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## Kunderd Gladioli

## for 1922

NEW CLASSES, NEW TUPES, NEW COLORS

A. E. Kunderd

The Originator of the Ruffled and the Laciniated Gladioli
goshen, indiana, u. s. A.

# Grow Gladioli for Profit 

$T$ he All Purpose Flower

In this list 1 offer you the very finest in KUNDERD GLADIOLI. All new introductions to be offered in my 1927 catalog are listed at wholesale so as to give growers an opportunity to srock these new varieties the same season that they are introduced. Most of last year's introductions as well as a very extensive list of the best standard varieties of previous years are also offered and at the lowest possible prices consistent with high quality. As you go over the varieties offered, you will find some of them missing that appeared in my list last season. The absence of these varieties is caused from the fact that I sold these stocks so closely that it has been necessary to withdraw them this year for increasing. This includes the very popular varieties Mrs. Frank Pendleton, Mrs. Dr. Norton, etc. As a whole my prices are very much less than ever before and in many varieties it is very doubtful if greater reductions can be made for years to come.

There is developing a great demand for the finer new things in Gladioli, 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 fowers und 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 produc-
tions, 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 for a mechant 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 year's 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 Gladioli will never be overdone, 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 developed.

|  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 | No. 6 |
|  | $11 / 2$ | $11 / 4$ to | 1 to | $3 / 4$ to | $1 / 2$ to | nder |
|  | n. up | $11 / 2 \mathrm{in}$. | $11 / 4 \mathrm{in}$. | 1 in So | 3/4 in. | $\begin{aligned} & 1 / 2 \mathrm{in} \\ & \$ 2.25 \end{aligned}$ |
| Anthony B. Kunderd | Sold | Sold | Sold | old |  |  |
| Atreus | Sold | Sold | Sold | Sold | 6.75 | 5.00 |
| Alhambra | Sold | Sold | Sold | Sold | 3.00 | 2.00 |
| Athene | \$16.00 | \$14.00 | \$12.00 | \$10.00 | 7.50 | 4.75 |
| Anthony Zonker | \$ 8.00 | 7.00 | 6.00 | 4.75 | 3.50 | 2.25 |
| Altair | \$ 6.00 | 5.50 | 5.00 | 4.25 | 3.00 | 2.00 |
| Alton | Sold | Sold | Sold | Sold | 4.75 | 3.50 |
| Ashburn | Sold | Sold | Sold | Sold | 3.50 | 2.25 |
| A valon | \$ 6.00 | Sold | Sold | Sold | 2.00 | 1.50 |
| Battle Creek | \$ 8.00 | 7.00 | Sold | Sold | 3.50 | 2.25 |
| Blue Isle | \$ 8.00 | 7.00 | Sold | Sold | 3.50 | 2.25 |
| $\sim$ Blue Lily | \$ 8.00 | 7.00 | 6.00 | 4.75 | 3.50 | 2.25 |
| Blue Orchid | \$ 6.00 | 5.50 | 5.00 | 4.25 | 3.00 | 2.00 |
| Byron L. Smith | Sold | Sold | Sold | Sold | 2.00 | 1.50 |
| Blushing Beauty | Sold | Sold | Sold | Sold | 4.75 | 3.50 |
| Buckeye - | \$ 8.00 | 7.00 | Sold | Sold | 3.50 | 2.25 |
| Bumble Bee | \$ 8.00 | 7.00 | Sold | Sold | 3.50 | 2.25 |
| Big Black | \$ 8.00 | 7.00 | Sold | Sold | 3.50 | 2.25 |
| Black Pansy | \$ 6.00 | 5.50 | Sold | Sold | 3.00 | 2.00 |
| Bevier --- | \$ 6.00 | 5.50 | 5.00 | Sold | 3.00 | 2.00 |
| Butterboy | \$10.00 | 9.00 | 8.00 | 6.00 | 4.50 | 3.00 |
| Butterfly | Sold | Sold | Sold | Sold | 2.00 | 1.50 |
| Chocolate Drop | \$15.00 | 13.00 | 11.00 | 9.00 | 7.00 | 4.50 |
| Cassiopia | \$10.00 | 9.00 | 8.00 | 6.50 | 4.75 | 3.50 |
| Crinkles | Sold | Sold | Sold | Sold | 7.50 | 5.50 |
| Challenger | \$ 6.00 | 5.50 | Sold | Sold | 3.00 | 2.00 |
| Charles F. Fairbanks | Sold | Sold | Sold | 12.00 | 9.00 | 6.00 |
| Cherry King | Sold | Sold | Sold | Sold | 2.00 | 1.50 |
| Cymbaline | Sold | Sold | 5.00 | Sold | 2.50 | 2.00 |
| Cygnus | \$12.00 | 10.50 | 9.00 | 7.00 | 5.50 | 3.75 |
| Cincinnatus Heine | \$ 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.50 |
| Dr. J. H. Neeley | \$ 8.00 | 7.00 | 6.00 | Sold | 3.50 | 2.25 |
| Dr. W. VanFleet | \$ 8.00 | 7.00 | 6.00 | Sold | 3.50 | 2.25 |
| Darkest | \$20.00 | 18.00 | 15.00 | 12.00 | 9.00 | 6.00 |
| Duchess | \$20.00 | 18.00 | 15.00 | Sold | 9.00 | 6.00 |
| Dream | Sold | Sold | Sold | Sold | 3.50 | 2.25 |
| Dr. Elkins | \$20.00 | 18.00 | 15.00 | Sold | 9.00 | 6.00 |
| E. B. Williamson | \$30.00 | 27.50 | 25.00 | 20.00 | 15.00 | 9.00 |
| E. J. Shaylor | Sold | Sold | Sold | Sold | 2.50 | 1.75 |
| Estella | Sold | Sold | Sold | Sold | 3.50 | 2.25 |
| E. W. Allis | \$30.00 | 27.50 | 25.00 | Sold | 13.00 | 7.50 |
| Fairfield | \$ 8.00 | 7.00 | Sold | Sold | 3.50 | 2.25 |
| Fairie | Sold | Sold | Sold | Sold | 3.50 | 2.25 |
| Flaming Vale | \$ 6.00 | 5.50 | Sold | Sold | 3.00 | 2.00 |
| Fairest White | \$ 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.50 |
| Fern Kyle | \$30.00 | 27.50 | 25.00 | Sold | Sold | Sold |
| Goshen | \$10.00 | 9.00 | Sold | Sold | 4.75 | 3.50 |
| Governor Hanly | \$ 4.00 | 3.50 | Sold | Sold | 2.00 | 1.50 |
| Golden Gleam -- | \$ 8.00 | 7.00 | 6.00 | 4.75 | 3.50 | 2.25 |
| Giant Fawn | \$ 8.00 | 7.00 | 6.00 | Sold | 3.50 | 2.25 |
| Glorious | \$8.00 | 7.00 | 6.00 | Sold | 3.25 , | 1.75 |
| Golden Buff | \$ 6.00 | 5.50 | 5.00 | Sold | 3.00 | 2.00 |
| Golden Glory | Sold | Sold | 8.00 | Sold | 3.50 | 2.00 |
|  | \$ 6.00 | 5.50 | 5.00 | 4.25 | 3.00 | 2.00 |
| Helga | Sold | Sold | Sold | Sold | 4.75 | 3.50 |
| Highland Laddie | Sold | Sold | Sold | 12.00 | 9.00 | 6.00 |
| Hermes | \$20.00 | 18.00 | 15.00 | Sold | 9.00 | 6.00 |
| Ida Van | \$ 4.00 | 3.50 | 3.00 | Sold | 2.00 | 1.50 |
| Indian Maid | \$ 6.00 | 5.50 | 5.00 | Sold | 3.00 | 2.00 |
| Indian | \$ 8.00 | 7.00 | 6.00 | Sold | 3.50 | 2.25 |
| [ Excel | \$ 6.00 | 5.50 | 5.00 | Sold | $3: 00$ | 2.00 |
|  | Sold | Sold | Sold | Sold | 8.00 | 5.00 |
| John Dunbar | \$ 8.00 | 7.00 | 6.00 | 4.75 | 3.50 | 2.25 |
| June Delight | Sold | Sold | Sold | Sold | 3.25 | 2.00 |
| J. J. Mitchell | \$30.00 | 27.50 | 25.00 | 20.00 | 13.00 | 7.50 |



| Ulysses | - Per 100 |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | No. $11 / 2$ | 11/4 to | 1 No | $3 / 4 \text { to }$ | 1/2 to | under |
|  | in. up | $11 / 2 \mathrm{in}$. | $11 / 4 \mathrm{in}$. | 1 in . | $3 / 4 \mathrm{in}$. | $1 / 2$ in. |
|  | Sold | Sold | Sold | Sold | 3.50 | 2.25 |
| Ulica | \$ 8.00 | 7.00 | 6.00 | 4.75 | 3.50 | 2.25 |
| - Van Wert | \$30.00 | 27.50 | 25.00 | 20.00 | 13.00 | 7.50 |
| Violet Beauty | \$ 6.00 | 5.50 | Sold | Sold | 2.25 | 1.75 |
| Virginia Hale | Sold | Sold | 9.00 | Sold | 5.00 | 3.50 |
| Watermelon | \$30.00 | 27.50 | Sold | Sold | 13.00 | 7.50 |
| White Butterfly | \$ 7.00 | 6.00 | 5.00 | 4.00 | 3.00 | 1.75 |
| White Star -------3 | \$20.00 | 18.00 | 15.00 | 12.00 | 9.00 | 6.00 |
| White Pigeon - | Sold | Sold | 8.00 | Sold | 4.50 | 3.00 |

For 1,000 rate multiply the 100 rate by 7 .
25 bulbs at the 100 rate. 250 at the 1,000 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 Barqains In novelties




## Extra Specials

A. E. Kunderd

Beauty Wave (1927)
Dr. L. H. Bailey (1927)
Fuld's Favorite (1927)

|  |  | Per | 3ulb |  |
| :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { 1st \& 2nd } \\ \text { Size } \end{gathered}$ | 3rd \& 4th Size | $\begin{aligned} & 5 \text { th \& } 6 \text { th } \\ & \text { Size } \end{aligned}$ | Bulblets Each |
| A. E. Kunderd | \$20.00 | \$18.00 | \$15.00 | \$2.00 |
| Beauty Wave (1927) | \$ 3.00 | 2.50 | 2.00 | . 30 |
| Dr. L. H. Bailey (1927) | \$15.00 | 12.50 | 10.00 | 1.50 |
| Fuld's Favorite (1927) | \$ 6.00 | 5.00 | 4.00 | . 60 |
| Golden Orange (1927) | \$ 9.00 | 7.50 | 6.00 | . 90 |
| Golden Frills | \$12.00 | 10.00 | 8.00 | 1.20 |
| Golden Salmon | \$ 3.00 | 2.50 | 2.00 | . 30 |
| Golden Snapdragon (1927) | \$ 6.00 | 5.00 | 4.00 | . 60 |
| Hoosier Pearl (1927) | \$ 6.00 | 5.00 | 4.00 | . 60 |
| J. Horace McFarland (1927) | \$15.00 | 12.50 | 10.00 | 1.50 |
| Kunderd's Yellow Wonder | \$12.00 | 10.00 | 8.00 | 1.20 |
| King of Oranges (1927) | \$ 3.00 | 2.50 | 2.00 | . 30 |
| Lacinatus | \$ 3.00 | 2.50 | 2.00 | . 30 |
| Lavender Beauty (1927) | \$ 3.00 | 2.50 | 2.00 | . 30 |
| Luther Burbank (1927) | \$60.00 | 50.00 | 40.00 | 6.00 |
| Mary Jane | \$20.00 | 18.00 | 15.00 | 2.00 |
| Mrs. Calvin Coolidge (1927) | \$21.00 | 17.50 | 14.00 | 2.10 |
| Orange Delight (1927) | \$ 3.00 | 2.50 | 2.00 | . 30 |
| Pauline Kunderd | \$45.00 | 37.50 | 30.00 | 4.50 |
| Patricia Carter | \$21.00 | 17.50 | 14.00 | 2.10 |
| Philatelia (1927) | \$15.00 | 12.50 | 10.00 | 1.50 |
| Prof. C. S. Sargent (1927) | \$15.00 | 12.50 | 10.00 | 1.50 |
| Prof. E. H. Wilson (1927) | \$15.00 | 12.50 | 10.00 | 1.50 |
| Remarkable (1927) | \$ 6.00 | 5.00 | 4.00 | . 60 |

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

## Mixtures

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

| 退 | Per 1000 |  |  |  |  |  | Bulblets |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 | No. 6 |  |
|  | 11/2 | 11/5 to | $1{ }^{1}$ to | $3{ }^{3} /$ to | 12, to | under | per |
|  | $\xrightarrow{\text { in. up }}$ | \$35.00 | \$30.00 | \$19.00 | \$12.00 | \$10.00 | \$3.0art |
| Ideal Mixture | \$34.00 | 30.00 | 25.00 | 16.00 | 8.00 | 7.00 | 2.00 |
| Grand Mixture ---- | \$27.00 | 25.00 | 21.00 | 15.00 | 7.00 | 6.00 | 1.75 |

Per 100 add $20 \%$ to 1,000 rate.
On bulbs in sizes 1 to 6,250 will be allowed at 1,000 rate.
Bulblets will be furnished by the pint at the quart rate.
Special quotations will be given on large quantities.
All bulbs are hand sorted and bulblets are of especially fine quality

## What Others Think of Kunderd Gladiol

Henry C. Pelton, Conn., Oct. 26, 1926:
For the past three years I have raised flowers as a hobby. I have found it a pleasant as well as a profitable pastime. I felt proud of my gladioli, having bought them at various places, and thought I had acquired some of the best varieties. They all certainly are handsome, but none can compare with those that I bought from you in the spring. From now on when I am in the market for bulbs it will be Kunderd for mine."

Forest Hill Gardens, Mich., Feb. 10, 1926 : "We have for several years used your bulbs exclusively, as we experienced no trouble whatever in getting top prices from blossoms cut from your stock.'
H. F. Kellogg, Iowa, April 5, 1926: "I have received all the bulbs and bulblets ordered from you this season and am pleased to advise that among all the bulbs and bulblets that I have purchased this year yours have an outstanding quality, both as to looks and size."

The Laguna Beach Nursery, Calif., Sept. 20, 1926 "When we want something better we have to go to you, so here we are.'
C. A. Pearson, Va., Sept. 23, 1926: 'l just feel like writing you today to express my appreciation of the high quality gladiolus bulbs you sent me on my order this past spring. A florist told me. if I cared to sell them he would dispose of all I could raise. I raise them along the lines set forth in your cultural directions and believe this is the secret of my success."

Mrs. J. A. Ebert, Kans., Jan. 6, 1926
Last year the lady who handles our local cut flower trade asked me to fill several orders from my Kunderd gladioli bed and said that this year she hoped I would plant enough to supply her entire demand, as they were so much nicer than she could get from nearby florists."

Mrs. Mable Horton, Mich., Oct., 29, 1926: "I haven't words nor paper enough to tell you of the success I had with Kunderd bulbs. I got $\$ 1.00$ per dozen for my blooms right up until August 30 th. I just had to tell you about them and will be looking anxiously for your new catalog for next year."
E. R. Swank, Iowa, Oct. 26, 1926: "I just want to drop you a few lines and let you know what good success I had with Kunderd gladioli this year. Helga, for instance, I have about 300 bulbs from $1 / 2$ inch up and over 3,000 bulblets. White Butterfly, about 200 bulbs $1 / 2$ up and over 1,800 bulblets. E. J. Shaylor and Mrs. Frank Pendleton each gave me over 150 bulbs and 1,000 and over in bulblets. These are all from the few bulbs purchased.'
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."

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 care so much for gladioli until I bought yours, but now I am enthused over them. They bloom sn long. many of them sending up second buds, also side spikes, after the first ones have bloomed."
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 among 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 rapidiy propagate same. With me your Glads' are invariably strong, healthy growers and the descriptive names you give most all are very pleasing. 'Indian Summer', is a beautiful thing, one of my chosen ones.'
W. L. Gay, Ohio, Aug. 21, 1925: "I am so well pleased with the bulbs I got from you last spring that I felt 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."

## 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 outside 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 accuataty figurad.

No shipments will be sent prior to Feb. 15.
As orders for less than $\$ 3.00$ can only be filled at a loss I can only accept orders for $\$ 3.00$ or more from this list.

I believe the most thoroughly abused statement used by growers today is that stocks are very scarce and the only way you can be sure of getting your bulbs is to order them very early. This is true in many cases, although only a selling point in as many more. Some of my stocks are in sufficient supply to meet the demand and in very few cases possibly there may be more than enough to fill all orders received. I do not grow large stocks
however of any variety, and it is an absolute fact that many of these varieties will be sold out very early. Last year, in the case of several varieties, the stocks were sold out within two or three weeks after the wholesale list was issued. My wholesale list last year offered varieties in all sizes without a single break in the various sites with the exception of but two kinds. This year even before my list is ready for the printer a great number of sizes are already entirely exhausted. New kinds are particularty rare, as I offer them when only a few bulbs are available, and to be more sure of getting the varieties you want it is certainly to your advantage to send your order immediately upon receipt of this list or as soon as possible.

Orders are filled in the same rotation as reczived.

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 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.


