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# Wholesale List of <br> Kunderd Gladioli <br> for 1926 

NEW CLASSES, NEW TUPES, NEW COLORS


The Garden Magazine Achievement Medal awarded to Kur.derd Gladic li at the A. G. S. Show, Rṓ: stei, N. Y'., Augusi, 1925.

## A. E. Kunderd

The_Originator of the Ruffled and the Laciniated Gladiolı
GOSHEN, inDIANA, u. S. A.

# Grow Gladioli For Profit The All Purpose Flower 

The urgent requests from many persons for my wholesale prices has prompted me to issue this list sooner than I had intended. Although the unprecedented rains throughout the country during the past fall season has greatly inconvenienced all kinds of out-door work, I succeeded in getting the finest crop of bulbs harvested which I have ever seen and safely in storage, and am prepared to furnish by far the finest collection of high class Gladioli ever offered in all sizes and at lowest prices, reliable quality considered.

My own planting of nearly 50 acres, added to other plantings in which I am interested, enables me to offer to either the commercial grower or amateur, a collection of the highest value altogether unequaled anywhere else in the world. In making up this list I have decided to offer, in all sizes, many of my latest introductions, including even some of the most remarkable novelties offered last year, and most of those to be introduced in my forthcoming retail catalog for 1926.

There is developing a great demand for the finer new things in Cladioli, while more and more the common old things go begging for a market. I realize that entirely too much common stock is grown and that the future is going to belong to the choice new varieties and hence I am offering to the trade a great opportunity to get started with the new kinds which I know will commend them to the best class of customers, and the only class on which the grower can depend to build up a satisfied and paying patronage. The grower who can supply the quality kinds will find a good market for both his cut flowers and surplus crop of bulbs. It is getting more and more to the point where the more common varieties can not hope to find a profitable market whenever the finer kinds are to be had from growers who offer the better quality. I have concluded that, in order to help to bring quality to the front and to bring the public to a realization of the great superiority of the newer Gladioli and the great improvements being made in the origin of the marvelous new kinds, to offer as fast as my new stocks will allow, my very newest productions, in all sizes, to growers who can afford to grow the best, at very moderate prices. This will enable any progressive grower to get a fine start at the beginning of a new introduction when sales will be most profitable and when high quality will be in biggest demand.

The Gladiolus is now easily the King of all summer flowers, both for the amateur and the florist, and the really finest varieties are certainly as yet but little known to the general public. The public is fast becoming educated to the finer varieties and it will be as necessary for you to keep up to date with these as 'or a merchant to keep up with the latest styles, if you want to secure and hold a profitable class of trade. What would you think of a merchant if you went into his store for a dress or an overcoat and he should offer you a last years, or older style? Of course styles in Gladioli can not change so rapidly, as it takes some time to work up stocks, but nevertheless whenever choice new kinds appear it is necessary to grow them in order to get the better and paying class of customers. The better quality in Cladioli will never be over done but common kinds already flood the market and always will. In fact there is not half enough of high quality to supply the demand whenever the public is enabled to see and procure the best.

In this list I am offering only high class varieties, such as you will find profitable sellers, and if you have a good location on some public highway, or in some other fairly good vicinity and have a good place for growing bulbs, you will find the growing of them will afford you an opportunity during spare hours to add materially to your regular income. Many growers who began in a small way have built up a large business and you can do the same if you will buy the right kinds. While it is altogether possible to begin in a small way and build up a nice business, of course with a more substantial investment at the beginning a bigger business can be more rapidly built up.


|  |  |  |  | Per | 100 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  |  | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 | No. 6


|  | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 | No. 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $11 / 2$ | $\begin{aligned} & 1 / 1 / \text { to } \\ & 1 \frac{1}{2} \mathrm{in} . \end{aligned}$ | $11 / 4 \mathrm{to}$ | $\frac{3}{1 / 4}$ io |  | under 1/2 in. |
| Violet Beauty | \$ 7.00 | 6.00 | 5.00 | 3.75 | 2.50 | 2.00 |
| Violet Glory | \$ 7.00 | 6.00 | 5.00 | 3.75 | 2.50 | 2.00 |
| Virginia Hale | \$15.00 | 13.00 | 11.00 | 8.50 | 6.75 | 5.00 |
| White Butterfy | \$ 8.00 | 7.00 | 6.00 | 4.75 | 3.50 | 2.00 |
| White Pigeon | \$12.00 | 10.50 | 9.00 | 7.00 | 5.50 | 3.50 |
| Yellow Beauty (1926) | \$14.00 | 12.00 | 10.00 | 8.00 | 6.00 | 4.50 |
| Youell's Favorite. | \$10.00 | 9.00 | 8.00 | 6.50 | 4.75 | 3.50 |

For 1,000 rate multiply the 100 rate by 7 .
25 bulbs at the 100 rate. 250 at the 1000 rate.
All bulbs are carefully hand picked to assure highest quality.
No orders accepted for less than 25 bulbs of one variety and of one size at these rates.

## Rare Bargains In Novelties

|  | Per 10 |  |  |  |  |  | Bulblets |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | No. 1 | No. 2 | No. 3 | No. 4 | No 5 | No. 6 |  |
|  | in. ${ }^{11 / 2}$ |  | $1{ }^{1} 1 / \mathrm{to}$ in. | ${ }_{1}^{3 / 4}$ in. | 1/2 to | under | 10 |
| Beverly (1926) | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 1.00 |
| Cardinal Prince | \$15.00 | 13.50 | 12.00 | 10.50 | 9.00 | 7.50 | 1.50 |
| Chalice Flower | \$15.00 | 13.50 | 12.00 | 10.50 | 9.00 | 7.50 | 1.50 |
| Darkest | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 1.00 |
| Dr. Christ Martz | \$15.00 | 13.50 | 12.00 | 10.50 | 9.00 | 7.50 | 1.50 |
| Dr. Nelson Shook | \$15.00 | 13.50 | 12.00 | 10.50 | 9.00 | 7.50 | 1.50 |
| E. B. Williamson | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | . 50 |
| Ed Springer (1926) | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 1.00 |
| Enchantress (1926) | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 500 | 1.00 |
| Evening Glory (1926) | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 1.00 |
| E. W. Âllis (1926) | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | . 50 |
| Gene Stratton Porter | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 1.00 |
| Georgia (1926) | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | . 50 |
| Hermes. | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | . 50 |
| J. J. Mitchel (1926) | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | 50 |
| J. Ogden Armour (1926) | \$15.00 | 13.50 | 12.00 | 10.50 | 9.00 | 7.50 | 1.50 |
| Marigold (1926) | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 1.00 |
| Millionaire (1926) | \$15.00 | 13.50 | 12.00 | 10.50 | 9.00 | 7.50 | 1.50 |
| Mrs. J. C. Bruggen (1926) | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 1.00 |
| Mrs. Laura Shedd Schwepp | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | . 50 |
| Mrs. Samuel Insull | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 1.00 |
| Pink Cloud | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | . 50 |
| Purple Queen | \$17.50 | 15.75 | 14.00 | 12.25 | 10.50 | 8.75 | 1.75 |
| Show Flower | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 1.00 |
| Splendor | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | . 50 |
| St. Thomas | \$ 7.50 | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 | . 75 |
| Sulphur Frills | \$ 7.50 | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 | 75 |
| Sweet Rose -- | \$17.50 | 15.75 | 14.00 | 12.25 | 10.50 | 8.75 | 1.75 |
| Temblor (1926) | \$15.00 | 13.50 | 12.00 | 10.50 | 9.00 | 7.50 | 1.50 |
| Tiger (1926) | \$15.00 | 13.50 | 12.00 | 10.50 | 9.00 | 7.50 | 1.50 |
| Today (1926) | \$10.00 | 9.00 | 8.00 | 7.00 | 6.00 | 5.00 | 1.00 |
| Topeka (1926) | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | 50 |
| Van Wert (1926) | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | . 50 |
| Virginia Lou (1926) | \$15.00 | 13.50 | 12.00 | 10.50 | 9.00 | 7.50 | 1.50 |
| Watermelon. | \$ 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | . 50 |
| White Star (1926) | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | . 50 |

5 will be supplied at the 10 rate. No orders accepted for less than 5 at these rates
All bulbs and bublets will be carefully hand picked to assure select quality.

## Extra Special



5 bulbs will be supplied at 4 times the single prices.
All bulbs and bulblets will be carefully hand picked to assure select quality.

## mixtures

All of these mixtures have been greatly improved the past season by the addition of many new varieties.

|  |  |  | Per 1000 |  | Bulb- |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 | No. 6 | lets

## Terms, Etc.

A discount of $5 \%$ will be allowed on all orders received with full remittance. Orders for more than $\$ 10.00$ will be held on a deposit of $25 \%$ and shipped when wanted (up to April 1) C. O. D. for balance. Orders under $\$ 10.00$ are cash. All orders from out side of the United States proper must be accompanied with full payment.

All prices quoted are F. O. B. Goshen and subject to stocks being unsold on receipt of orders. No charge for boxes or packing. In making shipments, I will send the cheapest way. When forwarding by parcel post, I will send C. O. D. for postage charges. Do not remit payment for postage as this can not be accurately figured.

No shipments will be sent prior to Feb. 15th.
As orders for less than $\$ 2.00$ can only be filled at a loss I can only accept orders for $\$ 2.00$ or more from this list.

I have a very fine crop of bulbs this season but many of the stocks offered here are in small supply so it is best that you get your order in early. I did not have bulbs enough to fill all orders received last year, in fact I had to return over half of the remittances on wholesale orders. Orders are filled in the same rotation as received.

No substitutions. If I am sold out of any varieties ordered, your money will be refunded, unless you mention a second choice.

Stock is guaranteed to be of best quality and true to name, but I can not be responsible for the crop other than to replace any bulbs untrue to name. I am anxious to satisfy all of my customers, so please notify me at once if shipment does not arrive in satisfactory condition.

All stock is offered subject to prior sale and orders are accepted subject to any or all contingencies beyond my control.

## Testimonials

W. C. Brown, Utah, Sept. 5, 1925: "In giving trial to certain varieties of your gladioli, I have been able to build up my reputation as a grower of gladioli and created a demand that I feel would be an impossibility for me to meet with my present stocks; and I would consider it a great favor if you would, at your convenience, mail me a wholesale price list."
R. E. Duffy, Minn., Mar. 13, 1925: "Please send me your wholesale price list on bulbs and bulblets. Like your glads very much, I had a half acre last year. Over a hundred different varieties. But Kunderd's is the best of them all."

Mrs. J. S. Marquis, Ohio, 1925: "I never saw bulbs increase so rapidly as yours do-I have a wonderful collection of your gladioli both ruffled and plain. I plant a double row between my hybrid tea roses and you can imagine the effect. I never cared much for gladioli until I bought yours, but now I am enthused over them. They bloom so long, many of them sending up second buds also side spikes, after the first ones have bloomed."

Mrs. C. McNabb, Ill., March 7, 1925: "Last season I purchased a number of bulbs from you and also some from other growers, but I would like to tell you that your bulbs all produced better flowers and I dug double the amount of large bulbs, plus a large measure of bulblets. The bulbs I bought from elsewhere did not produce extra bulbs, only a few bulblets."

Mrs. Jos. B. Lyle, Va., June 27, 1925: "I have had wonderful success with my gladioli bulbs purchased from you and sold the past week blooms to the amount of $\$ 12.75$ from my Glory Mixture. Only KUNDERD'S for me."
W. L. Gay, Ohio, Aug. 21, 1925: "I am so well pleased with the bulbs I got from you last spring that I feel it my duty to let you know. If you remember I got twelve kinds, all of which were No. 4 or No. 5 size, and I am surprised as well as pleased to find even the smallest of them producing fine size flowers. It is indeed a pleasure to grow them when bought direct from you. Quality and vitality considered they are the cheapest bulbs on the market. I bought from four houses last year and consider yours the finest in every way. I will want more next season."
H. D. Suttle, New York, Dec. 2, 1925: "You may be interested in another good word for your "Glads". I have a market for flowers a mong the summer colony at Cooperstown, N. Y., which for good prices received is probably not exceeded by any grower, no matter how "exclusive" his customers may be. Never have I had a variety that has received quite the praises of "Purple Glory". People just rave over this growing in my garden or as displayed at various fairs. This is not as little praise, because I grow the star varieties of nearly all the different originators. One proprietor bought the spikes of this in quantity last season, displaying same in tall floor vases in the entrance lobby. As an instance of receiving value for money spent, might mention "Marie Kunderd". A single bulb was purchased from you a few years back for $\$ 5.00$. Part of the increase from the one bulb has been exchanged for the value of around $\$ 75.00$, besides having enough for my own planting. This is just with ordinary culture as no special effort was made to rapidly propogate same. With me your "Glads" are invariably strong, healthy growers and the discriptive names you give most all are very pleasing. "Indian Summer" is a beautiful thing, one of my chosen ones".


The Michell Achievement Medal awarded to Kunderd Gladioli at the Mid-Western Gladiolus Show, Des Moines, Iowa, September, 1925.

