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*Another
Kunderd Triumph!*

IRIS

The Rainbow of the Garden



A Fit Companion of the Famous
Kunderd Gladioli

A. E. KUNDERD

QUALITY IRIS
for Permanent Beauty
Goshen, Indiana

Season of 1929.

To the Lover of Flowers:

When I introduced my Iris last year to that vast army scattered throughout the United States, to whom the name of Kunderd has become familiar from many years' familiarity with my originations of Gladioli, the response was so overwhelming that it taxed all my resources to fill the orders. I had hoped, but scarcely dared to expect, that so many folks were interested in the Iris.

And still there is small wonder at that, for the Iris fills an exclusive niche in the garden program and is so colorful and beautiful that it immediately wins our affections.

And this without detracting one whit from our appreciation of the Gladiolus, to the perfection of which I have devoted the best years of my life, because it comes at an earlier season when flowers are scarce and greatly appreciated.

The Iris is among the first of the lasting flowers to bloom, beginning about the middle of April here in the north, and lasting 'till late 'way into June, before the Gladiolus season starts.

It is extremely easy to cultivate, requiring but little attention after once planted, and blooms faithfully year after year, multiplying each season. For that reason I say, "plant Iris for permanent beauty."

And to make it possible for you to secure a good start this spring, I am making an even more attractive offer this year than I was able to last year, for I have a larger and finer stock, having recently bought the famous Bonnewitz collection of over 1,000 varieties—one of the finest collections in existence, and from which I intend to fill these collections. The Bonnewitz collection contains the finest productions from the great Iris originators of America, England, Germany, France and other European countries. No one unfamiliar with these wonderful "new creations" can have any conception of their magnificent beauty and variety, and I have decided to take this method of helping to popularize this wonderful flower and sharing my great purchase with my friends.

These special, limited offers, I make each spring, are for the purpose of quickly introducing various flowers to large numbers of new friends. They invariably represent extraordinary values and my Iris offer this year is no exception. Read about it and the beauties of the Iris on the following pages.

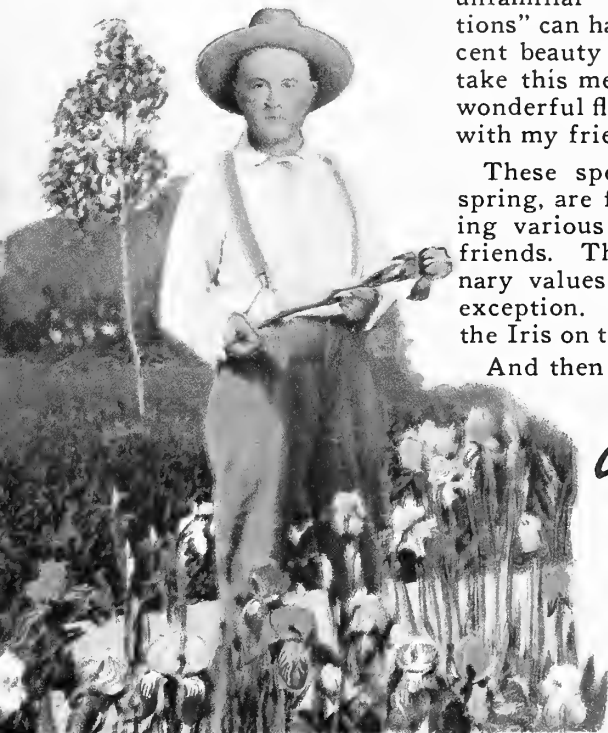
And then let me hear from you.

Your Flower Friend,



A. E. Kunderd.

The present-day Iris, as I am offering it to you here, is a far cry from the "blue flag" and the commoner kinds of our childhood. You will be astonished and delighted at the improvement, for these Iris are a veritable riot of color rivaling the rainbow in brilliancy. Even pansies cannot excel them.



21 Superb Varieties of Kunderd Iris

\$800 value for only \$2.00 No Two Alike Including one variety under label valued at \$100 or more



If you haven't seen a bed of modern Iris you can have but a faint conception of the great variety and range of color possible to have in even a limited planting.

The Iris has been called "the poor man's orchid", and truly it is, with its exquisitely delicate tints and shades—bronzes, yellows, lavender, soft blues and violets, delicate pinks, rich, deep purples, bright, velvety crimson, creamy whites—in an almost endless variation and combination of colors.

They can be planted as borders, beds, or as individual groups, and among all kinds of landscape plantings.

The roots, or rhizomes, multiply each season and by separating and transplanting, a collection such as I am offering on this page will in a couple of years increase itself many fold.



My Unrestricted Guarantee—

You've Got to be Satisfied Plant this introductory Iris collection in accordance with directions you will find with each shipment. If for any reason you are not entirely satisfied that you have received a remarkable value in growing and blooming results, notify me and I will send you free of charge, postpaid, another collection of equal size and value. You to be the judge.

Above are only five out of the hundreds of varieties from which selections will be made. There will be no two alike in your collection of 21 different kinds, one of which will be a super-fine variety with name and label.

HERE is what my offer means: From a stock of over 1,000 varieties of Iris, I make selections of 21 different kinds to a collection and include in each collection one labeled variety with a catalog value of at least \$1.00, MAKING THE OTHER 20 KINDS COST YOU ONLY \$1.00. Think of it, only 5c each, and prepaid to you.

If I were to label these rhizomes individually and charge you regular catalog prices, I would have to ask you \$8.00 for any one of the collections I am offering for only \$2.00. Collections will vary considerably, because they are made up from so many varieties, so if you order more than one collection you will secure just that much greater variety.

And as a happy suggestion, I am also adding additional blanks this year that you can present a collection or two to a friend, and give a neighbor the opportunity of enjoying these grand Iris also. True flower lovers not only want to enjoy Nature's bounty themselves, but wish to give the same privilege and joy to others also.

Please use the order blanks printed at the right—they will help me to fill your orders more accurately and promptly. As many thousands of orders will come in for this great collection, please order early as possible, but should your order arrive too late, I will, of course, refund your money immediately.

The same rigid guarantee goes with this great Iris offer as with my Gladiolus' offers—you must be entirely satisfied at the time the Iris bloom or I will send you free of charge, postpaid, another collection of equal size and value. You are the only judge.

Now, then, let me hear from all of my friends this year. I am ready with a much larger stock of Iris than I had last year through the purchase of the wonderful Bonnewitz collection, unexpectedly; but even so, I must caution you to get your orders in early; for even with my increased stock, I expect to be 'way oversold. Your enthusiastic response last year was beyond all my expectations and I feel sure this great opportunity will be even more greatly appreciated.

Planting Suggestions and Directions Will Be Included With Each Shipment.

A. E. KUNDERD

Quality Iris

Goshen - Indiana

Order one or more of these collections for yourself.

Or, send a gift collection to a flower-loving friend.

Or, hand this order blank to your neighbor.

Or, you can order as many collections as you wish on either plan.

A. E. Kunderd, Goshen, Indiana.

I am enclosing \$..... Please send me..... collections of modern Iris which are to be put up in mixture, one each of 20 named varieties, not labeled, and one labeled variety which is to have a catalog value of \$1.00 or more.

You are to send them prepaid and guarantee safe arrival, and I am to be perfectly satisfied at blooming time; otherwise I am to receive another collection of equal value absolutely free.

Name.....

Street or R. F. D.....

Town and State.....

A. E. Kunderd, Goshen, Indiana.

For the enclosed \$..... please send..... collections of modern Iris which are to be put up in mixture, one each of 20 named varieties, not labeled, and one labeled variety which is to have a catalog value of \$1.00 or more.

You are to send the above prepaid and guarantee safe arrival to

Name.....

Street or R. F. D.....

Town and State.....

I understand you guarantee the above Iris to be satisfactory at blooming time; otherwise you will replace with a collection of equal value, absolutely free.

Name.....
(Name and address of person sending the order.)

A. E. Kunderd, Goshen, Indiana.

I am enclosing \$..... Please send me..... collections of modern Iris which are to be put up in mixture, one each of 20 named varieties, not labeled, and one labeled variety which is to have a catalog value of \$1.00 or more.

You are to send them prepaid and guarantee safe arrival, and I am to be perfectly satisfied at blooming time; otherwise I am to receive another collection of equal value absolutely free.

Name.....

Street or R. F. D.....

Town and State.....

My neighbor told me about this splendid offer.
(Name of neighbor)

You are assured of shipment in your turn as early as possible in late June or July. Prompt acknowledgment will be made of all orders.

The Colorful Iris Wins Friends Everywhere!

Gustav A. Schmitz, Michigan.

"Your \$2.00 collection of Iris I received in July sure were hardy plants. Every one is growing and doing fine."

Mrs. J. Siegfried, N. C.

"I received the Iris in good shape. If they don't grow it won't be any fault of yours for they sure are nice roots. Many thanks to you."

Hill Gardens, Michigan.

"We purchased some of Mr. Bonnewitz Iris last fall and they sure look beautiful this spring. Shall be glad to have any lists of bargains as there may be something we will want among them."

"As tho' fragments of fallen sunbeams had found a haven in Mother earth, rooted and sent forth leaves and buds to be caressed by the morning dews, then to burst into magic blooms, patterned without fault or flaw, a myriad of iridescent hues as entrancing as the afterglow of sunset. Is it not but a fitting tribute to this wonder of nature, the Iris, that it be christened "The Rainbow's Fairy Flower".

By Dr. J. H. Neeley, one of the largest and best known amateur growers of Iris.



A normal increase from 21 Iris rhizomes should equal this planting in three to four years.

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★ JUN 17 1929 ★

U. S. Department of Agriculture.

Kunderd
Quality Iris
for Permanent Beauty.

