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A
Gladiolus Fancier's Catalog
FOR 1935

COLONIAL GARDENS
RUSHFORD, MINNESOTA

Growers, Importers, Hybridizers

A Garden

What a thing a garden is
For sweet dreams and quietness!

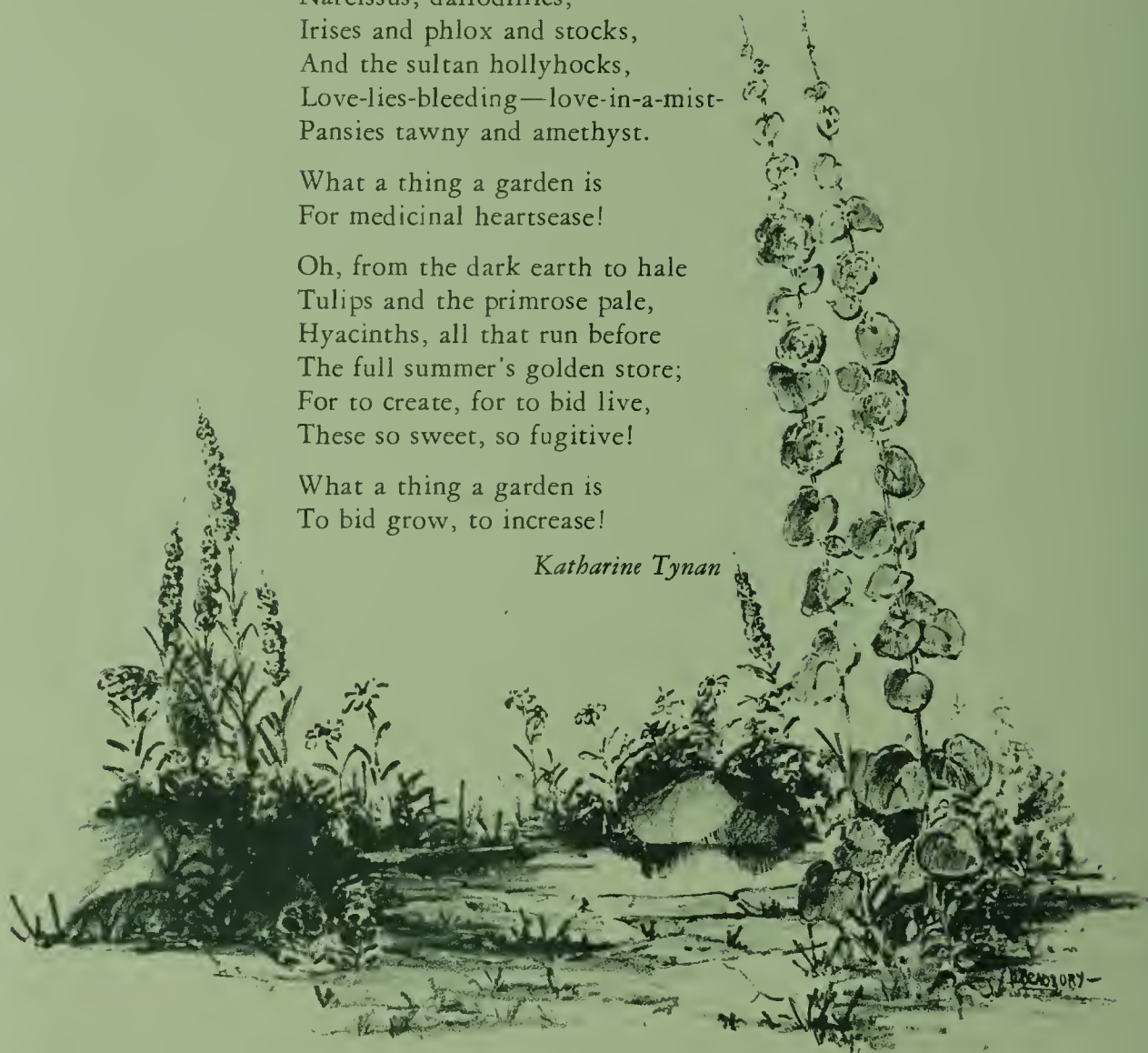
Roses and lilies,
Narcissus, daffodillies,
Irises and phlox and stocks,
And the sultan hollyhocks,
Love-lies-bleeding—love-in-a-mist—
Pansies tawny and amethyst.

What a thing a garden is
For medicinal heartsease!

Oh, from the dark earth to hale
Tulips and the primrose pale,
Hyacinths, all that run before
The full summer's golden store;
For to create, for to bid live,
These so sweet, so fugitive!

What a thing a garden is
To bid grow, to increase!

Katharine Tynan



CCIA A 169091 ✓

FEB 16 1935 ✓



Heritage

Ristow, 1935

The Largest Gladiolus Ever Exhibited in America

WE TOLD you all about *Heritage* in the special circulars mailed out last fall. This time, instead of repeating or rewriting our own description of this sensational new glad, we are going to let various friends and customers who saw *Heritage* last summer tell you what they thought of it. We asked one of the most prominent glad fanciers of the Middle West to describe *Heritage* as he saw it at the Iowa State Gladiolus Show this past summer. The following is the accurate and interesting description which he sent us:

"From *Mr. W. H. Phipps to Picardy!* What have we between? Joe Coleman has given us *Giant Nymph*, that grand old variety that has been a bulwark of strength, with just enough of *Primulinus* blood in its veins to produce a rugged,



HERITAGE, 1933

HERITAGE, 1934

vigorous constitution, long stretchy bud-spike and strong texture. It has proved itself to be an ideal parent when crossed with another variety that has many large flowers open at one time. In this happy cross between *Mr. W. H. Phipps* x *Giant Nymph*, *Heritage* has inherited the good qualities of both its parents without at the same time retaining their faults. One parent has given it wonderful florescence and large size of flowers, while the other has contributed the strong constitution, long straight spike free from crowding and terminal bunchiness, and distinctive color markings. The ability to bloom out to the very end and produce florets of nearly uniform size throughout the length of the spike comes from the one parent, while the quality of producing dependable spikes, which makes it a "splendid doer" is known as coming from the other. In color *Heritage* is a rich, warm pure-pink, blending to lighter in the throat, with white mid-ribs on the lower petals. The general impression of its color is midway between the inherent colors of *Mrs. P. W. Sisson* and *Longfellow*, with the lighter coloring of the throat enhancing the beauty of the flowers. In fact the color is so clear and free from imperfections that it gives the feeling of having been flowered in a cloth house. The flowerhead is long — averaging twenty-nine inches — and carries twenty-one buds, thus constituting tall, stretchy spikes which come uniformly straight. The florets are of the wide open type of bloom, six inches in diameter, and are attractive in both form and coloring. This variety possesses substance of a high order and the keeping qual-

ities of the blooms are above the average. Placement is very good and the general contour of the spike leaves but little to be desired. *Heritage* consistently opens from nine to twelve large blooms and has been grown in the field with sixteen florets open at once. *Heritage* was displayed at the Iowa State Gladiolus Show at Cedar Rapids in 1934 and won two Iowa Gladiolus Society Gold Medals — one for the Grand Champion Spike of the show, and another as the most outstanding seedling of the Exhibition Type."

Many other friends and customers of the Colonial Gardens either saw *Heritage* in our garden (when they visited us) or viewed it at one or more of the four shows where it was exhibited the past summer: the Iowa, Wisconsin, and Minnesota shows and the Century of Progress Exhibition (at every one of which shows *Heritage* was the grand champion). In last autumn's circular we quoted several letters from prominent fans who had seen *Heritage*. Here are a few more testimonials. We could not possibly quote more than a small fraction of the commendatory comment we have received regarding this great new glad.

Heritage is a fine robust grower with heavy foliage. We displayed spikes of it at the Minnesota show over five feet tall. It is a good propagator, comparing favorably with both its parent varieties. It blooms in about 100 days.

We are selling only large bulbs of *Heritage* this year. Approximately three-fourths of this stock is already sold (January 1st) and we expect a complete sell-out before spring. The price is extraordinarily low due to our new price policy of growing a glad one year longer than usual and then introducing it at a price low enough to enable fans to purchase bulbs instead of merely bulblets the first season. If you want this outstanding new variety this season we advise immediate ordering. After we are sold out of large bulbs all money will be refunded.

Price of HERITAGE:

\$1.00 each for large bulbs with no discount for quantity.

"*Heritage*, a new seedling, was the Champion Spike and the center of interest. Very large and very beautiful, it will be hard to beat. After taking one of these spikes home, we saw this new variety in almost perfect condition on Monday evening with thirteen florets open. The spike was perfectly straight and had not developed any softness at the tip."

C. G. YOUNG, Florist.
in *Wisconsin Horticulture*.

"Congratulations on all the winnings with *Heritage*, which I saw at the Century of Progress. Its sturdiness, placement and large number of wide-open flowers ought to recommend it to all glad growers."

ROY STITZEL, Montana.

"I visited the Colonial Gardens principally to see *Heritage* and found it just as outstanding in performance as in beauty. It stood five feet tall in the open garden and there was not a stubby or crooked spike in the row."

ARNOLD STAUTZ, Wisconsin.

"I grow or have seen a great majority of the best and latest introductions, but I have never seen anything that could even run close to *Heritage* in size of spikes, blooms, color or placement."

R. L. LORD, Illinois.

Sweetheart

PRESTGARD, 1933

HERE is a glad which seems more beautiful each year when it comes into flower. Perhaps this might seem to be because it is often one of the very first to bloom when glads are especially welcome and we are less critical. But later blooms from later plantings give us the same thrill at its fresh, unsullied beauty. I think it is unquestionably one of the most delightful glads originated to date.

Sweetheart is a pure waxy snow-white with edges of a pale but vivid pink. The exact shade of pink in this flower is not matched in any other gladiolus. If you want to become more "color-conscious," try matching this glad with other fine pinks. You will be surprised to discover that the other glads will look a trifle subdued or dull compared to *Sweetheart*. The secret of the unusually fresh, vivid quality of the pale pink tint in this glad is the almost entire absence of the pearly grey sub-tint inherent in practically all pigmented colors, man-made or natural. *Sweetheart*, along with *Lotus*, is as a result one of the two most ethereal glads in our entire collection. Note the very attractive frilling which also distinguishes this beautiful glad.

Sweetheart grows four and occasionally five feet tall, carrying its stems well above its foliage so that it cuts perfectly. I can't recall ever seeing a crooked spike of this variety even in the most torrid weather.

"For an exquisite cut-flower nothing can surpass the lovely frilled *Sweetheart* with its waxy snow-white florets edged a vivid pink."

FREDRICK W. CASSEBEER in *House Beautiful* May, 1934.

"The stock of *Sweetheart* I bought from you last spring proved to be very satisfactory and every bulb and bulblet grew fine and gave me a good increase. I appreciate the information you have given me on this flower."

JAMES W. PURCELL, California.

"Mr. B—— of our glad society tells me he saw *Sweetheart* at our show at Cedar Rapids and he thought it was a wonderful glad of unusual beauty."

M. C. SEVERSON, Iowa.

"We were amazed at the sheer loveliness of *Solveig*, a giant ruffled white with wide open florets. Upon comparing a spike of *Maid of Orleans* and a spike of *Star of Bethlehem*, *Solveig* proved to be a purer white than either."

C. G. YOUNG in *Wisconsin Horticulture*.

Solveig

PRESTGARD, 1932

UNLIKE *Sweetheart* which is both a glad for the fancier and an ideal commercial variety, *Solveig* seems to be strictly a fancier's flower. It responds to good culture but seems to prefer certain localities. As a result reports on this glad vary considerably. At its best, however, it is far superior to any other white. The color is unusually snowy, with only a small touch of rose in the throat. Substance is literally as heavy as velvet and very glossy in a well grown spike. Florets are six inches in diameter and up to seven are open at one time. At the bottom of this page is a typical comment on this variety, elicited by a few spikes displayed at the Wisconsin State Show the past season.

For prices on *Solveig*, see general list at end of this catalog.

SOLVEIG

SWEETHEART



Gunvor

PRESTGARD, 1935

WE PRESENT two pictures of this variety which we are offering for the first time this year. The one taken in 1933 represents the most beautiful single spike of gladiolus that the writer has ever seen. The florets were about six inches in diameter, of unrivalled substance, and with a superb ruffling. The color is the richest cream imaginable—in fact you couldn't imagine such a color until you see this glad. One might find in Ridgeway's a tint that superficially would match the color of *Gunvor* but would fail entirely to achieve the effect of melting richness. The unusual texture of such a glad as this seems to carry color beauty into another dimension: one doesn't see merely the opaque surface of the

petals: in their warm translucency the heavy florets which are like some rich liquid suddenly congealed in forms of purest floral beauty, seem to give to color a new quality of *depth*. This effect has been approached in several Prestgard varieties, but is seen most conspicuously in *Gunvor*.

This variety is primarily a fancier's flower. The flowerheads are so heavy that they may need support when they come into bloom.

Price of *Gunvor*: \$1.00 each for large bulbs. No small bulbs or bulblets sold. No discount for quantity.

Picardy

PALMER, 1931

THIS variety is too well known to require a detailed description. Its tall graceful spikes of warm apricot-salmon were probably decked with more blue ribbons at flower shows the country over last season than any other variety. We have grown *Picardy* with as many as ten six-inch florets open at one time. From medium size bulbs this variety throws spikes that often seem taller and more graceful than those from large bulbs, though not quite so many florets will be open at one time.

The spike pictured on this page is a rather unusual one for *Picardy*. You will notice that only the two lower florets on the right side are of "A" form (having two petals with throat markings) while all the others are of "B" form (having but one petal with a throat marking). As a rule *Picardy* runs to the "A" type florets and makes a more graceful, informal looking spike than that pictured. It varies considerably, however, and you will find every type beautiful. This glad is in heavy demand and we cannot recommend it too strongly.

For Prices of *Picardy*, see general list at end of this catalog.

GUNVOR

PICARDY



Naeara

PRESTGARD, 1935

THE Colonial Gardens is introducing six new seedlings this year: Mr. Ristow's *Heritage*, and five very beautiful originations of Mr. Prestgard: *Gunvor*, *Mrs. E. R. McManus*, *Oneota*, *Naeara*, and *Baby Decorah*.

Naeara is not a large glad but is outstanding for its winsome personality and extreme delicacy of coloring. It is of the palest pink blending to a soft cream throat. It has a ruffling all its own. Deep in the throat, where the petals are attached to the stem, you will find a distinctly marked six-pointed star in each floret — a feature we have seen in no other variety. *Naeara* is a fancier's flower that stands near the top for beauty.

Price for 1935: \$5.00 each for large bulbs. No other sizes sold. Stock very limited.

Oneota

PRESTGARD, 1935. (Not pictured).

IN *Oneota* we have a rich scarlet-red with unusually round, clear-cut florets. Substance is unusually opaque and velvety. The throat is marked a deep crimson. This glad possesses an unusual amount of style, but is not ruffled. Florets are five inches in diameter and five are open at one time. Exceptional beauty rather than great size warrants our introduction of this variety.

At the Iowa State Show last summer three spikes of *Oneota* won first in open competition in the scarlet class.

Price for 1935: \$1.00 each for large bulbs.
No other sizes sold.

(The wild "Baby's Breath" pictured with *Baby Decorah* (Page 11) is Flowering Spurge, *Euphorbia Corollata*, a wild flower native over the eastern half of North America. It is a cousin of the well-known Snow-on-the-Mountain (also wild in the Black Hills and other sections) and stays "in bloom" so long (five or six weeks in July and August) because the flowers, as with Snow-on-the-Mountain, are not composed of real petals. Flowering Spurge is the ideal mixer to use in vasing glads. It may be transplanted from the wild state to your garden at any time of the year but preferably in spring.)



GUNVOR, 1933

NAEARA

Mrs. E. R. McManus

PRESTGARD, 1935. (Not pictured).

WE CAN give you a fair idea of this variety very quickly by saying that it is a gladiolus with the heavy substance of *Solveig* and the exact La France pink color of *Coryphee*. It is not quite as large as *Solveig*, however, nor so heavily ruffled, but is an easier grower. *Mrs. McManus* is very outstanding for beauty, being a rival of *Coryphee* at its best. This glad, like *Solveig* and *Gunvor*, is named after a daughter of Mr. Prestgard. Our stock of *Mrs. E. R. McManus* is very limited.

Price for 1935: \$5.00 each for large bulbs.
No other sizes sold.



DR. HOEG



MARGARET FULTON

Dr. C. Hoeg

HOEG, 1933

THE following incident, reprinted from our fall circular, is indicative of the outstanding position in its color class that this beautiful maroon variety holds: "We had a number of the leading dark red varieties growing near each other this season and in showing visitors through the garden, I would often ask them to select the dark red variety they liked best. (Needless to say, all our glads were given equal culture. Many of the visitors also were entirely unfamiliar with the origination of any of the varieties.) *Throughout the entire season every garden visitor without exception picked Dr. Hoeg as his favorite dark red glad.*" This preeminence is further attested by

the fact that *Dr. Hoeg* stands higher in the list of favorites among our customers than any other glad in its color class (See page 25) — and this in spite of the fact of its being a very recent introduction.

We grow this variety 4½ to 5 feet tall. In spite of the extreme heat of last summer there was not a single crooked spike of *Dr. Hoeg* in our garden at any time. The secret of the beauty of this glad lies partly in the roundness of its florets, but principally in the fact that it has the richest gloss of any maroon variety. Note also the fine silvery line around the edge of each petal. *Dr. Hoeg* (pronounced "Haig") sold for \$5.00 each last year. For this year's prices see the regular price list at the end of this catalog.

It has never before been possible to utilize any older maroon variety in floral work. We recommend *Dr. Hoeg*, however, as offering wholly new possibilities in the use of this color. In sprays, for instance, its glossy, round florets make up with a richness unattainable with any other flower. We believe that *Dr. Hoeg* is due to become a very famous glad.

"*Dr. Hoeg* is a real addition to the dark reds and the best one in my opinion that I have seen."

CHARLES LATHROP PACK,

Washington, D. C.

"I want to tell you what *Dr. Hoeg* did. You sent me one bulb as an extra in one of my orders. The season here was the worst that I have ever known. Just one medium rain from the time I planted until the last week in August. *Dr. Hoeg* with no artificial watering grew 4 feet tall with 7 out on an 18 bud spike. It was grand and I have fallen much in love with it. I consider its performance wonderful under most adverse conditions. The color is most appealing, and placement and spacing were fine. That and *Red Lory* bloomed at the same time and they were a marvelous pair.

"I also had your *Lotus* for the first time. It grew wonderfully well on soil slightly less favorable than *Dr. Hoeg*. Out of nearly 300 varieties that I grew there were not more than one or two which would compare with *Lotus* in refinement and beauty."

PAUL H. MCINTYRE, Maine.

"*Dr. Hoeg* and *Margaret Fulton* were also wonderful performers for me this year."

O. N. FISHER, Wisconsin.

"With me *Dr. C. Hoeg* was a very fine gladiolus with beautifully formed and spaced florets on spikes of good length. The color is exceedingly attractive and was much admired by members of garden clubs when I displayed three spikes of it at the Rockland County fair just before Labor Day. As far as I can judge now *Dr. C. Hoeg* is unquestionably the leader in its color class."

FREDRICK W. CASSEBEER, New York.

Lotus

PRESTGARD, 1929

THE writer recalls reading several years ago in the clever column "Mrs. Pepys' Diary," then running in *Life* magazine, a casual comment on glads as an unappealing, prosaic type of flower. Such a statement could come only from one familiar only with the cheaper old standard sorts still offered so largely by many florists. There are plenty of new varieties to point to today in answer to such an allegation, but none might be pointed to so aptly as *Lotus*, that exquisite blend of pink and white and cream — "the most delicately colored of all gladioli." Here is a variety of such subtle charm and daintiness that a bouquet of it would be suitable for a gift on any occasion. The softest tones of the loveliest tea-rose are not more exquisite than the tints of this beautiful variety.

You will notice that although introduced only five years ago, *Lotus* now ranks ninth in popularity among all the glads which our customers grow. (See page 25.) Bulblets of *Lotus* are offered this year in quantity for the first time. We give this variety our highest recommendation as a cut flower.

"To me *Lotus* is one of the most beautiful glads I have seen, but as with *Wasaga* a person must be color-conscious to appreciate it to its fullest. *Margaret Fulton* is also a truly wonderful glad."

R. B. STUBBLEFIELD, Illinois.

"*Lotus* ranks at least fourth in my first ten. I have grown it with florets five and one-half inches in diameter."

HAROLD E. JANES, Wisconsin.

"*Lotus* and *Brightside* were very charming and were the subject of much favorable comment."

J. STARK, British Columbia.

If you wish to learn more about glads, we especially recommend membership in the two following organizations:

The AMERICAN GLADIOLUS SOCIETY, which issues a monthly magazine, the *Gladiolus Review*, devoted exclusively to the gladiolus. (Address, Roscoe Huff, Secy. Goshen, Ind.; dues \$2.00 per year, including the *Gladiolus Review*.)

The NEW ENGLAND GLADIOLUS SOCIETY, which issues an illustrated yearbook of 272 pages, bound in boards and suede cloth, gold stamped. (Address C. W. Brown, Secy., Ashland, Mass.; dues \$1.00 per year, including the yearbook.)

Rosemarie Pfitzer

PFITZER, 1931

THIS lovely variety, though introduced as a light pink, comes practically a pure white over half the time. Its beauty is similar to that of *Queen Mary* and I am not sure but what it is the superior of the two. It is a relatively early bloomer and responds to good culture. We recommend it as a fine fancier's flower but not for use as a cut flower. For prices see general list.

"Received the bulbs and was well pleased. I have bought bulbs the last ten or twelve years from many different firms, but never received nicer-looking stock. Thanks also for the extras."

J. A. WALKER, Illinois.

LOTUS

ROSEMARIE PFITZER



Brightside

PRESTGARD, 1934

"Gee, that's a snappy number!
What do you call it?"

AN ARTIST friend in Maryland reports this ejaculation on the part of a Baltimore florist when he first saw *Brightside*. You, too, will be surprised at the richness of color and sprightliness of form of this delightful new gladiolus. We are mighty proud of *Brightside* and believe it has a great future. Although only one year old, it is already among the first seventy-five in popularity. In color *Brightside* is the richest canary yellow flushed pure apricot in the upper throat and with tips of bittersweet orange. The petals, which are as heavy as *Solveig's*, will not droop in the hottest weather. Neither will you ever find a crooked spike of this variety. *Brightside* regularly grows four feet tall, with florets four to five inches across and from four to eight open at one time. For prices see regular list.

"A bouquet of *Brightside* far outshines any other orange gladiolus. Its brilliancy and clear color give it a charm I find myself constantly admiring. Sparkling bright in color and of fine substance, it is the jewel of all the oranges — a genuinely pleasing all-around glad — for garden or for home."

ROBERT SCHREINER, Minnesota.

"Your two new gladiolus, *Brightside* and *Golden Poppy*, were real delights and I cannot commend you too highly for your good judgment in selecting these. I had Palmer's *Jonquil* in bloom at the same time as *Golden Poppy* and found their colors to be almost identical. If there was any advantage in color it was in favor of *Golden Poppy* whereas *Jonquil* had the better of it as to shape and habit of growth. *Brightside* with its gaily colored and attractively informal florets of unusual shape found instant favor among all those who visited my garden while it was in bloom."

FREDRICK W. CASSEBEER, New York.

"*Brightside* is one of the prettiest glads and does so well in our climate."

ELIZABETH HEFTA, No. Dak.

"It (*Brightside*) is one of the prettiest glads I have ever seen."

M. J. McCABE, Florist, Washington, D. C.

BRIGHTSIDE

MADRIGAL



Varieties to be Introduced Next Year

MADRIGAL. This beautiful exhibition variety has florets five and one-half inches in diameter and up to twelve open at one time. The color is a light salmon pink; substance of petals is extra heavy. Spike is long and stretchy and always straight (five buds have been cut off in the picture). Another giant glad which should prove a winner on the show table.

ROSE PICARDY. What would you give to have a glad practically identical with *Picardy* in size and form and vigor but *rose-pink* in color? This dream is fulfilled in *Rose Picardy*, a cross of *Picardy* and *Red Lory*, which opens up eight six-inch florets at one time and grows 68-70 inches high. We displayed this seedling at the Iowa Show last summer, where it rated just one point behind *Heritage*. It would otherwise have won the two gold medals which *Heritage* took. Scarcity of stock compels us to withhold *Rose Picardy* from introduction for another year.

LAVINIA. At the Century of Progress we displayed a rich pure pink seedling of *Solveig*-like substance which a prominent A.G.S. official said he considered the equal of *Heritage*. This very beautiful new variety, since named *Lavinia*, is also pictured in the new yearbook of the New England Gladiolus Society. Scarcity of stock induces us to withhold *Lavinia* also until 1936.

(Please do not ask to purchase stock of any of the above until next year.)

What Are the Finest Glads for Greenhouse Forcing?

MANY florists are still growing only old varieties which most private fanciers have long ago discarded—varieties like *Maiden's Blush*, *Los Angeles*, *Mrs. Pendleton*. The reason is that these varieties are known to force well, and the more beautiful new varieties are unknown quantities in this respect. So rather than experiment and perhaps lose money, many florists continue to grow and provide the public with glads of mediocre beauty.

Believing that many of the newer varieties possess the vigor to be good forcers, we asked the leading florists of the Northwest, the Holm & Olson Company of St. Paul, to try out a number of them in their range at Rochester, Minnesota. The Holm & Olson Company is well known among florists the country over. Here is the report of the superintendent of their greenhouses:

July 9, 1934

Colonial Gardens
Rushford, Minn.

Dear Mr. Baerman:

It is with pleasure we give you the following information regarding our experiment in forcing the gladiolus furnished by you.

SWEETHEART was the earliest and a very free bloomer, of beautiful color and good substance. For forcing it is undoubtedly the best pink we have tried. With its great similarity to MRS. DR. NORTON, ease of growth and good propagation, it would seem a fine substitute for that great variety.

BRIGHTSIDE has everything said about Sweetheart and with its beautiful TALISMAN shadings rapidly became very popular with our customers.

MARGARET FULTON was a little slower to bloom but is very good in its color and an extra strong grower.

GOLDEN POPPY and LOTUS, we also found very fine but a little slower to come into bloom.

In regard to the general quality of the bulbs, we feel very well satisfied and the blooming average was high.

Thanking you for this opportunity to try out these splendid varieties, and assuring you our always being ready to co-operate with you in any way possible, we are

Yours very truly,
HOLM & OLSON COMPANY
By Harold Thompson



SWEETHEART

We have also had very favorable reports on several of the above varieties from other florists. Most of our stock of *Sweetheart* and *Brightside*

has already been sold to florists. We have only a few hundred large bulbs left to offer others who would like to try them.



MARGARET FULTON

Margaret Fulton

OGRODNICHEK, 1932

THE originator of this glad claims to have originated all of his seedlings from five or six original varieties (such as *Golden Measure*, *Mrs. Pendleton*, *Purple Glory*, *Prince of Wales*, etc.) which he purchased about a dozen years ago. Outside of these five or six sorts he has never had another variety in his garden except his own seedlings. It is remarkable to see what a diversity of color he has developed from these few original sorts. Practically every color known in glads will be found in his garden.

Though he has produced many fine glads, Mr.

Ogrodnichek's best variety is *Margaret Fulton*. In color it is an unusually rich salmon, being a solid tone throughout the flower save for a softening toward apricot in the throat. Please note the very distinctive and beautiful roundness of form of this variety: there is no other gladiolus like it. *Margaret Fulton* is an unusually vigorous glad and propagates heavily. It rarely crooks and because of its earliness is unusually valuable as a cut flower.

We reproduce on this page a lavish four-foot bouquet of *Margaret Fulton*, showing how beautiful this variety is for floral work.

"*Margaret Fulton*, a tall, fine variety, withstands heat exceptionally well. A very excellent variety."

GEO. C. MORRIS,
In report on Wisconsin trial grounds.

"I must tell you that I had *Margaret Fulton* at the show which bloomed for me in exactly 65 days."

HAROLD JANES, Wisconsin.

"*Margaret Fulton*, *Mildred Louise* and *Dream O' Beauty* are all top-notchers: very beautiful and massive glads."

B. U. CRIST, Maryland.

"One of the most pleasant surprises of the season was *Margaret Fulton*, which I consider extra good. *Lotus*, also is extra good. *Dream O' Beauty* from bulblets was fine and I can stand more of it."

ARTHUR P. OLSON, Minnesota.

(All single-spike and bouquet photographs in this catalog are the work of the Bue Studio of Lanesboro, Minnesota.)

The picture on page one was taken by the official photographer at the Horticultural Building, the Century of Progress. The spike of *Heritage* held by Miss Bates is not one of the prize-winning spikes but an extra spike which we had taken along to Chicago. The judges were about to start work on the three spikes entered in the seedling division so that none of these could be used for the photograph. (Pictures of *Heritage* on page two are more representative of this variety.)

The following is a description of one of the winning spikes at the Century of Progress as written up in the *Gladiolus Review* of October, 1934, by Mr. Huff: "The color [of *Heritage*] is a softer *W. H. Phipps* with the shape and form of *Giant Nymph*. The writer measured the largest floret open on Saturday and without any distortion this floret measured $6\frac{3}{4}$ " across with a 29" flowerhead on which were 22 buds and florets with 14 florets well open."

Baby Decorah

PRESTGARD, 1935

WE HAVE a seedling with florets nearly as broad as this page (lacking about one-half inch) with seven or eight of these huge florets open at one time, and with fine growing habits. But we shall never introduce it. Yet here we are offering the public a tiny white variety with florets about three inches in diameter and only four open at one time! The reason? Because the giant (which is a dull rose red seedling of *Picardy* and *Emile Aubrun*) has a coarse, leathery texture, and while extremely impressive upon first view, soon palls one's esthetic sense; whereas *Baby Decorah* has, for all its smallness, a charm which grows upon one. The real test of a glad is the same as the test for a poem, a painting, or a piece of music: does time find its beauty increasing or decreasing in one's consciousness?

In *Baby Decorah* we have a vest pocket edition of *Solveig*. The florets are every bit as heavy and are beautifully frilled. However, there is no pink in the throat of *Baby Decorah*: it is absolutely snow-white throughout: stamens are white and even the base of the petals where they attach to the stem is white. Every floret is like a miniature ruffled lily. This variety is ideal for tip bouquets, but will not be of commercial importance.

Price for 1935: \$.25 each for large bulbs. No other sizes sold.

Golden Poppy

PRESTGARD, 1934. (Not pictured).

SEEING but a single spike of this variety, one might wonder at its being placed in the "first 100," but no one could see a whole bouquet of *Golden Poppy* without instantly realizing that here was one of the outstanding yellow gladioli. And since we use glads in bouquets — not in single spikes — why not judge them that way and not let the size factor, so evident in a single spike, run away with our judgment?

Golden Poppy is the deepest possible shade of yellow: anything deeper would be orange. It was given its name from its rich orange-gold color which is practically identical with that of the California poppy. The florets, which are four to five inches in diameter, are beautifully recurved. This variety often grows five feet tall. A glowing bouquet of this rich, graceful variety vased in a globe of soft blue pottery would make an ideal combination. *Golden Poppy* won Awards of Merit at two shows in Great Britain the past summer. For prices see regular list.

Golden Poppy: a fine old gold primulinus; good placement and many open; should be in every good collection.

GEORGE MORRIS in Wisconsin *Horticulture*.

BABY DECORAH



A Message to Friends and Customers

Please read before consulting ratings on following pages.

THERE are two major innovations in this, our 1935 catalog. First, you will notice that we have cut down our list from 500 to 200 varieties. We did this because we found that 98% of our business came from less than 200 sorts, so that it did not pay to grow and catalog 300 additional varieties. If one thing is certain in the glad world, it is that the fans want *only the best*. In cataloging these 200 varieties we are offering only the cream of over 3,000 named varieties now in commerce. We have tested over 1,000 varieties some years in our own garden. My partner, Mr. Carl Fischer, and myself manage to see several of the leading shows each season and often visit the plantings of other growers. As a result we are familiar with practically all the glads in commerce. In selecting the Hundred Finest Glads and the Second Hundred, we have tried to exercise the strictest impartiality.

However, it is impossible for all fans to agree on the Hundred Best, or the Second Hundred because some fans give greater emphasis to size, some are sticklers for performance, and still others are willing to pamper a variable sort if it is supremely beautiful in color and form. So here is where our second innovation comes in: we have made it possible for every fan to select *his own first hundred* by showing him just how each variety rates in each of the three factors of beauty, performance, and size. This analysis is explained more fully on the next page under the dark red class.

Mr. Fischer and the writer also wish to take this opportunity of thanking friends and patrons for the large number of appreciative letters sent us, which along with the flowers themselves, constitute the principal source of pleasure to those engaged in the gladiolus business.

A further explanation of this catalog is contained in the following key:

KEY

All ratings are based on beauty, performance, and distinctiveness. Our choice of super glads (the "First Hundred") is indicated by heavy capitals. The "Second Hundred" is indicated by light capitals.

We have adopted the following five-fold classification as to size:

Exhibition (Ex.) . . for giant glads like *Heritage*, *W. H. Phipps*, *Marmora*.

Large Decorative . . . (L. D.) . . for large glads like *Betty Nuthall*, well grown *Bennett* or *Minuet*.

Medium Decorative (M. D.) . . for medium sized glads like *Ave Maria*, or *Margaret Fulton*.

Small Decorative . . . (S. D.) . . for glads with about five four-inch florets open at one time, as *Sweetheart*.

Small Flowered (S. F.) . . for distinctly small varieties, usually of primulinus origin.

Frequently varieties listed as *large decorative* may be grown to *exhibition* size by special culture. Again *exhibition* varieties when not well grown will rate no larger than *large decorative*. Medium size bulbs of *exhibition* varieties will also give blooms of *large decorative* size.

We have not considered form at all in making our size ratings: primulinus grandiflorus varieties like *Aflame* and *Picardy* are listed as *exhibition sorts* on account of their great size.

The substance, or thickness of petals, is indicated by "A" for extremely heavy petals, "B" for moderately heavy petals, and "C" for rather thin.

Unit price means for one young No. 1 bulb. This column is included along with the ratings for the convenience of customers. Ordering should be done from the complete price list at the end of this catalog.

The scale of blooming dates is as follows: Early = 60-70 days from planting; Early-Midseason = 70-80 days; Midseason = 80-90 days; Midseason-Late = 90-100 days; Late = over 100 days.

Ralph Baerman

CLASS 1 — DARK RED VARIETIES

FIRST HUNDRED <small>(Heavy Capitals)</small>				SECOND HUNDRED <small>(Light Capitals)</small>				
Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Pfizer	1933	L.D.	B	ARABELLA\$	Pl.	..M	8.....
Hoeg	1933	M.D.	B	DR. C. HOEG50	Pl.	..M	12
Crow	1930	M.D.	B	EXPLORER	Pl.	..EM	21
Pfizer	1929	L.D.	A	MOORISH KING50	Pl.	..ML	8,9,23
Pfizer	1928	M.D.	B	MOROCCO06	Pl.	..EM	6.....
Kunderd	1927	M.D.	B	THOMAS A. EDISON (K)12	Ruf.	..EM	5,21
Crow	1933	L.D.	A	THE MOOR1.50	Pl.	..M	10,24

In considering beauty in the gladiolus we have two primary elements: beauty of form (including grace, style, shape of florets, and ruffling), and beauty of color (including tone of color, and richness or delicacy due to the texture or substance of the petals). In the dark red class, the palm for beauty of form goes to *Thomas A. Edison*, which has an unusually perfect ruffling. At the moment I can think of only two other varieties which compare with it in this respect: *Gunvor* and *Ruffled Gold*. . . . For beauty of color *Dr. C. Hoeg* undoubtedly comes first (tho its well-rounded, amaryllis-like florets give it much style, too) Indeed I am not sure but what *Dr. C. Hoeg* (described in detail on page 6) may be the richest gladiolus listed in this entire catalog. When viewed in bright sunshine, this variety displays a very remarkable gloss.

Slightly darker than either of the above is *Moorish King*, with huge triangular florets, somewhat crowded on the stem. . . . In *Arabella* we have an improved *Moorish King* with rounder florets of lesser substance, however, and with a more subdued color. . . . There are two very dark rose-reds in this class: *Explorer*, not large but a real beauty, and *The Moor*, which looks like a *Purple Glory* seedling. . . . The darkest glad in this group in fact in this entire catalog is *Morocco*, which has buds of a glistening jet and blossoms of a deep maroon with fleckings almost black.

As was explained on the preceding page, we are presenting this year an analysis of all the varieties listed in this catalog on a basis of beauty, performance, and size so that every fan may select his own *First Hundred*, depending on the emphasis he may personally place upon each of these three factors. In the three columns below there follows this analysis for the dark red class. May I say in explanation that while the Performance and Size columns are based upon the average behavior of the varieties, the Beauty column considers each variety only at its very best. Thus, if you have never seen a really prime spike of *Thomas A. Edison*, it is proof of the variability of its performance rather than of the inferiority of its beauty, for I believe critics generally agree that *Thomas A. Edison* is one of the finest things Mr. Kunderd ever produced. I will not deny the presence of an element of personal taste in this beauty column (tho Mr. Fischer and I have consulted with several other fanciers in preparing it), but I believe that the major arguments that might arise as to the relative beauty of different varieties are due less to differences in taste than to variation in the quality of the flowers which have been observed. In any case we trust that no one will interpret this beauty rating as an attempt on our part to be dogmatic. Fanciers who have had the opportunity of seeing varieties at a large number of shows and growing under different conditions may find it interesting to compare their own opinions with these ratings. Those less familiar with so many varieties of gladioli, should find this threefold analysis of considerable value to them in making a selection of glads for their own garden. . . . You will notice how by drawing connecting lines with a pencil (or with the eye), an exact picture of the relative standing of each variety in each respect may be secured.

BEAUTY	PERFORMANCE	SIZE
1. Thomas Edison	Dr. C. Hoeg (good)	Arabella (large decorative)
2. Dr. C. Hoeg	Arabella (good)	Moorish King (large decorative)
3. Moorish King	The Moor (fair)	The Moor (large decorative)
4. Arabella	Explorer (fair)	Dr. Hoeg (medium decorative)
5. Explorer	Morocco (fair)	Morocco (medium decorative)
6. Morocco	Moorish King (variable)	Explorer (medium decorative)
7. The Moor	Thomas Edison (variable)	Thomas Edison (medium decorative)

CLASS 2 — RED VARIETIES

Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Fallu	1929	Ex.	B	BILL SOWDEN20	Pl.	..M	7
Pfizer	1929	Ex.	B	COMMANDER KOEHL10	Pl.	..ML	10,25
Mair	1923	L.D.	B	GLORIOSA15	Pl.	..M	8.....
Mair	1918	L.D.	B	KING GEORGE05	Pl.	..EM
Brown, C. W.	1931	M.D.	B	MASSASOIT15	Pl.	..EM
Ellis, Piper	1926	L.D.	A	RED GLORY05	Ruf.	..M	4,24

Commander Koehl is one of the most striking glads in the garden. Its huge triangular florets indicate a relationship to *Moorish King*, but the latter does not compare with *Koehl* as a performer. . . . *Bill Sowden* is not quite so tall a grower as *Commander Koehl* but has even larger florets. Both of these glads possess great richness of color. This is also true of *Red Glory*, a sport of the older *Purple Glory*. Though sports are usually identical except in color, we find *Red Glory* the better glad of the two. . . . A clear-cut, improved *Crimson Glow* is *Massasoit*. . . . *King George* is a red variety with a cream throat blotch while *Gloriosa* is very similar except that the blotch is white. . . . The following is a more specific analysis of these varieties:

BEAUTY	PERFORMANCE	SIZE
1. Commander Koehl	Commander Koehl (good)	Commander Koehl (exhibition)
2. Bill Sowden	Massasoit (good)	Bill Sowden (exhibition)
3. Red Glory	Bill Sowden (good)	King George (large decorative)
4. Massasoit	Red Glory (fair)	Gloriosa (large decorative)
5. King George	King George (fair)	Red Glory (large decorative)
6. Gloriosa	Gloriosa (fair)	Massasoit (medium decorative)

For KEY TO DEFICIENCIES, see page 22.

CLASS 3 — SCARLETS

FIRST HUNDRED (Heavy Capitals)				SECOND HUNDRED (Light Capitals)				
Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Hornberger...	1926	Ex.	B	AFLAME06	Pl.	M.
Kingsley.....	1932	L.D.	B	AMADOR25	Pl.	M.
Diener.....	1921	L.D.	B	DR. F. E. BENNETT08	Ruf.	M.
Pfitzer.....	1931	L.D.	B	ERICA MORINI40	Pl.	M.	19.....
Mitsch.....	1934	Ex.	B	FLAMING METEOR75	Pl.	M.	9.....
Roozen.....	1931	M.D.	A	FRILLED CHAMPION	1.00	Ruf.	EM	7.....
Pfitzer.....	1930	L.D.	B	GRAF ZEPPELIN08	Pl.	M.	16.....
Pfitzer.....	1932	L.D.	B	J. S. BACH	1.50	Pl.	M.	8.....
Errey.....	1930	L.D.	B	LUCIFER50	Pl.	ML.	2.....
Prestgard.....	1935	M.D.	B	ONEOTA	1.00	Pl.	M.	7,23.....
Kunderd.....	1930	M.D.	A	ORANGE FIRES15	Ruf.	EM.	7,10.....
Pfitzer.....	1926	L.D.	B	PFITZER'S TRIUMPH05	Pl.	ML.	5,6,16.....
Ellis.....	1926	L.D.	B	PRIDE OF PORTLAND10	Pl.	ML.	5,19.....
Briggs.....	1932	L.D.	C	RED PHIPPS12	Pl.	M.
Christ.....	1934	Ex.	B	ST. LAWRENCE	8.00	Pl.	M.	?.....
Pfitzer.....	1932	Ex.	B	TIP TOP	1.00	Pl.	M.	8.....
Errey.....	1919	M.D.	B	VICTOR10	Pl.	L.	19.....
Pfitzer.....	1930	L.D.	B	WOLFGANG VON GOETHE25	Pl.	EM
Pfitzer.....	1930	L.D.	B	WUERTEMBERGIA15	Pl.	L.	11.....

It is relatively easy to produce good scarlets in hybridizing, as this color tends to be dominant in crosses with any lighter color. As a result the scarlet class always contains a large number of outstanding varieties.

One of the leaders is the new *Flaming Meteor* — a brilliant flower most appropriately named. It is one of the showiest things in the garden, being an exceptionally tall, vigorous grower. Color is solid throughout the flower and texture very velvety. *Pfitzer's Triumph* and *Aflame* are the parent varieties.

Another newcomer of exceptional promise is *St. Lawrence*, a seedling of *Pfitzer's Triumph* also, but very different from *Flaming Meteor* in form. Florets are very round, brilliant, and strikingly large. . . . Another giant from Germany is *Tip Top*. Given the right culture this glad is a great thing. It does not resemble *Pfitzer's Triumph* in petal texture: the round florets are glossy rather than velvety. *J. S. Bach* looks like a *Bennett* seedling, displaying the same type of throat marking.

Three of these scarlets come so light occasionally that they might almost be classed as salmon-pinks: *J. S. Bach*, *Pride of Portland*, and the new *Red Phipps*. *Pride of Portland*, *Victor*, and *Wuertembergia* are also distinct from the others in this class by reason of their white throats.

Unusual for height is the giant *Aflame*, which we have grown eighty inches tall. With us this variety is a perfect performer, but in color it is not as rich as some of the newer sorts. Another splendid standard sort is *Dr. F. E. Bennett*, which maintains its popularity year after year.

Orange Fires is a variety which deserves to be much better known. Its extremely heavy substance and heavy ruffling make it exceptionally beautiful. . . . The new *Amador* is a rich brick-red somewhat different in color from the other scarlets. . . . *Frilled Champion* is a rich, ruffled seedling of the famous *Triumph* but does not make so long a flowerhead as we might wish. In color it is very similar to the parent variety. *Lucifer* looks as if it might be an *Emile Aubrun* seedling.

Three Pfitzer varieties all with points of similarity are *Erica Morini*, *Graf Zeppelin*, and *Wolfgang von Goethe*. In form the first named is the most unique; the *Graf* is the richest in color, and *von Goethe* often the largest.

We still think *Triumph* is the most beautiful glad in this color class, but few varieties are less able to cope with the very severe weather of recent summers. In the right climate, however, or planted so as to bloom late, it may open six or eight enormous florets of a rich, soft salmon-scarlet shade and with a superb velvety texture.

BEAUTY

PERFORMANCE

SIZE

1. Pfitzer's Triumph	Dr. F. E. Bennett.....(excellent)	Flaming Meteor.....(exhibition)
2. Flaming Meteor	Aflame.....(excellent)	St. Lawrence.....(exhibition)
3. Oneota	Lucifer.....(very good)	Tip Top.....(exhibition)
4. St. Lawrence	Wuertembergia.....(good)	Aflame.....(exhibition)
5. Tip Top	Flaming Meteor.....(good)	J. S. Bach.....(large decorative)
6. Dr. F. E. Bennett	Amador.....(good)	Red Phipps.....(large decorative)
7. Frilled Champion	Red Phipps.....(good)	Lucifer.....(large decorative)
8. Orange Fires	St. Lawrence.....(good)	Wolfgang Von Goethe... (large decorative)
9. Victor	Graf Zeppelin.....(good)	Pride of Portland.....(large decorative)
10. Pride of Portland	Victor.....(good)	Amador.....(large decorative)
11. Graf Zeppelin	Tip Top.....(fair)	Dr. F. E. Bennett.....(large decorative)
12. J. S. Bach	Wolfgang von Goethe.....(fair)	Wuertembergia.....(large decorative)
13. Wuertembergia	Frilled Champion.....(fair)	Erica Morini.....(large decorative)
14. Erica Morini	Erica Morini.....(fair)	Graf Zeppelin.....(large decorative)
15. Amador	Orange Fires.....(fair)	Pfitzer's Triumph.....(large decorative)
16. Aflame	Pride of Portland.....(fair)	Frilled Champion... (medium decorative)
17. Wolfgang von Goethe	J. S. Bach.....(fair)	Oneota.....(medium decorative)
18. Red Phipps	Oneota.....(fair)	Victor.....(medium decorative)
19. Lucifer	Pfitzer's Triumph.....(variable)	Orange Fires.....(medium decorative)

For KEY TO DEFICIENCIES, see page ??.

CLASS 4 — ORANGES

FIRST HUNDRED <small>(Heavy Capitals)</small>				SECOND HUNDRED <small>(Light Capitals)</small>				Deficiencies
Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	
Briggs	1934	S.F.	B	BETTY BROWN EYES	.15	Pl.	E	
Prestgard	1934	S.D.	A	BRIGHTSIDE	.20	Ruf.	E	
Vaughan	1930	Ex.	B	DEARBORN	.20	Pl.	M	3,14
Salbach	1933	M.D.	B	GRAND SLAM	.20	Pl.	M	5,19
Kunderd	1927	S.D.	B	KING OF ORANGES		Pl.	EM	6,7
Salbach	1934	M.D.	B	LA FIESTA	5.00	Pl.	M	?
Dusinberre	1929	M.D.	B	LA PALOMA	.05	Pl.	EM	
Kemp	1927	M.D.	B	ORAFLAME	.15	Pl.	EM	21
Roozen	1931	M.D.	B	ORANGE PRINCESS	.30	Pl.	M	7
Steve	1934	M.D.	B	ORANGE SOVEREIGN	1.30	Ruf.	EM	?
Kemp	1927	M.D.	B	ORANGE WONDER	.06	Pl.	L	30
Mueller	1929	L.D.	B	SPIRIT OF ST. LOUIS	.05	Pl.	E	2

Orange, yellow, and maroon seem to be the colors affording the greatest natural opportunity for richness in color effects. In the orange class this opportunity is most fully realized in the brilliant, sprightly *Brightside*. As a landscape variety this is unusually effective, while in bouquets it opens up a new conception of richness possible in decorative work with gladioli. *Brightside* is a combination of canary yellow, apricot, and bittersweet orange. There is no throat marking. This variety is pictured and described more fully in the front of this catalog.

Another new orange and yellow combination is *La Fiesta*. Rich in color, it is rather bizarre in form. . . . In *Orange Sovereign* we have another interestingly ruffled orange. The color is a trifle subdued, but not so much so as is the case with *Spirit of St. Louis*. This latter variety would be very fine but its orange tone is subdued by a considerable element of gray and the throat marking is also a detracting feature. We place it in the First Hundred none the less.

Other orange selfs are *Orange Wonder* (rather salmon in tone), *La Paloma* — a real orange with triangular florets, *Orange Princess* (on the scarlet order), *King of Oranges* (a silky glad of true orange color), and *Grand Slam* (salmon-orange — said to be a sport of *Pfitzer's Triumph*). . . . *Dearborn* is a giant in spite of its florets failing to open fully. . . . *Betty Brown Eyes* is a prim with a personality: a small orange glad with small brownish throat blotches.

BEAUTY	PERFORMANCE	SIZE
1. Brightside	Spirit of St. Louis (excellent)	Dearborn (exhibition)
2. Oraflame	Brightside (very good)	Spirit of St. Louis (large decorative)
3. La Paloma	La Paloma (good)	Oraflame (medium decorative)
4. Orange Wonder	Betty Brown Eyes (good)	Orange Sovereign (medium decorative)
5. King of Oranges	Oraflame (good)	Grand Slam (medium decorative)
6. Betty Brown Eyes	Orange Sovereign (good)	Orange Princess (medium decorative)
7. Grand Slam	Dearborn (good)	La Paloma (medium decorative)
8. Orange Sovereign	Orange Wonder (fair)	Orange Wonder (medium decorative)
9. Orange Princess	Grand Slam (fair)	King of Oranges (small decorative)
10. Spirit of St. Louis	King of Oranges (fair)	Brightside (small decorative)
11. Dearborn	Orange Princess (fair)	Betty Brown Eyes (small flowercd)
12. La Fiesta (no experience with this variety)		

CLASS 5 — YELLOWS

Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Errey	1927	L.D.	B	CANBERRA	.10	Pl.	L	11,2
Crow	1929	M.D.	B	CLARION	.20	Pl.	M	6
Pfitzer	1933	L.D.	B	DO-X		Pl.	M	?
Pfitzer	1932	M.D.	B	GATE OF HEAVEN	.40	Ruf.	M	19
Ellis	1929	L.D.	B	GOLDEN CHIMES	.75	Pl.	EM	
Groff	1923	M.D.	B	GOLDEN DREAM	.05	Pl.	ML	
Kunderd	1925	S.F.	A	GOLDEN FRILLS	.05	Ruf.	E	
Salbach	1935	L.D.	B	GOLDEN GODDESS		Ruf.	M	?
Prestgard	1934	M.D.	B	GOLDEN POPPY	.20	Pl.	EM	
Palmer	1934	M.D.	B	JONQUIL	4.00	Pl.	EM	
Kunderd	1930	M.D.	B	LUXURY		Pl.	M	21
Crow	1929	M.D.	B	PRIMATE	.15	Pl.	M	6
Goodrich	1926	M.D.	C	RUFFLED GOLD	.08	Ruf.	EM	6
Palmer	1931	M.D.	B	SPRAY OF GOLD	.10	Pl.	E	?
Kunderd	1929	L.D.	B	STAR LILY	.10	Ruf.	M	21
Austin	1928	M.D.	B	TOBERSUN	.20	Pl.	ML	9
Parkman	1933	L.D.	B	ZILLAH	.80	Ruf.	M	3

The yellow class shows improvement each year, but has not yet caught up with the salmon-pink, light pink, or scarlet. . . . The latest claimant to fame in this class is *Golden Goddess* which the writer has seen twice but which we have not grown. It is a ruffled medium yellow with eight or ten open florets and a wiry stem. The originator is selling it for \$5.00 each. We expect to price it next year. It is a patented variety and may not be resold except by special arrangement with the patentee.

While I consider yellow gladioli especially lovely, I find it very difficult to bring out much in the way of distinctive personality in a description of them. Frankly, many of the yellows resemble each other considerably. The following are some of the most distinctive; *Star Lily* (which has about the heaviest substance of any yellow and is beautifully ruffled. It reminds one somewhat of the superbly beautiful *Gunvor*); *Ruffled Gold* (which possesses an unusual amount of style in its ruffling); *Golden Poppy* (of the richest old gold color and a beautifully recurved form); *Golden Dream* (the original recurved or rosebud type of glad); *Golden Frills* (a small frilled variety of much richness); and *Luxury* (pale yellow with a scarlet blotch — the "pansy glad").

For KEY TO DEFICIENCIES, see page 22.

One of the best new sorts is the deep yellow *Jonquil*. *Golden Chimes* makes a well-filled spike of medium yellow with a large light throat. *Canberra*, of a greenish cast, has exhibition value. *Spray of Gold* is attractively informal. Pfützer's *Do-X* is a light amber yellow which looks very promising. *Gate of Heaven* has a deeper color. Plant *Primate* for September bloom and you will be surprised at its quality. . . . For the yellows we add a special column in the detailed analysis:

BEAUTY	PERFORMANCE	SIZE	DEPTH OF COLOR
1. Ruffled Gold	Golden Dream . . . (<i>very good</i>)	Canberra (<i>large decorative</i>)	Golden Poppy
2. Golden Goddess	Golden Chimes . . . (<i>very good</i>)	Golden Goddess (<i>large decorative</i>)	Jonquil
3. Star Lily	Golden Goddess. (<i>very good?</i>)	Do-X. (<i>large decorative</i>)	Golden Goddess
4. Do-X	Jonquil (<i>good</i>)	Star Lily (<i>large decorative</i>)	Golden Dream
5. Golden Chimes	Golden Poppy (<i>good</i>)	Zillah (<i>large decorative</i>)	Tobersun
6. Golden Poppy	Do-X (<i>good</i>)	Golden Chimes (<i>large decorative</i>)	Spray of Gold
7. Jonquil	Spray of Gold (<i>good</i>)	Gate of Heaven (<i>medium decorative</i>)	Gate of Heaven
8. Golden Dream	Clarion (<i>good</i>)	Primate (<i>medium decorative</i>)	Clarion
9. Primate	Star Lily (<i>good</i>)	Clarion (<i>medium decorative</i>)	Do-X
10. Luxury	Primate (<i>good</i>)	Tobersun (<i>medium decorative</i>)	Primate
11. Golden Frills	Tobersun (<i>good</i>)	Jonquil (<i>medium decorative</i>)	Golden Frills
12. Clarion	Zillah (<i>good</i>)	Golden Dream (<i>medium decorative</i>)	Zillah
13. Tobersun	Ruffled Gold (<i>good</i>)	Ruffled Gold (<i>medium decorative</i>)	Golden Chimes
14. Spray of Gold	Luxury (<i>good</i>)	Spray of Gold (<i>medium decorative</i>)	Ruffled Gold
15. Zillah	Golden Frills (<i>fair</i>)	Golden Poppy (<i>medium decorative</i>)	Canberra
16. Gate of Heaven	Canberra (<i>fair</i>)	Luxury (<i>medium decorative</i>)	Luxury
17. Canberra	Gate of Heaven (<i>fair</i>)	Golden Frills (<i>small flowered</i>)	Star Lily

CLASS 6 — MISCELLANEOUS PASTELS (CREAM, BUFF AND FLESH)

FIRST HUNDRED (Heavy Capitals)				SECOND HUNDRED (Light Capitals)				Deficiencies
Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	
Kunderd	1931	S.D.	B	CREAM CUPS	.25	Pl.	M	?.....
Palmer	1932	M.D.	B	DUNA30	Pl.	EM	21
Kunderd	1921	L.D.	C	FERN KYLE	.05	Ruf.	EM	5,24
Prestgard	1935	L.D.	A	GUNVOR	1.00	Ruf.	ML	6,16,19
Crow	1930	M.D.	A	HERCULES	1.00	Pl.	M	6,30,19
Prestgard	1929	M.D.	B	LOTUS15	Pl.	EM
Stevens, H. W.	1931	M.D.	B	MARY ELIZABETH35	Ruf.	M
Palmer	1931	S.F.	B	MRS. E. SCHUMACHER	.10	Pl.	M	29
Miller, D. R.	1930	L.D.	C	MRS. RAY P. CHASE20	Pl.	EM	1,21
Mair	1920	L.D.	B	QUEEN MARY	.35	Ruf.	M	19,23
Crane	1933	L.D.	B	SYLVIA SIDNEY	1.00	Ruf.	ML	?.....
Palmer	1932	M.D.	B	WASAGA30	Ruf.	M

The varieties in this class are so lovely that we rechristened the group with a more appropriate name. In their superbly delicate coloring what a far call some of these glads are from the wild ancestral species!

Easily the most beautiful is the lavishly frilled *Gunvor* in which are paradoxically concentrated both such fragile delicacy and such extraordinary richness. We might wish this glad were an easy performer like many a more ordinary sort, but I suspect that it will be many years before such rare perfection will be combined with regularity. Not that this variety hasn't plenty of vigor; it is just erratic. Everyone who grows this variety will think it fine, but some will see it in much more representative form than others. The giant spike of *Gunvor* photographed in 1933, pictured in this catalog, is by all odds the most beautiful single spike of gladiolus the writer has ever seen.

There is much variation in color in this group: *Mrs. Ray P. Chase* and *Mary Elizabeth* are whites with yellow and cream throats respectively. Both are very lovely. We need more glads of this color combination; they blend so well with other colors. *Duna* is a very soft buff pink or warm flesh color; we look to see it increase in popularity. The lovely frilled *Wasaga* is a buff-apricot that almost belongs in the salmon-pink class. *Sylvia Sidney* we have not grown but it is very strongly recommended. It is a subdued flesh color, and beautifully ruffled. About eight florets are open at one time. This glad may deserve a higher rating.

Hercules (an unusual seedling of *Golden Dream* and *Souvenir*) seemed too similar to *Wasaga* to deserve a place in the First Hundred. Another lovely pale apricot is the small-flowered *Mrs. Shumacher*. Highly variable but at its best a very fragile beauty is *Queen Mary*. It is a delicate flesh color. . . . Fine creams are *Cream Cups* and *Fern Kyle*. . . . The ever increasing popularity of *Lotus* (see illustration) indicates an increasing color-consciousness on the part of glad fans. May I say that if you have admired the beauty of a single spike of this variety, you will have another surprise coming to you when you see a whole armful of this exquisite combination of cream, white, and palest pink, with its unusual waxy sheen.

BEAUTY	PERFORMANCE	SIZE
1. Gunvor	Lotus (<i>excellent</i>)	Gunvor (<i>large decorative</i>)
2. Queen Mary	Duna (<i>good</i>)	Mrs. Ray P. Chase (<i>large decorative</i>)
3. Lotus	Mary Elizabeth (<i>good</i>)	Queen Mary (<i>large decorative</i>)
4. Wasaga	Wasaga (<i>good</i>)	Fern Kyle (<i>large decorative</i>)
5. Mary Elizabeth	Fern Kyle (<i>good</i>)	Lotus (<i>medium decorative</i>)
6. Mrs. Ray P. Chase	Hercules (<i>good</i>)	Hercules (<i>medium decorative</i>)
7. Duna	Cream Cups (<i>good</i>)	Mary Elizabeth (<i>medium decorative</i>)
8. Cream Cups	Mrs. E. Shumacher (<i>good</i>)	Duna (<i>medium decorative</i>)
9. Fern Kyle	Mrs. Ray P. Chase (<i>variable</i>)	Wasaga (<i>medium decorative</i>)
10. Mrs. E. Schumacher	Gunvor (<i>variable</i>)	Cream Cups (<i>small decorative</i>)
11. Hercules	Queen Mary (<i>variable</i>)	Mrs. E. Shumacher (<i>small flowered</i>)
12. Sylvia Sidney (no experience with this variety)		

CLASS 7 — WHITES

FIRST HUNDRED (Heavy Capitals)				SECOND HUNDRED (Light Capitals)				
Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Pfizer.....	1927	L.D.	B	ALBATROSS10	Pl.	M	12,16
Prestgard	1935	S.D.	A	BABY DECORAH.....	.25	Ruf.	E	6
Pfizer.....	1928	L.D.	B	JONKHEER VAN TETS15	Pl.	M	10
Lemoine.	1908	M.D.	B	MADAM MOUNET-SULLY	.20	Pl.	EM	21,23
Pfizer.....	1930	M.D.	B	MAID OF ORLEANS15	Pl.	M	
Pfizer.....	1922	Ex.	B	MAMMOTH WHITE10	Pl.	M	15,17
Crane.....	1932	L.D.	B	MARY F. SNOW.....	.50	Ruf.	L	?
Stevens, F. H.	1929	S.D.	B	MIBLOOM.....	.15	Pl.	E	6,7
Lemoine.....	1920	L.D.	B	ODALISQUE	Pl.	M	23
Prestgard..	1932	Ex.	A	SOLVEIG	7.00	Ruf.	L	19
Pfizer.....	1932	Ex.	B	STAR OF BETHLEHEM	1.50	Pl.	M	?
Gelser.....	1930	M.D.	B	WHITE KNIGHT ..	.25	Pl.	M	
Purple....	1926	M.D.	B	WHITE ORCHID	.15	Ruf.	E	

There can be little question that glads change in performance. Up to the time of its introduction *Solveig* had been an exceptionally consistent performer. While it still performs well in some localities, in other places it does not do so well. A perfect spike of *Solveig*, however, is something a fan will never forget. . . . In *Baby Decorah* we have a miniature *Solveig* that is ideal for tip bouquets.

Pfizer's whites are all of very similar substance, showing their close relationship. As a fancier's flower, *Star of Bethlehem* is the best. Its florets are very round and large. *Maid of Orleans*, though of average size and with a creamy throat, is the best as a commercial. *Jonkheer von Tets* is especially vigorous. *Mammoth White* makes an impressive flowerhead when well grown, but the florets lack style. *Albatross* is a snow-white which often comes lily-flowered.

Mary F. Snow we have no experience with ourselves. It has elicited much favorable comment at Eastern shows, however, and we recommend it for trial. It is interesting to note that this lovely ruffled white comes from a parentage of two creams and a lavender: *Fern Kyle*, *Paramount*, and *Indian Summer*.

We have elevated *Odalisque* to the First Hundred. It is very similar to *Madam Sully*, but with a slightly larger blotch. The scarlet on milk-white makes a very effective contrast. A smaller blotched white that is sometimes fragrant is *Mibloom*. (Speaking of fragrant glads, the writer had the privilege of setting up at the Century of Progress a display of a new fragrant variety to be called "Incense of Sunnybanks." Knowing that olfactory sensitivity varies greatly (some people can hardly detect the fragrance of a lilac), I quizzed visitors as they tested the flower and found that three-fourths of them found it fragrant. The workers in charge of setting up the flowers at the Horticultural Building, considered it very fragrant. The originator allowed the Colonial Gardens to grow a dozen bulbs of this variety in 1933. I was personally able to detect the fragrance, which is pleasingly rose-like, at a distance of three feet from a bouquet of *Incense*. This variety is being patented by the originator and may be introduced next year by ourselves or others. Unlike *Mibloom*, it is an orange variety.)

The following is a detailed analysis of the whites:

BEAUTY	PERFORMANCE	SIZE
1. Solveig	Maid of Orleans.....(very good)	Solveig.....(exhibition)
2. Star of Bethlehem	Jonkheer van Tets.....(good)	Star of Bethlehem.....(exhibition)
3. Maid of Orleans	White Orchid.....(good)	Mammoth White.....(exhibition)
4. Odalisque	Mibloom.....(good)	Jonkheer van Tets.....(large decorative)
5. Baby Decorah	White Knight.....(good)	Odalisque.....(large decorative)
6. Madam Sully	Star of Bethlehem.....(good)	Albatross.....(large decorative)
7. White Knight	Odalisque.....(good)	Madam Sully.....(medium decorative)
8. Mibloom	Mammoth White.....(good)	White Orchid.....(medium decorative)
9. Jonkheer van Tets	Albatross.....(good)	Maid of Orleans.....(medium decorative)
10. Albatross	Madam Sully.....(fair)	White Knight.....(medium decorative)
11. Mammoth White	Baby Decorah.....(fair)	Mibloom.....(small decorative)
12. White Orchid	Solveig.....(variable)	Baby Decorah.....(small decorative)
13. Mary F. Snow (unrated)		

CLASS 8 — PURE-PINKS

Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Prestgard....	1926	M.D.	B	CHARLES LINDBERGH	Pl.	M	23
Coleman....	1921	M.D.	B	GIANT NYMPH.....	Pl.	M	
Ristow.....	1935	Ex.	B	HERITAGE	1.00	Pl.	ML	
Mair.....	1927	L.D.	C	JESSIE10	Pl.	EM	1,21
Kingsley...	1926	L.D.	C	PEARL OF CALIFORNIA	.05	Pl.	ML	1,21
Stewart...	1934	M.D.	B	PHYLLIS McQUISTON ..	2.00	Pl.	M	

The pure pinks stand between the warm (salmon) pinks and the cool (rose) pinks. They are deeper than the Light Pinks. Representing so narrow a color range, they naturally constitute a small class. With the advent of *Heritage*, however, the Pure-Pinks take on real importance. This glad is described so fully at the beginning of this catalog that we will not go into detail here.

Giant Nymph has long been considered the criterion for performance in the gladiolus world. Its best qualities are passed on to *Heritage*. . . . Beautiful sorts with white throats are *Jessie* and *Pearl of California*. They need to be well grown. . . . A stalwart newcomer is *Phyllis McQuiston*: a good all-around glad that opens five large florets at one time. . . .

Detailed ratings follow:

BEAUTY	PERFORMANCE	SIZE
1. Heritage	Giant Nymph.....(excellent)	Heritage.....(exhibition)
2. Pearl of California	Heritage.....(very good)	Pearl of California.....(large decorative)
3. Charles Lindbergh	Phyllis McQuiston.....(very good)	Jessie.....(large decorative)
4. Phyllis McQuiston	Charles Lindbergh.....(good)	Phyllis McQuiston.....(medium decorative)
5. Jessie	Pearl of California.....(variable)	Giant Nymph.....(medium decorative)
6. Giant Nymph	Jessie.....(variable)	Charles Lindbergh.....(medium decorative)

For KEY TO DEFICIENCIES, see page 22.

CLASS 9 — SALMON-PINKS

FIRST HUNDRED (Heavy Capitals)				SECOND HUNDRED (Light Capitals)				
Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Salbach	1928	L.D.	B	BETTY NUTHALL	.05	Pl.	L	
Palmer	1932	M.D.	B	CORONATION	.40	Pl.	M	7
Palmer	1934	L.D.	B	CHEROKEE	4.00	Pl.	EM	
Whiteley	1932	L.D.	B	D. A. HAY	3.50	Pl.	M	7
Salbach	1934	L.D.	B	FESTIVAL QUEEN	3.00	Pl.	M	?
Purple	1926	M.D.	C	GLADDIE BOY		Ruf.	E	
Ellis	1926	S.D.	B	GLORIOLA	.25	Pl.	M	
Palmer	1930	S.D.	A	INSPIRATION	.25	Lac.	M	19
Palmer, R. M.	1934	M.D.	B	LADY WINSOME	.50	Pl.	EM	?
Ogrodnichek	1932	M.D.	B	MARGARET FULTON	.15	Pl.	E	
Wentworth	1932	L.D.	B	MILDRED LOUISE	.35	Pl.	M	
Julyan	1933	Ex.	B	MISS NEW ZEALAND	25.00	Pl.	M	2,8
Heaton	1933	L.D.	B	MRS. E. J. HEATON	4.00	Pl.	M	10
Diener	1920	Ex.	C	MRS. LEON DOUGLAS		Pl.	ML	2,6,17
Errey	1930	Ex.	B	NERISSA	.35	Pl.	M	?
Stevens, F. H.	1930	L.D.	B	NETHERLAND PRINCE	.25	Pl.	M	
Palmer	1931	Ex.	B	PICARDY	.08	Pl.	M	
Palmer	1933	M.D.	A	PREMIER HENRY	1.75	Ruf.	M	7
Palmer	1931	L.D.	B	RAPTURE	.20	Pl.	ML	27
Christ	1933	Ex.	B	SMILING MAESTRO	2.50	Pl.	M	?
Diener	1921	Ex.	C	W. H. PHIPPS (MR.)	.05	Pl.	L	20,28,29

This color group finds us at the very heart of gladiolusdom. There are probably over three hundred salmon-pink varieties in commerce today. In listing only twenty-one we are offering only what we consider the very cream of these three hundred. Throughout this catalog our very omission of mediocre sorts should be a distinct service to glad lovers, for though many of these unincorporated varieties possess considerable beauty, yet a few years hence will find most of them out of the picture and only the very best varieties of today still being grown.

The three leaders in this class are *Picardy*, *Margaret Fulton* and *Mildred Louise*. The first two have already been described in the first part of this catalog. *Mildred Louise* is a rival of *Picardy* in both size and color. Being a little larger than *Margaret Fulton*, it is likely to lead it in popularity, though I believe that the very finest spikes of *Fulton* that I have ever seen (those displayed by the originator at the National Show in 1932) would rank next to *Picardy* in beauty. Both *Margaret Fulton* and *Mildred Louise* were introduced by the Colonial Gardens in 1932 in conjunction with the originators.

Smiling Maestro is a warmer toned *W. H. Phipps*, with an improved spike. . . . With such strong competition from the four varieties just mentioned, and even more from *Heritage*, it seemed time to remove the old favorite, but variable, *W. H. Phipps* from the First Hundred. The giant *Douglas* also goes out to make room for some variety of finer color.

In *Nerissa* we have a rich salmon, whose florets have a bluish edge and a glowing, ruddy throat marking. . . . The much heralded *Miss New Zealand* is a giant without question, but it lacks color appeal. After all we grow glads for beauty, not size, and no degree of the latter can compensate for cloudy color.

A number of varieties in this class are distinguishable by cream or yellow throats. We think first of the popular *Betty Nuthall*. Another is *Coronation*, with triangular florets. *D. A. Hay* has been called a rival of *Picardy* but really is not in the running. *Gloriola* is an improved *Gloriana*. Very similar, but not bearing such close inspection is the veined *Gladdie Boy*.

Rapture makes a tall spike with one row of florets. *Netherland Prince* is a fine solid salmon color; being unmarked it is practically a self. *Mrs. E. J. Heaton* is similar in color to *Margaret Fulton* but is less distinguished in form. *Lady Winsome* is a more informal *Picardy* with a more distinct throat marking. *Festival Queen* resembles *Mildred Louise*. *Inspiration* is heavily ruffled and lacinated. It may be very fine. When very well grown *Premier Henry* is of exceptional beauty. Its giant florets are of richest texture and well ruffled. In *Cherokee* we have a blotched variety rather subdued in color but possessing lots of style. Tastes will vary as to its beauty. . . . Remember that the detailed analysis as to beauty considers each variety at its very best and does not consider size a beauty factor.

BEAUTY	PERFORMANCE	SIZE
1. Picardy	Margaret Fulton (excellent)	W. H. Phipps (exhibition)
2. Margaret Fulton	Betty Nuthall (very good)	Mrs. Leon Douglas (exhibition)
3. Mildred Louise	Gladdie Boy (very good)	Picardy (exhibition)
4. Premier Henry	Mildred Louise (good)	Miss New Zealand (exhibition)
5. Betty Nuthall	Picardy (good)	Smiling Maestro (exhibition)
6. W. H. Phipps	Rapture (good)	Nerissa (exhibition)
7. Cherokee	Coronation (good)	Mildred Louise (large decorative)
8. Nerissa	Cherokee (good)	Betty Nuthall (large decorative)
9. Inspiration	Smiling Maestro (good)	D. A. Hay (large decorative)
10. Gloriola	Netherland Prince (good)	Netherland Prince (large decorative)
11. Coronation	Gloriola (good)	Mrs. E. J. Heaton (large decorative)
12. D. A. Hay	Nerissa (good)	Cherokee (large decorative)
13. Netherland Prince	D. A. Hay (fair)	Rapture (large decorative)
14. Smiling Maestro	Miss New Zealand (fair)	Margaret Fulton (medium decorative)
15. Mrs. E. J. Heaton	Mrs. Leon Douglas (fair)	Coronation (medium decorative)
16. Rapture	Premier Henry (fair)	Premier Henry (medium decorative)
17. Gladdie Boy	Mrs. E. J. Heaton (variable)	Gladdie Boy (medium decorative)
18. Mrs. Leon Douglas	Inspiration (variable)	Inspiration (small decorative)
19. Miss New Zealand	W. H. Phipps (variable)	Gloriola (small decorative)
20. Festival Queen (unrated)		
21. Lady Winsome (unrated)		

For KEY TO DEFICIENCIES, see page 22.

CLASS 10 — LIGHT-PINKS

FIRST HUNDRED <small>(Heavy Capitals)</small>				SECOND HUNDRED <small>(Light Capitals)</small>				
Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Brown, C. W.	1927	L.D.	B	BLEEDING HEART	.15	Pl.	EM	
Kunderd	1929	S.D.	B	BLUSHES OF CREAM	.15	Pl.	M	
Mitsch	1933	L.D.	B	CHRISTABEL	1.00	Pl.	EM	10
Pfitzer	1927	M.D.	B	CORYPHEE	.08	Pl.	M	6,25
Palmer	1932	M.D.	B	DEBONAIR	.40	Pl.	M	
Palmer	1933	M.D.	B	LADY EATON	1.75	Pl.	M	?
Palmer	1933	M.D.	B	LINDESTA	.50	Pl.	M	
Kunderd	1927	S.F.	B	MRS. CALVIN COOLIDGE	.05	Ruf.	EM	
Prestgard	1935	M.D.	A	MRS. E. R. McMANUS	5.00	Ruf.	M	6,10
Blake	1929	S.D.	B	MISS JOY		Pl.	E	
Diener	1922	L.D.	B	MRS. JOHN R. WALSH	.07	Ruf.	ML	23
Coleman	1924	M.D.	B	MRS. P. W. SISSON	.05	Ruf.	ML	
Crow	1930	M.D.	B	MRS. T. E. LANGFORD	.20	Ruf.	ML	19
Prestgard	1935	S.D.	B	NAEARA	3.00	Ruf.	M	7,23
Goodrich	1926	M.D.	B	OLIVE GOODRICH	.05	Pl.	M	
Palmer	1934	M.D.	B	REVERIE	4.00	Pl.	M	?
Fischer	1924	M.D.	B	RITA BECK	.05	Pl.	ML	19,25
Pfitzer	1931	L.D.	C	ROSEMARIE PFITZER	1.00	Ruf.	EM	6,19
Pfitzer	1930	M.D.	B	SCHWABEN GIRL	.15	Pl.	M	7
Prestgard	1933	S.D.	B	SWEETHEART	.20	Ruf.	E	
Mair	1928	S.D.	B	Wm. CUTHBERTSON (Mr.)	.30	Ruf.	M	8,19
Krelage	1927	L.D.	B	YVONNE	.05	Pl.	EM	
Kunderd	1927	S.F.	C	ZONA	.05	Ruf.	E	

Several of the finest varieties in this exceptionally beautiful color class have already been pictured and described in this catalog: *Sweetheart*, *Naeara*, *Mrs. E. R. McManus*, and *Rosemarie Pfitzer*.

As grown in cool climates *Coryphee* is supremely beautiful, but few fans have ever seen what this variety can really do. In mid-continental North America with its hot summers it hardly pays to grow *Coryphee*: not only does it crook badly but the florets lack the full roundness and lush texture which this variety displays when given ideal conditions.

Creamy-pink *Reverie* is a larger *Lotus* without the unusual waxy texture of the latter variety. *Mrs. Langford* also resembles *Lotus*. It is ruffled and contains more yellow in the throat.

Lady Eaton is an extremely pale pink of unusual velvety substance. Petals are strongly recurved. It is a fancier's flower. *Christabel* is a warm light pink making a generous spike outstanding for color rather than style. *Debonair* and *Mrs. Sisson* are fine light pink selfs or near-selfs. The latter is the larger and is very beautiful when well grown. *Lindesta* is a fine upstanding sort with a creamy throat and well rounded florets. *Schwaben Girl* is much the color of *Mrs. Sisson* but is not ruffled.

Wm. Cuthbertson has an unusually snowy throat and heavily crimped, cup-like florets. *Yvonne* has a distinct fleshy texture and a rose throat marking. . . . Unusually dainty is pink and white *Olive Goodrich*. . . . Perhaps our two most beautiful primis are *Mrs. Calvin Coolidge* and *Zona*. The former has the richer throat and is ruffled rather than frilled like the latter. An admirable feature of *Zona* is the small round throat marking which gives this glad unusual style.

While *Miss Joy* is a fine primulinus grandiflorus, it is practically superseded by the more beautiful *Sweetheart*. Hence we do not price *Miss Joy* this year, though continuing to give recognition to its quality. Of almost a flesh color is chalice-like *Blushes of Cream*.

The two best blotched sorts in this class are *Bleeding Heart* and *Mrs. J. R. Walsh*. The former possesses the greater beauty of form while the latter is unusually rich, and is also ruffled.

The following is a careful analysis of the light pinks:

BEAUTY	PERFORMANCE	SIZE
1. Coryphee	Sweetheart (very good)	Christabel (exhibition)
2. Mrs. E. R. McManus	Miss Joy (very good)	Mrs. John R. Walsh (large decorative)
3. Sweetheart	Bleeding Heart (very good)	Bleeding Heart (large decorative)
4. Naeara	Debonair (very good)	Rosemarie Pfitzer (large decorative)
5. Wm. Cuthbertson	Zona (very good)	Yvonne (large decorative)
6. Rosemarie Pfitzer	Reverie (very good)	Lady Eaton (medium decorative)
7. Mrs. P. W. Sisson	Mrs. P. W. Sisson (good)	Rita Beck (medium decorative)
8. Mrs. T. E. Langford	Mrs. Calvin Coolidge (good)	Mrs. P. W. Sisson (medium decorative)
9. Reverie	Lindesta (good)	Schwaben Girl (medium decorative)
10. Schwaben Girl	Mrs. John R. Walsh (good)	Reverie (medium decorative)
11. Christabel	Christabel (good)	Coryphee (medium decorative)
12. Lady Eaton	Blushes of Cream (good)	Lindesta (medium decorative)
13. Rita Beck	Schwaben Girl (good)	Mrs. E. R. McManus (medium decorative)
14. Bleeding Heart	Mrs. T. E. Langford (good)	Mrs. T. E. Langford (medium decorative)
15. Mrs. Calvin Coolidge	Olive Goodrich (good)	Olive Goodrich (medium decorative)
16. Zona	Yvonne (good)	Debonair (medium decorative)
17. Blushes of Cream	Lady Eaton (fair)	Wm. Cuthbertson (small decorative)
18. Debonair	Rosemarie Pfitzer (fair)	Naeara (small decorative)
19. Mrs. Walsh	Naeara (fair)	Blushes of Cream (small decorative)
20. Lindesta	Mrs. E. R. McManus (fair)	Sweetheart (small decorative)
21. Miss Joy	Rita Beck (variable)	Miss Joy (small decorative)
22. Olive Goodrich	Wm. Cuthbertson (variable)	Mrs. Calvin Coolidge (small flowered)
23. Yvonne	Coryphee (variable)	Zona (small flowered)

For KEY TO DEFICIENCIES, see page 22.

CLASS 11 — ROSE-PINKS

FIRST HUNDRED <small>(Heavy Capitals)</small>				SECOND HUNDRED <small>(Light Capitals)</small>				
Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Symons.....	1927	L.D.	B	AMETHYST.....	.15	Ruf.	M.....	21.....
Kunderd.....	1928	L.D.	C	COL. CHAS. LINDBERGH...	.50	Pl.	EM.....
Arenius.....	1931	L.D.	B	CONSTANCY.....	.15	Pl.	M.....
Kunderd.....	1916	S.D.	B	CRINKLES05	Ruf.	M.....	7.....
Kunderd.....	1931	M.D.	B	JOANNA HILL	2.00	Pl.	M.....	?.....
Kunderd.....	1931	M.D.	B	MARY CARMICHAEL.....	1.00	Pl.	M.....	19.....
Kunderd.....	1923	L.D.	A	PINK CLOUD.....	.15	Ruf.	M.....	7.....
Wilkus.....	1930	L.D.	B	ROBERT THE FIRST.....	1.00	Ruf.	ML.....
Salbach.....	1930	L.D.	B	SALBACH'S ORCHID12	Pl.	EM.....
Phillips.....	1927	M.D.	C	SUNNYSIDE	2.00	Pl.	ML.....	19.....

Very similar to *Minuet*, but pinker and with a more distinct throat marking is the beautiful *Salbach's Orchid*. It does well in most localities but not everywhere. A much richer color with a most pronounced white spearhead in the throat and with a very glossy texture is *Joanna Hill*. We saw some very fine spikes of *Sunnyside* last summer at the Minnesota show. Apparently this variety can be grown to fair size. The florets are unusually round and the soft color is an interflecking of two shades of pale rose pink, reminding one of *Rosemarie Pftzer*. A similarly delicate creation is the lovely *Mary Carmichael*.

We still love *Crinkles*. There is no other glad like it but it must be well grown. At its best it will open six or more heavily crimped round florets of a rich deep rose color. *Constancy* is an improved *Pride of Wanakah*. *Robert the First* is a very large late variety of glossy texture and a very pale rose color. We recommend it as of probable value in hybridizing. *Pink Cloud* is unique for its contrasting salmon throat. *Amethyst* is marked by a rose-red throat feather. A deep lavender-rose is the unique *Col. Charles Lindbergh*. . . . The following is our three-fold analysis of the rose-pinks.

BEAUTY	PERFORMANCE	SIZE
1. Salbach's Orchid	Col. Chas. Lindbergh... (<i>very good</i>)	Robert the First... (<i>large decorative</i>)
2. Sunnyside	Joanna Hill... (<i>good</i>)	Col. Chas. Lindbergh... (<i>large decorative</i>)
3. Mary Carmichael	Constancy... (<i>good</i>)	Amethyst... (<i>large decorative</i>)
4. Crinkles	Salbach's Orchid... (<i>good</i>)	Pink Cloud... (<i>large decorative</i>)
5. Joanna Hill	Robert the First... (<i>good</i>)	Constancy... (<i>large decorative</i>)
6. Robert the First	Pink Cloud... (<i>fair</i>)	Salbach's Orchid... (<i>large decorative</i>)
7. Constancy	Amethyst... (<i>fair</i>)	Sunnyside... (<i>medium decorative</i>)
8. Pink Cloud	Mary Carmichael... (<i>fair</i>)	Joanna Hill... (<i>medium decorative</i>)
9. Amethyst	Crinkles... (<i>fair</i>)	Mary Carmichael... (<i>medium decorative</i>)
10. Col. Chas. Lindbergh	Sunnyside... (<i>variable</i>)	Crinkles... (<i>small decorative</i>)

CLASS 12 — ROSE-REDS

Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Zimmer.....	1931	Ex.	B	DREAM O'BEAUTY12	Pl.	M.....	9.....
Kunderd.....	1930	L.D.	B	E. C. VICK.....	.10	Ruf.	EM.....	2.....
Palmer.....	1931	L.D.	B	PIRATE20	Pl.	M.....	16.....
Kunderd.....	1916	L.D.	A	PURPLE GLORY05	Ruf.	M.....	24.....
Gilrey.....	1927	L.D.	A	PURPLE VICTORY.....	.60	Ruf.	M.....	19.....
Stevens, F. H.....	1928	Ex.	A	RAMESES.....	.20	Ruf.	M.....	2,27.....
Errey.....	1928	Ex.	B	RED LORY15	Pl.	M.....	5.....
Gelser.....	1931	M.D.	B	RED PIRATE50	Pl.	M.....	7.....
Crane.....	1934	L.D.	B	ROYAL ROBE.....	2.00	Pl.	L.....
Crow.....	1929	L.D.	B	SULTAN (C)20	Ruf.	M.....	19.....

Considering everything, *Dream O' Beauty* is probably the outstanding variety in this popular color class. We have many fine testimonials on this strikingly rich flower. It is one of the three or four strongest growers that we know of, generally reaching five to five and one-half feet with vigorous, broad foliage. It will open ten or more giant florets at one time.

Of the heaviest silky sheen is black-throated *Red Pirate*. This medium-sized flower has an exceptionally fine finish. Rich and velvety is the ruffled *Sultan*. Give it support when it blooms. The giant *Ramesses* has rather narrow petals and too dull a color to rate high in beauty, but what a spike it can make! A little harsh in color at times but very, very impressive with its twelve to sixteen florets open at once is *Red Lory*.

Royal Robe is similar to *Sultan* and is very rich. *Pirate* opens several very large, heavy florets of a rich subdued rose red. *E. C. Vick* shows some flecking but is a great grower. The old *Purple Glory* is a deeper shade of rose-red than any other in this class. Similar but lighter is *Purple Victory*. The following analysis will help you select the varieties you prefer:

BEAUTY	PERFORMANCE	SIZE
1. Red Pirate	E. C. Vick... (<i>very good</i>)	Dream O' Beauty... (<i>exhibition</i>)
2. Sultan	Dream O' Beauty... (<i>very good</i>)	Red Lory... (<i>exhibition</i>)
3. Dream O' Beauty	Red Lory... (<i>very good</i>)	Ramesses... (<i>exhibition</i>)
4. Royal Robe	Royal Robe... (<i>good</i>)	Sultan... (<i>large decorative</i>)
5. Purple Glory	Pirate... (<i>good</i>)	Royal Robe... (<i>large decorative</i>)
6. Pirate	Ramesses... (<i>good</i>)	Purple Glory... (<i>large decorative</i>)
7. Purple Victory	Sultan... (<i>fair</i>)	E. C. Vick... (<i>large decorative</i>)
8. Red Lory	Purple Glory... (<i>fair</i>)	Purple Victory... (<i>large decorative</i>)
9. E. C. Vick	Red Pirate... (<i>fair</i>)	Red Pirate... (<i>medium decorative</i>)
10. Ramesses	Purple Victory... (<i>fair</i>)	

For KEY TO DEFICIENCIES, see page 22.

CLASS 13 — LAVENDERS

FIRST HUNDRED <small>(Heavy Capitals)</small>				SECOND HUNDRED <small>(Light Capitals)</small>				
Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Errey.....	1929	L.D.	B	A. H. WOODFUL.....	.35	Pl.	ML.....	2,25
Mair.....	1918	L.D.	B	BERTY SNOW05	Pl.	M.....	1,7
Swenson.....	1933	M.D.	C	GERTRUDE SWENSON.....	2.50	Pl.	M.....	19
Austin.....	1931	L.D.	B	IDABELLE FIRESTONE50	Pl.	M.....	?
Prestgard.....	1926	L.D.	B	JANE ADDAMS.....	.05	Pl.	ML.....	21,7
Arenius.....	1930	M.D.	A	KING ARTHUR25	Ruf.	EM.....	7
Gelser.....	1926	M.D.	B	MARY FREY.....	.05	Pl.	EM.....	1
Coleman.....	1922	L.D.	B	MINUET05	Pl.	ML.....	24
Fischer.....	1919	M.D.	B	MRS. F. C. PETERS05	Pl.	L.....	24,25
Schleider.....	1928	M.D.	B	ROYAL LAVENDER.....	.05	Pl.	M.....	

Decidedly outstanding is the beautiful *Minuet* — still going as strong as a decade ago and without any serious competition yet in sight. It does show a subdued flecking in certain weather (when there have been rapid fluctuations in temperature), but when well grown it possesses marked style and a perfect taffeta-like sheen. *Minuet* is a really strong grower in a class where vigor is scarce. We regret that we cannot supply this variety in all sizes. Stock of many varieties is short this season.

Similar to *Minuet* and almost a true self is *Berty Snow*, which is excellent when well grown. *Idabelle Firestone* is similar to *Jane Addams*, a variety which seems to have deteriorated in performance. *Gertrude Swenson* opens many small, dainty florets at one time. It has a clear white throat and might be called a smaller *Sunnyside*. *A. H. Woodful* is a trifle thin and hard in color compared to the richer *Minuet*, but it builds a great spike and has an interesting throat marking.

Very rich with substance like *Solveig's*, is the deep-toned *King Arthur*. It's florets are markedly triangular. . . . The early *Mary Frey* and the late blooming *Mrs. Peters* are two blotched lavenders which are often very fine. . . . The following is our threefold analysis of the lavenders.

BEAUTY	PERFORMANCE	SIZE
1. Minuet	Minuet.....(excellent)	A. H. Woodful.....(large decorative)
2. Berty Snow	Royal Lavender.....(good)	Minuet.....(large decorative)
3. King Arthur	Mrs. F. C. Peters.....(good)	Berty Snow.....(large decorative)
4. Mary Frey	A. H. Woodful.....(good)	Idabelle Firestone.....(large decorative)
5. Jane Addams	Idabelle Firestone.....(good)	Jane Addams.....(large decorative)
6. Mrs. F. C. Peters	Berty Snow.....(fair)	Gertrude Swenson.....(medium decorative)
7. Idabelle Firestone	Mary Frey.....(fair)	Mrs. F. C. Peters.....(medium decorative)
8. Gertrude Swenson	King Arthur.....(fair)	Mary Frey.....(medium decorative)
9. Royal Lavender	Jane Addams.....(fair)	Royal Lavender.....(medium decorative)
10. A. H. Woodful	Gertrude Swenson.....(fair)	King Arthur.....(medium decorative)

CLASS 14 — PURPLES

Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Pfizer.....	1926	M.D.	B	CHARLES DICKENS05	Pl.	ML.....	27
Crow.....	1929	L.D.	B	DIRECTOR		Pl.	M.....	?
Gelser.....	1929	M.D.	A	FLOR RICO.....	.20	Ruf.	M.....	
Ellis.....	1931	M.D.	B	IMPROVED HENRY FORD.....	.06	Pl.	M.....	9
Kunderd.....	1931	L.D.	B	MIKAIL	2.00	Pl.	M.....	
Pfizer.....	1925	M.D.	B	PAUL PFITZER05	Pl.	M.....	5,13
Kunderd.....	1918	M.D.	B	PURPLE QUEEN.....	.05	Ruf.	M.....	7

We can't help feel that *Mikail* is one of the best of the purples. Certainly it is one of the largest and a fine doer. Its large triangular throat marking is reminiscent of the older *Purple Spot*.

Most beautiful in color, but not an ideal performer is the velvety red-purple self, *Paul Pfizer*. Not quite so beautiful, but a tall grower and fine performer is *Charles Dickens*. *Flor Rico* is almost a rose-red. The blotched *Director* is very light in color approaching a deep lavender. *Purple Queen* is an attractive purple version of the misnamed *Purple Glory*. . . . Exceptionally silky is the *Improved Henry Ford*. It is one of the best for color.

BEAUTY	PERFORMANCE	SIZE
1. Paul Pfizer	Charles Dickens.....(very good)	Director.....(large decorative)
2. Improved Henry Ford	Mikail.....(good)	Mikail.....(large decorative)
3. Mikail	Director.....(good)	Improved Henry Ford.....(medium decorative)
4. Flor Rico	Improved Henry Ford.....(fair)	Flor Rico.....(medium decorative)
5. Charles Dickens	Flor Rico.....(fair)	Charles Dickens.....(medium decorative)
6. Purple Queen	Flor Rico.....(fair)	Purple Queen.....(medium decorative)
7. Director	Purple Queen.....(fair)	Paul Pfizer.....(medium decorative)
	Paul Pfizer.....(variable)	

For KEY TO DEFICIENCIES, see page 22.

CLASS 15 — LIGHT VIOLETS

FIRST HUNDRED (Heavy Capitals)				SECOND HUNDRED (Light Capitals)				
Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Pfizer	1928	M.D.	B	AVE MARIA	.08	Pl.	EM	
Pfizer	1930	M.D.	B	BLUE DANUBE	.10	Pl.	M	19
Palmer	1933	M.D.	B	CHAMPLAIN	1.75	Pl.	EM	?
Pfizer	1930	M.D.	C	LIBELLE	.25	Pl.	M	30
Pfizer	1933	M.D.	B	MAX REGER		Pl.	EM	?
Salbach	1934	L.D.	B	SEQUOIA BLUE	1.00	Pl.	M	?

The purest-toned in this class seems to be *Libelle* (named from a blue dragon-fly), which is a pleasing heliotrope blue and *Max Reger* which has the white spear-head of *Ave Maria* in its throat. The last named seems to be the strongest performer among all the light blues. *Blue Danube* is a pale variety with a distinct throat marking, which is very attractive for basket work. *Champlain* and *Sequoia Blue* are light sorts of recent introduction, the latter being the paler and the larger. It is a *Magna Blanca* seedling. Here is the way the light blues seem to line up as to the different quality factors:

BEAUTY	PERFORMANCE	SIZE
1. Libelle	Ave Maria.....(very good)	Ave Maria.....(medium decorative)
2. Ave Maria	Champlain.....(good)	Blue Danube.....(medium decorative)
3. Blue Danube	Blue Danube.....(good)	Champlain.....(medium decorative)
4. Champlain	Libelle.....(good)	Libelle.....(medium decorative)

(Max Reger and Sequoia Blue: unrated)

CLASS 16 — DEEP VIOLETS

Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Pfizer	1927	M.D.	B	AIDA	.05	Pl.	E	7
Christ	1933	L.D.	B	BLUE ADMIRAL	2.50	Pl.	EM	
Vaughan	1931	S.D.	B	BLUE ROYALE	.50	Pl.	L	?
Vaughan	1930	M.D.	B	MRS. T. J. KNUDSON	.10	Pl.	ML	12
Pfizer	1931	M.D.	B	PELEGRINA	.20	Pl.	EM	6,8
Pfizer	1923	M.D.	B	VEILCHENBLAU	.05	Pl.	M	21
Christ	1934	M.D.	B	VIENNA WOODS	10.00	Pl.	EM	?

The strongest deep violet is *Blue Admiral*, the most beautiful is *Pelegrina*, which has a sheen like deep blue velvet. Similar to *Blue Admiral*, but bluer is the new *Vienna Woods*. *Aida* and *Blue Royale* are both of the *Pelegrina* type. *Mrs. Knudson* and *Veilchenblau* are older sorts that are still good.

BEAUTY	PERFORMANCE	SIZE
1. Pelegrina	Blue Admiral.....(very good)	Blue Admiral.....(large decorative)
2. Aida	Veilchenblau.....(good)	Pelegrina.....(medium decorative)
3. Vienna Woods	Aida.....(good)	Veilchenblau.....(medium decorative)
4. Blue Admiral	Mrs. T. J. Knudson.....(good)	Vienna Woods.....(medium decorative)
5. Veilchenblau	Vienna Woods.....(good)	Mrs. T. J. Knudson... (medium decorative)
6. Blue Royale	Blue Royale.....(good)	Aida.....(medium decorative)
7. Mrs. T. J. Knudson	Pelegrina.....(variable)	Blue Royale.....(small decorative)

Complete Key to Deficiencies

- | | |
|---|--|
| <ul style="list-style-type: none"> ?. Rating subject to change upon further trial. 1. Sometimes flecks. 2. Lacks purity of color. 3. Throat marking not ideal. 4. Fades. 5. Burns in hot weather. (Bloom indoors.) 6. May crook in hot weather. 7. Produces short flower heads in dry seasons. (Irrigate.) 8. Weak stem; may lop over in field. 9. Sometimes comes opposite-flowered. 10. Florets sometimes grow around stem. 11. Sometimes shows stem between rows of florets. 12. Florets sometimes face upwards. 13. Florets not widely open. 14. Florets too hooded. 15. Florets rather crowded. 16. Florets too loosely attached to stem. 17. Inclined to be floppy. 18. Opens only two or three florets at a time. 19. Variable. (Give good culture.) 20. Produces small percentage of representative blooms. 21. Plant below average height. (Not necessarily a fault.) 22. Does not bloom out well in water. 23. Slow propagator. | <ul style="list-style-type: none"> 24. Poor germinator. 25. Bulbs subject to disease. 26. Foliage may ripen up early. 27. Spike rangy or loosely built. 28. Bulb has thin husk. (Hardly a fault, but we mention it since we all prefer fine-looking bulbs, tho there is no connection between handsome bulbs and handsome flowers.) 29. Too similar to a superior variety — would otherwise be rated higher. 30. Tall plant but short flowerhead. |
|---|--|
- Do not take the above deficiencies too seriously. Many of them appear only as the result of unfavorable weather or poor culture and will not bother you if you grow your glads well and enjoy an average season.
- Also, after observing our ratings, do not make a deduction in your mind for deficiencies, as we have already taken faults into account in making our recommendations. Some Super-Glads may have faults listed after them; we consider these varieties Super-Glads in spite of their faults. Frequently the largest glads, of the richest color and the most distinctive form, may have more specific deficiencies — be more temperamental — than the smaller varieties of more ordinary color and less distinction of form.

CLASS 17 — SMOKIES, Etc.

Originator	Year	Size	Substance	Variety	Unit Price	Type	Season	Deficiencies
Gelser.....	1934	L.D.	B	APACHE.....	1.00	Pl.	EM	?
Palmer.....	1931	Ex.	B	BAGDAD08	Pl.	ML	5
Lemoine.....	1910	Ex.	B	EMILE AUBRUN05	Pl.	M	7
Doney.....	1925	L.D.	B	HINEMOA15	Pl.	ML	19
Crow.....	1929	M.D.	B	JANET.....	.12	Ruf.	M	21
Palmer.....	1932	L.D.	A	KAWARTHA.....		Ruf.	M	?
Errey.....	1929	L.D.	B	LEANDER.....	.40	Pl.	ML	
Errey.....	1925	Ex.	B	MARMORA05	Pl.	M	
Stevens, F. H.....	1927	L.D.	B	MOTHER MACHREE10	Pl.	M	19
Ball.....	1928	L.D.	B	OUR SELECTION.....	.05	Pl.	ML	21
Majeski.....	1934	M.D.	A	REDWOOD BEAUTY.....	15.00	Ruf.	ML	10
Lemoine.....	1924	L.D.	B	ROI ALBERT05	Pl.	EM	
Doney.....	1930	L.D.	B	TAWHAKI75	Pl.	M	
Kunderd.....	1930	M.D.	B	TAWNY GOLD.....	.25	Pl.	M	?

We find some very interesting novelties in this color class . . . *Marmora*, with its giant spikes of grey-lavender, still leads, but *Badgad*, a giant old-rose with florets six and one-half inches across, gives it much competition. *Roi Albert*, also old-rose, is a leading novelty, with a triple throat marking of scarlet on cream on salmon. *Tawhaki* and *Tawny Gold* are interesting bronze sorts, the former with many open florets. *Our Selection* may be grown to exhibition size by special culture, as may others of the large-decoratives listed in this catalog. Similar to *Our Selection* but with *Solveig* substance is the new *Redwood Beauty*. The smoky rose-red *Emile Aubrun* is as fine as ever. *Mother Machree* is a delicate blend of salmon and smoky lavender. *Kawartha* is similar to *Janet*, having about the same shade of smoky rose. *Leander* is of the *Emile Aubrun* family. A smoky rose-red, striped chocolate, with a large white throat, is *Hinemoa*. Almost as good but much lighter is the interesting new *Apache*. We recommend it as an interesting novelty. Our detailed analysis follows:

BEAUTY	PERFORMANCE	SIZE
1. Mother Machree	Marmora.....(very good)	Marmora.....(exhibition)
2. Marmora	Roi Albert.....(very good)	Emile Aubrun.....(exhibition)
3. Bagdad	Bagdad.....(very good)	Bagdad.....(exhibition)
4. Kawartha	Tawhaki.....(very good)	Mother Machree.....(large decorative)
5. Emile Aubrun	Leander.....(very good)	Our Selection.....(large decorative)
6. Roi Albert	Emile Aubrun.....(good)	Roi Albert.....(large decorative)
7. Hinemoa	Apache.....(good)	Tawhaki.....(large decorative)
8. Apache	Mother Machree.....(good)	Leander.....(large decorative)
9. Tawhaki	Kawartha.....(good)	Hinemoa.....(large decorative)
10. Redwood Beauty	Hinemoa.....(good)	Apache.....(large decorative)
11. Our Selection	Janet.....(good)	Kawartha.....(large decorative)
12. Leander	Our Selection.....(fair)	Redwood Beauty.....(medium decorative)
13. Janet	Redwood Beauty.....(fair)	Janet.....(medium decorative)
14. Tawny Gold (unrated)		

How to Transport Glads to Flower Shows

(And Get Them There in Perfect Condition)

THE following is the method which we use in transporting glads to shows. It requires no special equipment. We are indebted to Mr. J. Elton Carter, President of the Iowa Gladiolus Society for several important refinements of the plan.

1. The day before the show, cut spikes with two or three florets open.
2. Take four to six of these spikes and place them back to back so that they look like a single spike blooming up on all sides.
3. Tie these spikes together in three places: just below the first floret, at the bottom of the stems, and at the tips of the spikes. Use strips of old muslin two inches wide for all tying.
4. Take a florist's container (a tall narrow pail) — or an ordinary pail will do, — and put in about four inches of water (with ice, if you wish). Then take four or five bunches of glads tied as in No. 3 and place them upright around the edges of the pail or container. Then stuff the pail full of crushed newspaper so that the glads stand stiffly upright. The bunches of glads should not touch each other.
5. To keep the tips of the bunches from whipping around while being transported in a car, tie them together securely with another strip of muslin.
6. Keep these glads in a cool, shady place until you are ready to start for the show. If it is very hot and windy in the car and your trip is long, hood the glads with soft muslin or cheese cloth secured with safety pins. The pails themselves should be securely packed in on the floor of your car so they won't move about. Replenish water with cold or ice water. A quart measure with a funnel on it will aid in pouring.

About 100 spikes may be transported in the above manner in a single sedan, and every spike should arrive in perfect condition.

If your prize spikes come into bloom too early for the show, they may be "held" in cold storage for one or even two weeks. Cut them with one floret open, pack as above, and put in the refrigerator of your florist or meat market. About 40° is ideal. Do not keep your glads dry when in cold storage; they must have water. The spike of *Rose Picardy* which rated next to *Heritage* at the Iowa show was "iced" five days and then transported 160 miles in nearly 100° weather. It was again stored in a florist's refrigerator the night before the show and was in perfect condition all the next day.

The Twenty-five Best Cut Flower Varieties

WRITTEN in answer to the question: "If you were going to grow 10,000 bulbs of not more than 25 varieties for sale as cut flowers either to florists or at a roadside stand, which varieties would you recommend and what quantity of each?"

There are other good cut flower varieties besides those in this list, but these twenty-five we should call the top-notchers on the basis of our own experience. We have based our choice on vigor, freedom from crooking, ease of cutting, dependability year after year, beauty, size, and earliness (though some smaller varieties and some late ones are desirable). Though some varieties perform differently in different soils and climates, this list will be of value in emphasizing the varieties generally possessing the greatest practical value. Extreme earliness, distinctiveness of color and the popularity of certain colors are important factors in determining the proportion of each variety to be planted.

ALL SHADES OF PINK (3000 bulbs).

1. **Picardy** (1000 bulbs). Midseason. Apricot-salmon; a lavish beauty. Most popular glad in America.
2. **Sweetheart** (600 bulbs). Very early. Charming waxy white with pink edges; frilled. The successor to Mrs. Dr. Norton. Forces wonderfully.
3. **Heritage** (400 bulbs). Midseason-late. A cooler and slightly deeper shade of pink than Picardy. A great favorite on account of its beautiful color and giant size, but so large that 400 would suffice.
4. **Margaret Fulton** (400 bulbs). Early. Rich solid salmon color with round, clean-cut florets. Nearly a month earlier than Picardy.
5. **Mildred Louise** (300 bulbs). Midseason. Fine apricot-salmon; tall. You might like more of this: it is practically interchangeable with Picardy.
6. **Debonair** or **Mrs. Sisson** (300 bulbs). Midseason. Both are light pink self-colors. Either is fine, but Debonair is the taller.

ALL SHADES OF RED (1600 bulbs).

7. **Dr. C. Hoeg** (500 bulbs). Early midseason. This glossy, velvety maroon is tremendously popular as a cut flower, being demanded by every garden visitor. The richest and most dependable dark glad. Important as the darkest flower in this list.
8. **Dr. Bennett** (200 bulbs). Midseason. Fine old standard scarlet; very reliable.
9. **Aflame** (200 bulbs). Midseason. Extra tall scarlet that cuts beautifully.
10. **Dream O' Beauty** (400 bulbs). Midseason. Giant rose-red or deep cerise; grows 5½ feet tall with heavy foliage. Garden visitors always spot this as a favorite. A color that takes.
11. **Commander Koehl** (300 bulbs). Midseason-late. Rich true red of giant size. Much admired.

ORANGE AND YELLOW (1500 Bulbs).

12. **Brightside** (400 bulbs). Very early. Richest canary yellow and apricot with tips of bitter-sweet orange. Substance as heavy as Solveig's. Will not crook in 100° weather. Easily our most beautiful light orange.
13. **Spirit of St. Louis** or **La Paloma** (200 bulbs). Both a solid orange color except for throat. The first is earlier and crooks less but has a rather dull color.
14. **Jonquil** or **Golden Poppy** (300 bulbs). Early-midseason. Our two deepest yellows: Golden Poppy is the deeper and has larger florets, but Jonquil opens more at one time.
15. **Golden Goddess** or **Golden Dream** (300 bulbs). Medium yellow. The former may eventually supplant Golden Dream.
16. **Golden Chimes** or **Ruffled Gold** (300 bulbs). Light yellow. The former is the larger, but the latter excels in ruffling.

WHITE AND PALE COLORS (2100 bulbs).

17. **Maid of Orleans** (800 bulbs). Early-midseason. White with cream throat. The best white cut-flower gladiolus.
18. **Lotus** (800 bulbs). Early-midseason. Creamy pink and white. Colors as dainty as the tints on iridescent china. Cuts 100%.
19. **Duna** (300 bulbs). Early-midseason. Delicate flesh color. Fine for decorative work.
20. **Bleeding Heart** (200 bulbs). Midseason. Pale pink blotched scarlet. You will need a few blotched glads for variety.

COOL COLORS AND SMOKIES (1800 bulbs).

21. **Minuet** (800 bulbs). Midseason-late. Beautiful lavender. Our most valuable glad among the cool shades. We would want even more of this if it were early.
22. **Ave Maria** (400 bulbs). Early-midseason. Light violet. Along with Blue Admiral, the strongest of the blues.
23. **Charles Dickens** (200 bulbs). Midseason-late. Not a great glad but we need a few purple. Valuable for basket work.
24. **Marmora** (300 bulbs). Midseason. Lavender grey. A giant that attracts both for its beauty and for its unusual color.
25. **Roi Albert** (100 bulbs). Early-midseason. Old rose, salmon, cream, and scarlet. There should be one decided novelty in a collection such as this and Roi Albert is a fine cutter.

It was difficult to omit a number of fine varieties from the above list. *Betty Nuthall* is a very popular cut flower, but it is too late a bloomer to be very satisfactory this far north. Also, with a hypothetical restriction to twenty-five varieties, I believe one would prefer to grow more *Picardy* instead. *Gladdie Boy* is a fine early sort that cuts especially well. But it is so far behind *Margaret Fulton* in beauty that it may be safely omitted. For extreme earliness *Sweetheart* (though of an entirely different shade) provides an ideal pink. Its stems are like wire and invariably straight. *Giant Nymph* has been considered the most reliable performer among all glads. But when something twice as large and twice as beautiful (*Heritage*) is available, it seemed unnecessary to include *Giant Nymph*. *Orange Queen* is similarly superseded by *Golden Poppy* which is just a trifle lighter and considerably richer in color. Also *Golden Poppy* is minus the throat marking which mars the beauty of *Orange Queen*.

The question quoted at the beginning of this article was not posed in just this form by any fan or customer: it is rather a compendium of the type of question which we frequently receive from fanciers who have some market for cut flowers and are interested in building up stocks of varieties which are of outstanding *practical* value.

Result of Last Fall's Symposium

THE following is a summary of the ballots sent in by our customers last fall when they voted on their twenty favorite glads for 1934. Approximately one-third as many fanciers sent in their votes as have participated in recent symposiums of the American Gladiolus Society. Since the Colonial Gardens has previously offered 500 varieties each year in its catalog and numbers an unusually high percentage of advanced fanciers among its patrons, we believe that the following list of "Favorites of 1934" should be of especial interest and significance.

In the list given below dates indicate year of introduction. Ditto marks indicate ties.

- | | | |
|-------------------------------------|---------------------------------------|--------------------------------------|
| 1. <i>Picardy</i> (1931) | 26. <i>Bill Sowden</i> (1929) | 51. <i>Bleeding Heart</i> (1927) |
| 2. <i>Minuet</i> (1922) | 27. <i>Rosemarie Pfitzer</i> (1931) | “ <i>Moorish King</i> (1929) |
| 3. <i>Marmora</i> (1925) | 28. <i>Solveig</i> (1932) | “ <i>Ruffled Gold</i> (1926) |
| 4. <i>Betty Nuthall</i> (1928) | 29. <i>Emile Aubrun</i> (1910) | 54. <i>Purple Glory</i> (1916) |
| 5. <i>Commander Koehl</i> (1929) | 30. <i>Coryphee</i> (1927) | 55. <i>Morocco</i> (1928) |
| 6. <i>Mildred Louise</i> (1932) | 31. <i>Heritage</i> (1935) | 56. <i>Golden Chimes</i> (1929) |
| 7. <i>W. H. Phipps</i> (1921) | 32. <i>Salbach's Orchid</i> (1930) | “ <i>Longfellow</i> (1924) |
| 8. <i>Mother Machree</i> (1927) | 33. <i>Dream O' Beauty</i> (1931) | “ <i>Mrs. Calvin Coolidge</i> (1927) |
| 9. <i>Lotus</i> (1929) | 34. <i>Dr. C. Hoeg</i> (1933) | 59. <i>Charles Lindbergh</i> (1926) |
| 10. <i>Pfitzer's Triumph</i> (1926) | 35. <i>Wuertembergia</i> (1930) | 60. <i>Pride of Portland</i> (1926) |
| 11. <i>Bagdad</i> (1931) | 36. <i>Gloriana</i> (1922) | 61. <i>Jane Addams</i> (1926) |
| 12. <i>Margaret Fulton</i> (1932) | 37. <i>Red Lory</i> (1928) | “ <i>Star of Bethlehem</i> (1932) |
| 13. <i>Dr. F. E. Bennett</i> (1921) | 38. <i>King Arthur</i> (1930) | 63. <i>Golden Poppy</i> (1934) |
| “ <i>Mammoth White</i> (1922) | 39. <i>Berty Snow</i> (1918) | “ <i>Orange Wonder</i> (1927) |
| 15. <i>Golden Dream</i> (1923) | “ <i>Red Phipps</i> (1932) | “ <i>Rapture</i> (1932) |
| 16. <i>Albatross</i> (1927) | 41. <i>Our Selection</i> (1928) | “ <i>Yvonne</i> (1927) |
| 17. <i>Maid of Orleans</i> (1930) | 42. <i>Charles Dickens</i> (1926) | 67. <i>Libelle</i> (1930) |
| 18. <i>Mrs. P. W. Sisson</i> (1924) | 43. <i>Veilchenblau</i> (1923) | 68. <i>Apricot Glow</i> (1928) |
| 19. <i>Giant Nymph</i> (1921) | 44. <i>Aida</i> (1927) | “ <i>Salbach's Pink</i> (1929) |
| “ <i>Pelegrina</i> (1931) | 45. <i>Mrs. T. E. Langford</i> (1930) | “ <i>Schwaben Girl</i> (1930) |
| 21. <i>Jonkheer van Tets</i> (1928) | 46. <i>Dr. Moody</i> (1927) | 71. <i>Brightside</i> (1934) |
| 22. <i>Aflame</i> (1926) | “ <i>Queen Mary</i> (1920) | “ <i>Madam Sully</i> (1908) |
| 23. <i>Wasaga</i> (1932) | 48. <i>Sweetheart</i> (1933) | “ <i>Pearl of California</i> (1926) |
| 24. <i>Ave Maria</i> (1928) | 49. <i>Duna</i> (1932) | 74. <i>Canberra</i> (1927) |
| 25. <i>Mrs. Leon Douglas</i> (1920) | “ <i>La Paloma</i> (1929) | “ <i>Thomas Edison</i> [K] (1927) |

A total of 420 varieties was mentioned but the above 75 sorts received fully 80% of the total vote, the remaining 345 varieties receiving an average of only a few votes each. You will notice that *Heritage* has placed in this list though it is being introduced only this year. This is due to the fact that many fans saw it at the four shows where it was exhibited and were so strongly impressed with it that most of them included it at or near the top of their lists. As this glad becomes more widely known I expect it quickly to take a position among the first ten. Older varieties always have a great advantage in popularity contests because they are more widely known. However, you will discover several varieties only a year or two old which have placed in this group of the first seventy-five.

Please Read Before Ordering

WE do not issue a wholesale list. Quantity prices are included in our regular price list where we can supply quantity lots. On orders totaling over \$50.00 we will be glad to submit special quotations. Please do not ask for special quotations on smaller orders, as catalog prices will apply. Also please do not ask for quotations on sizes not quoted in this catalog as we are already sold short on many sizes.

All orders for \$1.00 or over are POSTPAID. Please do not order single items for less than ten cents. No Canadian or foreign orders accepted for less than \$10.00. Prices in this catalog supersede all previous listings.

You may have 3 or 5 bulbs at the 10 rate; 25 at the 100 rate; 250 at the 1000 rate; and pints of bulblets at the quart rate.

Prices in this catalog are net. However, we include a generous quantity of extras in all orders. As extras we usually include the newest varieties. On large orders extras often amount to 33 $\frac{1}{3}$ % of your order.

All orders must be accompanied by cash in full or 25% cash may be sent with the order and the balance before shipment.

We have the finest bulbs this season that we have ever grown. *All stock is guaranteed absolutely disease-free and thrip-free.* But stock is limited. We are already nearly

sold out on *Heritage*. Gladiolus stocks are generally small this year on account of unusual weather the past season. Most Pacific Coast wholesale growers of standard varieties are already completely sold out — a condition very unusual for so early in the season. *Be sure to get your order in early.* All stock is offered subject to prior sale.

Cultural directions will be sent with all orders where requested.

Extra copies of this catalog are available at \$.25 each.

Since we are engaged in remodeling our storage quarters, and shipping room we prefer to fill all orders after March 15. If necessary orders can be filled earlier, however. Weather conditions also make shipment after March 15 preferable.

"I have had wonderful results and gorgeous blooms from bulbs purchased from the Colonial Gardens."

M. P. MICHELZ, Illinois.

"Glad bulbs received O.K. *Thanks.* I nearly died of heart failure when I opened them and found what you had given me in extras, and such *swell* bulbs and bulblets.

W. F. HEMMERLING, Iowa.

"I wish to thank you for the fine stock you sent me and for your super-liberal shipment."

ALBERT B. ADAMS, Iowa.

Kenzan Flower Holders

(Reprinted from our 1933 Catalog)

IT IS pretty generally admitted among flower lovers that glads are one of the hardest flowers to vase. On account of their weight, it is difficult to make them stay at the right angle in a bouquet. The result is that unless one takes considerable time arranging them, the effect is likely to be a little "stiff."

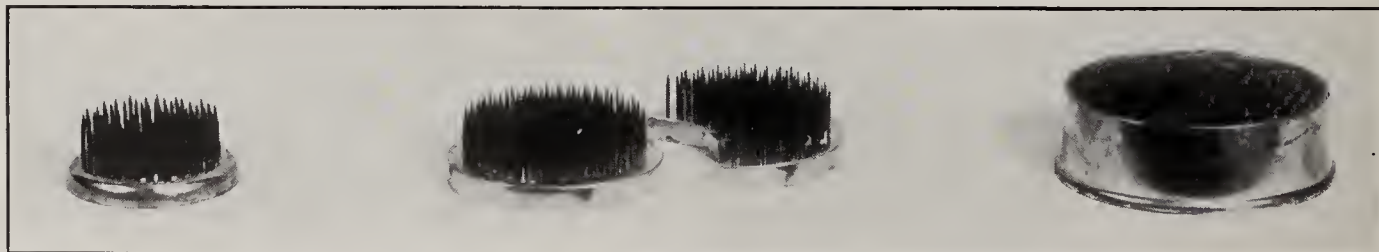
Since the pleasure derived from flowers in the home depends about half on the vasing and half on the flowers themselves, we had been looking for several years for a type of vase which would make it possible to obtain artistic effects with glads, both *easily* and *quickly*. We had tried a great many vases without much success and had just about decided that difficulty in vasing was a drawback that glads were meant to have, when — from an entirely unexpected source — came a device which solved the problem to perfection. Strangely, it wasn't a vase at all, but a device which the Japanese have recently developed as an aid to their particular art of floral arrangement. It may be placed inside of either a tall vase or basket, or used in a shallow container as a foundation for tip bouquets.

You will see from the illustration that these Japanese flower holders resemble in principle the glass or wire "frogs" already in use in this country. The latter, however, are useless for glads, because they are too light to support glads. These Kenzan flower holders, which are from 2 $\frac{1}{2}$ " to 4 $\frac{1}{2}$ " in diameter, are made of an alloy of lead so heavy that a spike several feet long will be easily held in place without

tipping. All that is necessary is to have a clean, fresh-cut stem to press down on the prongs. And spikes may be placed onto the holder AT ANY ANGLE and will stay just as put. Glad lovers will be pleasantly surprised at the almost magical facility with which this holder enables them to get any desired effect. By the use of it any amateur can quickly learn to equal the results secured by the expert florist.

The Colonial Gardens takes great pleasure in calling this new vasing device to the attention of the gladiolus world. We believe that every glad lover will eventually want several of these holders for use in his own home. These Kenzan holders may be used equally well for iris, tulips, dahlias and dozens of other flowers. They will increase immeasurably the pleasure of using flowers in the home. Being made of brass and an alloy of lead, there is nothing about them to rust, bend or break, so that they should last a life-time.

We offer these holders in three sizes as pictured below. The two larger sizes are recommended as being the more practical for glads. There has been a strong demand for these Kenzan holders. Our price represents their actual cost to us plus express from San Francisco to Rushford and postage again to you (they are heavy!). We do not make a cent of profit on them, but list them solely as a service to our customers. All the bouquets pictured in this catalog are vased in Kenzan holders.



No. 1 (\$.60, postpaid)

No. 2 (interlocking, \$1.10, postpaid)

No. 3 (\$1.25, postpaid)

(The above illustrations are about one-third the actual diameters.)

	Per	Large	Medium	Small	Per	Bulblets		Per	Large	Medium	Small	Per	Bulblets
MOORISH KING (13).....	1	.50					RED PHIPPS (14).....	1	.12	2-.15	2-.10		
MOROCCO (13).....	10	2-.12	4-.15				10	1.00	.60	.40			
MOTHER MACHREE (23)...	1	.10					1	.75	.50				
10	.70	.40	.25		100	.20	1	15.00	10.00			1	2.00
MRS. C. COOLIDGE (18)...	10	.50					1	4.00	3.00	2.00		1	.50
MRS. E. J. HEATON (18)...	1	4.00	2.00	1.00	1	.40	10	2-.10					
MRS. E. SHUMACHER (16)...	1	.10	2-.15	4-.15	10	.25	10	.50	.30	.20		100	.20
MRS. F. C. PETERS (21)...	10	.50		.15			1	1.00	.75	.50		3	.25
MRS. J. R. WALSH (19)....	10	.70					10	.50					
MRS. LEON DOUGLAS (18)...							10	2.00				3	.30
MRS. E. R. McMANUS (19)...	1	5.00					10	2-.15					
MRS. P. W. SISSON (19)....	10	.50		.15			10	.60	.30	.20			
MRS. RAY P. CHASE (16)...	1	.20	.15	.10			1	1.00					
10	1.75	1.20	.80				10	.12	2-.12				
MRS. T. E. LANGFORD (19)...	1	.20	.15	.10	25	.15	1	1.00					
MRS. T. J. KNUDSON (22)...	1	.10	2-.15	4-.15	20	.10	10	.60	.30	.20			
10	.80	.60	.40	1000	1.00		1	1.00					
NAEARA (19).....	1	5.00					10	2-.15					
NERISSA (18).....	1	.35	.25	.15	15	.10	10	.60	.30	.20			
NETHERLAND PRINCE (18)...	1	.25	.15	2-.15	15	.20	10	50.00	35.00	16.00	100	15.00	
ODALISQUE (17).....		SOLD OUT											
OLIVE GOODRICH (19)....	10	.50					10	2-.10					
ONEOTA (14).....	1	1.00					10	.50					
ORAFLEME (15).....	1	.15					1	.10	2-.12	3-.10	25	.15	
ORANGE FIRES (14).....	1	.15					1	8.00	6.00	4.00	1	.75	
ORANGE PRINCESS (15)...	1	.30					1	.10			15	.25	
ORANGE SOVEREIGN (15)...	1	1.30	1.00	.65			1	1.50					
ORANGE WONDER (15)....		2-.12			100	.15	1	.20	.15	.10	15	.10	
OUR SELECTION (23).....	10	.40	.30	.20	100	.20	10	1.60	1.20	.80			
100	3.00	2.00	1.50	Qt.	1.50		1	2.00					
PAUL PFITZER (21).....	10	.50					1	.20	.15	.10	12	.25	
PEARL OF CALIF. (17)....	10	.50					10	1.60	1.20	.90	100	2.00	
PELEGRINA (22).....	1	.20	.15	.10	10	.15	100	14.00	10.00	8.00	1000	15.00	
10	1.60	1.20	.80				1	1.00			2	.20	
PFITZER'S TRIUMPH (14)...		2-.10					1	.75	.50	.30	3	.25	
10	.40		.10				1	.25					
PHYLLIS McQUISTON (17)...	1	2.00	1.50	.80	1	.30	1	1.50					
PICARDY (18).....		2-.15	2-.10	3-.10	100	.20	1	.12					
10	.70	.40	.25	1000	1.50		10	1.00					
100	6.00	3.20	1.60	Qt.	4.00		1	1.00	.75	.50	2	.25	
1000	48.00	24.00	12.00	Pk.	30.00		1	.20	.15				
PINK CLOUD (20).....	1	.15					10	.40	.25	.15	100	.20	
PIRATE (20).....	1	.20	.10	2-.15	15	.25	100	3.00	2.00	1.00	Qt.	2.00	
PREMIER HENRY (18)....	1	1.75	1.25	.80	1	.40	1	.10	2-.15				
PRIDE OF PORTLAND (14)...	1	.10					1	10.00	6.50	4.00	1	1.00	
10	.80						10	.40		.15	100	.20	
PRIMATE (15).....	1	.15	.10		40	.25	100	2.80			1000	1.25	
PURPLE GLORY (20).....	10	.50		.20			1	.30	.20	.15	10	.25	
PURPLE QUEEN (21).....	10	.50					10	2.40	1.60	.80	100	2.00	
PURPLE VICTORY (20)....	1	.60					1	.25					
QUEEN MARY (16).....	1	.35					1	.15					
RAMESSES (20).....	1	.20	.10	2-.15			1	.30					
RAPTURE (18).....	1	.20	.10	2-.15	15	.20	1	.25	.15	.10	12	.15	
RED GLORY (15).....		2-.10			100	.20	10	2.00	1.50	.90	100	.60	
10	.40			Qt.	2.50		1	.15			30	.20	
RED LORY (20).....	1	.15	2-.15	3-.15	25	.20	10	1.00			100	.50	
10	1.00	.60	.40	100	.60		1	.80	.40	.30	10	.80	
100	8.00	4.80	3.00				10	.50					
REVERIE (19).....	1	4.00	3.00	2.00	1	.50	1	1.00	1.00	1.00			
RITA BECK (19).....		2-.10					10	.50					
ROBERT THE FIRST (20)...	1	1.00	1.00	1.00			1	1.00	1.00	1.00			
ROI ALBERT (23).....	10	.50	.30	.20	100	.20	10	.50	.30	.20	100	.20	
ROSEMARIE PFITZER (19)...	1	1.00	.75	.50	3	.25	1	1.00	.75	.50	3	.25	
ROYAL LAVENDER (21)...	10	.50					1	2.00					
ROYAL ROBE (20).....	1	2.00					10	2-.15					
RUFFLED GOLD (15).....		2-.15					10	.60	.30	.20			
SALBACH'S ORCHID (20)...	1	.12	2-.12				1	1.00					
10	1.00						1	.15	.10	2-.15			
SCHWABEN GIRL (19).....	1	.15	.10	2-.15			1	1.00	.75	.50	10	.50	
SEQUOIA BLUE (22).....	1	1.00	.75	.50	10	.50	1	2.50	1.50	.75	1	.25	
SMILING MAESTRO (18)...	10	20.00	10.00	5.00	10	1.60	10	20.00	10.00	5.00	10	1.60	
SOLVEIG (17).....													
1	7.00	5.00	2.00	10	2.00		1	.12	2-.12				
10	50.00	35.00	16.00	100	15.00		10	50.00	35.00	16.00	100	15.00	
SPIRIT OF ST. LOUIS (15)...		2-.10					1	7.00	5.00	2.00	10	2.00	
10	.50						10	50.00	35.00	16.00	100	15.00	
SPRAY OF GOLD (15).....	1	.10	2-.12	3-.10	25	.15	1	.10	2-.12	3-.10	25	.15	
ST. LAWRENCE (14).....	1	8.00	6.00	4.00	1	.75	1	8.00	6.00	4.00	1	.75	
STAR LILY (15).....	1	.10			15	.25	1	.10			15	.25	
STAR OF BETHLEHEM (17)...	1	1.50					1	1.50					
SULTAN (20).....	1	.20	.15	.10	15	.10	1	.20	.15	.10	15	.10	
10	1.60	1.20	.80				10	1.60	1.20	.80			
SUNNYSIDE (20).....	1	2.00					1	2.00					
SWEETHEART (19).....	1	.20	.15	.10	12	.25	1	.20	.15	.10	12	.25	
10	1.60	1.20	.90	100	2.00		10	1.60	1.20	.90	100	2.00	
100	14.00	10.00	8.00	1000	15.00		100	14.00	10.00	8.00	1000	15.00	
SYLVIA SIDNEY (16).....	1	1.00			2	.20	1	1.00					
TAWHAKI (23).....	1	.75	.50	.30	3	.25	1	.75	.50	.30	3	.25	
TAWNY GOLD (23).....	1	.25					1	.25					
THE MOOR (13).....	1	1.50					1	1.50					
THOMAS A. EDISON (13)...	1	.12					1	.12					
10	1.00						10	1.00					
TIP TOP (14).....	1	1.00	.75	.50	2	.25	1	1.00	.75	.50	2	.25	
TOBERSUN (15).....	1	.20	.15				1	.20	.15				
VEILCHENBLAU (22).....	10	.40	.25	.15	100	.20	10	.40	.25	.15	100	.20	
100	3.00	2.00	1.00	Qt.	2.00		100	3.00	2.00	1.00	Qt.	2.00	
VICTOR (14).....	1	.10	2-.15				1	.10	2-.15				
VIENNA WOODS (22).....	1	10.00	6.50	4.00	1	1.00	1	10.00	6.50	4.00	1	1.00	
W. H. PHIPPS (18).....	10	.40		.15	100	.20	10	.40		.15	100	.20	
100	2.80			1000	1.25		100	2.80			1000	1.25	
WASAGA (16).....	1	.30	.20	.15	10	.25	1	.30	.20	.15	10	.25	
10	2.40	1.60	.80	100	2.00		10	2.40	1.60	.80	100	2.00	
WHITE KNIGHT (17).....	1	.25					1	.25					
WHITE ORCHID (17).....	1	.15					1	.15					
WM. CUTHBERTSON (19)...	1	.30					1	.30					
W. VON GOETHE (14).....	1	.25	.15	.10	12	.15	1	.25	.15	.10	12	.15	
10	2.00	1.50	.90	100	.60		10	2.00	1.50	.90	100	.60	
WUERTEMBERGIA (14)....	1	.15			30	.20	1	.15			30	.20	
10	1.												

What Would You Give....

- If you could always see in advance an accurate estimate of the entertainment value of every movie you were about to attend?
- If you could always know the moral quality of pictures your children asked to go to?
- If you could get all the above information and much more about all movies now playing in America in a single alphabetical list always kept up to date?

WHETHER you attend movies rarely or frequently, you have probably suffered the occasional boredom of an intellectually stupid or morally cheap picture. Such boredom may have become acute annoyance if you had taken guests or friends to the theatre. Other times you have probably regretted your failure to see an unusually fine picture because you didn't hear about it in time.

With small town and city neighborhood theatres often running pictures three to eight months old, you have probably tried in vain to find a review of such pictures in a current magazine and have refused to leaf through a dozen old periodicals to find the desired review.

During the past six months the proprietor of the Colonial Gardens (formerly an instructor in literature) has headed a committee which, working in conjunction with several national educational and religious organizations, has prepared an analysis of all the motion pictures now being shown anywhere in America. By seeing previews in the larger cities the committee keeps about two weeks in advance of actual releases of new pictures. There are approximately 400 pictures analyzed in this list. Every fortnight about twenty of the oldest pictures are thrown out of the list and the same number of new pictures about to be exhibited are added. Thus the list is always kept up to date. Also unlike religious lists, which neglect entertainment values, despite the fact that 90 per cent of the reason people go to the movies is for entertainment, and unlike secular lists like that in *Liberty* magazine, which base their estimates almost entirely on entertainment values, neglecting the desire of parents to select good pictures for their children, this list gives *both* estimates about every picture. In fact, it gives six items of information about every one of 400 pictures:

1. Entertainment value for adolescents and adults.
2. Educational value for adolescents and adults.
3. Moral value for adolescents and adults.
4. Value of each picture for younger children.
5. Type of picture (a brief description of each).
6. Leading actors in each picture.

Furthermore all this material is in one alphabetical list for the greatest ease in consultation. At present this material is available in chart form for use in schools, churches, libraries, Y.M.C.A.s, and private homes.

Over \$1,000.00 has been spent in the preparation and typesetting of this chart. This national film estimate service is now available at \$2.00 per year (with new, revised charts twice a month). We do not ask our friends and patrons to subscribe to this service before seeing this chart. What we should like you to do is to write us for a copy of the latest chart to examine as a sample. We can supply such sample charts (analyzing 400 pictures) for 30 cents each postpaid. Then if you wish to subscribe for your school, church, or home, a remittance of \$1.70 will bring you the service for a full twelve months. In sending for sample charts please send wrapped coin, not stamps. Please send to this address:

STARS AND ZEROS NATIONAL MOVIE GUIDE,
3301 E. Minnehaha Parkway,
Minneapolis, Minnesota

While the writer finds his chief enjoyment in life in his work with flowers, he feels that the establishment of an accurate, comprehensive, convenient, and inexpensive film estimate service is one of the most important educational and moral needs of our country at the present time. Any interest or support which friends and patrons of the Colonial Gardens (many of whom are doubtless interested in the problem of better movies) can give this new service will be warmly appreciated.

Ralph Baerman

APR 20 1938

