikes fully five feet tall. There has been a real need for a glad of its exquisite coloring—white, delicately flushed a sparkling pale pink. However, exquisite as Beauty's Blush undoubtedly is, some fans have wished it were a deeper pink. Now nature, with true bounty, has given us this wonderful performer in both blush pink and true pure-pink forms! This is the more remarkable, as mutations are nearly always lighter than the original variety (as witness the numerous sports of Picardy).

Sweet Sixteen is a true pure-pink of the same ravishingly exquisite tint as Coryphee—long the criterion of perfection in pink coloration. If you are a glad fan of recent vintage and do not remember that famous but difficult-to-grow variety, Friendship and Tivoli may be mentioned as more recent approximations to the famous Coryphee pink color. Sweet Sixteen differs from them only in leaning just a trifle toward rose-pink—i. e., the cool side of pure pink, rather than toward the salmon.

The artistic geniuses of ancient Athens, whose creations reached the zenith of earthly perfection, considered the highest form of beauty as being the beauty of a noble repose. Thus the serene sculptures of Phidias were considered superior to the Laocoon. Nature does no mean job of sculpturing herself in producing the form of a beautiful flower. I submit that the serenely rounded and recurved form of the plain-petalled Beauty's Blush expresses a noble repose more truly than any other gladiolus I can call to mind. Take a look at the halftone on page 39 and tell me if I am wrong. Remember that Sweet Sixteen is identical in form with Beauty's Blush.

Sweet Sixteen first appeared in our planting of Beauty's Blush in 1948 when we found two bulbs. It appeared again in 1949, when we found approximately fifty bulbs. In 1950 we marked out six more. All these sports were identical in form to Beauty's Blush and all were the same exquisite tint of Coryphee-pink. It is quite possible that most of them—and perhaps all—came from a single mutation, the bulblets of which became scattered before the mutation revealed itself by blooming. My friend and fellow-grower, George Lasch, also segregated this mutation in his planting of Beauty's Blush in 1948 and is also offering it this year under the same name as we are—Sweet Sixteen.

In our fields at least, Sweet Sixteen, Tivoli, and Friendship were the "big three" among light pinks last year. Sweet Sixteen is definitely the most exquisite of the three, nor does it lag in any way in performance.

Do not fail to add Sweet Sixteen, the glad with the schoolgirl complexion, to the bevy of gladiolus beauties that will bloom in your 1951 garden.

One of our cut-flower crew, Rita Millard, is pictured on our front cover holding the armful of Sweet Sixteen.

Any size, each, \$2; 12 for \$20.
1L, 1M, 1S, 10 Blbts. for \$6.
5L, 5M, 15S, 100 Blbts. for \$40.
½ pint bulblets for \$100.

Cream Orchids (406) (Fischer, 1951) (70 days) (Rose O'Day x Poet's Dream) (Seedling No. 256-45)

No doubt this will strike you as an odd name for a gladiolus but when you see its waxy, creamy florets airily perched like giant orchids along the stem, you will instantly recognize its appropriateness. In fact "Cream Orchids" is the garden name of this variety and we decided that we could think of nothing better. (A "garden name" is a temporary name given to an outstanding seedling to lift it above the mass of numbered seedlings—specific numbers being hard to remember when one has hundreds of selected seedlings under test.)

Cream Orchids is the first lacinated seedling we have introduced. Ordinarily we do not care for lacination in glads but Cream Orchids is so full-petalled, so opulently formed as well as being possessed of such an airy grace that it is in a different class from the usual lacinated glad. Parrot tulips exemplify lacination par excellence in flowers and while Cream Orchids is not as fantastic by far as a parrot tulip, it nevertheless is a glad with an unique personality. For corsage work it is quite striking.

Another feature about Cream Orchids is that a single planting will bloom over a long period, a desirable trait for a corsage variety. All the Cream Orchids we took to shows over a period of nearly a month came from a single planting.

In the scramble of work during the blooming season, we failed to get the picture of a representative spike of this novel variety that we intended. It does appear, however, in the basket on page 8, but not in a way which does justice to its beauty.

Cream Orchids is a fine tall grower and like most of the Noweta introductions, (bred in hot Midwest summers where the thermometer often reaches 100°) is wonderfully heat resistant. We have yet to find a garden visitor who did not like Cream Orchids and we believe it will have a strong appeal for those who like the fanciful and who delight in artistic arrangements.

Any size, each, \$2; 12 for \$20.

1L, 1M, 1S, 10 Blbts. for \$6.

5L, 5M, 15S, 100 Blbts. for \$40.

½ pint Blbts. for \$100.

White Lace (200) (Fischer, 1951) (70 days) ((Elizabeth the Queen x Lavender and Gold) X Starlet) (Seedling No. 138-47)

Take a look at the pedigree of White Lace, folks. You'd just know that a gladiolus with a family tree that included Elizabeth the Queen (which has produced more outstanding progeny than any other gladiolus in history, not excluding Picardy), Lavender and Gold (which has produced such outstandingly beautiful things as Wedgwood, Heart O'Gold, Cupid, and Rose Charm), and Starlet (the most graceful of all glads and an ideal thing to use when hybridizing to produce miniatures) would be something extra-fancy. And extra fancy White Lace is! I consider it the most beautiful small-flowered gladiolus in exist-



Elmer's Rose and Florentine

ence. What a variety for wedding decorations and all types of the choicest floral work! If Sweet Sixteen typifies to perfection the serene beauty of Doric simplicity, then White Lace typifies equally well the Corinthian beauty of exquisite detail. I know of no glad so intensely frilled, so lavishly "knuckled". Its color is immaculately snowy, save for an ivory throat. Substance is very heavy, texture waxy as an Easter lily. Its florets are smaller than those of Cupid, larger than those of Starlet. Makes a beautifully proportioned spike of adequate length, though not as stretchy as Starlet. Truly an angelface among glads—a flower from fairyland. Highly recommended!

Any size, each, \$1; 12 for \$10.

1L, 1M, 1S, 10 Blbts. for \$3.

5L, 10M, 15S, 100 Blbts. \$20.

½ Pint Blbts. for \$50.

Elmer's Rose (460) (Fischer, 1951) (85 days) (Elizabeth the Queen x Rose O'Day) (Seedling No. 193-46)

This variety has the same parentage as Noweta Rose, but comes from the reverse cross. I like it as well as Noweta Rose myself. Some of my friends like it even better, but others insist that Noweta Rose is the greater glad. There is no disputing tastes and I suppose everyone will have to decide on his own preference. Certain it is that this is another great glad from the most fortunate cross I ever made.

Elmer's Rose is so different from Noweta Rose that

no one would ever confuse the two. Unlike Noweta Rose which consistently opens 11-13 in the field, Elmer's Rose will open only 7 or 8 but the florets are so large (practically 500 size) and so well spaced that it is not far behind Noweta Rose for size. Also, it has wonderfully heavy substance and intense ruffling. It is fully the equal of Noweta Rose in height and vigor, surpassing five feet and having a wonderfully stretchy flowerhead with 20 or 22 buds. In color Elmer's Rose is slightly deeper than Noweta Rose. The above picture, in which it is combined with Florentine, gives some idea of its rich and unusual coloring and sumptuous ruffling.

We shipped this seedling by air to the Cleveland show last summer where our friend, Douglas Neff, set up our display. Two separate entries of Elmer's Rose (three spikes each) scored high enough to win the American Home Achievement Medal.

Because this variety took the fancy of Elmer Gove, America's premier gladiolus impressario, who has done more to popularize the gladiolus than any other man in America, we were happy to name it, with his consent, Elmer's Rose.

Don't fail to get started at once with this most outstanding new gladiolus. I predict that it will become an ace commercial.

Any size, each, \$2; 12 for \$20.

1L, 1M, 1S, 10 Blbts. for \$6.

5L, 5M, 15S, 100 Blbts. for \$40.

½ Pint Blbts. for \$100.

Crown Jewel (460) (Fischer, 1951) (70 days) (Rose O'Day x Ophir) (Seedling No. 284-45)

For many years the two outstanding lavender glads were Minuet and Mrs. F. C. Peters, the latter a stunning blotched variety. Now nature has given us another blotched lavender (or, more accurately, a blotched rose-pink) that might best be described as a glorified Mrs. F. C. Peters. It is hard to believe that one of the grandparents of this cool and sparkling rose-pink was a strapping orange variety (Carioca, a parent of Ophir). Such are the vicissitudes of gladiolus hybridizing! Another grandparent was Arethusa, whose

ruffling has carried through, as it so often does. I won't take time to describe Crown Jewel in detail, when our color plate tells the story so well. (See also page 20 for an even more accurate picture.) Crown Jewel is one of the leaders among our 1951 introductions, an extra-strong grower from bulblets, and a very beautiful cut-flower variety. A glad that Noweta Gardens is proud to introduce.

Any size, each, \$2; 12 for \$20.

1L, 1M, 1S, 10 Blbts. for \$6.

5L, 5M, 15S, 100 Blbts. for \$40.

½ Pint Blbts. for \$100.

Crown Jewel



Rosebloom (460) (Fischer, 1951) (85 days)
(Elizabeth the Queen x Rose O'Day) (Seedling No. 340-45)

"Rosebloom fell on her hands, together pressed," wrote John Keats of his heroine in "The Eve of St. Agnes" and hence the name for this soft rose-toned sister-seedling of Elmer's Rose. Turn to page 17 for a color picture. Rosebloom is not as superior a variety as Noweta Rose or Elmer's Rose, having less substance and being quite plain-petalled, but it does build a most imposing spike, has a very attractive blotch and is a very easy grower. We felt it was well worth introducing and chose it for one of our premium varieties for 1951.

Premium variety. Not for sale this year. To be used as a gratis bulb on orders of \$5 or over. A \$5 order does not necessarily entitle one to each of the four premium varieties.

Autumn Moon (510) (Fischer, 1951) (70 days) (White Gold X (Autumn Gold x Cream Seedling of Gloaming)) (Seedling No. 62-46).

Here is a light yellow derived from Picardy that is fully as large as Picardy and a much taller grower. Indeed it is a very free bloomer, even from small bulbs, which trait makes it a commercial possibility. Winston Roberts, who is one of the best judges of glads I know, wrote of this: "62-46 (Autumn Moon) was a very promising, early, large tall yellow, quite deep, with 7 open." We had some very finished, massive spikes of this last summer that made garden visitors exclaim. Its principal fault is a tendency at times to show the stem. Nevertheless, good yellows are so few that this seemed well worth introducing. Autumn Moon is shown in color on page 17.

Premium variety.

Salute (436) (Fischer, 1951) (90 days) (Red Charm x Commando) (Seedling No. 342-45)

Here is a glad that named itself! One test of a good variety is sufficient distinctiveness to stand out from the herd. No one would ever mistake Salute for any other scarlet! Its style is so incredibly crisp and starchy that a row of it in bloom instantly reminds one of a row of soldiers saluting on dress parade. The sharp white line down the throat serves to emphasize the tailored effect. Salute is a rather light scarlet of heavy substance and strong color saturation—almost a red. It is really a stunning variety and one which I believe will quickly win its way to popularity.

Premium variety.

White Wave (500) (Fischer, 1951) (85 days) (Parentage lost. May be derived indirectly from Picardy and Maid of Orleans) (Seedling No. 128A-44)

This huge white may make the grade as a Florida glad because of its unusual vigor. It produced spikes 62 inches tall with foliage of unusual breadth. Pure white save for some creaminess in the throat. Among our ruffled whites last summer, I rated this third, only Mother Fischer and Florentine surpassing it in quality. Pictured in color on page 32. Of many seedlings grown in the NAGC trial grounds last year, White Wave was one of two or three receiving the top rating.

Premium variety.

Gold (412) (Marshall, 1951) (75 days) (Seedling of Orange Gold)

The yellow and orange classes have always been relatively weak. As a result, hybridizers have been doubly intent on obtaining something outstanding in these colors—especially in yellow—but without much success. At last, however, the yellow we have all been looking for has arrived! And how logical that it should have been produced by the hybridizer who gave us our leading large-flowered orange, Orange Gold, (from which this splendid new yellow is derived)!

It will be a red-letter day for every glad fan when he sees this wonderful, new, self-colored yellow blooming in his own garden, for Gold is about three times as beautiful as Spotlight, heretofore the best deep yellow. Gold is much deeper and richer than Spotlight, has much better substance and is beautifully, though not intensely ruffled. It grows as tall or taller than Spotlight and will open up to nine extremely well-attached, wide-open florets. The only respect in which Spotlight has the edge is in number of buds: Gold does not seem to go above 17. Indeed, in flowerhead as well as in vigor and height it reminds one very much of Orange Gold whose flowerhead also is adequate though not whip-like but whose total height exceeds five feet. With six to nine open florets, Gold makes a magnificent commercial, opening perfectly in water and retaining its deep golden color and size of floret to the very tip. An extra strong grower from bulblets and a fine bloomer from small bulbs.

Although more of a commercial than an exhibition variety, Gold has won so many show awards in a single season that I cannot take space to list them. At the Central International Gladiolus Show at Madison, Wisconsin, we displayed three spikes of Gold which won the three-spike Reserve Grandchampionship and may fairly be said to have been the sensation of the show.

Along with three friends, I purchased one-half the stock of Gold for a rather substantial sum. Immediately afterwards two other growers clubbed together to purchase one-half of the remainder from Mr. Marshall, paying him the same sum as we had paid for the original half. Whereupon still another grower purchased from the originator one-half of the remaining quarter, again for the same sum as was paid for the original half. I mention this solely to illustrate how highly Gold is regarded by some of the country's leading growers. Gold is shown in color, albeit inadequately, on page 17.

Any size, each, \$5; 12 for \$50.

**One bulb, any size, and 6 selected bulblets for \$10.
Grower's Special A: 10 bulbs and 60 bulblets for \$50.**

Growers Special B: 20 bulbs and 150 bulblets for \$100.

HEIGHT AND PROPAGATION RECORD OF OUR 1951 INTRODUCTIONS

	Height	Propagation
Mother Fischer.....	67"	Excellent
Sweet Sixteen.....	60"	Excellent
Cream Orchids.....	58"	Runaway
White Lace.....	38"	Runaway
Elmer's Rose.....	61"	Excellent
Crown Jewel.....	54"	Very Good
Rosebloom.....	59"	Very Good
Autumn Moon.....	55"	Runaway
Salute.....	60"	Runaway
White Wave.....	62"	Excellent
Gold.....	60"	Moderate
Dark David.....	57"	Excellent

Dark David (554) (Morgan, 1951) (90 days) (Mrs. Mark's Memory x Red Charm) (Australian variety)

It is pretty hard to imagine that anyone on the very opposite side of the planet from us is doing some very significant breeding of our favorite flower! But Mr. E. T. Morgan, residing in far western Australia, has made glad hybridizing his hobby and has launched his career as a plant breeder with the finest black-red gladiolus I have ever seen. Indeed, I'd say Dark David (which

was named after a race horse) is head and shoulders ahead of any other maroon gladiolus that I know of. One of the few meritorious 500 size glads in its color class at the present time. Dark David will open eight 5½-inch florets at once. A wonderful grower, approaching five feet, and a consistent producer of show spikes. Splendid propagator. Illustrations on pages 8 and 14. Limited number of large bulbs available.

Any size, each \$3; 12 for \$30.

Bulblets 10 for \$4; 50 for \$18; 100 for \$30.

SPECIAL OFFERS ON INTRODUCTIONS

Our group offers on introductions last year were one of the most popular features of our catalog. In repeating them we have tried as far as possible to see our customers' viewpoint, even to the extent of including items like Gold and Dark David where the stock situation scarcely warrants their inclusion at all. As for our own originations, we are, of course, adhering to the price policy announced several years ago of not charging more than \$2 for a Noweta origination. For the benefit of new customers, let me say that the reason we are able to do this when many others are introducing glads at \$5 and \$10 each is that we grow our originations one year longer before introducing them. This not only insures larger stocks but insures adequate testing before a variety is put on the market. In these collections we are even more generous than in our regular price policy. As a result, instead of getting only one or two introductions of sometimes doubtful performance for \$7.50, as might too often be the case, you get bulbs of TEN adequately tested introductions for only \$7.50 in collection A. That's really a wonderful value, especially when you realize that our 1951 introductions are fully as outstanding as they have been in previous years. We feel safe in guaranteeing that any of the following sets will give you one of the **BIGGEST THRILLS** in your flower growing experience.

Please remember to indicate your preference in the case of the sets where a choice of varieties is offered. Stock is offered subject to prior sale. One or two of these offers may have to be withdrawn before the season is over. Early orders also get the preference in bulb sizes. We therefore counsel early ordering to avoid disappointment.

TREASURE CHEST COLLECTION A	}	1 Bulb, Any Size, MOTHER FISCHER	\$ 2.00	} \$11 Value
		1 Bulb, Any Size, SWEET SIXTEEN	2.00	
		1 Bulb, Any Size, CREAM ORCHIDS	2.00	
		1 Bulb, Any Size, WHITE LACE	1.00	
		1 Bulb, Any Size, ELMER'S ROSE	2.00	
		1 Bulb, Any Size, CROWN JEWEL	2.00	
		1 Bulb, Any Size, ROSEBLOOM	Free	
		1 Bulb, Any Size, AUTUMN MOON	Free	
		1 Bulb, Any Size, SALUTE	Free	
		1 Bulb, Any Size, WHITE WAVE	Free	
TREASURE CHEST COLLECTION B	}	1 Bulb, Any Size, of each of the above 10	11.00	} \$19 Value
		1 Bulb, Any Size, GOLD	5.00	
		1 Bulb, Any Size, DARK DAVID	3.00	
TREASURE CHEST COLLECTION C	}	2 Bulbs, Any Size, of each of the 10 in Collection A	22.00	} \$38 Value
		2 Bulbs, Any Size, GOLD	10.00	
		2 Bulbs, Any Size, DARK DAVID	6.00	
HOME GARDENER'S COLLECTION	}	50 Bulblets of Sweet Sixteen OR Elmer's Rose	10.00	} \$36 Value
		50 Bulblets of Mother Fischer OR Crown Jewel	10.00	
		50 Bulblets of White Lace OR 25 Bulblets of Cream Orchids	5.00	
		1 Large of Each of the Introductions in Collection A	11.00	
SMALL GROWER'S COLLECTION	}	200 Bulblets of Sweet Sixteen OR Elmer's Rose	30.00	} \$86 Value
		200 Bulblets of Mother Fischer OR Crown Jewel	30.00	
		200 Bulblets of White Lace OR 100 Bulblets of Cream Orchids	15.00	
		1 Large of Each of the Introductions in Collection A	11.00	
LARGE GROWER'S COLLECTION	}	½ Pint Bulblets of Sweet Sixteen OR Elmer's Rose	100.00	} \$261 Value
		½ Pint Bulblets of Mother Fischer OR Crown Jewel	100.00	
		½ Pt. Bulblets of White Lace OR ¼ Pt. Bulblets of Cream Orchids	50.00	
		1 Large of Each of the Introductions in Collection A	11.00	



Alberta: "I saw your corms inspected and the inspector claimed they were the cleanest corms he has seen this year. It was a pleasure to watch the inspector and see such lovely, high-crowned, clean, healthy corms."—W. J. Raison.

Michigan: "193-46 (Elmer's Rose)—Here is one to get up and shout about. A deep ruffled rose, with needle-pointed petals, 20 buds, 50 inches tall, 26-inch flowerhead opens 8 easily, with 8 in color, one of the finest things that has ever opened in my garden; I consider it a topnotcher.

488-42 (Belvidere)—A beautiful maroon with silvery edges on each petal, perfect facing and spacing; 56 inches tall for me, opens 10 and gets the attention of everyone who visits the garden. Takes heat, wind, and rain without burning or marking. This one is also TOPS.

"Lavender Lace is perhaps our finest lavender to date. Florentine, a grand ruffled creamy white, is very outstanding for me."—Bruce Collins.

Indiana: "We especially liked Enchantment. It grew about five feet tall and opened eight blooms. I think it was the most beautiful pink we had and we grow 200 varieties."—C. D. Garver.

Prospect and Retrospect

How many times through the years, when the thermometer was over 100° and Old Sol shone down with blistering heat on a suffering glad garden, have we and all other glad fans longed for the PERFECT BLOOMING SEASON with comfortable temperatures, abundant rain, and gentle breezes! Well, in 1950 Nature came through with just that! Rain was occasionally short but our irrigation system made good the deficiency. Temperatures, however, were ideal. For almost the first summer in my recollection the thermometer here never went over 90°. Indeed it was so cool at times as to be uncomfortable, and on August 20 areas near Rochester, Minnesota—twenty miles west of us—had a frost that turned nearly 10% of the cornfields white. Although Minnesota seems a very northerly state to residents of states south of us, we ordinarily have as hot summers here as anywhere in America outside of the arid Southwest and August frosts are virtually unknown south of Minneapolis and St. Paul. The last previous one had been 35 years ago—in 1915. Fortunately our glads were not touched, though they had a close shave. All this cool weather resulted, of course, in magnificent blooms with the result that we are adding 59 new varieties to our list this year—the largest number of additions in any year to date.

But, thrilling as our blooming season was, we did not escape the old law of compensation. So much cool weather delayed by two to three weeks the blooming of varieties timed for shows with the result that items like Noweta Rose and most of our 1951 introductions did not come into bloom until most of the shows were over. Also, the late spring and cool summer resulted in much retarded bulb growth. No. 1 bulbs are much scarcer the country over than last season. Providentially I had expanded our acreage more than enough to compensate for this and found it necessary to add 500 more trays to accommodate our crop. Although we may be short on specific varieties, we feel that we have adequate stocks of bright, high-crowned bulbs to meet the probable demand.

We displayed at eight glad shows last summer: three in Minnesota, two in Iowa, one in Illinois, one in Ohio, and at the Central International Glad Show at Madison, Wisconsin. I won't go into detail about our winnings at these shows, but I'd like to tell you what our seedlings won at the big show at Madison, which was held in the fieldhouse of the University of Wisconsin and was said to have been one of the two largest glad shows in America last season. Noweta seedlings won: Div. Champion, 200 size, 3-spike, 138-47 (since named White Lace); Award of Merit, 500 size, 3-spike, 121-46; Most ruffled florets, 49-45; Div. Champion, Seedling Arrangements, 8-47 (now called Crusader, to be introduced in 1952); Best single-spike seedling of the show, 269-47; and, Best 3-spike seedling and Grand Champion 3-spike of the show, 76-47. Grand-Champion of the show was Noweta Rose, displayed by one of our customers, Mrs. Etta Feye of Bellevue, Iowa.

We have enlarged the page size of our catalog this year in order to accommodate larger colored illustrations. You may wonder why we have used so many basket arrangements of the old-fashioned formal type. We have done so, not necessarily from a predilection for this type of arrangement, but because it seems to be about the only way to present artistically a large number of varieties in a single color illustration. Color printing is very expensive and getting as large a number of varieties into each color plate as possible seemed the best way to justify such an outlay.

Incidentally, if you have ever tried to arrange glads in baskets, you must have encountered a prime illus-

tration of the "ornery-ness of inanimate objects" in respect to the difficulty of making a spike stay just where you wanted it. Last summer I think we found the perfect solution to this old problem: rhubarb leaves. In addition to water, fill the basket-container tightly with crushed-together rhubarb leaves, first removing all stems and the larger veins. Then cut your glad stems the desired length **on the diagonal** and spear them down into the massed rhubarb leaves at any angle you desire and they will stay there to the fraction of an inch. If the glad spikes are very heavy, wire screen with a one-inch mesh wired across the top of the basket will provide the necessary additional control. This method is infinitely superior to chicken wire if you wish to do a careful, yet rapid, job of arranging.

This year we are breaking our rule of introducing only our own originations to include two new seedlings which I consider very outstanding: Gold and Dark David. Each is the best thing I have seen in its color class and I heartily recommend them both.

Our SEASON'S HONOR ROLL (excluding my own varieties) is as follows: Gold, Dark David, Gorgeous Deb, Fire Gleam, Necia, Retta Jo, Gene, Cordova, Betty Duncan, Dolly Varden, and Sterling. A variety on a previous season's honor roll is not eligible again.

Older varieties besides my own that simply outdid themselves are: All Glory, Aureole, Babs, Better Times, Boulogne, Burma, Conn. Yankee, Fabulous, Firebrand, Florence Nightingale, Gaylore, Lady Anne, Manchu, Mid-America, Mighty Monarch, Nila, Patrol, Ravel, Radiance, Red Plush, Redwing, Salman's Glory, Sparks, Spindrift, Tarawa, and Victory Queen.

Earliest varieties were: Arethusa, Aristos, Babs, Better Times, Bo-Peep, Brightside, Cupid, Cream Orchids, Enchantment, Friendship, Gene, Gratitude, Heart O' Gold, Heavenly White, Huntress, June Day, Lavender and Gold, Modern Times, Nocturne, Pactolus, Radiance, Rosa van Lima, Rose Charm, Salman's Glory, Red Cherry, Red Plush, Rhett Butler, Starlet, Snow Princess, Twinkles, White Lace, Wedgwood and Yellow Herald.

Best Growers from Bulblets were: Beauty's Blush, Evangeline, Florence Nightingale, Gold, Sweet Sixteen, Wedgwood, White Christmas, Elmer's Rose, Crown Jewel, Cream Orchids, Mother Fischer, Yellow Herald, Mt. Index, Redwing, Rose O'Day, Lovelace, Mighty Monarch, and Montpelier.

We are discarding this year: Antietam, Black Opal, Blue Beauty, Casablanca, Chic, Crinkle Cream, Donna, Hawkeye Red, Invictus, Lady Jane, Lady Luck, Kelsey, Magnolia, Margaret Wood, Marion Pearl, Miss Wisconsin, New Era, Picardy, Preview, Rita Mae, Silver Gull, Snow Flurry, Spun Gold, Sunny Day, Sunspot, Trocadero, War Paint, and White Gold.

The Graphic Color Index at the end of this catalog was worked out by actually laying out on our lawn spikes of nearly every one of the approximately 200 varieties listed herein and placing each in its logical relationship to other colors in sort of a Mercator's projection of the color sphere. This Graphic Color Index will aid you in ascertaining the exact color of a variety oftentimes better than adjectives.

We hope you enjoy our improved catalog. Your generous patronage made it possible and your kind letters have provided much of the inspiration for the work that went into it.

May a kind Providence smile on your 1951 glad garden and make it replete with thrills—a joyous refuge from a troubled world.

Carl Fischer

Glads Are the Ideal Hobby-Flower

Psychologists are recognizing more and more the value of hobbies as a means of relaxation from the frustrations and tensions of our complex and hectic modern life. Thus Dr. Geo. W. Crane in his syndicated "Worry Clinic" recently devoted almost an entire column to the value of flowers as a hobby. We heartily agree! And though we are lovers of all kinds of flowers, it seems to us that glads are just about the perfect flower for a hobbyist to specialize in. They bloom over a longer period than any other perennial and give the most color for the money; they can be grown to perfection in a vegetable garden, can be made up into dazzlingly beautiful arrangements, and possess an infinite variation in the personality of different varieties. What's more, they often become a profitable hobby through the sale of cut-flowers. At hand is a letter from a customer in Michigan who sold \$360 worth of glads last year at \$1 a dozen in a small town of 1200 population.

In the *Minnesota Glad Fan* was printed recently a very entertaining account of how one of our Montana friends and customers, Mrs. John A. Swanson, found both pleasure and profit in her hobby of raising glads. The article was called "They Call Me THE GLADIOLUS LADY". I reprint it herewith by permission:

"Out here in a sprawling, ugly, frontier town, where people are hungry for beauty and few take time to create it, we have a gladiolus garden of some 300 of the world's finest varieties. Amazed and incredulous, visitors come for miles to see it in blooming time, and always there is the comment, "I would never have believed you could grow such flowers as these here in Cut Bank, if I hadn't seen it with my own eyes!"

"We are in the center of one of the largest oil and gas producing areas in the world and have the most abominable weather in America! Many times last winter, had your radio been tuned in, you might have heard, "Tonight Cut Bank, Montana, is the coldest spot in the nation." The temperature quoted would have ranged from 35 to 50 degrees below zero. Wind blows continually—a down-draft from the mountains to the west; the altitude is about 3500, and the air is very dry. Snow has fallen here during every month of the year, but we are reasonably sure of three months of frost-free weather. There is little or no rain during the summer months, so all water has to be supplied artificially.

"Late springs telescope the blooming season so that early and late varieties bloom all at once—I have had Van Gold and Autumn Gold in the same bouquet! The earliest varieties will take at least 90 days to bloom, so we seldom have more than one brief month of bloom. The slow development brings its own compensation, though—the spikes tower magnificently, many of them more than five feet tall; the colors are remarkably intense and clear; there is seldom any crooking; and the florets themselves, like the four-inch pansies I have in late July, are unbelievably huge.

"When we came here at the close of the war, we came to work: I to teach Latin and English in the high school here and John to work as laboratory technician in the oil refinery. Home at last from four years service in Alaska, he had an intensified love of flowers in his Scandanavian soul; I, too, longed to have a home of my own, get my feet on the soil and grow a garden. We rented a little log house with a garden spot somewhat sheltered from the everlasting wind, and prepared to raise our own fresh vegetables, "And," John would say wistfully, "a few gladiolus."

"The history of that garden is a story in itself. We owe a great deal to the accommodating Blackfoot Indian on whose ranch a few miles from town we spied a huge pile of fertilizer. When approached, he was generous. "Sure," he said, "take all you want. It is three or four years old, and I would be glad to be rid of it." We took him at his word and carted home many trailer loads of the precious stuff, while he beamed upon us benevolently.

"Last year we bought a new home and prepared a new garden spot, calling again upon our Indian friend. We haven't yet made an appreciable dent in the great pile—there is enough there for the next twenty years. We planted over 500 bulbs, using part of a friend's garden for bulblets and planting stock. This year our "few gladiolus" have mushroomed to seven or eight thousand.

"It is an expensive hobby, indulged in at that rate, so at the close of the first year, when we had proved that we **could** raise them here, I determined to make it pay for itself. One florist offered me 75 cents a dozen, although he was selling inferior stock, shipped in, for six dollars a dozen. I decided to find, or make, other outlets.

Planting and Covering Early Cut Flowers: Left to Right: My Foreman, Arnold Franz, Louis Skidmore, LaVon Laack, Yours Truly, Bernard Swiggum.



"In one of my college art courses I had touched upon flower arranging; now I began to study it in earnest. I acquired an assortment of needlepointed holders and other equipment, and began to collect vases and baskets especially suited to gladiolus, and to devise new ways of using and arranging them. I read all the books in the library on flower arranging and bought a few for myself. I had always loved to work with color and here was a rich abundance of it! No matter what one does with glads, they are beautiful; with a little imagination and effort at composition, they are breath-taking. I cannot imagine why the frequent assertion that glads are hard to arrange and difficult to work with! To me, they are the most rewarding of all flowers.

"My first sale was a basket of blended pinks, from very pale to quite deep in color to be taken to a baby shower. Next day ladies who were there phoned in several orders. After a gift to each of the dress shops, they became steady customers. A card placed inconspicuously by the basket or arrangement told by whom they were grown, and our address. No further advertising was necessary—the flowers themselves did the rest.

"Last summer, all through the blooming season, our glads were everywhere, all over town. They decorated the dress-shop windows, the beauty shops, the theatre lobby, and the restaurants. Each Sunday the churches were filled with them, (I gave many of these, but often they were bought and taken there, too.).

"The jeweler lets me design arrangements to illustrate the uses for his line of vases. One intriguing one I remember was a little iridescent swan, proudly bearing a beautiful tail of Wedgwood. It was just realistic enough to be amusing, and certainly did attract attention.

"Hundreds went to the hospital and dozens were used for wedding decorations. Parties, lodges, teas, banquets, and school affairs—all such functions—are eager to use them. I sell them for \$2.50 a dozen, and will lend the containers, if desired, for a small deposit. If there is any surplus, the florist at Shelby, twenty-four miles east, will take them at \$1.50 a dozen. Often he will call up and beg for some for special occasions. I usually let him have them. The most beautiful funeral piece he ever saw, he told me, was one in which he used Friendship; also, the most exquisite bridal bouquet was one in which he had used Wedgwood.

"My favorite containers, aside from baskets, are vases in shell shapes. Of these there is an infinite variety. Other favorite containers include a pewter

pitcher with a fairly large mouth. Pastel is stunning in it, and Oklahoma with a few Patrol or Autumn Gold is exquisite.

"I like a hammered copper bowl for the bronze smokies. Such varieties as Vagabond Prince, King Tan, Buckeye Bronze, Tony, Dusty Miller or Tunia's Mahomet acquire a barbaric splendor in it.

"So much for the smaller containers; only one caution, and it has been repeated many times: **Keep the container plain and simple.** Ornate vases are not for glads.

"For most arrangements I like the gladiolus' own leaves for foliage. Iris leaves will substitute nicely. I use huckleberry, too, a great deal, and have used choke-cherry leaves in baskets and found them highly satisfactory. I do not like baby's breath with glads. They seem incongruous—never designed to go together. I am careful, too, about using ruffled and plain varieties of glads together; I prefer not to.

"In arranging baskets, I love to blend colors. I recall an enchanting salmon-pink one using Bengasi, Genghis Khan, Susannah, and Enchantment. I gave this basket to a friend for her wedding anniversary. I have never seen anyone more deeply thrilled.

"I am still hearing about an exquisite rose-and-silver basket, featuring the new Noweta Rose and a sister seedling of nearly the same shade. The spikes themselves were superb, and in that silver basket they were magnificent.

"A combination of Mighty Monarch and Flying Fortress in an immense basket was shown in a dress shop window with red suits and grey accessories. People crowded out onto the sidewalk to look at that one!

"The range is limitless. Close harmonies like most of those I have mentioned are always pleasing, but occasionally a sharp contrast like Abu Hassan with a pure white like Summer Snow will ring a bell. There are some new ones I want to try this coming season—there always will be, each year!

"No one could have a more fascinating hobby. It has led John into color photography, and me into flower arrangement, the most challenging and intriguing pursuit I ever knew. Through it, we have quite literally obeyed the injunction to "Brighten the Corner Where You Are!" and we have gained a host of new friends thereby.

"When my friend Alberta, who owns one of the dress shops, introduces me as 'the Gladiolus Lady', the pleased recognition that usually follows always delights me, and I acknowledge the introduction proudly. What greater compliment could one have than to be identified with this lovely flower?"

Our Display at the Central International Glad Show at Madison, Wisconsin, 1950.





Noweta Gardens

"No-we-ta" is the Indian word meaning Beautiful

ST. CHARLES MINNESOTA

THRIPS-FREE BULBS

Before the discovery of DDT (now obtainable at any drug store) thrips, minute sucking insects that silver the foliage and injure the quality of the blooms, were a serious menace to glads. DDT, however, is 100% effective. Immediately after digging and washing our bulbs, we dip or dust them with DDT and usually also with Spergon to eliminate all thrips and prevent disease. This treatment, coupled with rapid curing in heated curing rooms assures you of the healthiest and handsomest bulbs we are able to produce.

Since we grow our stock in fertile corn-belt loam and harvest only bulbs grown from small bulbs and bulblets, we have only peppy young, high-crowned stock to ship our customers—bulbs that produce long flowerheads the following year.

INSTRUCTIONS FOR ORDERING BULBS

All orders for \$2.00 or over are POSTPAID. Prices in this list are net. All orders must be accompanied by cash in full or 25% cash may be sent with the order and the balance before shipment. All stock is guaranteed true to name, disease-free, and thrips-free. All stock is offered subject to prior sale. If any of our customers is willing to pay the transportation charges on his order, we will see that there are bulbs of a value much larger than the shipping cost added to the order to offset these charges.

Where bulblets are listed by the packet, 50 to 100 or more will be included in each packet. Excellent value guaranteed.

Five bulbs will be sold at one-half the price of ten, but no single item will be accepted for less than 20 cents, unless quoted. If no 10 price is stated, it may be found by multiplying the price of a single item by 8.

We earnestly urge you to order as early as possible to avoid disappointment. All orders filled in rotation upon receipt of cash in full.

EXTRAS

We make it our business to put in with your order extra varieties, usually the newer ones for you to try out. If you like them, there is a good chance your order will include some more next year. You see we can both win.

BULB SIZES

Bulbs are graded into six different sizes. No. 1 size is 1½ in. and up; No. 2, 1¼ in. to 1½ in. with ¼ in. variation down to No. 6 size, which is ½ in. and under. In the retail list where Large, Medium and Small are used, Large will consist of No. 1 and No. 2 sizes, or No. 1 size as long as they last. Medium consists of No. 3 and No. 4 sizes, or No. 3 size as long as they last. Small sizes consist of No. 5 and No. 6 sizes. Early

orders will get preference on the size. If you order Medium sizes for instance, and you get part or all No. 4 bulbs or ¾ in. to 1 in., please do not write us that we have given you the wrong size. It's simply because we are out of No. 3 size, and No. 4 bulbs also go as Medium size. Medium bulbs will almost invariably bloom, although not quite as large a spike can be expected as from a large size. Small-size usually will bloom, but not always.

ATTENTION!

All names on our mailing list not credited with an order in the last two years will be dropped unless we receive a card telling us that you still want to receive our catalog. Please notify us in case of change of address.

CULTURAL DIRECTIONS

A sheet of complete cultural directions will be sent with every order.

KODACHROME SLIDES

We have about a dozen sets of kodachrome slides showing recent glad introductions, artistic glad arrangements, famous American gardens, etc. Some of these sets are standard 35mm color transparencies suitable for projection if desired. Others are three-dimensional STEREO kodachromes. Both types of slides are accompanied by appropriate hand viewers. There are approximately 150-200 slides in each set, including many new ones added each year. Rental fee to either flower club or individuals is \$3.00. Let us know in good season the dates on which you would like to rent one of these sets. After viewing them, please forward them promptly so that some other flower club or glad society may have a chance to enjoy them on a scheduled date.

JOIN A GLAD SOCIETY

It will pay you to join a glad society and profit from the interesting yearbooks and magazines which they issue. We especially recommend the North American Gladiolus Council, which presents an excellent quarterly magazine crammed with valuable articles. Send \$1.50 for membership to Alphons Bazdorf, Lincoln Park, N. J. The Maine Gladiolus Society issues an outstanding annual. Send \$1.00 to Mrs. M. J. Walenta, Sec., South China, Maine. The Minnesota Gladiolus Society offers three issues of the Minnesota Glad Fan plus nine issues of the Minnesota Horticulturist for \$1.50. Membership secretary is Mr. Henry Elieff, Rt. 4, Wayzata, Minn. The New England Gladiolus Society issues both an annual book and six bi-monthly magazines. Send \$3.00 for membership to Mrs. Shirley Adcock, Sec. N.E.G.S., Horticultural Hall, Boston 15, Mass.

Headliner Glads for 1951

Glad fans generally want to know three things about a variety which they have not yet had a chance to try out for themselves: 1. How beautiful is it? 2. How valuable is it as a cut-flower? (i.e., how does it rate in performance?) and 3. How large is it?

The generally adopted 500, 400, 300, 200, 100 size-classification, explained on page 27, accurately describes the floret size. To assist in respect to beauty and cut-flower value, we devised the following rating system and inaugurated it two years ago as an experiment. Customer-reaction has been so favorable that we plan to continue it. In preparing the ratings, I have again sent out questionnaires to a number of persons of my acquaintance whom I feel to be among the best glad judges in the country, including both fanciers and growers. Also, as in previous years, I have refrained from rating my own varieties, leaving it to the friends with whom I consulted to do this for me.

Because glads often vary in performance from place to place and from year to year, especially when not acclimated, I want it to be clear that I am not presenting these ratings in a dogmatic spirit. Others are fully as much entitled to their opinions of varieties as we are. However, I think that these ratings, based in most cases on rather extensive growing experience and representing a consensus (and not solely my own opinion) will give a pretty good average picture of the merit of each variety and thus prove helpful to our customers.

KEY

- ★ moderately beautiful
- ★ ★ beautiful
- ★ ★ ★ very beautiful
- ★ ★ ★ ★ supremely beautiful
- suitable for home garden only
- • good local cut-flower
- • • very good cut-flower type
- • • • excellent commercial type

Abu Hassan ★ ★ ★ (378) (K. & M., 1946) (80 days)

you have a good memory for childhood reading, you may recall that Abu Hassan was a merchant of ancient Bagdad, who, having expressed a wish to be caliph in the hearing of the disguised Haroun-al-Raschid, was smuggled into the palace while asleep and persuaded for a day that he was caliph. There is certainly a bit of Arabian Nights' magic about this glossy deep blue-violet flower! For a glad to be the color of a velvety blue-violet petunia seems quite unreal. Very few glads have ever been bred in this color. We can think of only two previous ones which were outstanding in their day: Pelegrina (Pfitzer, 1933) and Baron Hulot (Lemoine, 1899). When a friend visited the famous Pfitzer nursery at Stuttgart a few years ago, he found a long row of Baron Hulot still being grown in the hybridizing area. This is undoubtedly the source of the famous line of Pfitzer blues. Abu Hassan is one of the best!

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

All Glory ★ ★ ★ (423) (Toon, 1943) (85 days)

(Picardy x La Victorie) You will find few Australian or New Zealand glads in our list, though we would be happy to include them if they seemed to merit it. Given the same culture in our test garden as American varieties, the alleged 8-, 10-, or 12-inch florets of Antipodean

originations just fail to show up, while deficiencies of form and color are too often evident. In All Glory, however, we have a glad from "down under" which meets with our approval and was quite popular with garden visitors. Color is a rich salmon-scarlet with a purplish blotch. Sounds a bit disharmonious, but the heavy substance, extra-round florets and even ruffling make a very attractive ensemble. Pictured on pages 8 and 32.

(L 1-.25; 10-2.00) (M 10-1.50)
(S 10-1.00) (Blbts. 10-.25)

A. L. Stephen ★ ★ ★ (433) (Winsor, 1942) (85 days)

(Alpheus seedling x Picardy) We have finally built up a small stock of this clean-cut blotched salmon, pictured on page 41. Something of a "forgotten glad", this looks to us like one of the best of the Picardy seedlings.

(L 1-.25; 10-2.00)

Arethusa ★ ★ ★ (416) (Fischer, 1937) (65 days)

(Brightside x Rosemarie Pfitzer) Prof. E. F. Palmer has pointed out that good glad seedlings come from only about 5% of the parents available. Here is a glad which comes from two very successful parents and which is a very successful parent itself! (See Gene, Gratitude, Retta Jo.) Good old Arethusa produces those tall, formal, heavily frilled, buff-colored spikes year after year with no sign of diminishing vitality. So early it is rarely seen at shows. A truly worth-while glad which has remained on our best-seller list for 14 years.

(L 2-.20; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

Aristos ★ ★ (476) (Holland) (70 days)

This glad deserves a place in our picture of the orchid-throated glads on page 20, but it was not in bloom at the right time. The overall color of Aristos is a clean, clear, pale violet-blue, on which is imposed, on the lip petal, a bold, velvety, pansy-purple blotch as large as a quarter. The effect is very arresting and dramatic. The flowerhead is only of average length, but the novel coloring makes Aristos a "must."

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 8-.25; 100-2.00)

Athene ★ ★ ★ (400) (Kuhn, 1949) (75 days)

(Wenonah X Canberra x Spray of Gold) I don't know that I have ever previously listed a glad which I have not personally grown, but several friends, in whose judgment I have the greatest confidence, have recommended this spire-like white with uniform enthusiasm. With them it has opened up to ten plain-petalled florets in the field. Elegant carriage and marked vigor make it both an exhibition and a commercial type.

(L 1-2.00) (M 1-1.50) (S 1-.75)
(Blbts. 1-.20; 10-1.50)

Aureole ★ ★ ★ ★ (410) (R. Pruitt, 1948) (80 days)

If I could grow only three yellows, I would not hesitate in my choice: they would be Gold, Little Gold, and Aureole. Of the three, Aureole is the most beautiful in form but the lightest in color. We cut simply magnificent spikes of Aureole last summer. The engraver's art on pages 8 and 41 falls far short of doing justice to this stunningly beautiful flower. If you like ruffling, intensely ruffled, round-floreted Aureole is sure to be one of your top favorites. Its light yellow tone is very beau-



Dark David

tiful in its own right, there being a translucency about its substance that makes its gorgeously ruffled petals glow as if filled with congealed light. If someone will please invent a fresh synonym for "out of this world", I would like to apply it to Aureole!

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Autumn Gold $\frac{\star \star \star}{\bullet \bullet}$ (412) (Fischer, 1943) (90 days)

(From Prestgard strain) This aptly-named color-treat is as rich and deep as a yellow can be without infringing on orange. The slightly burnished tips make it blend harmoniously with bronzed foliage in late-season floral work. Not a tall variety, but one which can be cut clear to the ground. Opens well in water. Even with the newer Little Gold available, Autumn Gold still fills a niche in the late autumn kaleidescope.

(L 2-.20; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

Autumn Moon $\frac{\star \star}{\bullet \bullet \bullet}$ (510) (Fischer, 1951) (65 days)

(White Gold X (Autumn Gold x Cream Seedling of Gloaming)) Immense new light yellow with saucer-sized florets. For a complete description, please see New Introductions, page 6. Pictured on page 17.

Babs $\frac{\star \star \star}{\bullet \bullet}$ (210) (R. Pruitt, 1945) (65 days)

Trim little Babs of modest mien opens five to six neatly ruffled light yellow florets on a dignified formal spike. An early cutter that rates "A" in department.

(L 2-.30; 10-1.20) (M 3-.30; 10-.80)

Beauty's Blush $\frac{\star \star \star \star}{\bullet \bullet \bullet \bullet}$

(440) (Fischer, 1947) (75 days) (Margaret Beaton x Choice Seedlings) One must have the soul of an artist to feel the full impact of the beauty of Beauty's Blush. That exquisite pink flush overlying the frosty white is not for those who insist on great gobs of color. It is not for those who prefer the dazzle of the noonday sun but for those whose sensitive eye thrills at Aurora's fingertips tinting the morning sky. Wagnerian crescendoes have their place, but so does the twittering of forest birds at dawn. In Beauty's great cyclorama, the subtle, the suggestive are generally acknowledged more potent than the obvious. America's cryptic poetic genius, Emily Dickinson, expressed this esthetic principle so beautifully in her lines:

"The thought that 'neath the veil doth lie
"Is more distinctly seen;
"As laces just reveal the surge
"Or mists the Apennine."

Beauty's Blush is a statuesque beauty and an ace performer, producing 30-inch flowerheads on spikes fully five feet tall with such uniformity that, as one of our New Zealand customers quoted elsewhere in this catalog remarks, it constitutes a standard of good performance in glads. The eight or nine smoothly-sculptured round florets are of a form so perfect as to constitute a criterion of plain-petalled beauty. In Beauty's Blush, supreme serenity of form and supreme delicacy of coloring combine to create the "pastel without a peer". A glad that will be with us for many, many years. For the first time Beauty's Blush is down to our standard price level where anyone can enjoy it in quantity. See also our wholesale list at end of catalog. Pictured on pages 17 and 39.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .20)

"I wish to report that we are more impressed than ever with your Beauty's Blush. It has been an exceptionally good cutter for us and the florists seem to like it very much. We will be very interested in your sport of Beauty's Blush also."

—Neil E. Canine, California.

"Beauty's Blush was some beauty! Measured one which was 63 inches tall, the flowerhead 34 inches long, with 9 fully open florets." —Stone Sisters, Minnesota.

Belvidere ^{★ ★ ★} (462) (Fischer, 1951) (70 days) (King Lear x

Commander Koehl seedling) (Seedling No. 488-42) Occasionally we send our customers a seedling under number, especially when we are curious as to its performance in other localities or desirous of ascertaining its color appeal. In the case of 488-42, there has been such a warm response that we decided to name it and list it. The only reason Belvidere is not being given a formal debut at the front of our catalog is that it has inherited the bulb weakness of Commander Koehl which results in the mummifying of a certain per cent of bulbs in storage. The bulbs themselves are perfectly beautiful when freshly dug and are most uniquely colored, the husk being striped red and white unlike any other gladiolus corms I have ever seen. But what counts is the beauty of the bloom. I shall leave it to our customers to describe this variety:

"We had some very beautiful flowers this year and I should let you know that the two bulbs marked 488-42 bloomed a beautiful burgundy red. It is early and should go a long way, as many friends admired it very much."
—Oscar A. Anderson, Minnesota

"I thought you would like to know how Seedling No. 488-42 behaved for us. You sent us three medium bulbs. They grew 61, 62, and 65 inches tall—7 open, 7 in color—17 buds—5¾-inch florets—32-inch flower-head. You really have something different. We like it very much. The color is wonderful, too."

—W. V. Davis, Illinois

"You sent me three bulbs of a dark-purplish red, 488-42. Is it named or to be introduced soon? I cut all three spikes for the Hawkesbury District Show (a top show) and won champion seedling on a bloom of it."

—Sydney Mode, Ontario

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 8-.25; 100-2.50)

Benjamin Britten ^{★ ★} (366) (K. & M., 1949) (80 days) This new Dutch variety looked impressive at the Eastern International Gladiolus Show at Binghamton in 1949, revealing a

formal double-row spike of good length and of a color midway between lavender and purple. Last summer in our test garden, however, it distinctly lacked purity of color. Perhaps acclimatization will remedy this defect.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 8-.25; 100-2.50)

Better Times ^{★ ★ ★} (376) (K. & M., 1946) (70 days)

Until recently violet was the "forgotten color" with interior decorators. Now there are beginnings of a "vogue for violet". The same is true in the glad world. As a result of increased interest in the "blues" (more accurately, violet), we are able to list several new ones this year. But Better Times remains our favorite! It has the freshest light blue-violet tone with a clean-cut spearhead of deeper blue, tipped white, in the throat. Seen at twilight in the garden when our eyes are especially sensitive to blue because of changes in the retina, or viewed any time by daylight on the north side of the house or in a "Rembrandt-lighted" basement, this glad looks as blue as any light blue iris or as wood-violets. The effect is cool and refreshing after the warmth and glowingness of most gladiolus colors. . . . Many glads do best in the general area, at least, of their origination, but Better Times is a distinct exception. It did so poorly in Holland that the originators dropped it at a time when only a very small amount of stock had reached America. With us—and I believe generally in America—Better Times has proved a splendid performer, making tall, vigorous spikes and healthy bulbs. Grow enough of Better Times to be able to make up a basket of it alone and I believe you'll understand why I say that if I could grow only a dozen varieties of glads, one of them would be Better Times. (L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Betty Duncan ^{★ ★ ★} (422) (Benedict, 1949) (85 days) (Donna x Royal Gold) We are always on the alert to find worthwhile new varieties to fill the blank areas in the Graphic Color Index at the end of this catalog, but it is not very often that we can discover

Bonfire

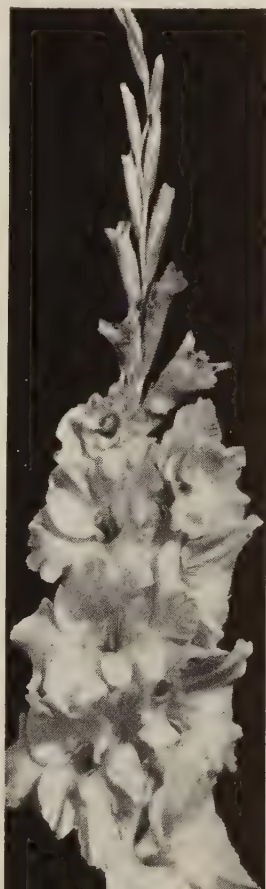
Dieppe

Gold

Red Rascal

Sherwood

Summer Snow



an outstanding new variety in any of the more difficult color classes. We were the happier, therefore, when salmon-orange Betty Duncan showed up in our trial ground and threw one tall perfect spike after another, carrying 6-7 stylishly sculptured blooms. The color would pass for a true orange (blending to a yellow throat), except that when one compares it with a known true orange such as Orange Gold, a suffusion of salmon becomes evident, thus throwing Betty Duncan into the same class as Gratitude. We unhesitatingly recommend Betty Duncan as a valuable newcomer in a very weak class. Pictured on page 8.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)
(S 2-.20; 10-.70) (Blbts. 20-.35; 100-.70)

Betty's Choice $\frac{\star\star\star}{\bullet\bullet}$ (362) (J. W. Harris, 1945) (90 days) (Mrs. T. E. Landford x Emile Aubrun) Betty is Mrs. J. W. Harris, and I think you'll agree that she selected a very charming seedling from her husband's originations. The color is a fresh light rose with a rather distinct cream throat-blotch. A nice spike-maker and a very dependable glad. Illustrated on page 28.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Big Top $\frac{\star}{\bullet\bullet\bullet}$ (541) (Rich, 1942) (75 days) (Picardy x Truly White) This big-time commercial is a real bread-and-butter glad, producing five-foot spikes even from small bulbs. The color is a rather light salmon-pink with a small throat marking of red. Has been a favorite with exhibitors, too, as it will open six 7-inch florets at one time.

(L 2-.20; 10-.80) (M 10-.40)
(S 10-.20) (Blbts. Pkg. .20)

Birch Red $\frac{\star\star\star\star}{\bullet\bullet}$ (552) (Rich, 1945) (90 days) (Picardy X (Morocco x Superior)) We grow fonder each year of this satiny deep crimson with its double row of classically sculptured plain-petalled blooms. It is a rich, radiant red, vibrant with life, with just a hint of a burnished sheen. It is deeper than most reds; yet hardly falls into the maroon class. Named for one of the country's leading glad fans, Tony Birch, of Lima, New York. Don't miss festive Birch Red, shown in color on page 32.

(L 1-.50; 10-4.00) (M 1-.40; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 10-.40; 100-3.00)

Blessed Damosel $\frac{\star\star\star}{\bullet\bullet}$

(440) (Baerman, 1944) (85 days) (New Era x Shirley Temple) This three-fourths-sister of Spic and Span shares many of the latter's good qualities and possesses an even more ethereal quality of beauty, inherited from New Era. In color it is the purest of the pure—a perfectly halcyon tint of glistening deep shell-pink, blending to a limpid cream throat. A touch of insouciant scalloping lends an innocent charm. A wonderful cutter from small bulbs in September. You will love Blessed Damosel for its morning-fresh pink color and waxy sheen. A top-favorite with discriminating fanciers. Illustrated on page 28.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .20)

Blue Bonnet $\frac{\star\star}{\bullet\bullet}$ (476) (Beardmore, 1948) (80 days) (Blue Beauty x Max Reger) Rather a pale violet with a small deep-violet throat mark. Blue Bonnet is a husky grower that rivals Ravel in size if not in height. It has excellent substance and good form.

(L 1-1.50) (M 1-1.00) (S 1-.50)
(Blbts. 1-.15; 10-1.00)

Blue Boy $\frac{\star\star}{\bullet\bullet}$ (476) (Butt, 1948) (85 days) (Josef Haydn X (Joyful x Triumph)) The originator of so many fine reds took time out to produce an excellent new blue! Blue Boy is slightly deeper in color than Blue Bonnet (though still in the pale violet class) and has a large, distinct blotch of deep violet. Florets, which number 6-7, have good substance and are neatly arranged on a rather tall spike. Blue Boy definitely deserves inclusion in your trial list.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)
(S 1-.20; 10-1.60) (Blbts. 8-.25; 100-2.50)

Blue Lagoon $\frac{\star}{\bullet\bullet}$ (478) (Geo. Snyder, 1946) (70 days) (Milford x Maid of Orleans) Our "least favorite" among the blues deemed worthy of listing. However, its extremely vigorous growth and exceptional height plus the fact that it is the only other deep-violet outside of Abu Hassan make it of special interest to hybridizers. Florets are so far apart on the stem that they do not touch—in hybridizing, a good antidote for crowding.

(L 1-.35; 10-2.50) (M 1-.20; 10-1.60)
(S 2-.30; 10-1.20) (Blbts. 15-.25; 100-1.50)

Boise Belle $\frac{\star\star}{\bullet\bullet}$ (343) (Roberts, 1948) (98 days) (Picardy x Betty Nuthall) X (Wings of Song x Maid of Orleans) A very distinctive glad with a long ribbon of bloom. Individual florets are yellow with a half-inch border of salmon-pink except for the lip petal which has only a slight picotee edging of salmon. Boise Belle has won the hearts of many fans. With us it would rate higher if its lovely florets were not set so close together. Try it, however; it may stretch out more in your locality! Like people, glads have their climatic preferences.

(L 1-1.00) (M 1-.75) (S 1-.50)
(Blbts. 10-.75; 100-6.00)

Boldface $\frac{\star\star\star}{\bullet\bullet}$ (533) (Evans, 1947) (80 days) Here is no shrinking-violet of a glad but the perfect extrovert! A deep salmon verging on scarlet, it has a saucy, two-tone blotch that compels attention. Opens 6-8 flat, broad-petalled blooms on a conventional spike. Boldface was quite conspicuous at shows last summer.

(M 1-.40) (S 1-.30) (Blbts. 8-.25; 100-2.50)

Bolero $\frac{\star\star\star}{\bullet}$ (582) (Leffingwell, 1941) (85 days) (Mr. W. H. Phipps x Picardy) The only glad in our list of a resplendent copper color. Petals of a burnished metallic orange are set off with throats like glowing coals. For a rich effect, try an arrangement of Bolero on dark furniture.

(L 2-.20; 10-.80) (M 10-.40)
(S 10-.20) (Blbts. Pkg. .20)

Bonfire $\frac{\star\star\star}{\bullet\bullet}$ (436) (Fischer, 1950) (85 days) (Dr. Hoeg x Centennial) The scarlet that is different! Progeny of Dr. Hoeg seem to have a peculiar intensity of coloring and this scarlet is no exception. We took spikes of every scarlet in our list and compared them: Bonfire was easily the most brilliant. Indeed, I consider it the most brilliantly colored gladiolus in our entire catalog. Bonfire is a vivid, vermilion-scarlet with a glossy enameled sheen. Grows five feet tall and readily opens up to eight well-rounded blooms. Our cut-flower crew rate this next to Regal Red among all the scarlets and reds that we grow. Pictured on pages 25 and 32. One of the ten leading introductions of 1950 according to the NAGC symposium.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)
(S 1-.25; 10-2.00) (Blbts. 4-.25; 25-1.00)

NOWETA GARDENS

ST. CHARLES, MINNESOTA

Mr. _____
 Mrs. _____
 Miss _____ (Please Print)

R. F. D. or Street _____ Date _____

Post Office _____ State _____

Express Office _____ Amount Enclosed _____

If We Are Out of What You Order Shall We—

() Refund

() Substitute Nearest Size

() Substitute Nearest Variety

Quantity	Size	Variety	Price
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NOWETA GARDENS

ST. CHARLES, MINNESOTA

Mr. _____
Mrs. _____
Miss _____ (Please Print)

R. F. D. or Street _____ Date _____

Post Office _____ State _____

Express Office _____ Amount Enclosed _____

If We Are Out of What You Order Shall We—
() Refund () Substitute Nearest Size () Substitute Nearest Variety

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		Total Amount	



Illinois: "Everytime I see a pretty pink and say to myself, 'There's a sweet glad', it turns out to be Friendship."—Elizabeth Reish.

California: "Most of the ones you sent me for my trial garden did very well indeed. Better Times, Boulogne, Florence Nightingale, Cupid, Friendship, Regal Red, Starlet, and Summer Snow were outstanding."—Forrest J. Kincade.

Washington: "Noweta Rose looks like tops. Our second choice of your 50's is Nocturne. Lavender Lace won a blue at Tacoma. 488-42 (Belvidere) bloomed among the earliest and is our only early deep red. It grew straight with a 30-inch flowerhead and opened to the tip in water after being cut . . . Summer Snow is becoming our favorite white."—D. M. Merrin.

Florida: "Bulbs were planted July 11. Heart O'Gold and Little Gold bloomed on August 25 (44 days), which is the shortest time I have seen a glad come into bloom . . . Noweta Rose, the best color ever created in its class. What a fabulous color and just the color we are so badly in need of. I just love it."—M. W. Byvoet.



Bo-Peep ★★ (240) (Butt, 1948) (65 days)
 ●● (Crinklette x Mibloom) Little Bo-Peep wouldn't have minded losing her sheep if she had found instead a clump of these charming little "arrangement glads". The heavily substance d buffy petals are intensely frilled and crimped. Combine it with other warm-toned arrangement glads like Little Gold, Twinkles, or Ruby for an intriguing effect.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)
 (S 1-.20; 10-1.60) (Blbts. 8-.25; 100-2.50)

Boulogne ★★ ★ (562) (Salman, 1947)
 ●● ●● (85 days) A tall-growing, silky wine-red that we rate as one of Holland's best. The unflagging production of long flower-heads with plenty of "handle", even from young bulbs, will delight the cut-flower grower. Plain-petalled, like most of the Dutch varieties, it will readily open up to eight florets on an always formal two-row spike. An ace commercial that has not yet had all the lime-light it deserves. Reminds one of the color of the American Beauty rose. (L 2-.25; 10-1.00) (M 10-.50)
 (S 10-.25) (Blbts. Pkg. .25)

Bridal Orchid ★★ (566) (Carlson, 1950) (90 days)
 ●● (Elizabeth the Queen x Oriental Pearl) Bridal Orchid, along with Noweta Rose, was judged one of the leading introductions of 1950 according to the symposium conducted by the NAGC. Vigorous as a young corn plant, the resultant bloom-spike has everything but beauty, with us at least. I saw better spikes at several shows, but a tendency toward crowding and flecking seemed characteristic last summer. Let us hope for a revised rating after a more normal season. Meanwhile you might like to try this much-advertised newcomer.

(L 1-3.00) (M 1-2.50) (S 1-2.00)
 (Blbts. 1-.50; 10-3.50)

Brightside ★★ ★ ★ (324) (Prestgard, 1934) (65 days)
 ●● The oldest variety on our list and one which we believe still has a place because of its uniquely beautiful color and form which are typical of the Prestgard strain. A

medley of apricot and gold, blending to bittersweet orange at the tips. Heavy translucent substance and spirited dancing style give it vivacity of form as well as of color. An appropriate emblematic flower for an optimists' club!

(L 2-.20; 10-.80) (M 10-.40)
 (S 10-.20) (Blbts Pkg. .20)

Buckeye Bronze ★★ ★

(490) (Wilson, 1940) (90 days) (Picardy x Aflame) The bronzy tints of this novel smoky are at their best combined with buffs and yellows and a bit of autumn foliage. Try Manchu, October Sunshine, or Sunlight. Autumn-tinted or golden chrysanthemums would also make good "filler." Buckeye Bronze is one of the most useful of the smokies.

(L 2-.20; 10-.80) (M 10-.40)
 (S 10-.20) (Blbts. Pkg. .20)

Burma ★★ ★ ★ (562) (Palmer, 1943) (85

●● ●● days) (Premier Henry x King Lear) This is my candidate for the distinction of being the greatest glad Prof. Palmer ever produced. An aristocrat of aristocrats! The massive six-inch florets are round as saucers, heavy as rose-red plush, and lavishly fluted and frilled. The basket of Burma photographed atop a desk, shown on page 24, was one of the most stupendous we have ever enjoyed; yet the spikes were grown from No. 4 bulbs. If a spike of Burma took 5-7 years to produce, like an orchid, you'd pay \$25 for a Burma corsage and it would be well worth it! Certainly both Nature and Prof. Palmer outdid themselves to produce this gloriously beautiful flower!

(L 2-.25; 10-1.00) (M 10-.50)
 (S 10-.25) (Blbts. Pkg. .25)

Butterscotch ★★ ★ (517) (Langworthy, 1948) (90 days) (Picardy x Betty Nuthall) This ruffled, deep buff won our affection last summer by its consistent production of substantial spikes with up to eight open florets. A rugged grower that I think you'll like.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)
 (S 2-.30; 10-1.00) (Blbts. 10-.25; 100-2.00)

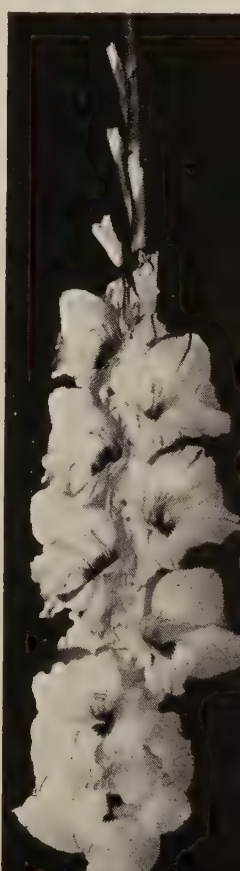
Florentine



Lavender and Gold



Freedom



Capsicum $\frac{\star\star\star}{\bullet\bullet\bullet}$ (432) (La Salle, 1945) (85 days) Some good glads just don't seem to get the spotlight they deserve. Capsicum is one of them. Its color is an unusually deep, bright, salmon-pink blending to a cream throat which is oddly and sparsely sanded with bright red flecks as if a small blotch had exploded. About six to seven flat-open florets of good substance on a tall spike put Capsicum into the class of valuable commercials. The name comes, of course, from the "red pepper" sprinkled into the throat. Our picture of this variety on page 32 is slightly too deep in color.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

C. D. Fortnam $\frac{\star\star\star\star}{\bullet\bullet\bullet}$ (440) (Kadel, 1950) (90 days) (Red Penny x Myrna) We need more glads in the delicate flesh-pink color range. They have been practically non-existent for years. It's true they can look very washed-out if thin-petalled; but given excellent substance and waxiness of texture along with a beautiful frilling—all of which C. D. Fortnam possesses—they are unquestionably in the upper register of beauty. I wonder how many of our customers can remember a beautifully frilled flesh-pink that the late great hybridizer, Richard Diener, put out in the 1920's under the name Wm. Kent? It was a dream for sheer etherealness. Now we have that beautiful color, waxiness, and frilling re-created on a much longer flower-head and with many more open florets in C. D. Fortnam. You'll undoubtedly want to grow this supremely beautiful glad sometime. Let your pocketbook be your guide! Our picture on page 41 is slightly deficient in pink. These very subtle colorings are difficult for the engraver to catch, especially when included in a mixed basket.

(L 1-5.00) (M 1-4.00) (S 1-3.00)
(Blbts. 1-.50)

Carnival $\frac{\star\star\star}{\bullet\bullet\bullet}$ (437) (Butt, 1947) (85 days) (Flagship x Algonquin) The pictures on pages 20 and 41 tell the story better than words. We only hope we have enough stock to meet the demand for this gay and striking flower which expresses so well the carnival spirit.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.25)
(S 3-.30; 10-.80) (Blbts. 15-.25)

Chamouny $\frac{\star\star\star}{\bullet\bullet\bullet}$ (360) (Baerman, 1938) (85 days) (Red Lory x Picardy) Ever see a peach orchard in bloom? Chamouny reminds one of that cool, frothy rose tint. This glad came from the same seed pod as Maxwellton, an entirely different flower in both color and form. The originator of Chamouny almost did not introduce it, yet because of its unique color, very difficult to obtain in glads, it has become his best-known origination. Chamouny opens up to 9 or more florets on spikes usually tall and spire-like, though occasionally coming short. The name, accented on the second syllable, comes from a beautiful, scenic valley in Switzerland, where it is also sometimes spelled Chamounix. See our illustration on page 28.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Cherry Jam $\frac{\star\star}{\bullet\bullet}$ (543) (Zimmer, 1943) (80 days) (Picardy x Pink seedling) This large salmon-pink is accentuated by a large irregular cherry blotch on the lower petals, reminding one of a child's face when smeared with

jam. Perhaps that doesn't sound very pretty, but Cherry Jam can be a mighty fine glad. It was not up to par, however, last summer.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Circe $\frac{\star\star\star}{\bullet\bullet\bullet}$ (523) (K. & M., 1949) (85 days) Circe, as you will remember, was the fair charmer who wove a spell over Odysseus and his men with rather sad results. There won't be any sad result, however, if you grow this clean-cut, rich scarlet-orange glad with a tiny cream mark deep in the throat. Most scarlet-orange glads are orange only by virtue of a good imagination; this one really typifies that unusual in-between shade. You will like Circe also for her model growing habits. Our picture on page 41 does not do justice to Circe's soft, yet richly glowing color.

(L 1-.200) (M 1-1.50) (S 1-1.00)
(Blbts. 1-.20; 10-1.50)

Citation $\frac{\star\star\star}{\bullet\bullet\bullet}$ (542) (Beaton, 1949) (95 days) (Picardy x Stuttgartia) The tallest glad in our fields last year: 72 inches. Not a fancy variety, its exceptional vigor and clean light pink color make it of interest both to hybridizers and commercial cut-flower growers. Reminds one of Skyway but is not quite its equal for beauty. Pictured on page 32.

(L 1-1.50) (M 1-1.00) (S 1-.50; 10-4.00)
(Blbts. 2-.35; 10-1.50)

Connecticut Yankee $\frac{\star\star\star\star}{\bullet\bullet\bullet}$

(441) (Schenetsky, 1944) (90 days) This very light pink with small, reddish spearhead in the throat is one of the most impressive spike-makers in our entire glad-growing experience. From a single row of large bulbs last year we could have cut literally hundreds of perfect show spikes with 8-10 open florets. One can't help rate such a glad as tops both for exhibition and for cut-flower use. An old favorite that is still going strong! Illustrated on page 41.

(L 1-.20; 10-1.60) (M 2-.30; 10-1.20)
(S 3-.30; 10-.80) (Blbts. 10-.20; 100-1.50)

Cordova $\frac{\star\star\star\star}{\bullet\bullet\bullet}$ (432) (Palmer, 1949) (70 days) (Picardy X (Mrs. T. E. Langford x Picardy)) X Commando) Cordova is one of Prof. Palmer's recent top-drawer originations. A waxy, plain-petalled salmon-pink, it will open 8-10 well-rounded, flat-open florets at a time. Our picture on page 17 shows a typical spike. You won't go wrong on Cordova!

(L 1-1.00) (M 1-.60; 10-4.80)
(S 1-.40; 10-3.20) (Blbts. 4-.25; 10-.50)

Cream Orchids $\frac{\star\star\star}{\bullet\bullet\bullet}$ (406) (Fischer, 1951) (70 days) (Rose O'Day x Poet's Dream) New orchid-styled cream described in full on page 3.

Crown Jewel $\frac{\star\star\star\star}{\bullet\bullet\bullet}$ (460) (Fischer, 1951) (70 days) (Rose O'Day x Ophir) New orchid-throated rose-pink of generous florescence and frosty, stardust sheen. Described in full on page 5 and pictured on pages 5 and 17.



Crusader Pactolus Carnival Crown Jewel Ladrone

Cupid ★★☆☆ (300) (Fischer, 1949) (65 days) (Lavender and Gold X (Picardy x Maid of Orleans)) Beware of this cherubic little angel-face if you don't want to fall in love with small-flowered glads! Cupid (pictured on page 36) is a most curvaceous, curly-headed little elf with a sculptured perfection of form and the waxiest, most immaculate snow-white color, warmed by a creamy throat. A gem for corsages or wedding decorations, either alone or combined with white roses. Test your gladiolus connoisseurship by noting your reaction to Cupid!
(L 2-.25; 10-1.00) (M 3-.25; 10-.75)
(S 4-.20; 10-.50) (Blbts. Pkg. .25)

"Cupid is perfect for corsage work. It lasts longer than any other glad and is sure to take top honors wherever shown. You sent me 2 L as extras. I made 4 corsages and each was a sensation."

—Lee J. Ashley, Colorado

Daisy Mae ★★☆☆ (521) (Lins, 1945) (90 days) (Rio Rita x Seedling) Naming glads is a good deal of fun, especially when inspiration enables one to epitomize a variety's personality. Whoever named this one scored a bull's-eye! Daisy Mae is the tomgirl of the glad-patch. I don't believe she'd ever win a beauty contest, but the exuberant health back of those tall, dusky, dark salmon spikes that are so consistently produced is something one can't help but appreciate. One must

have a certain number of extra-easy growers and Daisy Mae surely qualifies. Accurately pictured on page 28.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Dark David ★★☆☆ (554) (Morgan, 1951) (90 days) (Mrs. Mark's Memory x Red Charm) The largest, huskiest, and, except for Velvet Mantle, the tallest maroon gladiolus produced to date. Pictured on pages 8 and 14 and described in full on page 7.

Deborah Sampson ★★☆☆

(440) (Scheer, 1947) (85 days) (Picardy x Maid of Orleans) This warm, buffy light pink is almost a flesh-pink in color. Opens 6-8 softly recurving, shell-like blooms on a tall spike. Restful alike in color and in form. Illustrated on page 32.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)
(S 4-.25; 10-.50) (Blbts. 10-.25; 100-2.00)

Destiny ★★☆☆ (536) (Butt, 1943) (85 days) (Kassel x Beacon) This is one of the best reds from the most successful producer of red glads: Leonard Butt of Canada. You will like Destiny for its flagpole spikes and fiery, flashing color. The lower petal is bisected by a broad white line, also

found in a few other outstanding reds and scarlets such as Salute, Tarawa, Fire Gleam, and Regal Red. Destiny is a good bread-and-butter glad for the cut-flower grower.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Dieppe ★ ★ ★ ★ (432) (Hassall, 1945) (85 days) Here is another glad which ranks, along with Burma, Florence Nightingale, Tivoli, etc., as a member of almost anybody's "dozen best." A fair sample of the splendid spike it builds is shown on page 41. In color it is a mellow light salmon-scarlet with the softest suede texture found in any glad. Petal substance reminds one of chamois-skin. A magnificent gladiolus that will thrill both connoisseur and tyro.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Dolly Varden ★ ★ ★ (532) (Harris, 1950) (95 days) (Aladdin X (Morocco x Red Lory)) Dolly Varden will open 6-8 of the largest florets I have ever seen in a glad. For such an elephant it has good color—a rich salmon-pink blending to a cream throat; good substance, too, and not unattractive form. The spike shown on page 41 pictures it among a group of giants; yet this was by no means the largest spike we had of it last summer. Said to have been named for the Dolly Varden trout, a handsome species native to British Columbia and Alaska, whose olive coloring is brightly decorated with deep salmon-red spots. (The

trout itself seems to have been named for a beautiful coquette in one of Dickens' novels who was famous for her gay, bright clothes.) Dolly Varden, the glad, seems destined for wide popularity. It will definitely produce spikes of grand-championship calibre. Also pictured on page 32. (L 1-2.00) (M 1-1.25) (S 1-.75)
(Blbts. 1-.20; 10-1.50)

Dusty Miller ★ ★ ★ (486) (Elliot, 1945) (85 days) (Rosemarie Pfitzer x Vagabond Prince) Once again we find progeny of Rosemarie Pfitzer at the forefront—this time in the smoky class. The color is a bit indescribable: perhaps "dusty rose" would come about the closest to it. A reddish thumb-mark and cream pencillings enliven the throat. Pictured on page 28.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Elizabeth the Queen ★ ★ ★ ★ (566) (White, 1941) (85 days) ((Sheila x Gloriana) X Salbach's Orchid) The world's most popular lavender glad, opening 6-8 beautifully ruffled florets of good substance. Inclined to come short, however, unless well grown. At the first glad show held at the Nation's Capital last summer truly superb spikes of Elizabeth the Queen were displayed. Apparently the cool weather of 1950 was to its liking. After 10 years in commerce, this splendid lavender is still going strong.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)



Our Cut-Flower Crew with a Morning's Cutting Destined for Rochester, Minnesota

Elmer's Rose ★★☆☆ (460) (Fischer, 1951) (85 days) (Elizabeth the Queen x Rose O'Day) Richly ruffled deep rose of great beauty and outstanding performance. Pictured and described among New Introductions on page 4.

Enchantment ★★☆☆ (432) (Fischer, 1950) (70 days) ((Picardy x Solveig) X Myrna) Bland is the word for Enchantment. Its smooth salmon-pink florets blend with the utmost gradualness to an immaculately creamy throat. Texture is so incredibly waxy, the full-petalled florets so round and flat-open, the edges so charmingly crimped and frilled that one might well imagine a fairy princess had waved a magic wand over an ordinary earth-born gladiolus and created a flower with a new order of etherealness. Garden visitors have raved over this as the most beautiful variety they've ever seen. We predict that if it blooms in your garden, its lavish charm (hinted at on page 35) will cast a spell of enchantment over all who see it. A rival of the new C. D. Fortnam, to which it is closely related. Enchantment was Grand Champion of the 1950 Oklahoma State Show.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

Esquire ★★☆☆ (536) (Ficht, 1950) (85 days) ((Maid of Orleans x Red Lory) X (Commander Koehl x Red seedling)) The already-strong scarlet class is further fortified by the arrival of this clean-cut, plain-petalled newcomer. Esquire may deserve a higher rating upon further trial.

(M 1-.35; 10-3.00) (S 1-.25; 10-2.00)
(Blbts. 10-.25; 100-2.00)

Ethel Cave Cole ★★☆☆

(440) (Cave, 1941) (75 days) (Maid of Orleans x Picardy) Still prominent at the shows and in cut-flower markets is this plain-petalled light salmon-pink whose tall spikes carrying eight open have done their share toward making glads the prominent cut-flower of America. Only the great improvement wrought among glads in the last decade keeps Ethel Cave Cole from still rating as a top glad.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.20) (Blbts. Pkg. .20)

Eureka ★★☆☆ (500) (Fairweather, 1948) (90 days) (Mutation of Picardy) This appears to be the tallest and most consistent show-spike producer among the numerous white sports of Picardy. If Leading Lady is beginning to throw too many short spikes to please you, I suggest that you try Eureka instead. The name of this glad comes from the famous exclamation of Archimedes, who, while immersed in his bath, recognized the physical principle governing the buoyancy of floating objects. Probably Mr. Fairweather used the same exclamation when he found this wonderful glad! Pictured on page 28.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)
(S 10-.50) (Blbts. 20-.25; 100-.80)

Evangeline ★★☆☆ (560) (Palmer, 1948) (90 days) (Greta Garbo x Elizabeth the Queen) The big blonde of the glad world! Prof. Palmer's greatest introduction of recent years. Do not expect it to be a rose glad, however (as ordinarily described and as officially classified). It is a light pink nearly as pale as Connecticut Yankee or Phantom Beauty. I say this not

as a criticism but merely to correct the erroneous impression that it is the same color as Chamouny, which its classification seems to indicate. Evangeline is one of the dozen most vigorous varieties in existence, several fanciers having reported growing it to a height of six feet. With 8-10 six-inch florets open at a time, it indeed produces a most commanding spike. Evangeline's chief fault is a certain carelessness of placement, tending toward the dishabille rather than the tailored, which cuts down on the number of perfect spikes for show purposes but does not reduce its commercial value. If you have not already done so, you will want to grow this outstanding show-winner which has many grand-championships to its credit. Pictured on page 28.

(L 1-1.00; 10-8.00) (M 1-.60; 10-4.80)
(S 1-.40; 10-3.20) (Blbts. 10-.50; 100-4.00)

Fabulous ★★☆☆ (443) (La Salle, 1946) (85 days) A year ago we damned this variety with rather faint praise, but our opinion of it went up again last summer. Bred in New England, it responded to our cool season with first-class spikes. Its color is a rich salmon-pink strikingly blotched red.

(L 1-.20; 10-1.50) (M 2-.20; 10-1.00)
(S 4-.25; 10-.50) (Blbts. 10-.20; 100-1.50)

Fairyland ★★☆☆ (360) (Kadel, 1950) (85 days) (Red Penny X (Marmora x Ave Maria)) The word "rose" is used so loosely as a color description term, that when Fairyland was introduced as a "medium rose" I was prepared for most anything. But at that I was a bit surprised when it turned out to be a salmon-scarlet, not far from the color of Dieppe! But it certainly is a mighty fine glad, opening 8-10 florets on consistently tall spikes. The picture on page 17 is fairly representative. Fairyland looks like one of the best 1950 introductions.

(L 1-.75) (M 1-.60) (S 1-.40)
(Blbts. 5-.30; 25-1.25)

Firebrand ★★☆☆ (452) (Butt, 1944) (85 days) (Hindenburg's Memory X (Commander Koehl x Picardy)) Infusing a little Picardy blood into the line-bred Pfitzer reds stepped up the quality of our red and scarlet glads enormously. Firebrand is another easy-growing red from Len Butt which will open 8-10 florets at a time. Try planting this and other reds late so they will bloom in cool fall weather, when their warm, fiery color is most appreciated. (Or the same thing can be accomplished by planting medium and small bulbs.)

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Fire Gleam ★★☆☆ (436) (Jack, 1949) (80 days) ((Picardy x Rosemarie Pfitzer) X Rose Delight) This new scarlet (of rather unusual parentage for a glad of its color) was one of the big discoveries of last season. As a spike-maker it rivals Tarawa, which it somewhat resembles, having the same white line in the throat. But it is a taller grower than Tarawa. (Compare the pictures of these two similar varieties on pages 8 and 41.) Fire Gleam is a truly stunning variety and appears to have no conspicuous faults. I never try to high-pressure anyone into buying high-priced varieties (since there are so many fine moderate-priced ones available now), but Fire Gleam would be worth digging down into your pocket for even if it were a lot more expensive than it is.

(L 1-.60; 10-4.80) (M 1-.40; 10-3.20)
(S 1-.20; 10-1.60) (Blbts. 2-.30; 10-1.20)

Florence Nightingale ★ ★ ★ ★

(400) (Harris, 1947) (80 days) (Mrs. T. E. Langford x Pfitzer's Triumph) One may have a certain skepticism about the "believe-it-or-not" parentage of this variety, but no one can have any skepticism whatever about its supreme quality. Florence Nightingale is definitely the best all-around white gladiolus of the present time. Opening 6-8 waxy, lacy, five-inch florets—snowwhite save for a creamy glow in the throat—on flagpole spikes, it is easily one of the "dozen best" glads in our list. Although rated only a 400-size glad, it can make some truly massive spikes, as witness our pictures on pages 17, 28, and 41. Florence Nightingale is deservedly in very heavy demand.

(L 1-.20; 10-1.60) (M 2-.25; 10-1.00)
(S 10-.80) (Blbts. 10-.20; 100-1.50)

Florentine ★ ★ ★

(500) (Fischer, 1950) (80 days) (Snow Princess X (Minuet x Picardy)) Florentine and White Christmas, of entirely different parentage, were rivals in our trial ground for several years prior to introduction. We finally selected White Christmas for the spotlight. Though White Christmas was truly magnificent when first introduced, and still wins lots of blue ribbons and grandchampions, Florentine, by contrast, has suffered no diminution of vigor and produced five-foot spikes with nary a short again last year. Statuesque Florentine (pictured on pages 4, 18, and 32) opens 5-8 huge waxy florets with a beautiful frilling at the edge. A creamy white with a lustrous, waxy sheen, Florentine is a real rival of Florence Nightingale.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

"The Florentine bulb you sent me bloomed with 10 full-sized florets on a tall spike and got a lot of compliments."

—Mrs. Chas. A. Samuel, Missouri

Freedom ★ ★ ★

(401) (Fischer, 1949) (70 days) (Angelica X (Sweetheart x Incense)) The white-velvet glad with the bright rose thumbmark in the throat. Freedom is good for 8-9 open on very formal buggy-whip spikes. Color is a trifle creamy if allowed to bloom outdoors, but truly snowy if brought into the house. Happily, it opens perfectly in water. A fine early commercial that won 21 firsts at the shows last summer. Our spike shown on page 28 leans back too far to reveal adequately the bright throat-marking. Also pictured on page 18.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

Friendship ★ ★ ★ ★

(440) (Fischer, 1949) (65 days) ((Picardy x Maid of Orleans) X (Gloaming x Seedling)) For two years we have had more enthusiastic testimonials about this glad than any other. That's a record that we're mighty happy about because Friendship is one of our own top favorites. (The testimonials quoted below come from some of the country's best-known growers and fanciers.) In color Friendship is a ravishing tint of pure-pink, blending to a waxy white and cream throat. Texture has that beautiful diamond-dust sheen. The florets, of which 6-8 are open on 55-inch spikes, have the beautiful, opulent, round, wide-open form, enhanced by a lacy ruffling, which characterizes many of our most beautiful varieties. Generously endowed with both beauty and vigor, Friendship is a prime favorite with florists, who love it for its long ribbony spikes and frosty pink color. Though one of the most beautiful of glads at any

season, Friendship has the additional merit of being a "first-early". Produces nearly 100% cuttable spikes—even from small bulbs. If you sell cut-flowers, you'll do well to make Friendship one of your standbys. It will make friends for you faster than any other variety I know. No glad is fault-free, but Friendship comes mighty close to being so. Pictured on pages 17 and 36.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

"If I could choose one glad for my floral work the year around, it would be Friendship."

—Claude Poyner, Retail Florist, Iowa

"There was nothing more beautiful in my garden than Friendship."

—V. M. Libby, Washington

"Friendship was beautiful. It has lots of charm and should go places."

—Peter Herborn, California

"Had a nice Noweta Rose this summer, but the choice that I would make would be the variety Friendship. I liked the color the first time I saw it as a seedling, but this summer it really outdid itself as a grower, made a lot of nice spikes even from the small bulblet planting I had, and when I dug them I found a large percentage had made large size bulbs. Looks to me like a wonderful bet for commercial use."

—Lee M. Fairchild, New York

"Friendship: Very good. First variety in the field to bloom."

—Ralph Pommert, Washington

"Mike Sherman spent an evening at my house last week and we had a grand visit, going over all the new things. Your name came up and we agreed that your FRIENDSHIP was perhaps the finest thing introduced last year . . . I note that many of the older and experienced growers are listing it and rating it as TOPS for the year."

—B. D. Collins, Michigan

Frosty ★ ★ ★

(480) (R. Pruitt, 1949) (85 days) Well-named! This sparkling salmon-orange smoky has a frosty sheen which gives it the liveliness most smokies lack. Looks like a Picardy derivative. Worth adding to your trial list.

(L 1-1.00) (Blbts. 4-.25; 10-.50)

Gaylore ★ ★

(432) (Harris, 1944) (80 days) (Picardy x Maid of Orleans) Some wonderfully reliable cut-flower varieties have come from the above cross, and salmon-pink Gaylore is one of the best of them. Don't be misled into thinking a 2-star variety isn't beautiful. Cream-throated Gaylore is both beautiful and very, very dependable. Those long tapering spires are such a joy to cut. If you want a real money-maker for your cut-flower business, buy Gaylore from our wholesale list.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .20)

Gene ★ ★ ★

(410) (Farrington, 1949) (75 days) ((Arethusa x Shirley Temple) X Alchemy) This heavily-frilled light yellow, opening 8-10 florets, shows its kinship to Arethusa, not only in frilling but also in earliness and in reliable performance. Gene is a beautiful glad which has already won the plaudits of many growers and fanciers. Our illustration on page 17 shows its color but not the intense frilling in which much of its charm lies.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)



*Let Glads
Add Beauty
to Your Home!*



Above: BURMA with Huckleberry; Below: BEAUTY'S BLUSH and Other Pastels

Above: PACTOLUS with Tansy; Below: BONFIRE with Zinnias



General Eisenhower ★★★

(542) (Salman, 1948) (85 days) The attractive, large, deep pink florets are well placed on tall, uniform spikes. One of the best varieties from Holland. Cuts well from small bulbs. (L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Genghis Khan ★★★

(432) (Scheer, 1941) (80 days) ((Mrs. P. W. Sisson x Commander Koehl) X Picardy) One of the most beautiful glads ever introduced and the most inappropriately named! In color it is virtually a salmon-pink self, lacking the usual cream throat. Substance is like a lily's and ruffling as intense as that of Aureole. Supremely beautiful and one of our biggest sellers the past two years, due, perhaps to our use of an accurate halftone cut. We dropped the picture to make room for new illustrations, but if you haven't tried Genghis Khan, do not overlook it, as it is one of the real thrillers among lower-priced glads. The illustration on page 28 shows the color but not the incredibly intense ruffling.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Gleam ★★★

(410) (Fischer, 1946) (75 days) (Autumn Gold x Arethusa) This gleaming exemplar of the Prestgard strain is a heavily ruffled light yellow of extraordinary substance. Reminds one of Aureole except that the florets are more needlepointed. A connoisseur's favorite.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.20) (Blbts. Pkg. .20)

Gold ★★★ (412) (Marshall, 1951) (Seedling of Orange Gold) New deep yellow sensation of the 1950 shows. Described in full on page 6. Pictured on pages 15 and 17.

Gorgeous Deb ★★★

(530) (Wilson, 1949) (85 days) (Victory Queen x Francis M. Irwin) A glad I wish I had originated! For it has to the nth degree the heavy substance and intense ruffling characteristic of many glads put out by Noweta. If you are already familiar with that excellent variety, Victory Queen, Gorgeous Deb may be easily described to you as a vastly more glorified version. Its color is the same: salmon (not salmon-pink, but the yellower tone we call salmon) with a golden throat. That's an old color combination in glads, but the heavy substance, large size, and ruffling so intense as to be actual corrugation beats anything I have previously seen in a salmon glad. Gorgeous Deb could win a beauty contest any day!

(L 1-2.00) (M 1-1.25; 10-10.00)
(S 1-.75; 10-6.00) (Blbts. 2-.20; 10-.80)

Grace Darling ★★

(460) (Harris, 1949) (85 days) (Rosemarie Pfitzer x Aladdin) It pains me to give this glad such a low rating because I understand that it is normally very beautiful. Described as an apple-blossom pink, with us flecking detracted from its beauty, though it was a good grower.

(L 1-1.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00)
(Blbts. 10-1.00; 100-8.00)

Gratitude ★★★

(420) (Fischer, 1946) (70 days) (Amrita x Arethusa) This tall, early salmon-orange with small yellow throat blotch is one of the few outstanding orange glads now in commerce. Not quite as beautiful as Orange Gold but about two weeks earlier and an equally tall grower. Gratitude is also attractively ruffled. Because of the rarity of its color, Gratitude should be in every glad planting. A late-season spike is shown in color on page 28.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.20) (Blbts. Pkg. .20)

Great Lakes ★★★

(476) (Kuhn, 1946) (70 days) (Milford x Snow Princess) This is the nearest to a sky-blue gladiolus of anything thus far produced. As with such irises as Cahokia and Helen McGregor, the very lightness of the blue tint seems to contribute to the apparent relative absence of the usual infusion of lavender—though, of course, Great Lakes is not quite as blue as these new irises. A row of Great Lakes with its uniform height of about 55 inches and simultaneous bloom is a most unusual sight in a glad garden—and most refreshing to the blue-hungry eyes of glad lovers. Great Lakes opens six or more very round florets of nearly a self-color light violet-blue. Well worth your trying.

(L 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

Grey Summit ★★

(486) (Butt, 1950) (80 days) Another grey glad that is really grey save for its lighter throat. Closer to true grey than Pastel, Oklahoma, or Irak. A tall-grower with five or six medium-large blooms. Grey Summit will appeal to lovers of novelty-colors rarely found in flowers. A silvery sheen gives it considerable beauty.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)
(1-.25; 10-2.00) (Blbts. 8-.25; 100-2.50)

Gwen ★★★

(560) (Pickell, 1949) (80 days) (Rosemarie Pfitzer x Picardy) Gwen might be described as a glorified Chamouny of lighter hue and larger size. A tall grower, it opens 6-8 medium-rose blooms on willowy spikes. I consider Gwen a very much worthwhile variety but wish it were a more generous propagator. When stock permits, it should prove a valuable commercial; meanwhile it is sure to be in good demand with fanciers and exhibitors. We have a good picture of Gwen in our kodachrome sets. The only distinctly fragrant glad on this list.

(L 1-2.00) (M 1-1.50) (S 1-1.00)
(Blbts. 1-.25; 10-2.00)

Harry Hopkins ★★★

(462) (Salman, 1947) (85 days) When a glad rates three stars and three dots, it means that it is a mighty fine all-around variety. And that's just what we think of this tall plain-petalled rose-red. Those long ribbons of bloom in a deep American Beauty rose-red color strike a rich and distinctive note in a florist's showcase. We do wish, however, that Emily Post would devote a short paragraph in her next edition of *Etiquette* to advising flower hybridizers not to name their productions after controversial political figures! Gardens should be a sanctuary from politics and many other things.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)
(S 4-.25; 10-.50) (Blbts. 15-.25)

Heart O' Gold $\frac{\star\star\star\star}{\bullet\bullet\bullet}$

(401) (Fischer, 1950) (65 days) ((Maid of Orleans x Picardy) X Lavender and Gold) We need more glads with original color-combinations—and here is one of them! The crisp and starchy snow-white florets with golden butter-balls patted into the throats of every flower have no real duplicate in the glad world. Our halftone basket shown on page 34 reveals the beautiful form and excellent spike length of this splendid new commercial but the combined effect of white (for purity) and deep yellow (for richness) must be left to your imagination. This glad has been the recipient of some very enthusiastic comment and I do think it is one of the loveliest as well as most original that Noweta has introduced. Especially recommended for the early cut-flower trade because of its precocious blooming date: 65 days.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00)
(S 1-.50; 10-4.00) (Blbts. 10-1.00; 100-8.00)

"Just a note to let you know that Heart O'Gold is blooming and is really beautiful. I think it is easily one of the prettiest glads you ever put out. It is truly a connoisseur's glad, and in addition seems to be a commercial as well."
—Bruce Collins, Michigan

"I wish I could plant 30,000 bulbs of Heart O'Gold in my early cut-flower patch."

—Niagara Glad Gardens, Ontario

Heart's Desire $\frac{\star\star\star}{\bullet\bullet}$ (540) (Fiedler-Puerner, 1948)

(80 days) (Picardy x Rosemarie Pfitzer) It's hard to believe that this warm, waxy pastel salmon with creamy-yellow throat comes from the same parentage as the cool, rose-toned Gwen, but it does! Heart's Desire will open up to eight rather triangular, flat-open florets of heavy substance and beautiful ruffling. A high-class connoisseur's glad and an excellent propagator.

(L 1-.60; 10-4.00) (M 1-.40; 10-3.00)
(S 1-.25; 10-1.80) (Blbts. 10-.25; 100-2.00)

Heavenly White $\frac{\star\star}{\bullet\bullet}$ (400) (Moses, 1944) (70 days)

(Sport of Rosa van Lima) The only bluish-white in our catalog. Because of its cool, glacial color Heavenly White blends well with rose, lavender and violet glads.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

High Finance $\frac{\star\star}{\bullet\bullet}$ (582) (Wilson, 1940)

(95 days) (Minuet x Picardy) This absurdly-named glad is one of the best smokies. Its light salmon color and greyish overcast remind one of the sensation of an earlier generation of glad lovers, Mother Machree, which came out at \$100.00 per bulb. (That was high finance!) This glad is a considerable improvement over its predecessor, opening about nine florets on towering spikes.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .20)

High Life $\frac{\star\star\star}{\bullet\bullet\bullet}$ (476) (K. & M., 1946)

(70 days) A light blue glad, High Life, was very beautiful last summer, rivaling Better Times which it closely resembles and which we had previously preferred. Its clean, unflecked light blue-violet color (accentuated by a white-tipped deep violet spearhead in the throat) is very refreshing and affords valuable contrast with the warm colors which predominate in the glad garden. One of the best European blues.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Huntress $\frac{\star\star}{\bullet\bullet}$ (466) (Jack, 1945) (70 days)

(Rose Delight x J. S. Bach) Huntress, a plain-petalled orchid glad, builds a tidy, compact spike with 6-8 open florets. A good early cutter but inclined to fleck unless bloomed indoors.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Irak $\frac{\star\star}{\bullet\bullet}$ (580) (Mitsch, 1937) (90 days) (Sport of Bagdad)

This immense tall-growing warm grey with fawn throat has real color-novelty. Use it in mixed bouquets for a varied color-note or combine it with buffs, yellows, and autumn foliage.

(L 3-.25; 10-.80) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .20)

Jeanie $\frac{\star\star\star}{\bullet\bullet\bullet}$ (430) (D. S. Pruitt, 1941) (85 days)

Jeanie is a rich, deep pure-pink glad that opens five or six flat-open florets on long, stretchy flowerheads that are a joy to behold. A glad whose winning ways and morning-fresh color have endeared it to glad fans everywhere.

(L 3-.25; 10-.80) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .20)

June Day $\frac{\star\star}{\bullet\bullet\bullet}$ (441) (Roberts, 1946) (65 days)

(Sonatine x Schwaben Girl) From two famous Pfitzer varieties comes this tall pure-pink with a small cherry spearhead deep in the throat. An early cutter which reminds one of Sonatine.

(L 1-.30; 10-2.40) (M 1-.20; 10-1.60)
(S 2-.20; 10-.80) (Blbts. 10-.20; 100-1.50)

King Alfred $\frac{\star\star\star}{\bullet\bullet\bullet}$ (532) (Hobbs, 1945)

(80 days) (Amrita x D. A. Hay) If you like the rich yellow-pink color we call salmon, King Alfred should have a special appeal. The kingly spikes bear 6-7 rather triangular florets of heavy substance and with a small, sharp cream blotch. Moderate ruffling completes a truly regal ensemble. A spike, not fully open, is pictured on page 8.

(L 2-.30; 10-1.20) (M 3-.30; 10-.80)
(4-.25; 10-.50) (Blbts. Pkg. .30)

King Lear $\frac{\star\star\star}{\bullet\bullet\bullet}$ (570) (Palmer, 1938) (75 days)

(Ramesses x Picardy) The late Kristian Prestgard once recounted how Mrs. Hoeg, widow of his long-time associate in gladiolus hybridizing, Dr. Hoeg, on one occasion brought into his home an enormous, shaggy spike of Ramesses, asking him as she held it up, "How's that for a glad?" Mr. Prestgard, never one to be bowled over by mere size, disposed of Ramesses at once in his outspoken but genial way by replying, "Yes, but it isn't a gladiolus." No one knew whence the massive, mule-eared Ramesses was derived (though Kunderd's old Purple Glory crossed with a primulinus seedling would have been a shrewd guess), but Prof. Palmer took this uncouth Neanderthal giant and combined it with Picardy to produce a royal purple glad of both vigor and refinement, which long reigned as king of the purples. A hairline of silver, edging every petal, sets off the lustre of King Lear's red-purple hue.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

"As a special service to our customers, we are enclosing an order blank for a subscription to POPULAR GARDENING, America's new all-garden magazine, which contains many excellent articles on gardening. POPULAR GARDENING will help and inspire you to have a better garden. Note the attractive introductory rate."

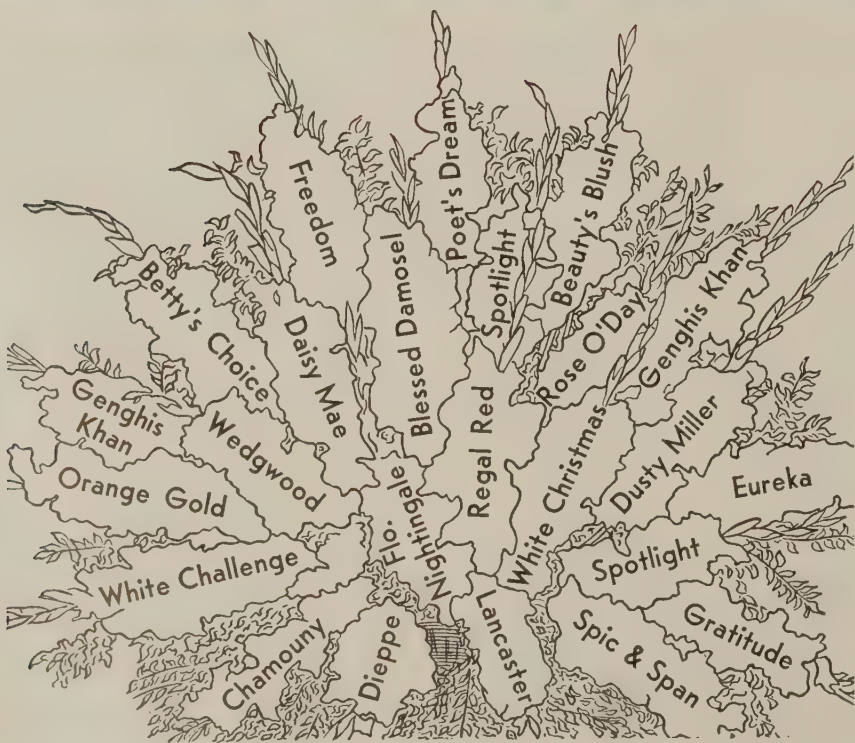


SPECIAL FAN-MAKER COLLECTION

1 Large and 1 Medium
of Each Variety Pictured Above
44 Bulbs (a \$6.80 Value) for \$5.00, Postpaid.

Several of the glads in this magnificent basket sold for up to \$1 each as recently as last year. Now successful propagation, plus a desire to initiate a lot of new folks into the thrills of glad-growing, induces us to offer a collection including **EVERY ONE** of the outstanding varieties in this colorful basket; 2 peppy, young, high-crowned bulbs of each! If you are a beauty-lover at all, one of these collections is almost sure to make you a glad fan! All bulbs will be labeled.

P. S. If you have a friend who'd be happier with a hobby like glad-growing, why not do a little missionary work on him and send him one of these collections as a gift—at Christmas, Easter, or anytime during the spring? Attractively packaged in a colorful box with a picture of the above basket in full color on the cover, they'll make wonderful gifts for anyone susceptible to the beauty of flowers.



Ladrone ★ ★ ★ (433) (Palmer, 1947) (90
 • • • days) (Picardy x Gate of
 Heaven) Words seem superfluous with such an ac-
 curate picture as that on page 20. Trimly-tailored
 Ladrone produces those long, willowy spikes that are
 ideal for basket work. We discontinued the somewhat
 garish scarlet-and-yellow of Beacon in favor of the
 more harmonious salmon-and-gold of Ladrone.

(L 2-.30; 10-1.20) (M 10-.80)
 (S 10-.50) (Blbts. Pkg. .30)

Lady Anne ★ ★ ★ (400) (Buchanan, 1947)
 • • • (70 days) (Maid of
 Orleans x Dinah Shore) This early white produces
 perfect spikes with a proficiency that will gladden the
 heart of any cut-flower grower. The round florets, of
 which eight are often open at a time, have a generous
 suffusion of cream in the throat. A deserving white
 which we think has been overlooked. Pictured on
 page 41.

(L 2-.30; 10-1.20) (M 10-.80)
 (S 10-.50) (Blbts. Pkg. .30)

NOWETA ROSE Easily Opens a Dozen Florets at One Time



Lancaster $\frac{\star\star\star\star}{\bullet\bullet\bullet}$ (470) (Palmer, 1944) (85 days) (Minuet x King Lear) True purple glads are scarce, red-purple being a much more common color. Beautifully ruffled Lancaster, pictured on pages 28 and 32, is nearer a pansy-purple—a glad whose color-saturation and lustrous, satiny sheen strike one of the richest, most soul-satisfying color notes to be found in the whole glad garden. Try planting this next to the new ruffled deep yellow, Gold, for a color-contrast that will stop every beholder! And what a basket that combination will make when stock of Gold becomes available! Meanwhile, enjoy all the Lancaster you can. It's a truly stunning variety of fine habits and great vigor.

(L 2-.30; 10-1.20) (M 10-.75)
(S 10-.40) (Blbts. Pkg. .30)

La Valle $\frac{\star\star\star}{\bullet\bullet}$ (506) (Lines, 1949) (85 days) (Shirley Temple x Sir Galahad) Massive deep ivory with just a spark of fire deep in the throat. The somewhat triangular florets, of which up to eight readily open at once, are of heavy substance and are nicely ruffled. This glad has had "rave-reviews" in several flower-magazine articles by well-known fanciers. We are obliged to mute our superlatives a bit until La Valle becomes better acclimated and shows more stretch between florets. Well worth inclusion in your trial list!

(L 1-2.50) (M 1-2.00) (S 1-1.50)
(Blbts. 1-.15; 15-2.00)

Lavender and Gold $\frac{\star\star\star}{\bullet\bullet}$

(366) (Baerman, 1943) (65 days) (Queen of Bremen X Sweetheart x Rosemarie Pfitzer) This clean, fresh-toned light lavender warmed by a yellow throat has those too-rarely-seen wiry stems which make it a rival of Starlet in the quality of grace. It is loved by florists for its adaptability in make-up work. Combines beautifully with creamy-yellow roses. Ideal for table bouquets. So popular we sell out of it year after year, except for propagating stock. Pictured on page 18.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

Lavender Lace $\frac{\star\star\star}{\bullet\bullet\bullet}$ (466) (Fischer, 1950) (80 days) (Poet's Dream x Elizabeth the Queen) This exquisite, glistening light lavender is copiously composed on graceful, willowy stems. Like its parent, Elizabeth the

Queen, it is beautifully ruffled when well grown. From that other truly ethereal lavender, Poet's Dream, it inherits great purity of throat and a markedly waxy sheen. We dropped a star on this this year because of considerable flecking, not seen at all previously—a star which we are hopeful of picking up again in a more normal season. At its best there is no more beautiful lavender than Lavender Lace. Second Day Grandchampion, Nebraska Glad Society 1950. Pictured on page 17.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00)
(S 1-.50; 10-4.00) (Blbts. 2-.25; 10-1.00; 100-8.00)

"Your glad, Lavender Lace, is a glad with a future."
—Foss Heaton, Iowa

"Lavender Lace will replace Elizabeth the Queen. It is superior in style, placement, and ruffling."
—Earl McGill, Pa.

Lavender Prince $\frac{\star\star}{\bullet\bullet}$

(466) (La Salle, 1946) (90 days) (King Arthur seedling) Deep lavender, verging onto purple, with a deeper feather in the throat. Cuts well. Those tall spikes are always welcomed by the florists.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

Leading Lady $\frac{\star\star\star\star}{\bullet\bullet\bullet}$ (506) (Johnston, 1941) (85 days) (Sport of Picardy) Next to Picardy, this is probably the greatest show-winner of all time. But, like Picardy and most of its sports, it seems to lose a bud or two each year as its vitality declines (a trait which, incidentally, is inherent in the vegetative propagation of many hybrids besides glads and which may be partially related to environment. Thus choice pansies, which are often propagated from cuttings in Europe, decline in size so rapidly in America that this method has been largely abandoned here. Propagation from cross-pollinated seed seems to be nature's device for restoring vigor.) Leading Lady has been exhibited with eleven open florets. Still a great glad but not as uniformly tall as in past years. The color is a light cream that will pass for white with the florist.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

Leading Light $\frac{\star\star\star}{\bullet\bullet}$ (500) (Barrett, 1948) (80 days) (Seedling of two seedlings, both derived from White Zombie x Eve) A rather nice new self-colored cream white which builds a spike much like Leading Lady but of slightly deeper cream. Texture is rather translucent, and a rather unusual curly type of ruffling gives this glad individuality. Pictured on page 8.

(M 1-.75) (S 1-.50) (Blbts. 10-.75)

Lipstick $\frac{\star\star\star}{\bullet\bullet}$ (441) (Balentine, 1941) (90 days) (Picardy x Schwabengirl) Light pink accented by a sharp, large blotch of red. The neatly-tailored two-row spike opens 6-7 crisply-rounded blooms. An unusual novelty.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Little Gold $\frac{\star\star\star\star}{\bullet\bullet}$ (212) (Fischer, 1950) (80 days) (Golden Poppy x Premier) Here is the richest of all yellow glads—so rich, indeed, that we put it into the light orange class. Its actual color is almost identical with that of the California poppy, though perhaps slightly more golden and less orange. Like the California poppy it is not far from a true self. The color

This No. 3 Bulb of NOWETA ROSE Had 381 Bulblets.



is actually much richer than our picture on page 44 indicates. Nor does the picture (which was of blooms from planting stock) do justice to the spike-making qualities of Little Gold. From large bulbs it produces a wonderfully neat flowerhead of excellent length, carrying 5-6 heavily substed, charmingly ruffled, wide-open blooms on a graceful, wiry stem. One of Nature's finished products! A new color-treat for glad lovers, not duplicated in any other variety. I consider Little Gold as important as Wedgwood among the smaller glads. Indeed, if Little Gold gets much larger, it will have to go into the 300 size class. Cut an armful of Little Gold and watch the reaction of your family or florist! It is one of the best-loved varieties in our fields. A bountiful harvest of this trim little beauty enables us to make a series of special offers on page 44 that should appeal to those who appreciate quality in arrangement glads or who sell glads to a high-grade florist. (L 1-.50; 10-4.00) (M 1-.35; 10-3.00) (S 1-.25; 10-2.00) (Blbts. 4-.25; 20-1.00; 100-4.00)

Little Sweetheart ★ ★ ★ ★

(240) (Fischer, 1948) (80 days) (Sweetheart x Myrna) There is a certain characteristic charm inherent in **miniatureness itself**—a fact which I'll have to leave to some psychologist to explain. In proof, let me cite the curious appeal of tiny ship models, of the model of the U. S. Capitol on display in the basement of that building, the appeal of bantam chickens, of china figurines, even of midget human beings. The same type of appeal is evident in the case of miniature glads. When, in addition to mere smallness of bloom, there is a most ethereal pure-pink color blending to a large snowy throat, a supreme waxiness of texture, wide-open, well-rounded florets, a most captivating frilling, and, in addition, graceful carriage on a thin, wiry stem you have what is undoubtedly a supremely charming flower and I think what is beyond question the most beautiful small-flowered pink gladiolus in existence. Our small black and white picture on page 31 scarcely hints at the purity and charm of this exquisite creation.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)
(S 2-.30; 10-1.00) (Blbts. 20-.25; 100-1.00)

Lovelace ★ ★ (342) (Grout 1948) (95 days) (Aleta x Golden Goddess) A soft salmon with a glowing yellow throat that is lacy frilled. Well named in my trials a year ago, rather characterless last summer.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)
(S 1-.25; 10-2.00) (Blbts. 5-.20; 100-3.00)

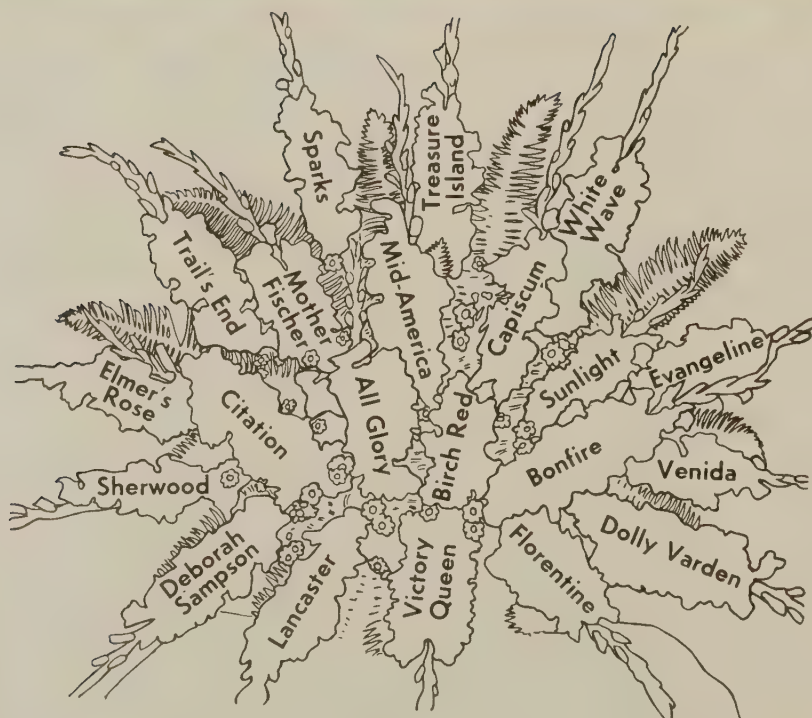
Manchu ★ ★ ★ (513) (Beatrice Palmer, 1945) (80 days) ((Pfizer's Triumph x Golden Dream) X (Picardy x Com. Koehl)) This lacquered yellow, flushed pink, with a burst of vivid red in the throat is as Oriental as a pagoda. You will love it for its tall, buggy-whip spikes that greet you so uniformly down the row or that make such striking ribbons of bloom in a basket arrangement. There are three great yellow or buff glads today with striking "orchid throats" of scarlet or red: Pactolus, Sparks, and Manchu. All three are so striking, so boldly beautiful, so different from each other that you will want to grow them all!

(L 2-.30; 10-1.20) (M 10-.75)
(S 10-.50) (Blbts. Pkg. .30)

Above: LITTLE SWEETHEART

Below: MOTHER FISCHER





Wisconsin: "It is a pleasure to note that these 17 ribbons were all won on bulbs received from you."—A. R. Aanes, M.D.

Michigan: "I had magnificent spikes of Noweta Rose."—W. Jay Dittman.

Nebraska: "If I had to choose just one glad, I believe I would choose Dieppe."—O. H. Witt.

New Zealand: "The first of your originations to bloom was BEAUTY'S BLUSH, 80 days after planting. If I should ever choose a variety as a model of consistent performance, this is the one. Every spike was tall, all had perfect placement, and the growth was remarkably even."—C. C. Webb Bastion.

Ohio: "REGAL RED, Beauty's Blush, Rose Charm, Wedgwood, Summer Snow are "in"—no longer on trial. I underscore Regal Red because I'm so hard to please on scarlets and reds . . .—and Regal Red is the one that's "got" me at last."—Leland Phillips Murphy.

Tennessee: "During my twenty years of growing glads, I have never seen a pink as beautiful as Friendship."—H. W. Neubert.



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Customer Comments on Noweta Rose

"Noweta Rose: the best glad within miles. I had three bulbs. Two of them were cut the same day, one with 12 open and the other with 13. I never saw a glad open the way this did: the buds all opened at once. I hope to get more next spring.

"All your 1950 introductions were superior. Little Gold and Heart O'Gold were great."

—Sherwood S. Colby, New Hampshire

"Noweta Rose won the Grand Champion Award for me at the Red River Valley Fair at Fargo, N. D."

—Alex. J. Nemzek, Minnesota

"Noweta Rose took the Division Championship in the 500 class at our show which was described by Dr. Phillip Corliss as the finest glad show he had ever attended. Over ten thousand people saw your Noweta Rose and it would have been Grand-Champion if it had been left to popular vote. This spike was from one of three bulbs I purchased from you. The other spikes were nearly identical in every way."

—J. P. Wood, Washington

"Noweta Rose was gorgeous and everyone wanted to know the name of it. It really stole the show as no other glad could have done. I hope my two bulbs will have a thousand bulblets. I wouldn't care if my whole garden had nothing else in it.

"Regal Red, Bonfire, Friendship, and Lavender Lace were all wonderful. You are making glad history with your introductions."

—E. C. Wilkins, Minnesota

"Last Friday I cut the spike of Noweta Rose with two open and today it is a grand spike with nine open and all fine. It is most wonderful."

—R. E. Macy, Iowa

"I thought your seedling Noweta Rose was exceedingly beautiful at our Nebraska shows of the past two years. My wife was standing near the Championship Basket of Noweta Rose at the last show when some men were looking at the basket and one of them said, 'I would be willing to kick the bucket if I knew they would put that basket by my casket'."

—Ben C. Dale, Nebraska

"The reaction to your Noweta Rose here was startling. Mr. Geo. N. Soffe, Secretary of the Utah Glad Society, with whom I grow glads, bought a large bulb from you. It split. The one side gave us 21 buds, the other 19. The first spike was cut too soon, as Noweta Rose seems to take about two weeks to open after showing color here in 92° weather, and thus didn't show the form that the other did. They were 5 feet tall when cut. The No. 2 spike won first in its color class, and a rosette of the New England Glad Society for best recent introduction."

—R. A. Diefendorf, Utah

"I was greatly impressed with the 2 bulbs of Noweta Rose that I purchased from you. One had 10 open and 6 showing color with about 6 more buds, all of which bloomed. Everyone who saw it thought it the best glad they had ever seen."

—Lewis E. Bales, Ohio

"I shall never forget that gorgeous basket of Noweta Rose that was exhibited at the 1949 Nebraska State Show. That was a basket to end all rival baskets. I think it very fine of you to introduce it at so modest a price. Most any other person would have charged not less than \$10, more likely \$25 per bulb for such a variety."

—Lola E. Ayers, Iowa

"Noweta Rose is one of the finest gladiolus I saw this year. Florets are a large clear rose and the whole flower is exceptionally beautiful."

—Humphrey F. Hedgecock in the Garden Page of the New York Times, August 27, 1950

"Congratulations on your prize-winners at the Madison Glad Show! Your display was gorgeous and your entries deserved every award they received. The grand-champion spike of Noweta Rose (shown by Mrs. Feye) was a thrill in beauty and grandeur."

—Lindley and Anita Rozda, Wisconsin

"At the Nebraska state show last year I was told to go out and select the Grand Champions (1 spike and 3 spike) and that 'I don't want anyone else monkeying with that job'. There was No. 173-45 (Noweta Rose) again, entered in the 3-spike class. I was pretty rough with it too—but those three spikes scored 92¾%, which is a mighty high score in anyone's show. Very few things rate that. But as John Reding said: 'If they've got it, you've got to give it to them.' I have judged many of your seedlings that went on to victory."

—J. Elton Carter, Iowa

The Gladiolus Classification System

The number after the name of each variety in our general descriptive list denotes the official size and color classification of that variety as determined by a committee of the North American Gladiolus Council. We list these classification numbers because they are helpful to customers in determining the exact size and color classification of varieties they may want to buy or to exhibit at glad shows conducted under the auspices of the N.A.G.C., where this classification system is used.

Glads are classified in five sizes as follows:

Miniature	100—florets under 2¼"
Small	200—2½" through 3¼"
Medium	300—3¼" through 4¾"
Large	400—4½" through 5¾"
Giant	500—5½" or larger

For instance, turn to page 13. The first variety described, Abu Hassan, is followed by the number 378. The 300 means it has a floret size from 3¼" through 4¾". The 78 designates this variety as a deep violet. Hence the numbers after the variety names tell the story of the size and color of the individual floret as grown under field conditions from large bulbs.

COLOR CLASSES

Class	
00 White	00 without conspicuous marking
White	01 with conspicuous marking
Cream	06
10 Yellow	10 (Light)
Yellow	12 (Deep)
Buff	16
20 Orange	20 (Light)
Orange	22 (Deep)
Orange	24 (Red Orange)
30 Salmon	30 (Light)
Salmon	32 (Deep)
Scarlet	36
40 Pink	40 (Light) without markings
Pink	41 (Light) with c. markings
Pink	42 (Deep)
50 Red	50 (Light)
Red	52 (Deep)
Red	54 (Black)
60 Rose	60 (Light)
Rose	62 (Deep)
Lavender	66
70 Purple	70
Violet	76 (Light)
Violet	78 (Deep)
80 Smoky shades	
Smoky	82 (Orange Smoky)
Smoky	83 (Salmon Smoky)
Smoky	84 (Pink Smoky)
Smoky	85 (Red Smoky)
Smoky	86 (Lavender Smoky)
90 Any other color.	

WHOLESALE PRICE LIST--Not Prepaid

Prices indicated are F.O.B. St. Charles, Minn. 25 or more bulbs of the same size and variety will be sold at the hundred rate. Varieties marked with an * may be purchased by the 1000 at 8 times the 100 rate.

PRICE PER 100	1	2	3	4	5	6	½ Pt.	Qt.	Pk.
ABU HASSAN	7.00	6.00	5.00	-----	-----	-----	3.00	10.00	-----
ANNAMAE*	4.00	3.50	2.50	2.00	1.50	1.25	1.00	3.00	18.00
ARETHUSA	5.00	4.00	3.50	3.00	2.00	1.00	1.00	3.00	20.00
AUREOLE	6.00	5.00	4.00	3.00	2.00	-----	1.50	5.00	35.00
AUTUMN GOLD	4.00	3.50	3.00	2.00	1.50	1.00	.75	2.00	-----
BEAUTY'S BLUSH*	6.00	5.00	4.00	3.00	2.00	1.50	1.50	4.00	25.00
BETTER TIMES*	7.00	6.00	5.00	4.00	3.00	-----	-----	-----	-----
BETTY DUNCAN	-----	12.00	10.00	-----	4.00	-----	5.00	16.00	-----
BETTY'S CHOICE	6.00	5.00	4.00	3.00	-----	-----	1.50	5.00	-----
BIG TOP*	-----	3.50	2.50	2.00	-----	-----	.50	2.00	12.00
BIRCH RED	25.00	20.00	17.00	15.00	12.00	8.00	12.00	40.00	-----
BOLERO	5.00	4.00	3.00	2.00	1.50	-----	1.50	4.00	-----
BONFIRE	32.00	28.00	24.00	20.00	16.00	14.00	14.00	50.00	-----
BOULOGNE*	4.50	3.50	2.50	2.00	1.50	1.25	1.00	3.00	18.00
BRIGHTSIDE	-----	3.50	2.50	2.00	1.50	1.25	1.00	3.00	18.00
BUCKEYE BRONZE*	4.00	3.50	2.50	2.00	1.50	1.00	.75	2.00	12.00
BURMA*	4.50	3.50	2.50	2.00	1.50	1.25	1.00	3.00	20.00
CHAMOUNY*	-----	-----	-----	2.00	1.50	1.00	1.00	3.00	20.00
COLONIAL MAID*	4.00	3.50	2.50	2.00	1.50	1.00	.75	2.00	12.00
CONN. YANKEE	12.00	10.00	8.00	6.00	4.50	3.00	10.00	30.00	-----
CRACKER JACK	4.00	3.50	2.50	-----	-----	-----	1.00	3.00	-----
CUPID*	7.00	6.00	5.00	4.00	2.50	1.50	1.00	3.00	18.00
DAISY MAE*	4.50	3.50	2.50	2.00	1.50	1.25	1.00	3.00	18.00
DESTINY	5.00	4.00	3.50	-----	-----	-----	1.50	5.00	-----
DIEPPE	6.00	5.00	4.00	3.00	2.00	1.50	1.50	5.00	-----
DOLLY VARDEN	120.00	100.00	80.00	65.00	50.00	40.00	70.00	250.00	-----
DUSTY MILLER	-----	5.00	4.00	3.00	2.00	1.50	1.50	5.00	-----
ELIZABETH THE QUEEN	5.00	4.00	3.00	2.50	2.00	1.50	1.00	3.50	-----
ETHEL CAVE COLE*	4.00	3.50	2.50	2.00	1.50	1.00	.75	2.00	12.00
ENCHANTMENT	32.00	28.00	24.00	20.00	16.00	14.00	14.00	50.00	-----
EVANGELINE	65.00	50.00	40.00	35.00	25.00	20.00	30.00	100.00	-----
FABULOUS	-----	8.00	6.00	4.00	3.00	2.50	6.00	20.00	-----
FIREBRAND	5.00	4.00	3.00	2.50	2.00	1.50	1.25	4.00	-----
FLORENCE NIGHTINGALE*	12.00	11.00	10.00	9.00	7.00	5.00	8.00	32.00	-----
FLORENTINE	32.00	28.00	24.00	20.00	16.00	14.00	14.00	50.00	-----
FREEDOM	32.00	28.00	24.00	20.00	16.00	14.00	14.00	50.00	-----
FRIENDSHIP	32.00	28.00	24.00	20.00	16.00	14.00	14.00	50.00	-----
GAYLORE	5.00	4.00	-----	2.50	2.00	1.50	1.25	4.00	28.00
GENERAL EISENHOWER	-----	-----	-----	3.00	2.00	1.50	1.50	5.00	-----
GLEAM*	4.00	3.50	2.50	2.00	1.50	1.00	1.00	3.00	15.00
GRATITUDE*	-----	3.50	2.50	2.00	1.50	1.00	1.00	3.00	15.00
GRAY SUMMIT	32.00	28.00	24.00	20.00	16.00	14.00	14.00	50.00	-----
HEART O'GOLD	64.00	56.00	48.00	40.00	32.00	28.00	48.00	150.00	-----
HEAVENLY WHITE*	4.00	3.50	2.50	2.00	1.50	1.00	1.00	3.00	15.00
HIGH FINANCE*	4.00	3.50	2.50	2.00	1.50	1.00	1.00	3.00	15.00
IRAK	-----	3.50	2.50	2.00	1.50	1.00	.75	2.00	12.00
JEANIE*	4.00	3.50	2.50	2.00	1.50	1.00	.75	2.00	12.00
KASHMIR	50.00	40.00	30.00	25.00	20.00	16.00	30.00	100.00	-----
KING LEAR*	-----	3.50	3.00	2.50	-----	-----	.75	2.00	12.00

PRICE PER 100	1	2	3	4	5	6	½ Pt.	Qt.	Pk.
LADY JANE*	3.00	2.50	2.00	1.50	1.00	.75	.75	2.00	10.00
LANCASTER		6.00	5.00	4.00	3.00	2.00	2.00	7.00
LAVENDER & GOLD*		4.00	3.00	2.50	1.50	1.25	1.50	4.00	20.00
LAVENDER LACE	64.00	56.00	48.00	40.00	32.00	28.00	48.00	150.00
LAVENDER PRINCE*	4.00	3.50	2.50	2.00	1.50	1.00	.75	2.00	12.00
LIPSTICK	5.00	4.00	3.00	1.00	3.00
LITTLE GOLD	32.00	28.00	24.00	20.00	16.00	14.00	14.00	50.00
MARGARET BEATON*	4.50	4.00	3.50	3.00	1.00	3.00	15.00
MARGARET FULTON*	4.00	3.5075	2.00	10.00
MIXTURE*	4.00	3.50	3.00	2.00	1.50	1.00	.75	2.00	10.00
MONTPELIER	5.00	4.00	3.00	2.50	2.00	1.50	1.25	4.00	25.00
MT. INDEX		3.50	3.00	2.00	1.50	1.00	1.00	3.00
NANCY		8.00	6.50	4.50	3.00	6.00	20.00
NOCTURNE	64.00	56.00	48.00	40.00	32.00	28.00	48.00	150.00
NOWETA ROSE	96.00	88.00	80.00	72.00	64.00	56.00	85.00	325.00
OCTOBER SUNSHINE	20.00	18.00	15.00	12.00	10.00	8.00	12.00	40.00
OKLAHOMA	5.00	4.50	3.00	2.00	1.50	1.50	5.00
ORANGE PRINCE	4.00	3.50	3.0075	2.00	12.00
ORANGE GOLD	6.00	5.00	4.00	3.00	2.00	1.50	1.50	5.00
ORIENTAL PEARL*	4.00	3.50	3.00	2.00	1.5075	2.50	15.00
PACTOLUS	16.00	14.00	12.00	10.00	8.00	6.00	6.00	20.00
PANDORA*	4.00	3.50	2.50	2.00	1.50	1.00	1.00	3.00	15.00
PARTHIENA	32.00	28.00	24.00	20.00	16.00	12.00	25.00	90.00
POET'S DREAM*		3.50	2.50	2.00	1.50	1.00	1.00	3.00	12.00
RAVEL*	7.00	6.00	5.00	4.00	3.00	2.00	2.00	6.00
RED CHARM	5.00	4.00	3.50	3.00	2.00	1.00	1.00	3.00	15.00
REGAL RED		14.00	12.00	10.00	8.00	6.00	7.50	25.00
ROSA VAN LIMA*	4.00	3.50	3.00	2.00	1.50	1.00	.75	2.00	12.00
ROSE CHARM	8.00	7.00	6.00	5.00	4.00	3.00	5.00	15.00
ROSE O'DAY*	5.00	4.00	3.00	2.50	2.00	1.50	1.50	4.00	25.00
SALMAN'S GLORY	5.00	4.00	3.00	2.50	2.00	1.50	1.50	5.00	30.00
SEEDLINGS* See page 40	6.00	5.00	4.00	3.00	2.00	1.50	1.00	3.00	20.00
SHERWOOD	30.00	25.00	20.00	16.00	13.00	10.00	16.00	50.00
SIBONEY	30.00	25.00	20.00	15.00	10.00	5.00	10.00	30.00
SILVER STAR*	4.00	3.00	2.50	2.00	1.50	1.00	.75	2.00	12.00
SILVER WINGS		4.00	3.00	2.50	2.00	1.25	4.00
SNOW PRINCESS*	4.50	3.50	2.50	2.00	1.50	1.00	1.00	3.00	15.00
SPARKLE	32.00	28.00	24.00	20.00	16.00	14.00	14.00	50.00
SPIC & SPAN*	9.00	8.00	7.25	6.50	6.00	5.00	6.00	20.00	130.00
SPOTLIGHT*	4.50	4.00	3.50	2.50	2.00	1.50	.75	2.50	15.00
STARLET		4.00	3.00	2.00	1.50	1.50	5.00	25.00
SUMMER SNOW	16.00	14.00	12.00	10.00	8.00	6.00	7.00	25.00
SUNLIGHT		8.00	6.00	2.50	8.00
SURFSIDE*	4.50	3.50	3.00	2.50	2.0075	2.00	12.00
TIVOLI*	7.00	6.00	5.00	4.00	3.00	2.00	2.50	8.00
TREASURE ISLAND	20.00	16.00	12.00	10.00	8.00	6.00	12.00	40.00
TRUE LOVE	4.00	3.50	2.50	1.50	1.00	1.00	3.00
VALERIA	4.00	3.50	3.00
VARIATION*	4.00	3.50	3.00	2.00	1.50	1.00	1.00	2.50	12.00
VELVET MANTLE	32.00	28.00	24.00	20.00	16.00	14.00	14.00	50.00
WEDGWOOD*	15.00	12.00	10.00	8.00	6.00	5.00	6.00	20.00	120.00
WHITE CHRISTMAS*	16.00	14.00	12.00	8.00	6.00	6.00	25.00
WHITE GODDESS	28.00	24.00	20.00	16.00	18.00	60.00
YELLOW HERALD*	4.50	4.00	3.50	3.00	2.00	1.50	1.00	3.00	20.00
40-211*	8.00	7.00	5.00	4.00	3.00	2.00	1.25	4.00	25.00

Customer Quotes

"I wish to report that out of 250 varieties I grew last year, there were only four that received the four-star rating. They were Evangeline, Florence Nightingale, Spic and Span, and White Christmas. But when it comes to beauty, your Cupid, Friendship, and Summer Snow are hard to beat. They also would be in the four-star class if they only had the size. I think the most beautiful basket we made last summer consisted of Florence Nightingale, Cupid, Summer Snow and White Christmas. Your Velvet Mantle and Regal Red were good in the red class. . . . I only wish I could buy Friendship and Summer Snow by the thousands instead of the way I am ordering them. I think they are the coming cut-flower varieties."

—Elton Shank, South Dakota

WHITE CHRISTMAS

"It may be of interest to you to know that a spike of White Christmas won for us the award for Best Recent Introduction and the Grand-Championship at the Michigan Gladiolus Society Show at Mesick, August 26-27. We also had the 300 size champion with your Summer Snow."

—Carl C. Smith, Michigan

"Of all the many whites in our gardens, I am still nuts about White Christmas. Its ruffled pure white florets on stately spikes are the admiration of all who visit the gardens."

—Geo. E. Harvey, Rhode Island

"I sent a few White Christmas bulblets to Mr. W. J. Brown of New Zealand a couple of years ago and I just received a letter from him that he won Champion bloom at their Whakatane Show last January from a bulb grown from one of these bulblets."

—Fred H. Stevens, New York

FLORENTINE

"Florentine lasted ten days and for beauty is a close rival of your Noweta Rose, which is truly a honey."

—Albert More, Kansas

The 12 Best "Arrangement Glads"

If you get a lot of pleasure out of making up artistic arrangements, we especially recommend the following small-flowered glads as ideal flower-material with which to work. **LITTLE SWEETHEART** is by common consent the most exquisite small ruffled pink gladiolus. **WHITE LACE**, the frilliest of all glads, is a fit new rival of the elfin **CUPID** and wire-stemmed **STARLET** among the miniature whites. **LITTLE GOLD** reigns supreme among the yellows. **WEDGWOOD** and **LAVENDER AND GOLD** are truly ethereal lavenders. **BETTER TIMES** in light blue, **ROSE CHARM** in rose, **NOCTURNE** in gorgeously ruffled deep rose-red, **BRIGHTSIDE** in apricot and bittersweet orange, and **RUBY** in red, complete the color circle among these small-flowered color-gems. We do not list many 200 and 300 size glads, but these twelve are top favorites with discriminating fanciers and have more practical value for table decoration than the larger glads. Include a few of them with your glad order this spring to get the most pleasure out of your glads next summer!

ENCHANTMENT

"Before the heat Enchantment was simply out of this world. I love the way it opens at the tip, the blooms lying just flat with the stem so slender and yet so strong. It must be excellent for florist work."

—Catherine Anderson, California

"Many thanks for so many extras; they are just as beautiful as the ones I ordered—especially Enchantment. I don't see how a glad could be more beautiful."

—Mrs. E. G. Gesterling, Oregon

"Enchantment is my favorite this year. I am impressed by its delicate charm and exquisite beauty. It has been properly named."

—Ralph A. Norem, Wisconsin

"Enchantment is in a class by itself. The texture of the blooms and the arrangement of the petals together with the blend of color give it an esthetic quality seldom found."

—Wm. Orr Smith, Missouri

"Enchantment is truly an enchanting bloom; it was better for me than the famous Spic and Span. Won a blue ribbon with this at the Niagara County Fair."

—Mrs. A. L. Whitehead, New York

"Last year I sent you a small order—about \$12 worth—and you were very generous with your gratis bulbs. I thought you would like to know what the 5 M premium bulbs of Enchantment did for me. I showed at the State Gladiolus Society show at Enid, Okla., June 24, 1950. There was only one Enchantment in bloom at that time but it was a beauty. This was my first state show. At our state show the big fancier's compete with a vengeance and I did not expect to do much more than get experience."

"Well, my one Enchantment from your medium-size bulb won the following prizes:

1. First in its class—400 series.
2. It made the Court of Honor—top ten spikes of the show.
3. Grand-Champion Spike of the show.
4. Most open florets of the entire show (9 open florets).
5. Best Recent Introduction—New England Glad Society Award.
6. Rosette of the North American Gladiolus Council.

This one spike won all these prizes at this one show. I was very proud of Enchantment."

—Mrs. Anna E. Staten, Oklahoma

WEDGWOOD

"Of all the flowers I grow, whether large or small, I think Wedgwood is the handsomest little dear I have ever seen. The way both colors stand out so sharply, along with the ruffling, makes it very beautiful. I hope to grow this flower by the hundreds even if I cut them only for my own use in the house."

—George LaBombard, Massachusetts

"I have a fair stock of both White Christmas and Wedgwood but am marrying off two daughters this year. The oldest is taking the leap in August and just absolutely has to have White Christmas and Wedgwood for her wedding. . . . I just mention the above to show you that even young folks, usually full of pep and other things, also notice the beautiful, and out of perhaps 150 varieties that I grow yearly, she just had to select my two most beautiful numbers, namely White Christmas and Wedgwood."

—J. J. Jecmenek, D.D.S., Iowa

Mansoer ★★ (454) (Salman, 1947) (85 days) Glossy, velvety brownish-maroon—a glad of great vigor whose general excellence must be slightly discounted because of a proneness to fade in the sun and a tendency not to open widely at times. Nonetheless a worthwhile glad in a rather weak class. (L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .20)

Margaret Beaton ★★★ (401) (Twomey, 1937) (85 days) (An orphan of unknown pedigree; product of a cross between two unidentified varieties purchased at a dime store). Here is a glad of the dramatic coloring of the Graf Zeppelin phlox: snow white with a distinct scarlet eye. A beautiful, clean-cut variety of marked height and vigor; one of the parents of Beauty's Blush. (L 3-.25; 10-.80) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Maxwelton ★★★ (460) (Baerman, 1936) (90 days) (Picardy x Red Lory) This sister seedling of Chamouny is one of the tallest, most rampant growers in commerce. Classified as a rose, it actually is a rosy salmon with a rose glow deep in the throat. Opens 8 huge florets on long flowerheads. (L 2-.20; 10-.80) (M 10-.40) (S 10-.20) (Blbts. Pkg. .20)

Meg ★★ (412) (R. Pruitt, 1949) (85 days) While not tops for beauty, the tall, straight, spikes of this ruffled, clear yellow will make a fine addition to any glad lovers collection. A good late cutter. (L 1-.25; 10-2.00) (M 2-.25; 10-1.00) (S 4-.25; 10-.50) (Blbts. Pkg. .30)

Mid-America ★★ (550) (Knierim, 1947) (85 days) (Red Charm x Snow Cruiser) "A bundle of red rags on a stick" was the description of this variety sent us by a discriminating fancier, who, however, asked us not to use his name because, as he said, he "lived within rifle range of the originator." We feel pretty much that way, too, about Mid-America, though I'll admit we did raise the rating a bit this year because of better performance than heretofore. The ancient Athenians placed form ahead of color in their analysis of beauty, and outstanding artists of succeeding centuries have deferred to their judgment. The loose, overlapping florets of Mid-America rate pretty low in form, it's true, but if they do look like rags, they are at least silken rags of a geranium-red color. Mid-America throws a spike that rivals the tall corn of hereabouts. You may want to add it to your collection of glad-elephants. Pictured on page 32. (L 1-.25; 10-2.00) (M 1-.20; 10-1.50) (S 1-.15; 10-1.00) (Blbts. 25-.50; 100-1.50)

Mighty Monarch ★★★ (552) (Butt, 1946) (90 days) (Red Charm x Hindenburg's Memory) Another enormous red similar in size and height to the preceding but deeper in color and of much better form and substance. A powerful grower from bulblets, producing 15-bud spikes in late fall. Include this "rugged individualist" in your hybridizing program. (L 1-.25; 10-2.00) (M 1-.20; 10-1.50) (S 2-.25; 10-1.00) (Blbts. 20-.25; 100-1.00)

Mixture Some people just love flowers without having the hobbyist's instinct to have everything labeled. Others like a mixture just to see what surprises it may have in store for them. For such persons we make up this mixture from the regular varieties in our list, often putting in some new, high-priced things we may happen to be long on and sometimes a very good seedling that the mere necessity of holding down the number of our introductions kept us from introducing. I don't believe a finer mixture is offered anywhere. This unlabeled collection would make an excellent gift to initiate some flower lover, unfamiliar with the vast improvements recently made in glads, into the thrills of glad growing. (L 3-.25; 10-.60) (M 10-.30) (S 10-.20) (Blbts. Pkg. .15; Pt. .35)

Modena ★★★ (390) (R. Pruitt, 1949) (85 days) A distinct medium yellow with an infusion of red in the petals and reinforced with the same tone in the throat. Slightly ruffled. Unique. A welcome newcomer to the weak yellow class. (L 1-.25; 10-2.00) (M 2-.30; 10-1.20) (S 3-.25; 10-.60) (Blbts. Pkg. .35)

Modern Times ★★ (560) (Salman, 1948) (70 days) A good early light wine-red that grows to but 400 size for us. A meritorious early cutter. (L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Montpelier ★★★ (440) (Hatch, 1947) (85 days) Obviously derived from Picardy, tall, vigorous, salmon-pink Montpelier is an outstanding commercial, rivalling Spic and Span. Opens about eight butterfly florets on a tall, willowy stem. (L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Mother Fischer ★★★ (400) (Fischer, 1951) (85 days) (Pink Paragon x Elizabeth the Queen) Rugged new white, 67 inches tall, and with a white-velvet sheen. Pictured on front cover and on pages 2 and 32; described in full on page 2.

Mt. Index ★ (401) (Miller, 1942) (70 days) (Magna Blanca x Maid of Orleans) Named after one of the snow-capped peaks in the Cascade range, this glad has been a tall-growing, vigorous early commercial. Has a small blotch of deep yellow in the throat, prefiguring the newer Heart O'Gold. (L 3-.25; 10-.80) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Nancy ★★ (452) (Arnett, 1948) (90 days) (Picardy x Rewi Fallu) This medium red with round, recurved plain-petalled blooms produces ramrod spikes of such uniformity that they all seem cast in the same mold. Nancy has won much praise as a commercial. (L 1-.25; 10-2.00) (M 2-.30; 10-1.20) (S 3-.30; 10-.80) (Blbts. 10-.25; 100-2.00)

"Bonfire bloomed beautifully for us—every spike was show calibre." Mrs. John Swanson, Montana

Necia ★★ ★ (442) (Both, 1949) (85 days) Pictured in color on page 41, Necia pleased us in our trial grounds by its sturdy growth, especially from bulbets. The florets of an unusual salmon-pink with a lavender rose blotch are well poised on tall, willowy spikes. It took us sometime to warm up to the color combination of Necia but its fine growing habits and consistently good placement won our hearts.

(L 1-.50) (M 1-.35) (S 1-.25)
(Blbts. 5-.25; 100-1.00)

Nila ★★ ★ (462) (R. Pruitt, 1947) (85 days) This splendid dark rose-red outdid itself again this year. Frankly, we're quite enthusiastic about it. The shoulder-high spikes bearing eight large, round, silky, heavily-substanced, recurved, self-colored, plain-petalled florets were as uniform as if Nature had turned them out on an assembly line. There is nothing temperamental about Nila! Don't deprive yourself of this beauty. Pictured on page 8.

(L 1-.20; 10-1.60) (M 2-.25; 10-1.00)
(S 3-.25; 10-.60) (Blbts. Pkg. .25)

Nocturne ★★ ★ ★ (354) (Fischer, 1950) (80 days) (Melrose x

Black Diamond) Nocturne is a medium-large, handsomely ruffled black-purple or ebon-hued rose-red. No other glad is like it in color. Florets are positively drenched with a resplendent, black-silk sheen. Perhaps the most beautiful near-black variety now in commerce.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00)
(Blbts. 2-.25; 10-1.00; 100-8.00)

Noweta Rose ★★ ★ ★ (560) (Fischer, 1950) (85 days)

(Rose O'Day x Elizabeth the Queen) (Pictured on pages 29 and 39) A hybridizer always sticks his neck out when he says as many nice things about a new introduction as we said last year about Noweta Rose. After blowing such a fanfare of trumpets about an apparent world-beater, there is an inevitable reaction during which one simply holds one's breath until the customer-response comes in! I am happy to report that Noweta Rose made good in a huge way, as the excerpts from letters printed below attest. I will admit that it did not win as many grand-championships as I had hoped, but the fact that abnormally cool weather delayed its blooming for two weeks so that most shows were over when it came into bloom readily accounts for that. It was grand-champion, however, at what was no doubt one of America's two largest glad shows—the Central International Glad Show at Madison, Wisconsin. A spike grown by Mrs. Etta Feye of Bellevue, Iowa, won that distinction. Another spike of Noweta Rose also shown by Mrs. Feye at this show was nosed out by a superb Burma for Reserve Champion. It was Reserve Champion at the Washington State Glad show at Yakima. Noweta Rose was best spike of the show at Hibbing, Minn. It was also awarded Best Recent Introduction at both the Binghamton and Boston shows. At Oneida, New York, it won the distinction of the Most Open Florets of the show.

The pictures of Noweta Rose on pages 29 and 39 reveal its color and form so well that there isn't much to say in the way of description. What the pictures fail to reveal, however, are its size and sheen. Those

Waxy, Snowy, with a Golden Lip, HEART O'GOLD is Fresh as a Regal Lily.



New York: "... your catalog . . . is the closest thing I get to the correct appraisal (of new varieties) that I get through the mails."—Mike Sherman, Jr.

Vermont: "The order of gladiolus corms arrived yesterday in excellent condition. Thank you for the generous overcount and extras."—Lawrence L. Ward.

Rhode Island: "Your shipment received and your treatment of our order for the "Large Grower's Collection" and of our smaller order was 'out of this world'."—Roy W. Barber.

Texas: "At our show held May 26th and 27th, your White Christmas, Wedgwood, Poet's Dream, Regal Red, Velvet Mantle, Beauty's Blush, Friendship, and Florentine all won blues."—C. W. DeLord.

Mississippi: "Noweta Rose is gorgeous and lives up to all my expectations."—J. W. Terry.

New York: "I grow hundreds of varieties, all in small quantities, and not once have I found myself disagreeing with your summing-up of any of the varieties described."—Andrew Ensminger.

North Dakota: "Your generosity is exceeded only by the quality of your bulbs or vice versa, I don't know which."—D. G. Hoag.

Montana: "My little blonde English tenant, who rents my apartment, became very much interested in our glads. She had her little apartment full of flowers all summer, and learned the names of hundreds. I asked her a few days ago if she could remember any she had particularly loved and she replied without hesitation, 'Oh, yes! Friendship and Little Sweetheart and the little white butterfly one—didn't you call it Starlet? There was a little gold one, too, about the size of Little Sweetheart that I liked very much, also, and those lovely blues! Apparently her taste runs to miniatures.'"—Mrs. John A. Swanson.



ENCHANTMENT Has That "Peaches and Cream" Complexion.

of you who have seen Noweta Rose in our kodachrome sets where the background affords various size-criteria, have no doubt marveled at the immensity of this glad which often opens 12-15 5½-inch florets. The kodachrome sets also reveal its wonderful, lustrous sheen. Noweta Rose is a glad with a lot of life and sparkle.

Last year I not only stuck my neck out, but stuck it out about as far as a giraffe's by declaring that Noweta Rose belonged among the "Dozen Best" glads. I was the happier, therefore, to note that Dr. Cason of Tennessee, who writes the leading season's summary of glad varieties for the North American Gladiolus Council **Bulletin**, in the December, 1950, issue includes Noweta Rose in his "Ten Best Glads for the Year 1950". Dr. Cason, who grows hundreds of varieties each year and may have grown two or three thousand varieties altogether in his experience, also said that Noweta Rose had the "greatest inflorescence of any glad he'd ever grown."

As long as judges want grand-champions big as well as beautiful, Noweta Rose is bound to be a leading contender. We had quantities of Noweta Rose with 12 open florets in the field in 1950, this from medium

bulbs. Planting stock will often show 10 open. Some new kodachromes of this variety in our sets will interest you. We have no quantity limitation on Noweta Rose this year as we had last year.

(L 1-1.50; 10-12.00) (M 1-1.25; 10-10.00)
(S 1-1.00; 10-8.00) (Blbts. 1-.20; 10-1.50; 100-12.00)

"You sent me two corms of Noweta Rose and they gave me almost identical (and to me simply GLO-RIOUS) spikes! Believe it or not: 15 open on one; 14 on the other. Is that good enough when you figure 5⅝-*inch* lower floret?" —Martin Eliason, Minnesota

October Sunshine ★★ ★

(420) (Quackenbush, 1947) (85 days) (Picardy x Yellow Perfection) The mellow deep buff or light orange of this glad reminds one of a day in Indian Summer when a golden haze hangs over the silent landscape and Nature is in one of her most relaxed moods. Plain-petalled and softly recurved, October Sunshine has something of the restful quality of Deborah Sampson.

(L 1-.35; 10-2.80) (M 1-.25; 10-2.00)
(S 2-.25; 10-1.00) (Blbts. 10-.25; 100-1.50)

Oklahoma ★★ ★ (386) (Wilson, 1945)
 ● ● (90 days) (Janet x Bagdad) To us this is still just about the prettiest of the smokies. Oklahoma has the quaint personality of a neat little grandmother attired in her Sunday best of lavender-grey taffeta. The compactly-formed spike, modest frilling, and chaste creamy throat add to a general feeling of gentility and decorum.

(L 2-.25; 10-1.00) (M 10-.50)
 (S 10-.25) (Blbts. Pkg. .25)

Orange Gold ★★ ★ (422) (Marshall, 1945) (85 days) This dazzling true-orange with golden throat was the second tallest glad in our garden last season, reaching a height of 69 inches. Our picture on page 28 is such an accurate rendition of its color that adjectives seem redundant. Five or six is the ordinary maximum of open florets obtainable at a time. Although this may not seem many by modern standards, Orange Gold is nevertheless still the top glad in its color class and so far superior to other true oranges that it is the only one we list.

(L 2-.25; 10-1.00) (M 10-.50)
 (S 10-.25) (Blbts. Pkg. .25)

Orange Prince ★ (324) (Snyder, 1945) (80 days) (Sport of Vagabond Prince) Scarlet-orange or orange-scarlet, depending on the season. You will enjoy its vivid coloring but don't expect it to be much different from an ordinary scarlet.

(L 3-.25; 10-.80) (M 10-.40)
 (S 10-.25) (Blbts. Pkg. .20)

Oriental Pearl ★★ (506) (Carlson, 1946) (85 days) (Picardy x Unknown) This massive cream has been quite popular with several growers as a cut-flower. Oriental Pearl forms an ultra-conservative spike with three to five open florets of immense size, sometimes up to seven inches in diameter.

(L 3-.25; 10-.80) (M 10-.40)
 (S 10-.25) (Blbts. Pkg. .20)

Pactolus ★★ ★★ (417) (K. & M., 1947)
 ● ● ● (80 days) The flashiest eye-catcher of the whole glad world! With handsome scarlet swatches applied on a golden-buff ground, as pictured on pages 20 and 25, it presents a never-to-be-forgotten color combination. I'll admit that it takes considerable catholicity of taste to go for both the delicate feminine charm of Beauty's Blush and the bold masculine appeal of Pactolus. Most fanciers go for Pactolus in a big way; a very few persons, mostly women, seem bowled over by it and declare that they don't care for it. I'll admit that Pactolus doesn't touch the retina with a soft caress; it strikes it with a bludgeon! Personally, I'm in love with both Pactolus and Beauty's Blush. How well they typify the infinite variety of the gladiolus! Pactolus is a paragon of well-nigh perfect performance, opening 8 florets consistently on tall assembly-line spikes. This dazzling color-treat was named for the brook in Asia Minor where Croesus, King of Lydia and the Rockefeller of ancient Greece, mined his gold and silver. The price of Pactolus has plummeted from \$1.75 last year to \$.25 this year due to some under-the-counter deal in which we did not participate. Our loss on our investment is your gain. I only hope we have enough Pactolus to meet the run-on-the-bank that is likely to ensue!

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)
 (S 2-.25; 10-1.00) (Blbts. 15-.25; 100-1.50)

Pandora ★★ ★ (442) (Beatrice Palmer, 1940) (85 days) ((Paul Pfitzer x H. Kanzleiter) X Picardy) Rosy-cheeked Pandora is a mighty well-behaved glad, for all the harm her namesake did in opening that awful box of evils which now seem about to engulf the world! But lets banish such thoughts from our gardens where everything still is "all right with the world"! A soft coral with inconspicuous blotch, Pandora is a credit to Prof. Palmer's sister. (L 3-.25; 10-.80) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

"My 1950 Honor Roll is as follows: Strawberry Peach, Wedgwood, Patrol, Bonfire, Regal Red, Birch Red, Boulogne, Tivoli and Friendship."

—John J. Remler, Pennsylvania

FRIENDSHIP Graces a Fireside



Cupid



Parthiena ★ ★ (566) (Hitchcock, 1949) (90 days) (Derived from a 25c package of seed purchased from Elmer Gove) One of a handful of super-giants including Dolly Varden, Noweta Rose, Evangeline, and Mid-America. I can't get too excited about Parthiena's beauty but I do admit to being overwhelmed by its size. The color is a deep lavender or light purple, perhaps some would call it mauve. The florets look a bit trumpet-like when viewed in profile, but have better attachment than one would expect. Named after the mother of the originator, Parthiena being an unusual feminine name derived from the famous Hellenic temple, the Parthenon.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)
(S 1-.25; 10-2.00) (Blbts. 5-.25; 100-4.00)

Pastel ★ ★ ★ (486) (Both, 1942) (95 days) Smoky glads are the gladiolus equivalent of breeder tulips. In these so-called "art-shades" Pastel is one of the best: a sophisticated blend of rosy-lavender and silver-grey with the grey predominating. An odd flower, a little weak in the stem, but quite distinctive.

(L 1-.35; 10-3.00) (M 1-.25; 10-2.00)
(S 4-.25; 10-.50) (Blbts. Pkg. .25)

Patrol ★ ★ ★ ★ (416) (Palmer, 1946) (75 days) (Picardy x Golden Goddess) Convinced by another year's trial of the all-around excellence of this heart warming golden-buff, we have raised its rating to the maximum in both beauty and performance. Patrol opens 8-9 glossy, opulent, golden-throated blooms on tall symmetrical spikes that are a joy to behold, to cut, or to arrange. Another of Palmer's best.

(L 1-.35; 10-3.00) (M 1-.25; 10-2.00)
(S 2-.30; 10-1.20) (Blbts. 15-.25; 100-1.50)

"The display of Noweta Rose at the Omaha show was quite an attraction. **There never will be too many of those bulbs for the market.** I was especially delighted with Wedgwood, Rose Charm and Genghis Khan last year." —Mrs. Robert Chandler, Nebraska

Spic and Span



Perdita ★ ★ (313) (Grout, 1948) (90 days) (Aleta x Golden Goddess) This medium-yellow with a glint of scarlet deep in the throat opens 8-10 close-set blooms on a spike of medium height. Perdita has been highly praised in many quarters but has flourished only moderately in our Minnesota environment.

(L 1-1.50) (M 1-1.00) (S 1-.75)
(Blbts. 2-.25; 10-1.00)

Phantom Beauty ★ ★ ★

(440) (Bastian, 1947) (85 days) (May be a Heritage seedling) This lovely light pink, which created a sensation when it was introduced, is now down to a standard price level where everyone can enjoy it in quantity. Phantom Beauty is a warm, delicate shell-pink of generous inflorescence, readily opening about a dozen well-attached round florets at a time.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Poet's Dream ★ ★ ★ ★ (366) (Baerman, 1946) (85

days) (Gloaming x Shirley Temple) Throats of chaste, waxy ivory, surrounded by a halo of misty lavender, with an elaborate frilling at the extreme edge of the petals are some of the features which give Poet's Dream a truly sublime aesthetic quality. Beauty may be in the eye of the beholder, as some psychologists claim, but the uniformity of response evoked by such a flower as Poet's Dream inclines me to the opposite view. This variety is our most exquisite lavender pastel.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.20) (Blbts. Pkg. .20)

Purple Supreme ★ ★ (470) (Wilson, 1942) (90 days)

(Chas. Dickens x Paul Pfitzer) From two old purples, neither of which was prone to open more than 4-6 florets, surprisingly comes this lustrous red-purple which easily opens 10 florets on tall, stretchy flower-heads.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.20) (Blbts. Pkg. .20)

STARLET Reminds One of White Butterflies.



Radiance ★★ ★ (350) (Butt, 1942) (70 days) (J. S. Bach x Picardy) This light vermilion-red with precisely-wrought, stylish florets and chalky texture is reminiscent of J. S. Bach and thus different from other reds. Radiance simply outdid itself last summer, producing towering spikes right down the row. Because of its earliness Radiance has special value as a commercial.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Ravel ★★ ★ (477) (K. & M., 1946) (80 days) Here is our candidate for the distinction of being the most vigorous blue ever introduced. A block of No. 5's last summer gave us hundreds of spikes as large and as tall as many varieties would have produced from large bulbs. Ravel, a medium-deep blue enhanced by a garnet tongue, readily opens 8 large, round, flat-open florets on bamboo spikes. The color is good for a blue, though not as flawlessly smooth as that of the smaller and lighter Better Times. Ravel is in the heaviest demand of all the blues.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Red Charm ★★ ★ (452) (Butt, 1939) (Com. Koehl x Picardy) The standard of excellence among reds for many years. Though now superseded by several newer sorts, it is still a great glad and a great commercial. Red Charm will open 6-8 lustrous blooms on massive flowerheads.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

Red Cherry ★★ ★ (436) (Roberts, Picardy x Tip Top) Impressively good the past two years has been this smooth, chalky near-self with saucer-shaped florets. A rather light red with a hint of cherry in its make-up. Red Cherry is sometimes called a red Picardy, but it has much better substance and is a better doer. A most promising early commercial. Our picture on page 17 is accurate as to color but does not do justice to the number of florets usually open, which is about seven.

(L 1-.35; 10-2.80) (M 1-.25; 10-2.00)
(S 2-.25; 10-1.00) (Blbts. 10-.25; 100-2.00)

Red Plush ★★ ★ (536) (Baerman, 1943) (70 days) (Picardy x Flaming Meteor) Here is one of our best-sellers—a glad which is found in few other catalogs. Reason: not too good propagation. We did succeed in working up a good stock but the demand has been so heavy the past two years that we are releasing only large bulbs in 1951. Red Plush is appropriately named: the huge saucer-like florets of mellow, melting salmon-scarlet are heavy as chamois-skin. Five to eight of these amaryllis-like blooms are open at a time. A supremely luxurious, plushy flower to delight the heart of both beginner and connoisseur. The tip of a spike is pictured on page 17.

(L 2-.25; 10-1.00)

Red Rascal ★★ ★ (550) (Graff, 1945) (85 days) (Picardy X (Baron Munchausen x Beltane)) This sedate, suede-textured cherry-red reminds one of Red Plush except for its sharper color and starchy, meticulous ruffling. A high-class fancier's favorite. Pictured on page 8.

(L 1-.50; 10-4.00) (M 1-.30; 10-2.50)
(S 1-.20; 10-1.50) (Blbts. 10-.25; 100-2.00)

Red Wing ★★ ★ (436) (Wright, 1948) (85 days) (Seedling x Red Charm) This glad has won more plaudits than any other red in recent years. Produces campanile spikes with 8-10 5½-inch florets open at a time. Color is a glossy light scarlet-red, almost a self. Round florets, a light ruffling, and in general a fresh-out-of-a-handbox air complete a most fetching ensemble.

(L 1-1.50) (M 1-1.00) (S 1-.50)
(Blbts. 2-.25; 10-1.00)

Regal Red ★★ ★ (536) (Fischer, 1949) (100 days) (Hindenburg's Memory x Liberator) It takes three things to make a glad outstanding: pulchritude, stamina, and individuality. Regal Red, the new king-size scarlet-red pictured on our back cover, is generously endowed with all three. One couldn't ask for more in respect to vigor: the rugged, gun-barrel spikes are so tall they hold the blooms practically at eye-level, with never a short nor any lopping over in the field. The broad-petalled, heavy-substanced blooms, which some customers have reported up to 7½ inches in diameter, are the last word in luxurious, heart-warming beauty. Here is one giant that possesses a classical perfection of form: the voluptuously carved florets, of which six are regularly open at a time, are set so far apart that there is scarcely any overlapping. Individuality is imparted by a unique bronzy tint overlaid with a silvery sheen, not found in just this intensity in any other glad, which adds a superlative lustre to an all-around magnificent flower. Regal Red is one of the latest glads in our catalog. In the cool days of September it will contribute a rousing grand-finale to your glad-growing season. Regal Red is a wonderful commercial, too, producing tall cuttable bloom from planting stock and demonstrating great vigor in its bulblet growth. This glad is the favorite of all the reds and scarlets with our cut-flower crew. If you sell cut-flowers, the special postpaid offers on our back cover constitute a real opportunity to get started with a most outstanding variety. Regal Red sells on sight as a cut-flower.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)
(S 2-.30; 10-1.00) (Blbts. 20-.25; 100-1.00)

"First, Regal Red. Thank you for giving me the opportunity to try it. Regal Red looks like the nearest to a 100% glad I'll ever get. Last season, as you know, was the hottest and dryest we've had in many years and I have no irrigation system—except a bucket conveyed by a tired arm. Obviously, the service rendered by such a system is seldom regular or adequate. Never-the-less, Regal Red grew strong and tall and as straight as the proverbial poker. Two of the three spikes showed color at once and as I didn't know whether it would open well in water, allowed the first florets to open before cutting, altho this meant letting them stand overnight, letting them meet the sun covered with the drenching dews we have in our valley location, and stand the heat of the next afternoon. I was delighted to find the open florets as well as the buds on both just as clear and unblemished as a newly unrolled bolt of red satin. On top of that, the placement was perfect—every floret right in place and just filling in up the spike, without mussy overlapping. You just have to accept a glad like that, whether you like the color or floret form or not. And I do like the color, altho I am nothing short of a crank about the color of reds and scarlets. . . . Perhaps Regal Red would be more beautiful if it were fussily ruffled—and, again, maybe not. Anyway, I'm content with the nice round, wide-open floret."

—Leland Phillips Murphy, Ohio



Beauty's Blush



Noweta Rose



Velvet Mantle

Retta Jo ★ ★ ★ ★ (410) (Farrington, 1950)
 . . . (85 days) ((Arethusa x Shirley Temple) X (Chalcedony x Shirley Temple))
 This lovely ruffled light yellow with heavy translucent substance and superbly rounded form reminds one somewhat of Aureole, of which it is a worthy rival. Our picture on page 17 fails to do justice to this lavishly beautiful flower.
 (L1-.75) (M 1-.50) (S 1-.35)
 (Blbts. 10-.50)

Rosa van Lima ★ ★ ★ (440) (Pfitzer, 1940)
 . . . (80 days) One of the great glads of yesterday and

still an excellent commercial. The tall pure-pink spikes lean just a trifle toward the cool side of pink (namely, rose). A most reliable cut-flower.

(L 3-.25; 10-.80) (M 10-.40)
 (S 10-.25) (Blbts. Pkg. .20)

Rosebloom ★ ★ (460) (Fischer, 1951)
 . . . (85 days) (Elizabeth the Queen x Rose O'Day) This new rose will surprise you by the size of its flowerhead. From the same parentage as Noweta Rose and Elmer's Rose. Pictured on page 17; described in full on page 6.

Rose Charm $\frac{\star \star \star}{\bullet \bullet \bullet}$ (360) (Fischer, 1948) (65 days)

(Lavender and Gold X (Maid of Orleans x Picardy)) Here is one of the best early cutters in existence—often the very first glad in the field to bloom. You will love its fresh-toned crystalline light-rose color (not pink) accented by a dramatic throat and midribs of cream. Five to seven of these butterfly-like blooms are airily perched on tall slender bamboo stems. The acme of uniformity in its blooming habits: almost every spike is blooming or showing color at the same time and rarely is there more than three inches variation in height among all the spikes in a row. An admirable performer! Rose Charm is a wonderful basket glad and a jewel for home decoration. If you sell cut-flowers, do not fail to stock this at the new low prices found in our wholesale list.

(L 2-.25; 10-1.00) (M 3-.25; 10-.70)
(4-.25; 10-.50) (Blbts. 20-.25; 100-.80)

Rose O'Day $\frac{\star \star}{\bullet \bullet \bullet}$ (560) (Fischer, 1944)

(Pfitzer x Dream O'Beauty) This cool rose with deeper feather in the throat often throws spire-like spikes with up to nine open florets. A great glad in its day but somewhat superseded by its progeny, Noweta Rose, Elmer's Rose, and Rosebloom. Pictured on page 28. Rose O'Day seldom attains 500 size. Properly classified as 460.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

Ruby $\frac{\star \star}{\bullet \bullet}$ (252) (Kuhn, 1946) (70 days) (Kew-

pie Seedling x Seedling) Ruby, a midget self-colored red, is the only plain-petalled 200-size glad in our list. We decided to include it to round out the color circle among the miniatures we offer. You will enjoy this "cute little trick", which has the tiniest florets of any glad we list.

(L 2-.30; 10-1.25) (M 10-.80)
(S 10-.40) (Blbts. 20-.25; 100-1.00)

Salman's Glory $\frac{\star \star \star}{\bullet \bullet \bullet}$ (507) (Sal-

man, 1947) (68 days) A very accurate picture of this fine cream with scarlet blotch appears on page 17. A very stalwart grower that rates near the top among Dutch varieties. In our early cut-flower patch, the rows of Salman's Glory were truly magnificent. Don't be without this leading cut-flower variety. One of the first to bloom in quantity for us. Distinctly a first-early.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Salute $\frac{\star \star \star}{\bullet \bullet \bullet}$ (436) (Fischer, 1951) (90 days)

(Red Charm x Commando) Starchy new dress-parade scarlet, described in full among New Introductions on page 6.

Sandman $\frac{\star \star \star}{\bullet \bullet}$ (486) (Butt, 1941) (85

days) (Picardy x Rosabella) Len Butt, the red specialist, took time off to produce this top-notch smoky which is shown in color on page 8. Its glistening old-rose color is embellished by a clean-cut reverse-blotch and midribs of cream. Sandman is exceptionally beautiful for a smoky and only a slight evidence of bulb weakness restrains my enthusiasm for this truly unique variety.

(L 2-.25; 10-1.00) (M 10-.50)

Seashell $\frac{\star \star \star}{\bullet \bullet}$ (510) (Roberts, 1948) (85

days) (Sonatine x Angelus) If we could ever bloom this glad entirely without flecking, it would readily rate four stars. The heavy

shell-pink blooms have a glistening pearly sheen as if drenched with nacre—a sheen different from that of any other glad and supremely beautiful. By all means try this; it may get a better grade in department from you than from us.

(L 1-.75) (M 1-.50) (S 1-.30)
(Blbts. 10-.50; 100-3.50)

Seedlings

To secure even one seedling worthy of introduction, a vast number must be grown and bloomed. For every one introduced there are a hundred good ones which must be eliminated. Some of these are so good it actually hurts to pass them up. Others are interestingly marked or represent odd color combinations. A few are actually so homely they're a scream. A. E. Kunderd, who was long America's leading gladiolus hybridizer, used to say that if he were restricted to one method of introducing glads—by mixture OR named varieties—he would prefer selling mixed seedlings. We can understand how he felt! Offering this seedling mixture is our method of easing our own frustration that accumulates with the screening out of so many lovely also-rans in our seedling patch, and also is our method of passing on a few thrills and surprises to our customers. I know of no more diversified mixture, of a 100 bulbs, virtually no two will be alike.

(L 2-.25; 10-1.00) (M 10-.70) (S 10-.50)
(Blbts. Pkg. .25; 1/2 Pt. 1.00)

Sequin $\frac{\star \star}{\bullet \bullet \bullet}$ (410) (Palmer, 1949) (75 days)

(Picardy X (Jonquil x (Dawson x Golden Dream)) X (Orange Queen x Obelisque)) A rather plain early glad that has promise as an early cut-flower. Sequin possesses a clear, mellow shade of light yellow. Plant is well behaved.

(M 1-.50; 10-4.00) (S 1-.30; 10-2.00)
(Blbts. 10-.50; 100-3.50)

Sherwood $\frac{\star \star \star \star}{\bullet \bullet \bullet \bullet}$ (470) (R. Pruitt,

1948) (80 days) This tall silky red-purple, which readily opens 8 huge florets on tall willowy spikes, has lent strength to the hitherto weak purple class. Looks to us like a sure-fire commercial. Our picture on page 32 fails to depict its real beauty. In the color-symphony of the glad garden, lustrous red-purple Sherwood strikes a deep organ-tone.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)
(S 1-.25; 10-2.00) (Blbts. 8-.25; 100-2.50)

Siboney $\frac{\star \star}{\bullet \bullet}$ (566) (Allen, 1948) (90 days)

(King Lear x Lavender Ruffles) When first exhibited, this massive deep lavender with curiously puckered petals created quite a sensation. Better give it an extra shot of nitrogen a month before blooming time to insure adequate stretch in the handle.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 10-.25; 100-1.50)

Silver Star $\frac{\star \star}{\bullet \bullet}$ (401) (E. B. Snyder,

1945) (90 days) (Picardy x Chas. Dickens) It seems strange that from a salmon and a purple (Chas. Dickens) a white with a purple throat blotch should have been derived, yet so heterogeneous is gladiolus ancestry today that such surprising developments do occur. Beautifully-named Silver Star is the best of the white-and-purple glads currently available. The smaller but more vivacious Crusader, which we hope to introduce next year and which is pictured on page 20, appears to be an advance in this color class.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)



Iowa: "Your bulbs have always done well and I can depend on them to be healthy."—Ray L. Gribben.

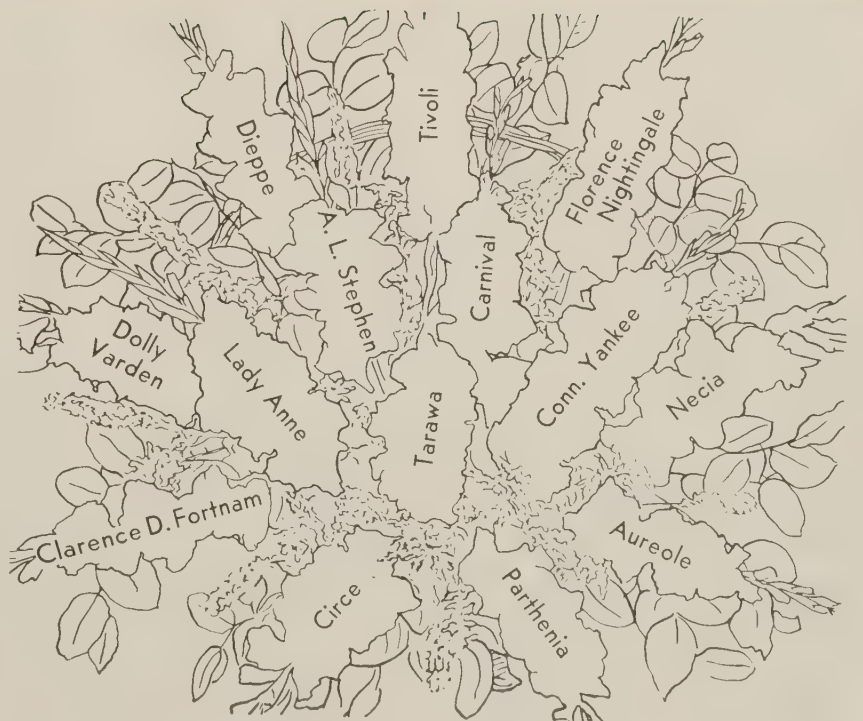
Minnesota: "I want to let you know how your originations did for me at two Glad Shows. At the first:

- 01 My Freedom took second—beaten by another Freedom.
 - 30 Enchantment: first.
 - 40 Friendship: first
 - 66 Wedgwood: first
- At the second:
- 24 Gratitude: first
 - 40 Friendship: first
 - 200 size-champion: Starlet
 - 400 size-champion: Friendship
 - Grand-Champion: Friendship

My spike of Wedgwood took second, beaten by another Wedgwood which was judged best in 300 size."—E. J. Greening.

Maine: "You are right about Noweta Rose. It is really good. Of course I have only two. One of them is very fine . . . Also, in our Maine show I saw a spike of Lavender Lace—surely another good one."—E. W. Rankin.

Pennsylvania: "Your stock is truly excellent."—Veronica R. Michels.



Silver Wings $\frac{\star\star\star\star}{\bullet\bullet\bullet}$ (500) (Ritsima, 1944) (90 days)

(Sport of Picardy) This suede-textured white with creamy throat is probably the most beautiful of the white or cream sports of Picardy, though Eureka seems to average taller spikes. The sports of Picardy, unlike most glad mutations, differ from Picardy in form as well as in color. Thus Silver Wings has a touch of starchy corrugation not found in its parent which lends it a piquancy and a feeling of character. That Silver Wings is a great glad has long since passed beyond the realm of argument!

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Sincerity $\frac{\star\star}{\bullet\bullet}$ (407) (Errey, 1948) (85 days)

This cream with showy scarlet blotch is a very striking number. Sincerity opens 8-10 round florets close-set on a formal two-row spike.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)
(S 1-.15; 10-1.00) (Blbts. 10-.25; 100-1.75)

Skyway $\frac{\star\star\star}{\bullet\bullet\bullet}$ (440) (Stevens, 1948) (70 days)

((Seedling derived from Mrs. Anna Pfitzer, Picardy, Our Selection, and Longfellow) X Mary Elizabeth) We made an unkind appraisal of this glad when it first bloomed last season, whereupon it straightway began producing a series of magnificent spikes of a perfectly halcyon tint of pure-pink, compelling a hasty revision of our judgment. You will love Skyway. For so early a variety it is exceptionally large. A coming commercial. Illustrated on page 8.

(L 1-1.50) (M 1-1.00) (S 1-.50)
(Blbts. 1-.15; 10-1.00)

Snow Princess $\frac{\star\star}{\bullet\bullet\bullet}$ (400) (Pfitzer, 1939)

(75 days) The standard cut-flower white for many years and still grown by the acre. You will appreciate its solid worth as a commercial. Superseded, in our estimation, by several newer whites.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.20) (Blbts. Pkg. .20)

Sparks $\frac{\star\star\star}{\bullet\bullet\bullet}$ (507) (Glass, 1947) (95 days)

(Seedling x Aladdin) To us Sparks is a very pale yellow rather than a cream. Its large explosion-blotch of scarlet reminds one of sparks shooting out from a live coal. Our illustrations on pages 8 and 32 fail to recapture the startling personality of this variety but they do show the splendid spike length characteristic of this unique glad. Sparks will live-up your glad planting as few other glads will.

(L 1-.20; 10-1.50) (M 2-.25; 10-1.00)
(S 4-.25; 10-.50) (Blbts. Pkg. .30)

Spic and Span $\frac{\star\star\star\star}{\bullet\bullet\bullet}$ (442) (Carlson, 1946)

(80 days) (Picardy x New Era) This tall, spire-like salmon-pink, pictured on pages 8, 28, and 37, has had top rating for three years straight. Spic and Span has been adopted by Florida cut-flower growers and is now beginning to appear in florists' windows instead of Picardy. This glad is a dream of a commercial, producing fine spikes even from small bulbs. In very heavy demand.

(L 1-.25; 10-1.75) (M 1-.15; 10-1.25)
(S 2-.20; 10-.80) (Blbts. 10-.35; 100-2.50)

Spindrift $\frac{\star\star\star}{\bullet\bullet\bullet}$ (400) (Chase, 1947) (80 days)

(Picardy x Myrna) How many top glads in this catalog come from those four premier parents: Elizabeth the Queen, Rose-

marie Pfitzer, Picardy, and Myrna! In Spindrift we have a waxy pale cream that opens 7-8 starry florets on conventional flowerheads. Might be called an improved Myrna. (L 1-.35; 10-3.00) (M 1-.25; 10-2.00)
(S 2-.25; 10-1.00) (Blbts. 15-.25; 100-1.00)

Spotlight $\frac{\star\star\star}{\bullet\bullet\bullet}$ (413) (Palmer, 1944)

(80 days) (Picardy x Yellow Seedling derived from Jonquil, Dawson, Golden Dream, and Orange Queen) Prof. Palmer's best yellow and the leading yellow commercial today. Opens 5-6 round plain-petalled florets of a medium-deep shade on spikes of gratifying stretchiness. Has a bright spark of scarlet deep in the throat. Spotlight filled a long-felt want when it was introduced. Pictured on page 28.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

Starlet $\frac{\star\star\star\star}{\bullet\bullet}$ (200) (Baerman, 1944) (80 days)

((Zona x Baby Decorah) X Queen the Bremen) Tiny, frilly Starlet with blooms perched like fluttering white butterflies on fine wiry stems is the most graceful of all glads and the most popular miniature gladiolus now in commerce. The elegantly-poised little florets possess a chiselled perfection of form as if Jack Frost had carved them out of sparkling new snow. A bewitching little beauty that is a dream for wedding decorations or small table arrangements. An ace performer, too, that would easily rate four dots as well as four stars with the discriminating florist. Pictured on page 37.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .20)

Sterling $\frac{\star\star\star}{\bullet\bullet\bullet}$ (566) (Harris, 1950) (85 days)

(Elizabeth the Queen x Rangoon) Sterling might be described as a lavender-purple version of Elizabeth the Queen, but tending to more open florets (8-10) and to extra flat-open blooms of the heaviest substance. Not entirely free from flecking with us last season but truly an impressive and distinctive new offering from the originator of Florence Nightingale. Pictured on page 17.

(L 1-2.00) (M 1-1.25) (S 1-.75)
(Blbts. 1-.20)

Stormy Weather $\frac{\star\star\star}{\bullet\bullet}$

(480) (Barrett, 1947) (80 days) (Ivy Robertson x Elizabeth the Queen) Well-named! Like the shifting kaleidoscope of a stormy sky is this changeable rose and grey glad, no two spikes of which ever look the same. In its two-tone effect it reminds one also of changeable silk. An extra-tall grower readily opening 8-9 cream-throated blooms. Definitely one of the best smokies. Pictured on page 8.

(L 1-1.00) (M 1-.75) (S 1-.50)
(Blbts. 10-.75)

Strawberry Peach $\frac{\star\star\star\star}{\bullet\bullet\bullet}$

(533) (Salbach, 1944) (85 days) What a name! What a glad! This voluptuous beauty caused a run on the bank last year that nearly cleaned us out. Strawberry Peach is a luscious, melting buffy-pink of fabulous substance and incredible ruffling. Please don't order too many of these this year or you'll clean us out again!

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)
(S 3-.25; 10-.60) (Blbts. 15-.25; 100-1.50)

Summer Snow ★★☆☆ (300) (Fischer, 1949) (85 days) (Angelica X (Sweetheart x Incense)) Here is the whitest glad we have ever seen—a virginal, glacial white, immaculately snowy even to the throat and stamens. Summer Snow produces the most uniform, spire-like flowerheads imaginable, each with 7-9 lacily ruffled, shapely blooms open at one time. An outstanding show-winner and a florist's favorite. Won 12 firsts at the 1950 glad shows.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)
(S 3-.25; 10-.70) (Blbts. 25-.25; 100-.80)

Sunday Best ★★☆☆ (566) (Pletcher, 1950) (80 days)

Light rose-pink paling to a throat of white and cream. Reminds one of Corona but has more color. This seemed a little soft in substance but the color was indeed a captivating blend of pastel tones. Some very lovely spikes of Sunday Best were in evidence at the shows last summer. Failed to do its best for us. As it grew for us classification number would be 460. Pictured on page 41.

(L 1-3.00) (M 1-2.00) (S 1-1.00)
(Blbts. 1-.25; 10-2.00)

Sunlight ★★☆☆ (416) (Spiller, 1946) (85 days)

(Hercules) This waxy orange-pink or deep-buff is a plain-petalled variety of heavy substance and hearty constitution. Opens 5-6 luminous round florets of unusually glossy texture. Sunlight is one of the best of the deep-buff or light orange varieties. Pictured on pages 8 and 32.

(L 1-.20; 10-1.50) (M 2-.30; 10-1.00)
(S 2-.20; 10-.80) (Blbts. Pkg. .30)

Susquehanna ★★☆☆ (416) (Herridge, 1943) (85 days)

(Heritage x Picardy) This peachy-buff with ivory throat and midribs opens 6-8 suede-textured plain-petalled blooms. A very finished glad but one which sometimes comes short.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

Sweet Sixteen ★★☆☆ (440) (Fischer, 1951)

(75 days) (Sport of Beauty's Blush) The dream-girl of the glad-world—a fresh-toned angelic pink, pictured on the front cover and on page 8. Described in full on page 3.

Tarawa ★★☆☆ (436) (Palmer, 1946) (80 days)

(Regent x Corona) This ornate, sun-drenched scarlet is a sensational spike-maker, as evidenced by our picture on page 41. A distinct thumb-print of velvety crimson, bisected by a white line, lends a flattering accent to every luxurious floret. Tarawa's length is in the flowerhead rather than in the "handle". A scarlet to gloat over, to revel in!

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)
(S 2-.25; 10-1.00) (Blbts. 15-.25; 100-1.50)

The Roan ★★☆☆ (485) (Pruitt, 1949) (85 days)

In general effect, or as seen at a distance, this odd glad is a light red. Upon closer inspection it is found to be a deep red covered with white lines. The florets possess excellent substance and a lavishly beautiful broad-petalled form

complete with ruffling and "knuckles" in the throat. The Roan is not only a curious novelty, but truly quite a beautiful glad.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)
(S 10-.50) (Blbts. 15-.25)

Tivoli ★★☆☆ (460) (K. & M., 1947) (85 days)

It's such a pleasure to find a glad that can be given maximum rating without a qualm or quiver of hesitation! Such a glad is Tivoli! We cut truck-loads of show spikes of this last summer—every spike with 7-9 open—uncrowded and stretchy, with never a misplaced floret seen all summer. What a glad! If only all varieties would perform like Tivoli! The color is a perfectly halcyon shade of light pure-pink with a hint of creaminess in the throat, yet almost a self. I don't think it will create much dissension if I call Tivoli one of the "dozen best" glads. We believe the correct color classification is 440. Pictured on page 41.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .25)

Topflite ★★☆☆ (460) (La Salle, 1946) (90 days)

This luminous, crystalline rose-pink with a small cream throat is a very finished flower but a poor bulb-maker. A connoisseur's favorite which deserves inclusion in your trial list.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)
(S 1-.25; 10-2.00) (Blbts. 10-.50; 100-4.00)

Trail's End ★★☆☆ (566) (Ficht, 1949) (85 days)

This glad might be described as a larger Betty's Choice. Trail's End is a true Neyron rose with yellow throat. Not entirely free from flecking yet a color so rare that one can't help but be grateful for Trail's End. Our picture, on page 32, does not show Trail's End rosy enough.

(L 1-1.50) (M 1-1.00) (S 1-1.50)
(Blbts. 2-.25; 10-1.00)

Treasure Island ★★☆☆ (540) (Lins, 1947) (90 days)

(Rosa van Lima x California) This husky light salmon-pink opens six or more round blooms on massive flowerheads. Not an especially distinctive glad but one of those easy growers we all appreciate. Pictured on page 32.

(L 1-.40; 10-3.20) (M 1-.30; 10-2.40)
(S 2-.30; 10-1.20) (Blbts. 10-.40; 100-3.00)

True Love ★★☆☆ (440) (Klein, 1945) (70 days)

(Picardy x Helena) This comely early light pink is loved for its bland, delectable color and quiet charm. Not a sensational variety but one which wears well. Very beautiful for window decoration with the light streaming through its luminous, waxy petals.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

Twinkles ★★☆☆ (232) (Butt, 1948) (70 days)

(Harlequin x Crinklette) This provocative little pixie has unusual value for sophisticated arrangements. Its yellow and bittersweet-orange blend reminds one of Brightside, but its crimping and needlepointing are much more intense. A gem of an "arrangement glad."

(L 1-1.00) (M 1-.60) (S 1-.40) (Blbts. 10-.50)



LITTLE GOLD with Buddleia Makes a Colorful Basket.

How Important Is Yellow?

We don't necessarily hold, with the Chinese, that yellow is the most beautiful of all colors, but we do go as far as to claim that it is the most important single color. For proof, take a look at the five spikes on page 20: If the glowing yellow of Pactolus were missing, how lifeless that picture would be! Page 28 proves it again: Remove the two spikes of Spotlight and the one of Orange Gold, and the effect is like taking a light out of a room.

Yellow is the color of warmth, of light, of life. It brightens other colors. Landscape artists depend upon it, especially in the lighter tints, as their foundation color in building the garden picture.

Perhaps the fact that yellow is the color of sunshine and vitality is the reason florists reach so eagerly for Little Gold when confronted with a mixed load of flowers. Although not large—not quite 300 size—Little

Gold is the richest of all yellows, duplicating alone among glads, as far as we know, the rich and scintillating hue of California Poppies.

For ten years this little color-gem refused to propagate. I held onto it longer than I ever did any other non-propagating seedling solely because of its unique beauty and unrivalled color-intensity. Then, coincident with the installation of our irrigation system, it suddenly became a runaway propagator. Introduced only last year at \$1 per bulb, we are now able to offer this little color gem in an assortment of bargain collections which will enable you either to stock it as a cut-flower variety or simply to bring into your home an armful of pure gold from your garden for your family's enjoyment. As an "arrangement glad" Little Gold has no superior. A quick way to become a "millionaire in beauty" is to stock up with Little Gold!

Special Offers on the Little Color-Gem: LITTLE GOLD

Pictured Above; Described on Page 30. All Collections POSTPAID.

STARTER COLLECTION: 2L, 3M, 5S, 25 Blbts. (\$4.00 value) for	\$ 3.00
HOME GARDENER'S COLLECTION: 5L, 10M, 25S, 100 Blbts. (\$12.50 value) for	9.00
SMALL CUT-FLOWER COLLECTION: 10L, 50M, 100S, ½ Pt. Blbts. (\$45 value) for	35.00
LARGE CUT-FLOWER COLLECTION: 25L, 100M, 250S, 1 Qt. Blbts. (\$133 value) for	100.00

Special Offers on Exquisitely Ruffled WEDGWOOD

Pictured Below; Described on Page 46. All Collections POSTPAID.

STARTER COLLECTION: 5L, 10M, 10S, 100 Blbts. (\$5.00 value) for.....	\$ 4.00
FANCIER'S COLLECTION: 10L, 20M, 50S, 100 Blbts. (\$10.50 value) for.....	7.00
SMALL CUT-FLOWER COLLECTION: 10L, 50M, 100S, 1 Pt. Blbts. (\$30.00 value) for.....	22.50
LARGE CUT-FLOWER COLLECTION: 25L, 100M, 250S, 1 Qt. Blbts. (\$89 value) for.....	75.00

WEDGWOOD is Queen of the Early Lavenders.



Velvet Mantle $\frac{\star \star \star}{\bullet \bullet \bullet}$ (454) (Fischer, 1949) (85 days)
(Dr. Hoeg x Black Opal) Next to Dark David, this is the best maroon glad in our fields. Velvet Mantle will open 5-9 florets on buggy-whip spikes fully five feet tall. Its sheen, inherited from Dr. Hoeg, is wonderfully rich and lustrous. An outstanding basket glad. Note our illustrations on pages 8 and 39. No glad collection is complete without Velvet Mantle!

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

Venida $\frac{\star \star \star}{\bullet \bullet \bullet}$ (460) (Milo, 1947) (85 days)
(Mauve Magic x Minuet) X Minuet) This orchid-rose glad opens about eight florets on a formal two-row spike. Has a sharp cream blotch in the throat. Not a strikingly distinctive variety but an all-around good glad. Pictured on page 32.

(L 1-.50) (M 1-.35) (S 1-.25) (Blbts. 10-.50)

Victory Queen $\frac{\star \star \star}{\bullet \bullet \bullet}$ (430) (Wilson, 1945) (95 days) (Mrs. Richard McGovern x Christabel) This lush, exuberant, corn-fed beauty is one of our most beautiful salmon glads. Not quite as glamorous as its offspring, Gorgeous Deb, but a fine stand-in for that variety until the latter comes down in price. Victory Queen is party-dressed in flounces and frills. Pictured on page 32.

(L 2-.25; 10-1.00) (M 10-.50)
(S 10-.25) (Blbts. Pkg. .30)

Wedgwood $\frac{\star \star \star \star}{\bullet \bullet \bullet \bullet}$ (366) (Fischer, 1947) (70 days) (Lavender and Gold x Seedling) "What hath God wrought!" might be said of this miracle of beauty as appropriately as of any miracle of science. In Wedgwood we have a medium-sized glad so thrillingly beautiful as to be a prime favorite even of those who ordinarily prefer the giants. Our color picture on page 45 is gratifyingly accurate except for being slightly too pink. Wedgwood is a true lavender of heavy substance and supremely waxy texture whose charm is greatly enhanced by a captivating ruffling. With us Wedgwood opens 5-6 4½-inch blooms, but other growers have reported up to 8 open florets. Spikes are consistently 55 inches tall with no tendency to produce shorts. Foliage is an unusually deep green. Propagation is excellent.

Dr. Cason of Tennessee in his annual comprehensive summary on glad varieties in the *Bulletin* of the North American Gladiolus Council has included Wedgwood among his "Ten Best Glads of the Year" for both 1949 and 1950.

Whether you grow glads solely for your own and your family's enjoyment or to sell them as cut-flowers, do not overlook Wedgwood. It is supremely beautiful in arrangements and opens ideally in water. Produces excellent spikes from medium and even small bulbs. Some especially generous offers on this color-gem may be found on page 45 or in our wholesale list. Winner of 13 blue ribbons at the 1950 shows.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)
(S 2-.25; 10-1.00) (Blbts. 15-.25; 100-1.50)

White Challenge $\frac{\star \star}{\bullet \bullet}$ (501) (Arnett, 1947) (90 days) (Euides x Picardy) This super-colossal white with rose suffusion in the throat has produced flowerheads for us more than a yard long with eight blooms as large as saucers open at a time. A glad whose size will make your neighbors gasp. A smaller spike of White Challenge is pictured on page 28.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)
(S 1-.25; 10-2.00) (Blbts. 2-.25; 10-1.00)

White Christmas $\frac{\star \star \star \star}{\bullet \bullet \bullet \bullet}$ (500) (Fischer, 1948) (80 days) (Myrna X (Maid of Orleans x White Ribbon)) This snow-sculptured beauty is one of the classics of the glad world when it gives you its best, but it seems to have grown more temperamental the past two years, although it is still winning its share of awards at the shows and still evokes numerous testimonials in praise of its beauty. White Christmas seems to prefer both warm weather and plenty of water to throw up those flagpole spikes with 6-11 open florets. If it shows opalescent tints, bloom it indoors. Our picture on page 28 merely hints at the gorgeous ruffling of this classical beauty. Won 16 firsts at the shows last summer.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)
(S 3-.25; 10-.70) (Blbts. 25-.25; 100-.80)

"The one variety that meets my utmost approval is your White Christmas." —Robert Foesch, Minnesota

White Goddess $\frac{\star \star \star}{\bullet \bullet \bullet}$ (500) (Roberts, 1948) (80 days) (Myrna x Heritage) From two glads both very wonderful in their day but both difficult performers comes this splendid ruffled white which seems to abound with hybrid vigor and to be a very easy grower. White Goddess throws five-foot spikes with considerable consistency. A beautiful glad and a fine commercial prospect. Pictured on page 8.

(L 1-.50; 10-4.00) (M 1-.30; 10-2.40)
(S 1-.20; 10-1.60) (Blbts. 10-.40; 100-3.00)

White Lace $\frac{\star \star \star \star}{\bullet \bullet \bullet \bullet}$ (200) (Fischer, 1951) (70 days) ((Elizabeth the Queen x Lavender and Gold) X Starlet) The ultimate in lacy frills and pert frivolity. Described in full on page 3.

White Wave $\frac{\star \star}{\bullet \bullet}$ (500) (Fischer, 1951) (85 days) (Parentage Lost) Immense light-ruffled new white. Described in full among New Introductions on page 6; pictured on page 32.

Yellow Herald $\frac{\star \star}{\bullet \bullet}$ (411) (K. & M., 1947) (70 days) This model spike-maker is the best of the early yellows in our experience, superseding Early Gold, which we have discontinued. Yellow Herald is a sturdy grower and a prolific propagator.

(L 3-.25; 10-.80) (M 10-.40)
(S 10-.25) (Blbts. Pkg. .20)

40-211 $\frac{\star \star}{\bullet \bullet \bullet}$ This seedling is a perfect example of an origination not quite outstanding enough to be introduced, yet too good to be discarded. It is an exquisite light pink self with saucer-sized florets and cornstalk foliage but with a flowerhead six inches shorter than the ideal. I sent out some bulbs of this last year as extras and have received a large number of letters praising it and asking for a chance to buy it. I still don't feel, however, that it is quite up to our introductory standard.

(L 1-.20; 10-1.50) (M 10-1.00)
(S 10-.50) (Blbts. Pkg. .25)

Graphic Color Index

(With page numbers)

A Graphic Arrangement of the Color Classes with the Cool Colors toward the Left and Warm Colors toward the Right, Dark Colors toward the Top and

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Light Colors toward the Bottom (Even within the Color Classes). All Color Classes in Logical Relationship to Each Other except the Two Smoky Classes Which Are Placed Arbitrarily for Convenience.



Special Offers on the New King-Size Scarlet: REGAL RED

Pictured Above; Described on Page 38. All Collections POSTPAID.

EXHIBITOR'S COLLECTION: 10L, 10M (\$3.50 value) for	\$ 2.50
HOME GARDENER'S COLLECTION: 10L, 10M, 10S, 250 Blbts. (\$6.50 value) for	4.50
SMALL CUT-FLOWER COLLECTION: 10L, 50M, 75S, ½ Pt. Blbts. (\$21.50 value) for	15.00
LARGE CUT-FLOWER COLLECTION: 25L, 100M, 250S, 1 Qt. Blbts. (\$57 value) for	42.50