NEW ORIGINATIONS IN GLADIOLI

CECIL E. HOUDYSHEL, LA VERNE, CALIF.

FIFTY CENT BULB FREE TO ALL!

Here's how. Just write a post card (or letter) to each of ten flower loving friends. Use the following words exactly—do not add or take away, nor give any other explanation.

Dear ________

Knowing how much you love flowers, I thought you might be interested in a Gladiolus Price List that I have just received from Cecil E. Houdyshel, LaVerne, Calif. He is the originator of the famous Gladiolus Los Angeles and others, and the list contains over 100 of the best varieties, reasonably priced. I am sending him my own order and I know he will be glad to send you his list.

Sign your name.

Then send me your order for at least $1.00 and state that you have complied exactly with this requirement and I will include a bulb of the LaVerne or Mary Jane Coole, value 50c.
Houdyshel Gladiolus List

INTRODUCTION

I am sending out brief price lists this year instead of a catalog as in former years. On account of a mild but prolonged indisposition I have not been able to write a catalog and especially not able to write an account of my trip east to the Hartford and Boston Gladiolus Shows in a continuation of "The Odyssey of a Gladiolus Grower."

This also co-ordinates with a general plan of economy which will enable me to knock off from a cent to several cents on the price of each bulb.

So many have praised the "Odyssey" (not Homer's—no one praises that any more) that I here make promise of its continuation at some time in the future.

This price list goes to about 20,000 old customers or applicants. IF YOU WANT NEXT YEAR'S CATALOG you must either buy bulbs from this or write me a post card asking to be kept on my mailing list. All other names will be dropped.

Later this spring I will put out a price list of Iris and other bulbs. It will be sent only to those who ask for it. It will price about 200 wonderful new IRISES. The wonderful new colors and great beauty of modern Iris will surprise you if you have not seen them. My prices are reduced to a real "bargain basement" level.

SIZE OF BULBS

As far as possible I try to sell only bulbs grown from very small bulbs or bulblets and one inch or more in diameter. Many dealers sell larger bulbs than I do, but all experts know that old flat-bulbs are not to be compared to smaller, high crowned, young bulbs.

GUARANTEE

I guarantee my bulbs to be true to name and to be in a healthy growing condition. I will replace two for one any that do not prove to be so.

PREMIUMS

We include good count and extras at least to the amount of 10 per cent, in orders over $1.00. We aim to treat you a little better than anyone else but not to talk too much about it.

KICKS

We get a few. We want to know about our mistakes, and to correct them. About once a year we get a discourteous letter. We always feel sorry for the writer. Call Mr. Houdyshel's personal attention to errors, please.

SUBSTITUTION

Experience seems to indicate that it is better to substitute a similar and if possible a better variety when out
of an item ordered. We also add an extra or in some way give a little more value. Please advise if you object to this policy.

POSTAGE PREPAID
on orders of $1.00 or over. On smaller orders send 7c extra for one bulb and one cent for each additional bulb.

FLOWER SOCIETIES
Join the American Gladiolus Society and get the best gladiolus magazine ever published. Dues $2.00 per year.
The California Gladiolus Society gives so much, space prohibits description. Dues $2.00.
The American Iris Society with many free bulletins, $3.00 per year.

Send me the amount with your order (or even without an order). The secretary of the society will send you a membership card. We send no acknowledgment.

CECIL E. HOUDYSHEL
LaVerne, Calif. San Dimas, Calif.

CULTURE OF GLADIOLUS
It is easy to grow fine gladioli. They prefer plenty of sun but do fairly well if slightly shaded part of day. Plant three to five inches deep and twice the diameter of the bulb apart. Rows may be 18 inches apart. Most gladioli may be planted rather close, but the Los Angeles should be given twice as much room and be given more water than other sorts, as it is a heavy feeder, and a good bulb will do at least twice as much in flower production, etc., as ordinary kinds.

Be sure to water liberally and cultivate after each rain or irrigation.
Fertilizing, if done at all, is likely to be overdone. Use sparingly. Ground bone and sheep manure are often used with good results. Plenty of water is more important.

Houdyshel Originations

CREPE. (Prim. Grand.) Begonia rose with irregular lines of ivory running through, which give it the appearance of crepe. 75c ea.
Bulblets 10c ea.

GOLDSTONE. Rose pink with a peculiar glistening quality like the gem goldstone. I have measured flowers of this over seven inches across. $10.00 ea.
Bulblets $1.00 ea.

LAVERNE. (Prim. Grand.) Cream yellow flushed pink. Carmine throat. Five and one-half feet high. 50c
Bulblets 5c ea.
LE CYGNE. (Prim. Grand.) As pure in its whiteness as a Madonna lily. A vigorous and hardy grower, which its parent Europa is not. $10.00
Bulblets $1.00 ea.

LOS ANGELES. (Prim. Grand.) Grenadine or orange tinted pink with a darker throat. In any list of the world’s finest glads the Los Angeles is usually named among the best twenty-five.

As a florist’s gladiolus it has become the most popular pink variety in the few markets where it has been offered in quantity.

It is also far in advance as a landscape glad owing to its ability to produce such a large number of flowers. A bulb will produce from two to six spikes (rarely, even twice that). If planted far apart each stem will give three or four side spikes and when the whole stem is cut, a fair portion of them sends up a second growth spike with rather darker flowers. For this reason the Los Angeles was named by me the “Cut and Come Again” Gladiolus. A bed of them remains in bloom often for two or three months. It is the nearest everblooming.

If you are interested in making money in the glad business, send for wholesale bulletins about the Los Angeles.

Most of all, plant it abundantly in your garden for quantities of flowers, either for cutting or for landscape effect. In order that you may do that, we have put the price very low this year.

Price: Large Size—1 to 1 1-2 in., 25c ea.; $2.50 per doz.; $20.00 per 100.
Medium Size—1-2 to 1 inch, 15c ea.; $1.50 per doz.; $12.00 per 100.
Small Size—Every one will bloom with good culture if planted early. 10c ea.; $1.00 per doz.; $7.50 per 100.
Bulblets—10c per doz.; 75c per 100; $5.00 per 1,000.

MARY JANE COOL. (Prim. Grand.) Coral pink with pomegranate purple throat. A beautiful and very vigorous variety. 50c ea.
Bulblets 5c ea.

ROSE O' CALIFORNIA. A fine clear rose, self-colored.
Each $2.50
Bulblets 25c ea.

SEÑOR ESPIRIDION. Geranium pink shading into rose doree, amaranth purple feather. Very tall. $5.00 ea.
Bulblets 50c ea.

SEÑORITA LUISA. (Prim. Grand.) Color near to rose doree. $5.00 ea.
Bulblets 50c ea.

SUNNY SONNY. (Prim.) Autumn tints of yellow and orange. $1.00 ea.
Bulblets 25c ea.
Standard Varieties of Gladiolus

The name of the originator is given thus: (D) Die-ner; (K) Kunderd, etc. Primulinus hybrids are indicated (Prim.), and Primulinus Grandiflora (Prim. Grand.).

Please note prices per single bulb are given. For the dozen rate multiply the price per bulb by ten; for the hundred rate, multiply by eighty.

ADELINE KENT. (D) Ruffled. Delicate rose pink, ranging from flesh to deep rose on the edges of petals. Throat is straw color with ruby dashes....15c

ADORABLE. (Prim.) An adorable shade of pink....10c

ALICE TIPLADY. (K) (Prim.) Orange saffron color....5c

ANNA EBERIUS. (D) Deep rhodamine purple shading into deep Bordeaux center.............8c

ANTHONY B. KUNDERD. (K) Ruffled. Rich cream color suffused light pink..................10c

ARABIA. (Hinkle) Dark mahogany red, almost black flowers ..................................25c

ARIZONA. (K) Rose pink....................................10c

ATHERTON. (K) Ruffled salmon..........................10c

BARON HULOT. (Lemoine) Dark violet.................8c

BENGAL TIGER. (Pratt) Red with dark tiger stripes, wonderful ..............................10c

BERTREX. (Austin) White with pencil stripe in throat ...........................................5c

BETTY JOY. (Bill) Cream flushed LaFrance pink. Rates 97%.........................................75c

BLACK PANSY. (K) Richest dark red with pansy markings in throat............................10c

BLUE JAY. (Groff) Light blue, large white spot on lower petals with yellow center........10c

BREAK O’ DAY. (Bill) LaFrance pink. Early, large, one of the really great new varieties.....60c.

BUTTERFLY. (K) (Prim.) Ruffled. A delicate salmon pink ........................................10c

BYRON L. SMITH. (K) White lightly suffused mallow purple, deepening to edges. Throat Marguerite yellow..........................................................8c

CAPT. BOYNTON. (Boynton) White suffused lavender. Deeper lavender blotch on lower petal....15c

CARMEN SYLVA. (Prestgard) A wonderfully fine white ..............................................8c

COWEE’S SCARLET WONDER. Large, brilliant red..12c

CRIMSON GLOW. (Betscher) - Glowing red scarlet....10c

CRINKLES. (K) Ruffled. Deep peach blossom pink..30c

DELICATE. (Prim.) Fine pink variety, very useful for cut flowers ..........................10c

DIANA. (JZ) Best commercial red......................10c
<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIENER'S AMERICAN BEAUTY</td>
<td>American Beauty rose color, throat cream striped with ruby</td>
<td>10c</td>
</tr>
<tr>
<td>DOROTHY WHEELER</td>
<td>Clear rose pink.</td>
<td>12c</td>
</tr>
<tr>
<td>DR. F. E. BENNETT</td>
<td>Brilliant peach red</td>
<td>30c</td>
</tr>
<tr>
<td>E. J. SHAYLOR</td>
<td>Ruffled, deep rose pink, penciled rose red in throat</td>
<td>5c</td>
</tr>
<tr>
<td>ELIZABETH TABOR</td>
<td>Wonderfully early variety resembling Mrs. Frank Pendleton</td>
<td>10c</td>
</tr>
<tr>
<td>HENRY FORD</td>
<td>Dark purple, very famous glad. Bulblets only. In California they usually bloom.</td>
<td>10c per doz.</td>
</tr>
<tr>
<td>JOERG'S WHITE</td>
<td>Largest and best white</td>
<td>90c</td>
</tr>
<tr>
<td>EMPRESS OF INDIA</td>
<td>Dark mahogany red, almost black</td>
<td>10c</td>
</tr>
<tr>
<td>EVELYN KIRTLAND</td>
<td>Rose pink with a scarlet blotch in throat</td>
<td>8c</td>
</tr>
<tr>
<td>FERN KYLE</td>
<td>Large creamy white</td>
<td>20c</td>
</tr>
<tr>
<td>FIRE QUEEN</td>
<td>Brilliant scarlet, very vivid and colorful</td>
<td>15c</td>
</tr>
<tr>
<td>FRANK J. SYMMES</td>
<td>Geranium pink</td>
<td>10c</td>
</tr>
<tr>
<td>GENESSEE</td>
<td>(Davis) Large light yellow</td>
<td>25c</td>
</tr>
<tr>
<td>GIANT NYMPH</td>
<td>LaFrance pink</td>
<td>15c</td>
</tr>
<tr>
<td>GLADDIE BOY</td>
<td>(Bill) Grenadine pink blending to a yellow center. Remarkable</td>
<td>$1.00</td>
</tr>
<tr>
<td>GLADIS PLATH</td>
<td>Mallow-purple</td>
<td>10c</td>
</tr>
<tr>
<td>GLENDALE</td>
<td>(Davis) American Beauty rose</td>
<td>10c</td>
</tr>
<tr>
<td>GOLD</td>
<td>(Hoeg) Clear, deep yellow</td>
<td>12c</td>
</tr>
<tr>
<td>GOLD DROP</td>
<td>(Prim.) Marguerite yellow, deepening to primrose-yellow</td>
<td>6c</td>
</tr>
<tr>
<td>GOLDEN MEASURE</td>
<td>(Kelway) Straw yellow</td>
<td>10c</td>
</tr>
<tr>
<td>GOLIATH</td>
<td>(Velthuys) Dark purple maroon</td>
<td>15c</td>
</tr>
<tr>
<td>GRETCHEN ZANG</td>
<td>(Austin) LaFrance pink shading to geranium pink on tips of petals. Lower petals blotted rose doree</td>
<td>5c</td>
</tr>
<tr>
<td>HERADA</td>
<td>(Austin) A clear lavender mauve</td>
<td>5c</td>
</tr>
<tr>
<td>HOPENSTAUFFEN</td>
<td>Cream white flushed pink, crimson blotch in throat</td>
<td>10c</td>
</tr>
<tr>
<td>ILLUMINATOR</td>
<td>(Hinkle) Brilliant carmine red, faintly suffused blue</td>
<td>20c</td>
</tr>
<tr>
<td>J. A. CARBONE</td>
<td>Orange salmon</td>
<td>20c</td>
</tr>
<tr>
<td>JACK LONDON</td>
<td>(Diener) Light salmon with vermillion stripes</td>
<td>10c</td>
</tr>
<tr>
<td>JACOBA VAN BEIJREN</td>
<td>(Heemskerk) Violet self-colored</td>
<td>15c</td>
</tr>
<tr>
<td>JEWELL</td>
<td>(Zeestretten) Salmon pink with a golden yellow throat</td>
<td>8c</td>
</tr>
<tr>
<td>LONGFELLOW</td>
<td>(Prestgard.) One of the very best new pink glads</td>
<td>50c</td>
</tr>
</tbody>
</table>
MAIDEN'S BLUSH. (Gruellmans) (Prim.) A delicate flesh pink. Very early...8c

MAJESTIC. (Hopman) Orange, pink throat........10c

MARIE KUNDERD. (K) Early ruffled white...........10c

MARY PICKFORD. (K) Delicate creamy-white tinted primrose in throat. Calyx and stem white.........10c

MING TOY. (K) (Prim.) Buff flower with yellow throat .........................................................10c

MRS. DR. NORTON. (K) Pink with yellow throat.....8c

MRS. F. C. PETERS. (Fischer) Lavender pink, resembling a cattleya orchid.................................12c

MRS. FRANK PENDELETON. (K) Bright rose pink with large pansy-like carmine blotch in throat.....5c

MRS. LEON DOUGLAS. (D) Ground color begonia rose striped with flame and brilliant scarlet. Lip pale lemon slightly speckled with ruby. Very large flowers. One of the very choicest........12c

MR. W. H. PHIPPS. (D) Salmon rose, nearly all open, best exhibition gladiolus.........................35c

MRS. H. E. BOTHIN. (D) Ruffled. Geranium pink with scarlet center .........6c

MYSTIC. (K.) Red, splashed white....................12c

NINETEEN-TEN ROSE. (K.) Rose pink..................5c

NORA. (Velthuys) Grayish lavender flowers. Purple stripe on lower petals. ..........25c

ORANGE BRILLIANT. (Case) (Prim.) Intense color, fine cut flower..................10c

PEACE. (Groff) White, Tyrian rose in throat...........5c

PERSIA. Almost black. Appears identical with Arabia .................................................................50c

PFITZER'S TRIUMPH. Large orange salmon. This sensational variety retails $5.00 and up. I don't usually list such expensive ones, but here is a bargain. Bulbs about one inch, a good size for.......$3.50 ea.

POLA NEGRI. (D) Yellow and apricot..................10c

PRIDE OF GOSHEN. (K) Ruffled. A very large salmon or flesh-pink flower of the Glory type........10c

PRIMUNELLA. (K) (Prim.) Ruffled. Color cartridge buff, suffused peach red; lower petals pinard yellow striped carmine ..................10c

PRINCE OF WALES. (Van Zanten) A pure golden salmon ..............................................................8c

PURPLE GLORY. (K) Ruffled. Amaranth-purple over Tyrian rose shading into dark purple in the throat .................................................................12c

PYTHIA. (K) Spectrum red, blotched carmine........15c

RADIO. (Burbank) A fine red, narrow light stripe in center of petals. Almost lost Burbank variety. 50c

RED FIRE. (K) Rich pure self-colored red.............25c
REV. EWBNK. (Velthuys) The best light blue............12c
RICHARD DIENER. (D) Geranium pink.....................15c
ROANOKE. (K) (Prim.) A large vigorous yellow prim- ulinus .................................................8c
ROSE ASH. (D) Old rose overlaid and blended daphne- pink and daphne-red; base of petals straw yellow dusted eugenia red. General effect what is known as "Ashes of Roses"..............................................10c
ROSE GLORY. (K) Ruffled. Pure rose pink deepening toward throat. Many times a prize winner............10c
ROSE LUISANTE. (Prim.) Color same as Tulip Rose Luisante, early .........................................................15c
ROSEMARY. (Bales) White overlaid very closely by fine hair lines and stipplings of lavender rose..........35c
RUBINI. (Heemskirk) Large, showy, orange scarlet with white eye.........................................................15c
SCHWABEN. (Pfitzer) Large yellow.............................6c
SIDNEY PLUMMER. (Salbach) Yellow suffused pink...........15c
SOUVENIR. (Gravereaux) Golden yellow.....................8c
SYDONIA. Very fine deep violet, rare..........................10c
SYMMETRY. (Burbank, 1915) A fine dark pink..............50c
THOS. T. KENT. (D) Shell pink overlaid with straw- berry. Crimson streak on each petal.....................15c
TYCKO ZANG. (Austin) Clear salmon pink with a brilli- liance unsurpassed. Large flowers..........................30c
TYRIAN BEAUTY. (K) Tyrian rose color........................10c
VIRGINIA. (Syn. Scarlet Princeps) (K) The richest red- scarlet color ......................................................8c
WAR. (Groff) Deep blood red................................8c
WHITE PIGEON. (K) Early white..............................10c
WHITE WONDER. (Kemp) Tall, large white..............15c

DON'T FORGET
If you are interested send for price list of Iris and other bulbs which will come out at Iris planting time.

ALSO
If you want next year's catalog you must buy bulbs from me during this year or write a postal card requesting that your name be kept on my mailing list.

CECIL E. HOUDYSHEL,
LaVerne, California

We also use the address
San Dimas, California

Direct your letter to either place but don't use both at the same time.