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Let Us Co-Operate in Introducing Our Beautiful Flowers!

July 15, 1923.

To Gladiolus, Iris, Peony, Dahlia and Bulb Growers—Plantmen, Seedsmen, Nurserymen, Implement and Fertilizer Dealers, Etc.:

Some time in September we publish in book form the Gladiolus Manual that has been running serially for many months in "The Gladiolus Bulletin," adding thereto Cultural Directions for the Iris, Peony, Rose and Dahlia, with Classified Directories of Dealers offering things needed by Flower Growers. (See Titlepage and Summary of Contents.)

This book—designed principally for propaganda purposes and not for profit—largely will be sold through canvassers in Rural Districts all over the country where new customers are so much needed; also will be advertised in Garden and Flower Magazines and reach many flower-lovers.

With your assistance, it will be sold at about cost—in one sense it will be given away, as we include a Refunding Coupon entitling purchaser to a free bulb of one of the varieties of Gladiolus we are introducing (Beaconflame 50c, Beacon-White $1, etc.) with first order sent us for "Glads."

As it is the only up-to-date work on the Gladiolus, we expect to sell many copies to Libraries, Schools, Societies, etc., where each book will be consulted by hundreds of readers.

Whatever your line, you readily can see the advantage of being listed in one or more of these Classified Directories, also in having a permanent Advertisement in a work that will be kept and constantly consulted.
J. L. VONDEL
Gladiacre Gardens
SHARON,
MASS.

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Ads. with attractive cuts (of new varieties, etc.) especially desired.

Co-operatively Yours,

J. L. VONDEL

Member National Horticultural Society
American Gladiolus Society
N. E. Gladiolus Society

P. S.—Good Cuts of Choice Varieties thankfully received and full credit given and descriptions printed—really a Free Advertisement for you.

“THE GLORIOUS GLADIOLUS”

SUMMARY OF CONTENTS

PART I.
HISTORY AND DEVELOPMENT

CHAP. I.—Botany of the Gladiolus
CHAP. II.—The “Lily” of the Bible
CHAP. III.—Fabled Origin of the Gladiolus
CHAP. IV.—Corn Flags in English Gardens
CHAP. V.—Evolution of the Modern Gladiolus
CHAP. VI.—The Original Gandavensis
CHAP. VII.—Lemoinei, Nanceianus, Childsii
CHAP. VIII.—Primulinus—“Maid of the Mist”
CHAP. IX.—*Gladiolus in America
CHAP. X.—Gladiolus at Home and Abroad

* We have followed the style of Crocus and used “Gladiolus” for plural.

PART II.
GROWING GLORIOUS GLADIOLUS

CHAP. I.—Soil and Fertilization
CHAP. II.—How and When to Plant
CHAP. III.—Cultivation
CHAP. IV.—Modern Gladiolus Blossoms
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CHAP. X.—Seeds and Seedlings
CHAP. XI.—Societies and Exhibiting
CHAP. XII.—Diseases and Insects

“Glad” Advertisements
Blank Pages for Field Use, Memoranda, Etc.
Directory of Gladiolus Growers

PART III.
Essentials of Iris Culture—Directory of Growers—Blank Memoranda Pages—Advertisements
Essentials of Peony Culture—Directory, Memoranda, Ads.
Essentials of Dahlia Culture—Directory, Memoranda, Ads.
Essentials of Rose Culture—Directory, Memoranda, Ads.
Miscellaneous Classified Directories and Advertisements

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Last winter we purchased, in California, at Wholesale, a quantity of a fine Gladiolus variety, and sold most of it to Retail customers (who answered our Ads.) who lived next door, as it were, to the originator. As we paid the Parcel Post, shipping so far took away the profits.

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