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A Glad Message from the Foot of the Rainbow

C. R. HINKLE
Gladiolus Specialist
Pink Perfection. One of the most beautiful; so greatly in demand that we can scarcely keep sufficient stock. Large, well-opened lily-shaped flowers, closely set on spike carrying many buds; six or seven open at once, with many others showing color, like rose-buds. Color an exquisite soft, yet bright pink, nearly apple-blossom, sometimes flushed and feathered darker. Stems often curving, which adds grace to its charms. The above photograph does not do it justice as the flowers were from small bulbs, but it shows the possibility of graceful arrangement. $2.00 per dozen.
TO LOVERS OF THE BEAUTIFUL—
GREETINGS—AND A MESSAGE

With the awakening of Old Mother Nature from her long winter sleep, and the swelling of bud and leaf, there comes to all that ever-recurring love of growing things that has been instinctive since "God first placed man in a garden." This inborn desire for gardening may have its practical incentive, but not less strong is the desire for the beautiful, and herein lies the inspirational love for flowers. This is but a part of the Divine plan, for communion with the beauties of Nature serves to draw us nearer to that which is divine.

Our desire to produce and possess some of the many kinds of flowers, to beautify our gardens, our lawns, our homes, is not merely that we may please ourselves, but that we may give pleasure and gladness to our friends and the passer-by.

The message of this little book is to tell you of the one flower best adapted, by name and nature, to bring Glad-ness to all beholders, and that is the GLADIOLUS. Pronounce it as you will, "Gla-di'-o-lus," if you prefer, "Glad-i-o'-lus" if you like; it has no more fitting name than the "GLAD."

It is the most desirable and attractive of all flowers because:
It is wondrously beautiful and infinitely varied in its beauty.
It is of the easiest culture.
It will grow almost anywhere, in any soil.
It is free from disease and attacks of insects.
It is practically certain of bloom.
It is attractive as a bedder and unequalled as a cut-flower.
It is of moderate cost.

The modern improved Gladiolus in its astonishing beauty, has grown so rapidly in public favor that it is the sensation of the day, and a garden without it is incomplete.

If you have grown Glads I know you want more; if you have never grown them, start now, and you will be glad you have Glads.

I offer a carefully selected list of varieties, from which you may choose with assurance of satisfaction. It includes a wide range of colors and color combinations in time-tried standards and tested novelties, some of which are not obtainable elsewhere.

My bulbs are absolutely guaranteed. If any prove defective or untrue I will willingly replace them or refund amount paid for them.

Let me make impressive the admonition to order early; each year various sorts are sold out and late orders unfilled.

Remit with order please; Draft or Money Order if convenient.

C. R. HINKLE, Lake Shore Drive: ST. JOSEPH, MICHIGAN
Gladioli

Either four or six bulbs of one variety at dozen rate.
Prices shown include delivery.
Varieties marked with an asterisk (*) have special merit.

Standard and Fancy Varieties

America. This has been the most popular of all Gladioli. It is an exquisite delicate pink, of lavender tint; large flower, good substance, unsurpassed for cutting. Unfortunately in recent years this variety has sometimes made dwarfed spikes, but in order to make up for this, should it occur, I will add a few extra bulbs to every order. 75 cents per dozen.

*Baron Hulot. Rich dark violet purple; the best of its color, and in such demand that stocks are quickly sold out. It is strikingly beautiful in combination with cream or yellow sorts. $1.25 per dozen.

Best Violet. Bright rosy amaranth or wine purple. Beautiful and unusual color; many flowers open at one time; fine spike. $1.50 per dozen.

Czar Peter. A very rich wine red, with delicate pencil of white on lower petals. Late bloomer; large flowers; good spike. $1.50 per dozen.

Gaiety. Originated by Mr. Kunderd. Large flowers of bright rose red, splashed darker, with conspicuous white blotch. This is very gay and striking; always attracts attention. $1.50 per dozen.

Georgia. New variety, with flowers of geranium pink, tips of petals begonia rose, feathered Carmine and white; strong grower; blooms quite late, after other pinks are gone. $1.50 per dozen.

Golden West. Rich orange red with golden yellow markings on lower petals; the only sort showing real gold color. Good for bedding; blooms slowly. $1.00 per dozen.

*Goliath. An extra fine variety. Large flower of very deep violet wine, with darker shading. Many open on strong spike. Far superior to Empress of India, being not only better color but stronger and healthier. $1.50 per dozen.

*Halley. Delicate salmon pink of roseate tinge; lower petals creamy, with crimson penciling; large waxy flower; extremely early, being the first really good flower to bloom, with the exception of the new and extraordinary novelty, "Elizabeth Tabor," listed hereafter. Halley should be in every garden. $1.00 per dozen.
March 1, 1923.

Mr. L. C. Corbett,
Horticulturist in Charge,
H. & P. Investigations,
Bureau of Plant Industry,
Department of Agriculture,
Washington, D. C.

Dear Sir:

Herewith my little Catalogue of Gladioli.

My own introductions are the varieties

Illuminator and Elizabeth Tabor,
Shown on pages 7 and 8.

An improvement on existing varieties and of merit because;

Illuminator is not only beautiful but strong and of unusual
endurance and resistance to heat and drought. It is the
first and only variety that has been awarded the First Class
Certificate of the American Gladiolus Society.

Elizabeth Tabor is not only beautiful and strong, but is
exceptionally early, being the first really good one to blossom.

Yours truly,

[Signature]
L'Immaculee. Beautiful pure white flowers, without blotch or marking; many open at one time, making a plume of white, on tall, graceful stem. There is no other pure white at so moderate cost. 20 cents each; $2.00 per dozen.

Loveliness. A very lovely variety of creamy white, with delicate glow of rose in the center. Stately spike, with many flowers open. $2.00 per dozen.

*Mary Fennell. Wide-open flower of deep lilac, with throat and blotch of primrose yellow; a beautiful combination in a beautiful flower. One of Mr. Kunderd's exquisite productions. $2.00 per dozen.

Miss Lucille. A delicate lavender pink, with amber white throat; slight markings of Tyrian rose. Petals slightly waved or ruffled. $1.00 per dozen.

*Mrs. O. W. Halladay. One of the earlier productions of Mr. Kunderd which has never become common. Beautiful flower of delicate rosy pink, with creamy yellow blotch and throat. Many open on strong spike. Exquisite cut-flower. Fine pink and cream combination. $1.50 per dozen.

*Mrs. Francis King. The popular favorite for years, next to "America." Large flowers of rich flame red with darker throat. Tall, strong spike, frequently branched. Indispensable. 75 cents per dozen. Do not think this poor because the price is small; it is one of the best ever introduced.

*Mrs. Frank Pendleton. Always called one of the most beautiful Gladioli. Flowers of white, flushed pink, with crimson blotch. Its production added much to the fame of Mr. A. E. Kunderd. $1.25 per dozen.

*Mrs. Watt. Glowing American Beauty Rose color. A most lovely sort and best of that color. A beautiful combination with Niagara or other creams, or whites. $1.25 per dozen. Worth more.

*Niagara. Delicate creamy yellow; sometimes tips of petals are flushed or flaked rose. Large, open flowers on strong spike, opening to the extreme tip either in water or growing. Beautiful cut-flower and extremely useful in combination with other sorts. Always desirable. $1.00 per dozen.

Orange Brilliant. A striking Primulinus Hybrid. As the name implies, it is a brilliant orange, with lighter tones beautifully blending in throat. Not large, but dainty and attractive. Really priced very low at $1.00 per dozen.
*Panama.* A lovely rose-pink, with a magnificent spike of large flowers. Mrs. Francis King (for whom the flower of that variety was named) says of Panama: "It is the softest and most charming tone of pronounced rose-pink I have ever noticed in a flower." $1.00 per dozen.

*Peace.* A famous variety. Pure white, with lilac feathering on lower petals, which makes it delicately beautiful. Strong grower with very large flowers; a magnificent sort. Late blooming; highly recommended. $1.00 per dozen.

**Pride of Hillegom.** Our Dutch friends consider this the very best scarlet. It is a brilliant, blazing scarlet, with delicate pencil of white on midrib of lower petals. Very tall spike well filled with flowers. 20 cents each; $2.00 per dozen.

**Primulinus Hybrids.** In these we have a new race, produced from crosses between the small-flowered South African species, Primulinus, and our large-flowered varieties. They show many new colors, from delicate creams and pinks, through various tones of salmon and yellow to orange. "Nasturtium" colors predominate. Rather small flowers, but very graceful and dainty and well adapted to decorative use. Extremely early and free blooming, a bulb often throwing several spikes. Mixture only. 75 cents per dozen.

**Princepine.** A seedling of Princeps, which it resembles, though a lighter scarlet and larger and whiter blotch, illuminated by a blue edge. Also more flowers open at once. Early; brilliant and striking as a bedder. $1.00 per dozen.

**Princeps.** A famous and very fine hybrid, with Amaryllis-like flowers of rich crimson-scarlet, with creamy white blotch. Does not open many flowers at once, but they are usually exceptionally large and striking. These characteristics, together with its heavy, dark green foliage gracefully drooping, make it unusually desirable as a bedder, and beautiful as a cut-flower. Late blooming. $1.00 per dozen.

**1910 Rose.** You should surely include this in your order. It is a rich bright rose of beautiful color, with pure white line on midrib of lower petals. Strong, straight growing and sure blooming, making a fine spike with many open. Early. $1.50 per dozen. (Various growers are asking $2.00 per dozen for this.)

**Schwaben.** Clear canary-yellow, lighting to soft sulphur-yellow, with touch of very dark red in throat. Magnificent spike of many large, well-opened flowers. Exceptionally strong and vigorous grower. Very desirable. $1.50 per dozen.

**War.** A rich, blood-red flower of large size. Tall, strong spikes. Late blooming, along with Peace, with which it is fine in combination. You should have some of these two sorts. $1.50 per dozen.
Novelties and Recent Introductions

At the head of the list of new and especially fine sorts I place the beautiful and particularly desirable variety

“ILLUMINATOR”

The first and only Gladiolus that has ever been awarded the First-Class Certificate of the American Gladiolus Society!

This distinguished honor, the highest in the bestowal of the Society, was given ILLUMINATOR by a committee of five capable, experienced and well-informed judges.

Trade journals and newspaper specials spread the news of this over the country from Cape Cod to the Golden Gate, and I received so many orders that I thought that I should have to withdraw it from the market for this year. However, the harvest for the season was better than anticipated, and I will dispose of a few more of the limited stock of large bulbs.

ILLUMINATOR is a brilliant carmine-red, with a faint suffusion of blue adding to its richness. Practically self, such marking as is perceptible appearing as an intense French-purple blotch. Strong, tall, straight, healthy. Long flower-spike, with many buds perfectly placed. Flowers large to very large, and many open. Not only a beautiful and attractive flower, but very remarkable in its resistance to heat, therefore unsurpassed as a cut-flower.

I have never before published commendations, but I must briefly quote from two.

Madison Cooper, publisher of “The Flower Grower,” and probably the best generally informed man in America on Gladioli, wrote me: “You have, in my estimation, about the best red in ILLUMINATOR. I want that red in my garden for my own satisfaction.”

Dr. Frank E. Bennett, president Ontario Horticultural Society, and vice president American Gladiolus Society, wrote me a full page letter describing the remarkable endurance of ILLUMINATOR, taken from St. Thomas, Ontario, Trial Garden to the Kalamazoo Show, and after being exhibited there, taken back to Canada without a floret wilted. This during a week of almost unbearable hot weather. It is said to have been the only flower among the thousands there that thus withstood the withering heat. I can only quote in part:

“It is a wonderful red, with a color that ‘gets you’ at first sight; and after you have passed it, you turn to look again. Any Gladiolus that has the remarkable keeping quality under adverse circumstances, and at the same time the splendid color and formation of ILLUMINATOR is certainly worthy of the highest place in the Gladiolus list.”

Large bulbs only. One Dollar each. Limit of ten to one order.
C. R. HINKLE, GLADIOLUS SPECIALIST

"ELIZABETH TABOR"
"A very Queen among Gladioli!"

A high class introduction of exceptional beauty, grace and distinction. A sensational novelty, for it blooms earlier than Halley!

Its remarkable earliness of bloom, the exquisite beauty and charm of its exceptionally large flowers, well placed on its strong, tall yet graceful stalk, destines this variety to become the leading early Gladiolus.

Flowers are very large, under ordinary cultivation being five and one-half inches wide, and I have reports of their having reached fully six inches in width, an astonishing size! Petals are delicate rosy pink on white ground; lower ones bearing a brilliant crimson blotch, which is tipped with soft yellow. Grows very tall, but rarely has a crooked stalk. Flower spike very long, with a number of flowers open at once, and is often branched. A very lovely and desirable variety, indeed.

Mrs. A. H. Austin, of Ohio, supervisor of judges of the American Gladiolus Society, of long experience as a grower and hybridizer, and herself famed as the originator of the beautiful Gladiolus, "Evelyn Kirtland," wrote me:

"'ELIZABETH TABOR' is certainly a grand variety, and one of the earliest to bloom. Spikes straight, graceful, with many large beautiful blooms, and with its side spikes a long time in bloom."

Mr. F. C. Hornberger wrote: "Bloomed for me in 58 days!"
Mr. R. H. Knox wrote: "Blooms measured six inches across!"
Prof. A. C. Beal, Director Cornell University Trial Garden wrote: "It is certainly a very fine thing and worthy the Society's highest award."

My stock of this fine variety is limited. I can sell only large bulbs. One Dollar each, or Ten Dollars per dozen.

Mr. Madison Cooper says: "We want more substantial things and fewer novelties. Novelties often 'peter out' in a few years, while the substantial things stay with us."

ILLUMINATOR and ELIZABETH TABOR are not only exceptionally beautiful, but are "substantial things." Both have been tried out in the Society's Official Trial Gardens and received high commendation from the Directors. Both are strong, healthy growers and good reproducers. They are the sort Mr. Cooper means.
Vaughan Varieties

I list several of the fine varieties produced by Vaughan's Seed Store, Chicago and New York, among them "SOVEREIGN" and "VAUGHAN'S WHITE," the two that attracted so much attention in Vaughan's great display at the International Exhibition of the American Gladiolus Society, in Kalamazoo.

It is by special permission of Mr. J. C. Vaughan that I offer—

Sovereign. The beautiful Royal Purple, the finest of its color ever shown. It is briefly described as a very brilliant royal purple, with faint marking in center of lower petals. Large flowers, with full round petals, well expanded and well placed on tall spike; heavy green foliage. Never shown in a catalog before. Stock very limited; large bulbs only. $3.00 each.

Vaughan's White. The best white ever introduced. Not merely because it is an exquisite pure white, but because of its strength and vigor, so often lacking in whites. It received very high approval of those who know Glads best. Large, well-expanded flowers of great substance; pure white with no markings. Many open, on strong spike. Said to be earlier and larger than Europa, and as prolific as America. Large bulbs only. $1.50 each.

Detroit. Very large flower with orchid colorings. Light pink, with deeper pencilings of light crimson on the inside and outside of upper petals, and with carmine splashes overlaying sulphur on lower petals. Spike long and strong; distinctly beautiful and fine. Large bulbs, 75 cents each.

Margaret. Brilliant carmine, with large white blotch on lower petals, the white and carmine blending into a violet tint. Flowers large, many open, on strong straight spike. Splendid cut-flower. 25 cents each; $2.00 per dozen.

“LOUISE”
The exquisite Orchid Gladiolus
Originated by Mr. M. F. Wright, of Michigan

Here is the Orchid Gladiolus. Absolutely unique and an exquisite novelty. It is a bright lavender, faintly suffused pink; throat somewhat lighter; blotch of velvety maroon on lower petals with darker line on midrib; strikingly resembles a Cattleya Orchid. Of sturdy growth; extra large flower, widely opened; a number open at once; splendid for cutting. I want everyone to try Louise, and have made the price 50 cents each; and as a special inducement to try a number of them, offer one dozen for $4.00. (Not less than six at this rate.) I have some color plates of Louise; you may have one on request.
*Alice Tiplady.* Still considered one of the finest Primulinus Hybrids ever produced. Large flowers of an exquisite rich, orange saffron. 25 cents each; $2.50 per dozen.

*Anna Eberius.* The creation of Mr. Richard Diener, the famous hybridizer of California, and one of his best. In great demand and still growing in popularity. The Diener Co., though growing in great numbers, limits customers to twelve bulbs of this variety. The color is new and unusual; a rosy purple (this is not a blue purple); perhaps might be called a raspberry purple. Throat deeper shade. Flowers large and heavy, well set on fine spikes. 30 cents each; $3.00 per dozen.

*CHATEAU THIERRY.* This is the flower that attracted the most attention in the beautiful exhibit of P. Vos & Son, at Kalamazoo, which won the "President's Cup" for best trade display. It is a Vos production, new and uncommon, and has not before been offered in retail catalogue. One of the most striking in the show. Large flowers of brilliant scarlet, with red blotch bordered by light yellow. 30 cents each; $3.00 per dozen.

*Conspicuous.* One of the prettiest and most satisfactory of the blues. Light blue, with dark blue blotch having yellow center. Beautiful and attractive, resembling a pansy in coloring and marking. 20 cents each; $2.00 per dozen.

*EVELYN KIRTLAND.* An exceptionally beautiful variety, originated by Mrs. A. H. Austin, of Ohio, and justly made her famous in the Gladiolus world. Very large, wide-opened flowers of light rose, darker at edges, fading to shell pink at center, with brilliant scarlet blotches on lower petals. Entire flower has glistening lustre. Very tall, graceful spikes, bearing many flowers. An exquisite variety. 20 cents each; $2.00 per dozen.

*Flora.* Here is the best yellow after Golden Measure. It is a splendid, strong growing sort. Canary yellow, almost self, markings very light. As sturdy a grower as Schwaben, but slightly darker in color, and practically free from blotch or marking. 30 cents each; $3.00 per dozen.

*GOLDEN MEASURE.* Absolutely the best yellow. The only variety having a large flower of pure golden yellow without blotch or marking. For years hybridizers have been trying to equal it, but never have. For years it has been expensive; now it is within the reach of all. A splendid large flower of great substance and richest golden yellow, strong growing, tall spikes, well filled. It is a delight to the eye. Now, $1.50 each.
Glory of Kennemerland. (Roem van Kennemerland.) One of those beautiful things that Holland has given us. Comparatively new, and uncommon. Growing rapidly in favor as it becomes known. Florists are much attracted by it, and florists know the good ones. It is a very rich, deep rose, with golden yellow blotch and throat. Flower very large, of wide-opened bell shape, with rounded petals. No other resembles it. Try it. Only 20 cents each; $2.00 per dozen.

Herada. Another of Mrs. Austin’s beautiful creations. A pure mauve with darker throat. Unusual color and very fine. Large, massive blooms on good spike. Many open at once. 20 cents each; $2.00 per dozen.

*Le Marechal Foch.* A recent sensational introduction from Holland, which I can recommend as very beautiful and attractive. Flowers are unusually large, of very soft delicate pink, quite a number open at once on strong spike. Very early to bloom, strong grower and has come to stay as one of the “desirable and substantial” things. Very lovely. 30 cents each; $3.00 per dozen.

*Maidenblush.* A Primulinus Hybrid and one of the most exquisite of them. An exquisite pink with lighter throat. Very dainty flower on graceful spike. Most bulbs make several spikes. Charming for house decoration. 15 cents each; $1.50 per dozen.

Mauve Queen. Very unusual in that it is a distinct and beautiful mauve, often flaked darker, and somewhat variable in its markings. Flowers of fair size, with unusual number open at once, making a very long flower spike. 20 cents each; $2.00 per dozen.

*Prince of Wales.* One of the most beautiful of the recent introductions which has rapidly risen in popular favor. Large flowers of pure soft golden salmon, melting to throat of soft primrose yellow. Many open at one time. Strikingly beautiful and very early. Should be in every garden. Do not omit it from your order. 20 cents each; $2.00 per dozen.

Thomas T. Kent. Another of Mr. Diener’s beautiful creations and one of his largest and most vigorous. Tall stalk bearing exceptionally large flowers of rosy pink with rich ruby lines on lower petals. A great favorite. 25 cents each. $2.50 per dozen.

*Unique.* Another beautiful Primulinus. Flowers larger than usual, of a delicate cream, flushed rose, becoming deeper as flowers open. Good straight spikes. Blooms slowly, is therefore good as a bedder and fine for cutting. 15 cents each; $1.50 per dozen.

*White Giant.* Undeniably one of the most exquisite whites, as it has pure white waxy flowers with long, pointed petals, opened and reflexed until it resembles a white lily as much as a Gladiolus. While a little variable, it usually makes good spikes. I cut one from my garden with eight flowers open at once, the bottom one being exactly six inches across. Try this. 25 cents each; $2.50 per dozen.
As to “Mixtures”

Many catalogs offer bulbs in mixtures. The truth is that most bulbs in mixtures are undesirable, being discarded or poor sorts and seedlings not worth naming. It is obvious that good varieties are sold under name, for more money. I am not offering mixtures. I do offer four or six bulbs of a variety at the dozen rate, so you may make selection from a number of good named varieties at moderate cost. If you prefer to have me select them, I will make up Collections, amounting to $5.00 or more, from those I know to be good and pleasing.

“The Foot of the Rainbow”

Our place has become known as “The Foot of the Rainbow,” which is an exclamation of visitors on beholding the thousands of blooming Gladioli. Located directly on the fine Drive running from Chicago around the eastern shore of Lake Michigan, our Gardens have many welcome visitors.

The Gladiolus Show

The Annual Exhibition of the American Gladiolus Society will be held this year in Rochester, New York.

We may look forward to a splendid Show, for Rochester is well equipped to stage a great one. It is the “Flower City” of the eastern United States and a great convention city.

At our last Show we had more members in attendance and more visitors than at any previous one. The Register shows them from the Atlantic coast to the Pacific and from the Canadian Provinces to the Gulf of Mexico. With the large increase in membership and the wide-spread growth of interest we may look for a great gathering at Rochester. Hope to see you there.

“The Flower Grower”

Every flower lover and grower should read “The Flower Grower,” a most interesting and meritorious monthly magazine, published by Madison Cooper, Calcium, New York. Valuable to Gladiolus growers. Subscription price, $1.50 per year. Every member of the American Gladiolus Society is given this desirable magazine free.
LAKE SHORE DRIVE, ST. JOSEPH, MICHIGAN

The American Gladiolus Society
Promoting the Culture and Development of the Gladiolus

In this Society will be found the principal growers of the world but its membership is not limited to professionals, as many amateurs and private gardeners enjoy its advantages and pleasures, including the Annual Flower Show, where may be seen all that is worth while in Gladioli.

Each member receives free The Flower Grower, an excellent monthly magazine in which the Gladiolus is given prominence and all garden flowers are considered.

The Society expects to send its members, free, Brown's Nomenclature, showing names, colors, etc. of all Gladioli listed. This is the only work of the kind in existence.

It is also contemplated to issue a Year Book, with directory of Members, Rules and Regulations of the Society, and other contents of interest.

During the year 1922, the membership of this Society was more than doubled, being by far the greatest increase since the organization of the Society. Our ambition is to repeat this performance during the coming year.

I have the honor to be serving my second year as President of the Society. I invite you to join us and will be glad to forward your name for enrollment if you will send me one year's dues, $2. This will bring to you free for the year The Flower Grower.

The official organization of the Society is as follows:
Vice-President, Dr. F. E. Bennett, St. Thomas, Ontario.
Secretary, David Tyndall, Brockton, Mass.
Treasurer, Madison Cooper, Calcium, N. Y.
Registrar, Prof. A. C. Beal, Ithaca, N. Y.
Supervisor of Judges, Mrs. A. H. Austin, Ravenna, O.

Executive Committee:
John J. Prouty, Baldwinsville, N. Y.
Dr. S. Irving Moody, Brockton, Mass.
Joe Coleman, Ravenna, Ohio.

Exhibition Committee:
John J. Prouty, Baldwinsville, N. Y.
Gerrit Vos, Grand Rapids, Mich.
Madison Cooper, Calcium, N. Y.
D. L. Boardman, Buchanan, Mich.

Official Trial Gardens and Directors:
Cornell University, Prof. A. C. Beal.
Ohio State University, Prof. A. C. Hottes.
St. Thomas, Ontario, Dr. F. E. Bennett.
University of Minnesota, Prof. LeRoy Cady.
Our friend, MAY ROBSON, well known for years to American theater-goers as a brilliant, charming and lovable star in the best and most delightful of high-class plays, finds gladness in growing our Glads in her garden at her Long Island home.