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GLADIOLUS LOS ANGELES

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Why do you grow glads? Probably for three reasons: First, because you love their beauty, and desire to spread "gladness" in the world, and third, to make money.

I have no doubt that if you were assured that you would find herein presented anything that will figure or interest as a commercial gladiolus grower, you would read every word.

Let me assure you that I shall not attempt to lead you to the conclusion that in order to realize your highest possible profit, it is necessary to grow the Gladiolus Los Angeles. I hope to be able to present a few facts of general importance. This is intended to help you make money from gladiolus growing and to prove that the Los Angeles is one that will give you pleasure to grow, and profit, too.

I WILL PAY YOU

If you will read this Bulletin, you know, of course, I could sell you bulbs for the purpose of gladness either in information or entertainment and not hope to sell you bulbs. So, therefore, I'll make a bargain with you. If you'll devote to gladiolus growing as a business any portion of the gladiolus-growing sections of the country, my study of market conditions, etc., all of the information I have I'll share with you.

It is my business to sell bulbs. I was one time "pitched" for driving just a little too fast and sold the judge enough bulbs to make me happy to ride, and we are still great friends.

I want not only to sell you bulbs, but to help you sell bulbs. Has it ever occurred to you that if the originator of a variety sells you bulbs, he ought to help you sell in others? He ought not to reduce the prices so rapidly that you are unable to realize a profit. He should not shod the market with bulbs. He should advertise the variety and otherwise create a demand for it.

TYPES OF GLADIOLUS FOR PROFIT

What type of gladiolus is likely to prove most profitable for growing? The strictly exhibition type will be grown by amateurs and commercial growers, principally for exhibition purposes and in a small way for their own pleasure in the high perfection of the type. Since they often lack a substance of lasting quality and are nearly all open in size, they are not well suited for landscape use or floral construction. The limits of their use are self-evident.

The Landscape type is in much more demand. A bed of this type should remain in bloom a month or more. The outline of bulbs of this type is much greater than for those of the exhibition type. Amateurs like to have from a hundred to a thousand or more in their gardens.

It is much more profitable to grow the commercial type, however, than either the exhibition or landscape type. The type depends to a great extent on its flowers and a substance most useful for floral decoration. Commercial flower growers plant them in quantities from a few thousand to millions. We have personally known of single sales of one commercial variety to amount to 100,000 bulbs. I have no doubt that number has often been exceeded.

We are not interested in to what extent or length the qualities a commercial variety should possess. It is very evident that it should have a good substance that will look well when cut; that the flowers should open slowly, even three to five at a time, so that a single spike when cut may last for some time, that it should be a good shipper; a good foster; vigorous in growth and a good multiplier; further we are more fussy to a spike; color harmonious and appropriate for all floral construction. And above all it should possess a beauty that will cause it to be chosen by the wholesale and retail buyer.

The latter point is important. As we have said before, the Flower Purchasing Public is the one important judge of gladiolus values. The best individual judges are those who have made an extended and intelligent study of public taste, for after all, values are relative and the best or the most beautiful are those which the most people consider so.

If one attempts to determine the relative value of a variety as a commercial proposition and hases his decision on his own personal taste, it is likely that like made by a prominent bulb grower who advanced the opinion that a certain variety having a magnificent spike, nearly all open at one time, large self-colored flowers, would become popular as a florists' variety. The variety is a hybrid for the hybridist who prefers a spike of flowers over one or two flowers. You may or you may not have enough, but it is not in any sense useful as a florists' variety.

THE GLADIOLUS LOS ANGELES

The Los Angeles is a remarkable combination of the florists' and landscape type of gladiolus. In the following table I will mention the qualities that make it so:

| **Color** | Ograin, pink and apricot open up to become a light lighter. The faint tones of pink although others have insisted it is still pink, a tint which contains rather more of the orange. The feather in the throat design is prominent. The flowers are delicately ruffled.
| **Primula grandiflorum type** | Gerhardt's verified rating on A. G. S. Scale; Exhibition 85; Commercial 92.5; Landscape 82.5.
| **Leaves:** | Long and very vigorous, producing long spikes up to four feet and more in height and 16 to 20 medallion-sized flowers.

It is a rapid multiplier. Young bulbs produce large bulbs freely. Notice the small bulbs which are often produced on the side of the stem. This high development of the vegetative functions also results in a profusion of bloom unequalled in any other variety.

The Los Angeles is one that will give you pleasure to grow, and profit, too.

LANDSCAPE VALUE

Please note the high rating of the Los Angeles as a landscape flower. We have been championing for the Los Angeles that it is the nearest possible approach to an ever-blooming gladiolus. We have had a bed of them to choose for nearly three months last year. We call it the "CUT AND COME AGAIN" gladiolus, because it produces so many branches on one stalk. A large bulb usually sends up from 3 to 5 or more shoots, on each of which there will be from 3 to 5 sets of flowers. When the top has bloomed out (16 to 20 flowers), the highest side branch has usually started to bloom. Each branch should be removed when it is through blooming. It is not unusual for a single stalk to produce 5 branches including the main or top spike. In the accompanying cut, fig. 2, you may see a side branch in different stages of development as discovered by removing leaves.

If the entire stem be cut near to the ground and the leaves carefully left with the plant, a large proportion will produce a second growth spike, sometimes two. These are shorter but we sell them.

In order to produce second growth spikes the leaves must not be mulched or removed, the ground must be well watered and cultivated. the plants not too close together. You know here is a forest, trees growing close together shade each other and produce few side branches.

THE LOS ANGELES AS A COMMERCIAL FLOWER

The record of the Los Angeles in the only flower market where it has ever been offered must certainly have a bearing on what might be expected in other markets. Any variety will sell. Nearl any variety will bring a high price from some one. As a flower that will "top the market" for price and quantity used the Los Angeles is hard to equal. It has been presented to the trade in Los Angeles florists. Which all the best.

The following quotations from our leading trade journals give an idea of the two month of its market record for the 1926 season:

From the Pacific Coast Florists in the Florists Exchange, New York:

"Gladiolus coming into the market, Los Angeles is a wonderful size and the large spikes with extra large blooms are certainly fine stock."—June 12, 1926.

From Pacific Coast Department in the Florists Review, Chicago:
"Gladial" was probably at its best, and the crop was at its peak. These were most of the same bulbs that were used for the fall shipments from the Carlsbad district. The most popular gladials for the market to be Los Angeles, and it is being offered in greater quantities than ever before. The popular Virginia gladials has taken second place this year, probably because of the greater quantities, and because Los Angeles is an excellent retail variety.—May 30, 1926.

"There seemed to be considerable interest in gladial. While great quantities of these have been coming into the market, they were not being offered in large quantities for the best prices. However, the last few years gladial have not been in demand for shipping purposes, but this year large quantities of them are being sent to Arkansas and Oklahoma. The growers who have had large quantities placed for Memorial Day shipments. On the land market the variety Los Angeles seems to be the most popular one, with Virginia gladial a close second. This is due to the fact that the market is centered in the world's most attractive places and here variant, and nature combine with nature to produce beauty. It is well known that many people who visit picture stars as well as producers live here than any place else in the world. This is a community where people love beauty, and they know how to see it as well. It has been written that "A picture star gives the idea of the ones who purchased the Los Angeles regularly and preferred it to other varieties.

One of the encouraging things that happened in my early experience in selling to florists was when one reported that a particular show in the west would not cost a show bulb in stock. Another circus star sent 25 baskets containing gladial Los Angeles to her friends last Christmas. That shows how the sales are progressing very swiftly to reach such an extent in the Los Angeles market. I believe that what this done here will do in other markets. It is not a market where you can make a living if you are not careful. It is necessary to be wise and gentle and place them on the market gradually. Of course I could not equip very many with that quantity.

The truth is that I have not been sure that will be done. Here is in the leading market variety of its color. In order to be in the leading market variety, we consider that the following must be true:

1. First—The market will use more of them than of any other.
2. Second—They will cost more than any other.
3. Third—When there is a great over-production of gladial cut flowers, the Los Angeles sells and other varieties are desired.

This, I think, fairly represents the conditions by the Los Angeles market. It often occurs of course that the highest producing variety is not the one that its own produce, and none other than a gladial will grow the bulbs. What I should, like to see done in every great cut flower center of the country is for some grower with resources, to start a show and place them on the market gradually. Of course I could not equip very many with that quantity.

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COLOR

This introduces the question of color. What color of gladial would you consider the most beautiful? It is a question that has given considerable attention to that question. In New York, Boston, Philadelphia, Los Angeles, and others it appears to be pink. In Maine it is a pretty sight, to be the apparent favorite. Although a beautiful gladial, I felt that the color quite monotone, and that the color certainly does not combine with other colors so universally as pink. Brilliant colors usually appeal to the more conservative, and to the more extreme, that is, particularly pink. The pastel tints of the Primudium hybrids render them especially alluring. Very many men like "any color except blue."

The kind of flower and the season of the year has a lot to do with the preferred color. The chrysanthemum, no matter what color, is considered the most beautiful. Scarlet reds are grown by the grower for the fall market, and are more prolific for the flower market. If we notice the very great commercial varieties of gladial, we shall see that they have been universally pink tints like American Brilliant, Primudium, and Los Angeles. Neither lavender, yellow nor any other color is likely to supplant pink as a general favorite and especially when the color is seen in the proper place, and the special quality is important in proportion to the study, experience and observation of the one who holds it. If based on one's personal preferences, we can see that the color of gladial is a matter of personal choice, and it will be a matter of personal choice, and it will be one of the most important factors in the selection of a gladial.
The Odyssey of a Gladwells Grower

In the fore part of this Bulletin we promised to give you an account of the growth of Mr. W. S. Gladwell, of 1404 South Park, Portland, Oregon, the most active and enterprising grower in the Port of the Middle-West.

But you need to have the opportunity to visit these places and to study market conditions; meet with growers, dealers, and buyers, and observe growing methods under widely differing conditions; and hold these things in your memory, to enjoy the personal associations with members of the fraternity.

Mr. Gladwell is the best known of all the Gladwells. He is good-natured, on less well known good-natured, less well known good-natured than that of A. L. D. Lang of Boulder, Colorado, or that of 'Old Bales' of San Francisco, but his Pacific Coast grip gave me the idea. It is my belief that if Mr. Gladwell could publish his catalog, he would be cited forcatalogue... It was the inspiration of the first Gladwell. Mr. Gladwell will agree that the gladwell growers are more interesting than those who shun the name of Gladwell is not a name that is to be mentioned by a few of them. This fact cannot be comprehended by the average man. He is as bit as a small and as indifferent to the light of men and women as some have me.

Mr. Gladwell has been responsible for this, I must tell you that our California Gladwells Society has been more active than in any other state, as evidenced by the action of his visit here for that purpose the opportunity for an objectionable grower is the first Gladwell. He is the one to whom I mentioned a few of them. This fact cannot be comprehended by the average man. He is as bit as a small and as indifferent to the light of men and women as some have me.

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on the balls of several pedestrians while attempting to give instantaneous impressions of the company he saw. I was particularly struck by one woman with a most beautiful figure, but I was not able to get near enough to her to describe her. I was also attracted by the style of dress worn by some of the people I saw, but was not able to get a clear view of it.

At Washington, D.C., I was much disappointed in not being able to secure any of the flowers which were on exhibition. I was particularly interested in seeing the flowers of the Dutch bulbous plants, but was unable to see them. I was also interested in seeing the flowers of the various types of gladiolus, but was unable to see them. I was also interested in seeing the flowers of the various types of gladiolus, but was unable to see them.

Although I was not able to secure any of the flowers which were on exhibition, I was able to see some of the flowers which were growing in the vicinity of the city. I was particularly interested in seeing the flowers of the various types of gladiolus, but was unable to see them. I was also interested in seeing the flowers of the various types of gladiolus, but was unable to see them.

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All the remarks and opinion of various American botanists, florists, and flower growers, as well as the names of the various types of gladiolus, have been compared with those given by me, and I am satisfied that the flowers are abundant throughout the year. The flowers are grown in the various parts of the country, and are sold at reasonable prices. The flowers are also grown in the various parts of the country, and are sold at reasonable prices.

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