

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# A. E. KUNDERD

THE ORIGINATOR OF THE

**RUFFLED AND THE LACINIATED  
GLADIOLI**

Goshen, Indiana,

**LIBRARY  
RECEIVED**

★ APR 20 1928 ★

U. S. Department of Agriculture.

Dear Flower Friend:

Would you give me two dollars for Twenty dollars?  
Would you trade the price of a pair of stockings for days and weeks and months of delightful pleasure and pridelful satisfaction?

If two old one-dollar bills would make your yard the envy of your neighborhood and the show place of your community -- would you send me the two dollars?

Surely you would!

And here and now is your opportunity.

Here, if you act at once, is your chance to secure ONE HUNDRED AND FIFTY (\$20.00 worth) CHOICE, ASSORTED, GENUINE KUNDERD GLADIOLUS BULBS for only two dollars! Sent prepaid. Carefully packed. Delivery guaranteed. Your satisfaction at blooming time guaranteed. A gardenful of glowing, glorious color and grace laid down at your door for a very, very small fraction of its regular worth and value. For remember, please, that these bulbs are only of varieties listed in my 1928 catalog which I recently sent you and grown only on my own farms under my personal care and supervision.

But you must act promptly.

There will be a great and immediate response to this offer. Orders will come pouring in from all parts of the country. I wish no one to be disappointed, so in fairness to all, I have put a time limit on this offer and cannot promise to fill any orders received after May 5th, 1928.

Make sure of promptly receiving your marvelous collection of ONE HUNDRED AND FIFTY CHOICE GENUINE KUNDERD GLADIOLUS BULBS IN AMPLE TIME FOR THIS SPRING'S PLANTING.

Send me YOUR order NOW.

Yours for a wonderful garden,

*A. E. Kunderd.*

**150  
for \$  
only 2.00**

**Act at once.  
This offer  
expires soon.**



# 150 Bigger and Finer Gladiolus Bulbs Sent to You

# for only \$2.00

You are sure of getting strong, healthy bulbs from Kunderd

NO matter what other qualities they may have, gladiolus bulbs are practically useless to you unless they are strong and healthy — unless you can depend on them, bank on them, absolutely and without any qualification, to produce tall, sturdy, stately spikes and vigorous blooms of the greatest richness and variety of form and color. And you can so depend on KUNDERD gladiolus bulbs. You KNOW that they will produce wonderfully beautiful flowers. The confidence that people have in me and in my bulbs I count as a priceless asset and probably my greatest pride is the knowledge that people have come to look to me for the latest and the best, the strongest and the most perfect and most beautiful. I try, each year, to make sure of repaying this priceless confidence with better and better gladioli.

This marks my 48th year, since I first became interested in growing gladioli and it is a source of happiness to me that each year I have been able to produce something new and fine, and more beautiful varieties—always something in the interest of the flower loving public who have made it possible for me to build this business.

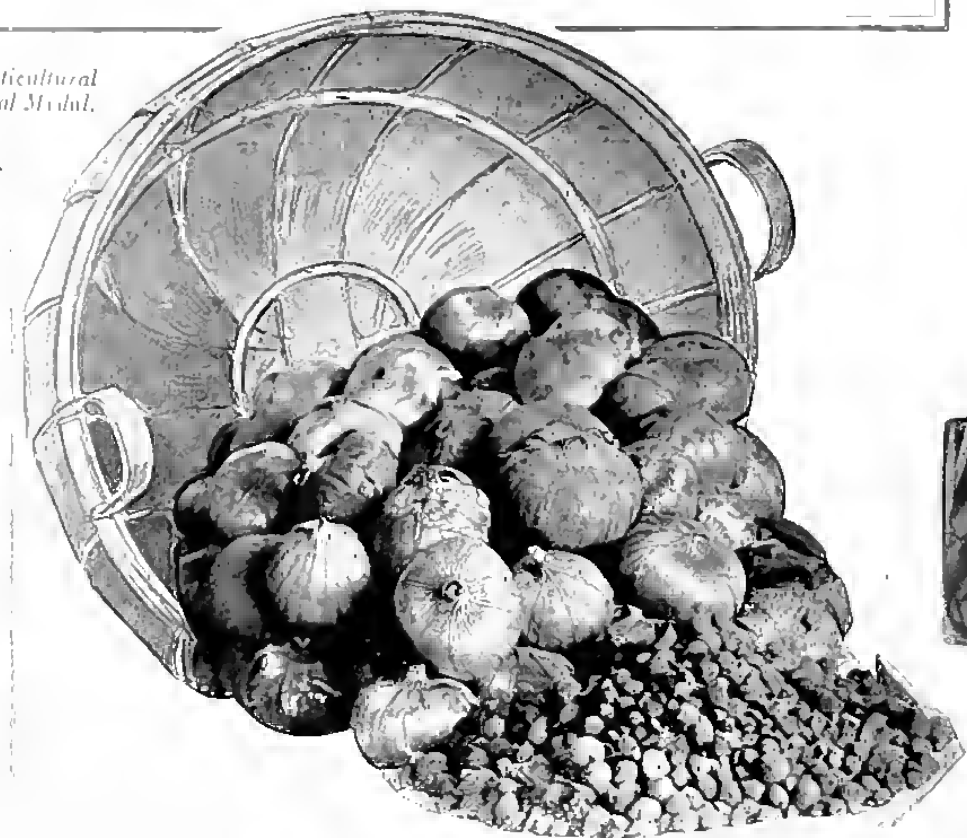
All the medals and prizes that KUNDERD'S GLADIOLI have taken at flower shows are as nothing compared to the admiration and confidence in which they are held by home gardeners the country over.



Chicago Horticultural Society Special Medal, Given to A. E. Kunderd in recognition of Horticultural Achievement.

**See the Great Increase You Get**

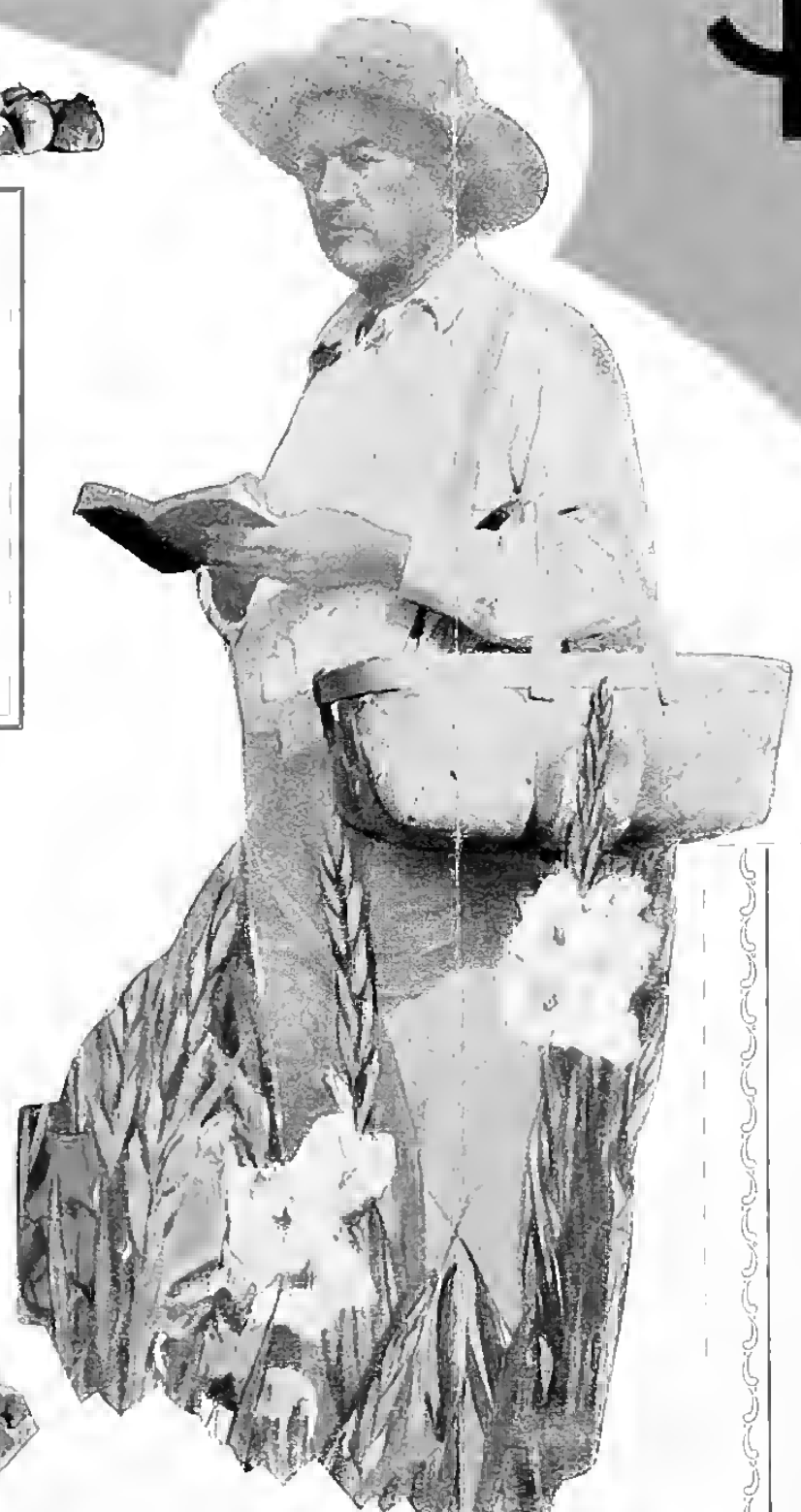
THIS offer repays you in more ways than one. First are the wonderful, glorious blooms that will gladden your garden throughout the summer months. And then, when you take up the bulbs in the fall, you will profit again by a tremendous increase in the bulbs themselves. For Kunderd bulbs are wonderfully strong, healthy and vigorous and their two-fold to four-fold increase is another one of the great gains that Kunderd growers have learned to confidently expect.



The bulbs I thought of you last spring were your special offer, 100 bulbets for \$2.00 from your best kinds. We sure had fine success with them. We raised 101 bulbets and had 87 fine blooms some of the flower stems 3 feet long and we dug this fall 104 bulbs. We are more than pleased and thank you.

Harry E. Bingham, Winchester, Ind.

The \$2.00 collection of bulbs I received from you, they all grew and 80 of them bloomed. The first one bloomed the first of August and the last one bloomed the first of October. They were beautiful. Some of the liveliest colors I ever saw.  
Mrs. Geo. Crum,  
R. 1, No. Liberty, Ind.



This Offer Expires May 5th  
**Act Now!**

**Doubly Guaranteed**

On this special offer my guarantee protects you two ways. First, if your order is received before May 5th, I guarantee safe delivery of the bulbs to you. I further guarantee that if you are not completely and entirely satisfied with results from these bulbs at blooming time I will send you another collection free. So, you see, even though this offer is made at such a ridiculously low price, I nevertheless safeguard your satisfaction just as though you were ordering one of the expensive collections from my catalog. Resolve now that this offer of mine is going to mark your entrance into the nationwide, worldwide, legion of proud and happy growers of Kunderd Gladioli. Tear out the order blank. Fill it in. And put it and two dollars into an envelope and mail today!

*A. E. Kunderd*

**Tear This Out and Mail It Now!**

WRITE your name and address plainly on this coupon, tear it out and mail it, with two dollars, to A. E. Kunderd, Goshen, Indiana. I will immediately mail to you, prepaid, carefully packed, 150 of my genuine Kunderd Gladiolus bulbs, as per my offer, or as many offers as you wish. These bulbs will be made up of assorted colors, ruffled and plain petaled varieties, not labeled. 50% of these bulbs will be 3/4-inch to 1 1/2-inch, and 50% 1/2-inch and under in size.

Name.....  
Town..... State.....  
Street Address or R. F. D.....

I want..... collections of your great offer for which I am enclosing remittance to the amount of \$..... by..... sent prepaid to the above address.  
Check, Postal Order, Bk. Dft., Cash

**A. E. KUNDERD • Goshen, Ind.**  
Originator of the Ruffled and the Lacinated Gladioli

# A Riot of Glowing Glorious Color for only \$2.00

PERHAPS you wonder how I can make such a great offer as this—how I can give so much for so little. It is very simple. This is a “get acquainted” offer. You’ve probably heard of my gladioli. I’ve sent you my big, illustrated catalog picturing and describing my gladioli. Now I want to make sure that you get the very best knowledge of all and actually grow my gladioli right in your own garden. So I make it just as easy and just as economical for you as I can by an offer so generous that I feel you surely cannot afford to pass it up.

Remember, positively and absolutely, that these bulbs are only of those varieties which have proved worthy of listing in my 1928 catalog which I recently sent you. That they will be selected to give a fine balance of color, types and length of blooming season. And that I unqualifiedly guarantee that if at blooming time the bulbs are not satisfactory to you in every way I will send you another choice collection at once absolutely free and without charge.

This indeed is an offer without a string to it. You are safe at every turn and in every way. Your satisfaction is guarded, protected and guaranteed.

I want to tell you about the bulbs I bought from you last Spring. You said about one-third of them would bloom, so you can imagine my surprise and delight when I had 83 blooms out of 105. They were gorgeous. Words cannot express the beauty of the flowers I had from the larger bulbs.

Mrs. C. S. Farey,  
Irving, N. Y.

I purchased your \$2.00 collection of bulbs last season, followed your instructions in planting, and cared for them faithfully and the result was far better than you promised. 98% bloomed. These blooms were perfect and the colors wonderful. Everyone admired them and they were the best ones in the neighborhood.

Charles Ernest Ebberts,  
Relay, Md.



Achievement Medal, 1924.  
Won by Kunderd Gladioli.



*Grow Gladioli like the above in your own garden for landscape, cut blooms and decorative purposes.*

