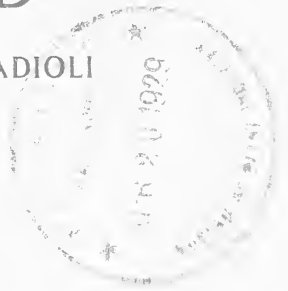


Historic, Archive Document

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



Dear Flower Friend:

This Offer Expires May 5th

Here is some good news for you - I am going to repeat my sensational offer of last year, in which I sent 150 bulbs from my finest varieties of ruffled and plain petaled gladioli for only \$2.00.

I have been persuaded to do this by the great number of requests that have come from my friends and patrons this spring. These many requests have changed my plans somewhat, but I am always happy in doing the things that I know will bring the greatest joy to others.

Here is something else that will interest you. There was some skepticism among a few buyers of my first offer of this kind because of the number of small-size bulbs in the collection - these doubtful ones feared they would not bloom. I have received hundreds and hundreds of letters (and they are still coming), telling of the wonderful success they have had with these bulbs - most of the letters report from 75 to 100% bloom.

So enthusiastic have these reports been that I am guaranteeing this year that 50% of the bulbs in this year's collection will bloom the first season.

Details of my big offer this year are given on the inside pages. Tell your friends about it and - here's something very important - get your own order in early because I know that I will be literally swamped with orders this spring.

I'd like to have the report of your success, too.

Faithfully yours,

A. E. Kunderd.



P. S. I want your order also that I may send you my Golden Anniversary Catalog, free, in 1930.

of My Finest Gladiolus

Repeated by Persistent Request,
Offer of 1928, Sent to You P

THIS offer will prove to be another sensation among lovers of the beautiful gladiolus because during the past two years in which I have offered small bulbs in these collections, such remarkable success has been had with them, that thousands of my customers reported from 75 to 100% bloom.

These friends of the gladiolus know the value of Kunderd bulbs, regardless of size. Most of them know that if they were large size bulbs they would be worth fully \$25.00 at my regular catalog prices, for the small bulbs are from the same stock from which the large bulbs are grown.

The reason I offer these small bulbs at such a ridiculous low price (150 for \$2.00) is to further popularize the gladiolus and to afford all lovers of flowers

an opportunity to secure these beautiful varieties at such a small cost.

The quality

Kunderd bulbs is always the same, regardless of size.

A.

Ru

Here is one of my famous collections of small-sized bulbs—150 of them at the low price of \$2.00. In the basket below is shown the first year's yield from the collection.

The first year's yield from one of the collections of small bulbs—note the proportion of large bulbs and bulblets. These bulbs and bulblets would be worth \$25.00 at my regular catalog prices.

Similar collections of the same kind of bulbs bloomed last year from 75% to 100%. This year I GUARANTEE that at least 50% of the bulbs will bloom this season, under proper cultivation.

DOUBLE GUARANTEE

I guarantee that 50% of the bulbs offered in this collection will, with proper cultivation and favorable weather conditions, bloom the first season. I further guarantee that if you are not entirely satisfied at blooming time, I will ship you another collection of bulbs without cost. In other words, I safeguard your satisfaction in this low-priced offer the same as though you were ordering a higher-priced collection from my catalog.

A. E. KUNDERD

Same kind of bulbs sold in last year's offer bloomed 75% to 100%

Read the Evidence

Nov. 14, 1928
A. E. Kunderd,
Goshen, Indiana
Dear Sir
You may be interested to know the results we obtained from your special offer of 150 bulbs for two dollars. These were planted this spring and from the 175 bulbs the package contained we had 148 flowers of wonderful coloring and variety. Many of the plants had from 15 to 18 blossoms on a spike and when we lifted the bulbs this fall we were much surprised to find we had a collection of bulbs, many of which, alone would fill the original container of the entire shipment.
Yours very truly,
Frank C. Foote,
Pennsylvania

Jan. 6, 1929
A. E. Kunderd,
Goshen, Indiana
Dear Sir:
Last spring you made a special offer of 150 small bulbs for \$2.00. At first I did not think I wanted them, but a few days later I sent for them and intended writing to you late in the fall. You expected that a good many of them would blossom this past fall.
I have spent a good many two dollars, but never got such returns for my money 147 flowers, and such a variety, had one that I intended sending you the flower to see it, but as that time of the year is the busiest time of the year for me, did not get around in time to do it.
I have 157 good sized bulbs for this spring planting, and it would take quite a few two dollar bills to buy them.

I have a great many of your bulbs and am through buying as the work is getting too hard for a man of my years but, as long as I live I will talk Kunderd bulbs, and I am going to ask you to talk catalog to two of my friends in Kalamazoo, Mich. I have about ten thousand bulbs, all I can use with the size of my Garden.
Trusting that this year will be a good one, your quality of bulbs is unsurpassed by any.
Wm. C. Clark,
Michigan

and
Hundreds
of Letters
Just Like Them!

Same kind of bulbs
sold in last year's offer
bloomed 75% to 100%

Read the
Evidence

Nov. 14, 1928

A. E. Kunderd,
Goshen, Indiana

Dear Sir:

You may be interested to know the results we obtained from your special offer of 150 bulbs for two dollars. These were planted this spring and from the 178 bulbs the package contained we had 148 flowers of wonderful coloring and variety. Many of the plants had from 15 to 18 blossoms on a spike and when we lifted the bulbs this fall we were much surprised to find we had a collection of bulbs, many of which, alone would fill the original container of the entire shipment.

Yours very truly,
Frank C. Foote,
Pennsylvania

A. E. Kunderd,
Goshen, Indiana

Dear Sir:

Jan. 6, 1929

Last spring you made a special offer of 150 small bulbs for \$2.00. At first I did not think I wanted them, but a few days later I sent for them, and intended writing to you late in the fall. You expected that a good many of them would blossom this past fall.

I have spent a good many two dollars, but never got such returns for my money. 147 flowers, and such a variety, had one that I intended sending you the flower to see it, but as that time of the year is the busiest time of the year for me, did not get around in time to do it.

I have 157 good sized bulbs for this spring planting, and it would take quite a few two dollar bills to buy them.

I have a great many of your bulbs and am through buying as the work is getting too hard for a man of my years but, as long as I live I will talk Kunderd bulbs, and I am going to ask you to send your catalog to two of my friends in Kalamazoo, Mich. I have about ten thousand bulbs, all I can use with the size of my Garden.

Trusting that this year will be a good one, your quality of bulbs is unsurpassed by any.

Wm. C. Clark,
Michigan

and
Hundreds
of Letters
Just Like Them!

No Gladioli like KUNDERD!

Next year, 1930, I will celebrate my 50th year with the Gladiolus. For almost a half century, through scientific study and experiment, I have "created" entirely new races, notably ruffled, lacinated, and snapdragon, and now have what is undoubtedly the largest collection of high-class gladioli in the world.

That is why I say there are no gladioli like Kunderd's, and when you buy from me, you know you are getting class and quality—guaranteed true to name and type, exactly as described in my catalog. And you know they will thrive and produce a wealth of blooms, for all my gladioli are *guaranteed* to give satisfaction at blooming time.

One reason why my bulbs grow so well in your garden and produce such healthy, sturdy plants and gorgeous blooms is because I raise my bulbs for that exclusive purpose. I never have made a practice of selling the flowers from my growing stock and then sell to my customers the old corms, but I keep cutting back the blooms so that all of the strength of the plant possible may be devoted to forming strong, vigorous bulbs and bulblets. (The stock I sell is all grown from bulblets.) This is why thousands of my customers report such wonderful results from the bulbs I send them.

My originations have won more awards than those of any other grower, by far. Only a few of the medals, cups, and other awards are shown on this page. And the letters of satisfaction I have received from customers run into the thousands.

It is from this same sturdy stock that the small bulbs in my big 1929 offer are selected. You will surely want them at this exceedingly low special price.

