

## **Historic, Archive Document**

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6227

1937 PRICES

*“EXTRISTRONG”*

*Prize Winning*

GLADIOLUS

DAHLIAS

PEONIES

TULIPS

IRIS

LILIES

GLADIOLUS

Direct From Our  
Farm To You

BULBS



You may buy cheaper bulbs  
but better bulbs you cannot  
buy. We grow millions of  
them and give you all we can  
for your money.



RAY V. MOSS

Waterloo Bulb Farms  
WATERLOO, IOWA

## To Our Friends and Customers

Following is our 1937 price list of EXTRISTRONG bulbs and roots. In addition to glad bulbs, we are listing other flowering bulbs and roots which we have grown for some time. Previous to this year we sold our stock locally as we had only enough to supply our home trade. Lately we have increased our plantings so that we can list them to our customers throughout the country. We will supply the same high quality in these bulbs as we have in gladiolus and believe, from the many fine reports, that they will be well received.

We know that to succeed with flowers, you must have good healthy seeds and bulbs, and while that alone does not insure good results, it is ample insurance of success.

We endeavor to supply only the highest quality of bulbs and know that your labor will be well rewarded. Any bulbs or roots bought of us that are not as represented may be returned to us and all charges refunded. Needless to say, we are very careful that you will be satisfied.

Also, we will refund your money or replace any stock found not true to name. We want you to be satisfied. We have endeavored to describe our varieties as fairly as possible and we ask only that you give our stock a reasonable trial. If this is given, we know that you will be satisfied as thousands of others are, who freely wrote of their appreciation. However, we, in common with every other reliable grower or seedsman, can not be responsible for more than the value of the bulbs or seeds.

We do not claim to be the largest grower of bulbs in the United States or Iowa. Such claims are ridiculous and when used by firms or growers desirous of making big impressions are usually hedged with such statements as "Largest Mail Order Grower," "Largest Radio House," "Largest Direct-to-You Nursery," or some such nonsense which cannot be proved or controverted. We have visited some of these largest outfits and about all they were largest in were their extravagant claims. In fact, one of these "largest outfits" do not grow an acre but buy what they need to fill orders.

We grow the bulbs we sell you and we endeavor to give you the best that money can buy and at a reasonable price. We don't mean at the lowest prices, because we have found that low priced goods generally have little else to recommend them and that if a product is not good enough to be sold at a reasonable price, it should not be sold at all.

Many claims are made for bulbs grown in various sections but I think it has been proven that seeds or bulbs grown in Iowa where we have a short growing season will thrive in any climate having the same or a longer season. Especially is this true with bulbs as they have a chance to ripen and mature and become dormant. Without this dormant season, bulbs will not sprout and grow evenly. Some bulbs are grown where they must be dug in a rainy season and must be cut green and artificially cured and dried. We find such bulbs do not do as well in our climate. We believe it fair for you to know where and how our bulbs are grown. Some will sell you bulbs obtained where they can buy them cheapest.

## Gladiolus Shows

On account of the hot weather here in Iowa during July and August, only the Iowa State Gladiolus Show at Ames as held. Our glads, entered only in the open classes, won twelve blue, two red, and one white ribbons. We also won the Ray Murray Trophy, Governor's Trophy, President Carter Perpetual Challenge Cup, and one silver medal. We were high point winners of the commercial growers' portion. Both commercial and amateur classes were filled with exceptional blooms. Several new exhibitors were represented and received a lot of ribbons. You, too, are welcome at these shows and will be given any assistance you need in entering.

Next year, glad shows will be held at Ames, Algona, Cedar Rapids, and Waterloo, in Iowa, besides the State Show at Sioux City on August 14 and 15. Attend as many as possible and bring your choice blooms. Classes are provided for all varieties so that the decorative and smaller types do not compete with the large exhibition types.

## Join Flower Societies

There are many state, national, and regional societies of gladiolus, peony, iris, dahlia, and other flower growers. Each group provides much interesting information relative to their favored flowers and hold exhibitions all through the country. If you are interested in any certain one, write us and we will give you information as to officers and shows of society near you.

## Plan Your Garden Now

Pay when planted. When ordering glads or dahlias now, you may also order your fall-planted bulbs. We will reserve them for you and you pay at planting time. If you reserve glads or dahlias for

later planting, send 25% of order and balance at planting time. If you include iris, peonies, or tulips, no deposit on them is necessary.

## Visit Our Gardens

You are always welcome to visit our gardens. Come any time—in the spring when tulips, iris, and peonies are in bloom; later, from July 15 to frost, we have acres of gladiolus and dahlias blooming.

The best way to select new varieties for your garden is to see them growing. We also have many perennial and annual plants which are very interesting. You are under no obligation to buy.

We also do a complete florist business during the summer season, furnishing flowers for any occasion—weddings, funeral designs, and so on.

We are located one and one-half miles S. E. of the Waterloo City limits on Highway 218.

## Our Bulbs Will Please You Too

*Virginia, August, 1936.*

*Waterloo Bulb Farms,*

*Waterloo, Iowa.*

Gentlemen:

*Please quote for spring delivery on 10,000 Bennett, 20,000 Minuet, and 25,000 Picardy.*

*We are a satisfied customer of yours.*

*Yours truly,*

*The S....A....*

## Our Twins

In our gardens are growing many beautiful flowers but none are more interesting than our two-year-old twin grandsons, Raymond and Russell. Each day something new is brought forth—new words, new feats, new things attempted. They love flowers and delight in bringing a bloom to us saying, "Pity fower!" They are very healthy, active youngsters, and the days are not long enough for them to do all they want to.

## Extristrong Gladiolus

We are listing the glads we offer in alphabetical order to make them easier to find. After each glad is given the price of one large bulb. To find prices of bulbs in larger lots and for the smaller sizes, turn to price lists following variety descriptions. Notice that *three* bulbs can be had for *double the price of one*, and dozen lots even cheaper. For larger lots in quantity, see our wholesale prices on page 14.

PLEASE NOTE: This price list cancels all former price lists.

## Blooming Time

After each variety in our list, we have placed the average time required to bloom from planting date. These dates are only approximate, as much depends on the location and the season the bulbs are planted. Longer time should be given early in the season while later, when growing conditions are perfect, less time may be allowed. Thus, **BREAK O' DAY** might require 80 to 85 days early in the spring and about 65 to 70 days later on in the summer. We are indebted to the *Gladiolus Review*, February, 1933 issue, for most of these dates.

**AFLAME** (91 days). Begonia rose shading to orange flame; extremely large. This is one of the very best for exhibition. Large bulb 7 cents.

**AIDA** (70 days). A very early deep blue. Large blooms. One of the best in its color. Large bulb, 7 cents.

**ALBANIA** (85 days). Fine pure white, good grower. Best commercial white. Plant plenty of these. Large bulb, 6 cents.

**ALBATROSS** (80 to 90 days). Massive pure white. Very tall spike. One of the best whites. Large bulb, 8 cents.

**ALICE TIPLADY** (78 days). Beautiful orange saffron. Large primulinus. Large bulb, 6 cents.

**AMADOR** (75 days). A new red glad. Straight spike. Form and placement good. Highly recommended. Does not burn or fade. Large bulb, 10 cents.

**AMERICA** (85 days). Large lavender blooms on rather short spike. Old favorite. Large bulbs, 7 cents.

**BAGDAD** (90 days). Smoky old rose blending to a lighter throat, faint blotches of cream with penciling. Tall strong spike. Exhibition prize-winner. Large bulb, 8 cents.

**BERTY SNOW** (82 days). Pink lavender—sometimes considered the best lavender. Extra wide open blooms, fine exhibition variety. Large bulb, 7 cents.

**BETTY NUTHALL** (111 days). Light apricot with pink tinge, soft salmon throat. Six to eight nicely arranged florets open on a tall straight spike. Exhibition type. Large bulb, 6 cents.

**BILL SOWDEN**. Large rich red Australian glad. Exhibition type. Large bulb, 8 cents.

**BLEEDING HEART**. Light pink with large red blotch. Large decorative type. Large bulb, 10 cents.

**BLUE DANUBE** (90 days). Amethyst, blue. Straight spike carrying many well-placed blooms. Large bulb, 10 cents.

BLUE TORCH (85 days). Light blue. Novelty. Large bulb, 8 cents.

BREAK O'DAY (73 days). Lafrance pink, pencil on yellow. An early glad much in demand. Large bulb, 6 cents.

BRIGHTSIDES. Canary yellow with apricot and orange-red shadings. Large bulb, 10 cents.

CARA MIA (70 days). Early deep shrimp pink. Decorative type. Good growing habits. Large bulb, 6 cents.

CARDINAL PRINCE (85 days). Large dark red. Very early. Large bulb, 7 cents.

CARMEN SYLVA (99 days). A lily-like white glad. A thing of beauty when grown well. Large bulb, 7 cents.

CHARLES DICKENS (75 days). Large radiant purple. Very tall spike. A good show flower in its color class. Large bulb, 7 cents.

CHRISTABEL. Large exhibition. LaFrance pink, large bulb, 12 cents.

COMMANDER KOEHL (85 days). Very large clear scarlet red. Tall spike with many flowers open at one time. One of the best reds. Large bulb, 8 cents.

COPPER BRONZE (94 days). A true coppery bronze shade. A glad often used by garden club members. Novelty. Large bulb, 6 cents.

CRIMSON GLOW (91 days). Velvety textured crimson red. Each bloom glows with beauty. Large bulb, 6 cents.

CRINKLES (90 days). Tyrian rose—extremely ruffled—resembles rose buds. Many buds showing color. Deep vivid rose color. Very good. Large bulb, 7 cents.

DR. F. E. BENNETT (80 to 90 days). Bright scarlet. White pencil. Favorite. Large bulb, 7 cents.

DR. MOODY (96 days). Light lavender with very fine penciling of darker shade. A close runner-up to Minuet and Bertie Snow at shows. Large bulb, 7 cents.

DR. SHOOK (91 days). Deep tyrian rose—heavily ruffled. Strong spikes. Best in its color. Placement always good. Large bulb, 8 cents.

DREAM OF BEAUTY (80 to 90 days). A dark rose red. Attracted much attention at Iowa State show last year. Large bulb, 8 cents.

DINA. Lovely cream pink, very prolific. Large decorative. Large bulb, 10 cents.

DUCHESS OF YORK (84 days). Tall spike. Deep bluish purple. Many blooms open at a time. Very fine variety. Large bulb, 7 cents.



EARLY DAWN (72 days). New. Large tall rich geranium pink. Color slightly deeper on lower petals. An up and coming flower. Very early. Large bulb, 10 cents.

EARLY MELODY (72 days). Light lavender pink. A new one for us this year but it did well. Large bulb, 15 cents.

E. J. SHAYLOR (75 days). Ruffled pure rose pink. Strong spike with large blooms. A very good glad. Large bulb, 6 cents.

EMILE AUBRUN (88 days). Coppery rose overlaid with slate. Large slate red blotch. Many florets open at once. Well grown—very outstanding. Large bulb, 8 cents.

FLAMING SWORD (84 days). Bright red, many blooms open at once. Decorative type. Stands heat and shipping. Large bulb, 6 cents.

FLORENCE WINTER. Large decorative. Lovely cream with cerise throat. Large bulb, 25 cents.

GIANT NYMPH (88 days). Very large pink. Sure grower and bloomer. One of the best medium early pinks. Stands heat and shipping. Large bulb, 6 cents.

GLORIANNA (95 days). Salmon pink, yellow throat. Pleasing for basket and floral work. Large bulb, 6 cents.

GOLD (80 days). Clear yellow. One of the leading yellows. Large bulb, 6 cents.

GOLD EAGLE (70 days). Deep clear yellow. Slightly ruffled. Very early. Large bulb, 6 cents.

GOLDEN DREAM (86 days). Very tall deep yellow. Their long spikes with many open blooms make beautiful baskets. Large bulb, 6 cents.

GOLDEN POPPY. Rich yellow glad with lighter shades of orange. Small decorative. Large bulb, 12 cents.

GOLDEN SWALLOW (85 days). A good light creamy yellow—lower petals a creamy gray. Large bulb, 6 cents.

HELEN PHIPPS (105 days). A good pink—not as tall as W. H. Phipps but has better placement. Waxy petals. Popular in our fields. Large bulb, 7 cents.

HELEN WILLS (80 days). Clear large white shading to cream on lower petal. Fine substance. Vigorous, straight spike with fine placement of blooms. Large bulb, 8 cents.

HELGA (80 to 90 days). Salmon pink decorative. Very strong dependable drought resistant. Large bulb, 8 cents.

HENRY FORD (80 to 90 days). Rich velvety purple. Color outstanding. Poor placement. Large bulb, 8 cents.

HIGH NYE (100 days). Very tall rose lavender. Many open florets. Something different. Large bulb, 7 cents.

ILLUMINATOR (81 days). Brilliant carmine red with faint suffusion of blue. An intense French purple blotch on lower petals. A fine cut flower. Large bulb, 7 cents.

INSPIRATION. Beautiful shrimp pink; ruffled and fluted. Unusual form. Large bulb, 12 cents.

IROQUOIS (70 days). Large showy ruby red—darker throat. Large bulb, 25 cents.

JANE ADDAMS (103 days). A delicate lavender with lighter throat—immense blooms. A staunch favorite of many. Large bulb, 8 cents.

JENNY LIND (90 days). Light salmon with cream throat. Fine grower, good placement. A popular cut flower. Large bulb, 7 cents.

JEWELL (63 days). Salmon pink with yellow throat. Still a favorite. Large bulb, 6 cents.

JOE COLEMAN (73 days). Ruffled dark red rose. We can't grow enough of this one. Large bulb, 6 cents.

J. T. PIRIE (88 days). Mahogany smoky, brown blotch on yellow. A real novelty—one that attracts crowds. Large bulb, 7 cents.

KING GEORGE (87 days). Scarlet red with white throat. A very pretty glad—a good cut flower. Large bulb, 7 cents.

KING OF ORANGES (75 days). Bright orange saffron. Lovely in arrangements. Large bulb, 7 cents.

LA PALOMA (88 days). Brilliant orange, rich and different. Large flowers on a very good tall spike. Large bulb, 7 cents.

LAVENDER BRIDE (85 days). Very large smoky lavender. Large bulb, 6 cents.

LAVENDER DELIGHT (80 to 90 days). A clear lavender of pure color. Large bulb, 15 cents.

LE MARECHAL FOCH (80 days). A pleasing lavender pink. One of the largest blooms, sometimes measuring 7 inches across. Large bulb, 6 cents.

LIBELLA. Heliotrope-blue, violet markings in throat. Large decorative. Large bulb, 15 cents.

LINDISTA. Salmon rose with cream throat. Large decorative. Large bulb, 15 cents.

LONGFELLOW (96 days). Clear, beautiful, waxy pink. Strong spike with good placement. Large bulb, 8 cents.

LOS ANGELES (87 days). Orange salmon, very popular for cut flowers. Many blooms open and stands heat well. Large bulb, 6 cents.

LOYALTY (94 days). Very fine yellow, good sized spike and good grower. Large bulb, 8 cents.

MAID OF ORLEANS. Tall spike of lovely white creamy blooms, good placement. Large decorative. Large bulb, 12 cents.

MARILYN. Large pink blooms on tall spike. Very pleasing. Large bulb, 25 cents.

MAIDEN'S BLUSH (80 days). Dainty light pink. Very popular for baskets and floral work. Large bulb, 6 cents.

MAMMOTH WHITE (94 days). Immense white. One of the very largest pure whites; flowers five or more inches across. Large bulb, 8 cents.

MARGARET FULTON. Coral pink. Very meritorious decorative—stands heat, good grower. Large bulb, 8 cents.

MARMORA (96 days). Smoky gray lavender with purple blotch. A fine show flower in the smoky class. Large bulb, 7 cents.

MAROCCO (94 days). Novelty glad. Very dark red—almost black. Large bulb, 8 cents.

MARINA (75 days). A rich brilliant orange. Spike and substance good. Large bulb, 7 cents.

MARY FREY (83 days). Lavender with a ruby throat. A wonder glad. One of the earliest lavenders. Large bulb, 8 cents.

MARY JANE (80 to 90 days). Light silvery lavender with lavender throat. A beauty in pastel shade. Good grower. Large. Large bulb, 8 cents.

MAUVE MAGIC (80 to 90 days). Tall spike. A good lavender. A good show flower when well grown. Large bulb, 20 cents.

MIBLOOM (75 days). Good sized florets on straight spike. Plenty of substance. Soft white with blotch of fine red in throat. Large bulb, 8 cents.

MILDRED LOUSE (75 to 80 days). Marvelous strawberry pink blending to yellow in the throat. Large florets. Large bulb, 10 cents.

MINUET (96 days). Truest lilac lavender. A fine show flower, strong grower. Many large blooms with very good keeping quality. Large bulb, 8 cents.

MOON MAIDEN (90 days). Pale blush lavender pink. Faint yellow throat. Decorative. Large bulb, 15 cents.

MISS GREELEY (85 days). Pink—similar to W. H. Phipps but three weeks earlier. Many open on good spikes. Very outstanding. Large bulb, 10 cents.

MOTHER MACHREE. Soft smoky lavender combined with gray and orange. Large decorative. Large bulb, 8 cents.

MR. W. H. PHIPPS (120 days). Beautiful La-France pink. As many as 14 to 16 blooms open on one spike at one time. Best to plant large bulbs of this variety. Large bulb, 8 cents.

MRS. F. C. HORNBERGER (90 days and over). A beautiful star shaped white. Good placement on straight spike. Large bulb, 8 cents.

MRS. F. C. PETERS (90 days and over). Orchid with darker blotch. Many wide open blooms. Tall spike. Large bulb, 7 cents.

MRS. J. T. PIRIE (80 days). Blush cream. Large bulb, 25 cents.

MRS. MOULTON (73 days). Large violet-red. One of the old favorites. Large bulb, 8 cents.

MRS. LEON DOUGLAS (94 days). Begonia rose flaked scarlet. Rather pointed petals, good placement. Fine exhibition type. Large bulb, 8 cents.

MRS. P. W. SISSION (91 days). Ruffled delicate cameo pink. Many large blooms open at a time. Large bulb, 6 cents.

MRS. S. A. ERREY (85 days). Fine orange red. Plant late to avoid heat. Lovely under favorable conditions. Large bulb, 8 cents.

MRS. VAN KONYNENBURG (95 days). Tall straight lavender-blue. Large bulb, 7 cents.

MRS. WILLARD RICHARDSON (85 days). Dark crimson with maroon center. Large bulb, 7 cents.

NANCY HANKS (95 days). Apricot orange with rose pencil on yellow throat. Straight spike. Winner in its class. Resists heat. Large bulb, 6 cents.

ORANGE GLORY (98 days). Coppery orange. Very graceful spike. Large bulb, 8 cents.

ORANGE LILY (65 days). Large ruffled orange, earliest glad in our fields. Large bulb, 8 cents.

ORANGE QUEEN (80 days). Apricot orange with red pencil. Graceful spike. Large bulb, 6 cents.

OSSOLIN (88 days). Coral pink with soft orange shadings in the throat. Many open florets. Large bulb, 7 cents.

PAULA (70 to 80 days). Large flowered rose pink with deeper lines. Large bulb, 25 cents.

PAUL PFITZER (86 days). Royal purple—dazzling color. Finely formed blooms on a fine spike. Large bulb, 8 cents.

PENDLETON (76 days). Rose pink on white background. Lower petals blotched carmine red. Large bulb, 8 cents.

PELLEGRINA (80 days). New near blue—finest deep blue, two lower petals a trifle darker. Large bulb, 15 cents.

PFITZER'S TRIUMPH (92 days). Brilliant scarlet orange. Wonderful exhibition type and also fine for home gardens. We plant it for fall blooming and it does much better than earlier in the summer. A real Triumph! Large bulb, 8 cents.

PICARDY (90 days). Palmer's sensational pink-salmon. Rated one of the best recent introductions. Large bulb, 8 cents.

PINNACLE (85 days). Very tall pink. Exhibition type. Large bulb, 20 cents.

POLAR ICE. Very early good brilliant white. Large decorative. Large bulb, 12 cents.

PRIDE OF WANAKAH (93 days). Very large beautiful lavender rose. Large bulb, 6 cents.

RADIANCE (80 days). Clear deep red of a bright carmen shade. Large bulb, 15 cents.

RAPTURE (90 days). Tall late salmon, creamy throat. Spikes unusually tall with well-placed blooms. A glorious thing of beauty. Large bulb, 12 cents.

RED LORY (100 days). Red—purplish blotch—exhibition type. Large bulb, 10 cents.

RED PHIPPS (80 days). A glowing self-color red. Enough could not be written about this fine glad. Good substance. Straight spike. Six to 10 florets open at a time. Large bulb, 10 cents.

REMEMBRANCE (83 days). Salmon rose giving a lavender effect. Good when you want something just a little different. Large bulb, 7 cents.

REV. EWBANK (80 days). Light dainty blue. Tall and early. One of best sellers in cut flowers. Enough of a novelty so that garden club members use it heavily. Large bulb, 7 cents.

ROMANCE (77 days). Smoky salmon red—yellow throat—blue edged. Novelty. Large bulb, 6 cents.

ROSE MIST (80 to 90 days). Lovely old rose bordered with buff. Its graceful spike and blooms create a lovely arrangement. Large bulb, 7 cents.

RUFFLED GOLD (80 days). Light yellow, heavily ruffled. Does extremely well for us and is a heavy prize winner at shows. Large bulb, 7 cents.

SCARLET PRINCEPS (80 days). Scarlet, very large blooms, many open at once. Florist favorite. Also known as Virginia. Large bulb, 6 Cents.

SEÑORITA (90 days). Very clear wide open orange shading to salmon. Winged type of petals. Extremely large. A fine thick stocky spike. Large bulb, 7 cents.

SHIELA (69 days). Early salmon pink. Stands heat and shipping. Florist favorite. Large bulb, 6 cents.

SPIRIT OF ST. LOUIS (85 days). Orange saffron. Large blooms with good placement. A fine cut flower. Large bulb, 6 cents.

STAR OF BETHLEHEM. Very tall snowy white. Cream tinge on lower petals. Large bulb, 25 cents.

TREVONIAN. Very large outstanding lavender rose. Prize winner at shows. Large bulb, 12 cents.

THE ORCHID. Charming lacinated lavender, decorative. Large bulb, 10 cents.

VEILCHENBLAU (70 to 80 days). Large dark blue. Large decorative. Large bulb, 8 cents.

WASAGA (75 days). Buff prim. Wide open blooms. Very delightful and a heavy winner at shows. Large bulb, 8 cents.

WINGED VICTORY (80 days). Eosine pink—self color markings. One of the largest glads. Large pointed wing-shaped petals. Large bulb, 10 cents.

WURTENBERGIA (75 days). Very large pleasing red with a cream throat. Good substance. Large bulb, 10 cents.

ZILLAH. Tall massive ruffled yellow on a straight spike. Exhibition type. Large bulb, 12 cents.

## Retail Price—Prepaid To You

### Six Cent Group:

Large bulbs .....1 for \$.06; 3 for \$.12; 12 for \$0.40  
Medium bulbs .....3 for .09; 12 for .30  
Small bulbs .....6 for .12; 12 for .20

### Seven Cent Group:

Large bulbs .....1 for \$.07; 3 for \$.15; 12 for \$0.50  
Medium bulbs .....3 for .12; 12 for .35  
Small bulbs .....3 for .08; 12 for .25

### Eight Cent Group:

Large bulbs .....1 for \$.08; 3 for \$.16; 12 for \$0.60  
Medium bulbs .....1 for .06; 3 for .12; 12 for .45  
Small bulbs .....3 for .10; 12 for .30

### Ten Cent Group

Large bulbs .....1 for \$.10; 3 for \$.20; 12 for \$0.70  
Medium bulbs ..... 1 for .08; 3 for .16; 12 for .50  
Small bulbs ..... 1 for .05; 3 for .10; 12 for .35

### Twelve Cent Group:

Large bulbs .....1 for \$.12; 3 for \$.25; 12 for \$0.85  
Medium bulbs .....1 for .09; 3 for .18; 12 for .65  
Small bulbs .....1 for .06; 3 for .12; 12 for .45

### Fifteen Cent Group:

Large bulbs .....1 for \$.15; 3 for \$.30; 12 for \$1.00  
Medium bulbs .....1 for .12; 3 for .25; 12 for .75  
Small bulbs ..... 1 for .08; 3 for .15; 12 for .50

### Twenty Cent Group:

Large bulbs .....1 for \$.20; 3 for \$.50; 12 for \$2.00  
Medium bulbs .....1 for .15; 3 for .40; 12 for 1.50

### Twenty-Five Cent Group:

Large bulbs .....1 for \$.25; 3 for \$.60; 12 for \$2.25  
Medium bulbs .....1 for .20; 3 for .50; 12 for 1.75

## Glad Collections

We see no reason for preparing a price list and then trying to make up a bunch of collections containing the same bulbs. You may pick out the bulbs you want from the retail lists and do not have to take a bunch of bulbs you don't want to get them. At our low prices and with our generous extras, you get better value than in most so-called "bargain collections."

However, we have had many calls for the following collections of glads. The Decorative contains varieties we have found very useful for baskets, vases, and table decoration; the Exhibition is made up of varieties found among the winners in every Gladiolus Show.

### The Decorative Collection

15 Varieties—3 Bulbs Each.

Maiden's Blush, Alice Tiplady, Orange Queen, Break O'Day, Copper Bronze, Mrs. Von Konynenburg, Lavender Bride, Apricot Glow, Rose Mist, Crinkles, Marocco, Marnia, King of Oranges, Nancy Hanks, and Albania—a complete range of colors. All labeled. Large bulbs.

45 Bulbs (Reg. Price—\$2.00) Postpaid—\$1.25

Four Collections for \$4.25.

### The Exhibition Collection

12 Varieties—3 Bulbs Each:

Picardy, Dr. Bennett, Bagdad, Carmen Sylva, Marmora, Charles Dickens, Mr. W. H. Phipps, Golden Dream, Bertie Snow, Betty Nuthall, Dr. Shook, and Loyalty. Labeled. Large bulbs.

36 Bulbs (Reg. Price—\$1.75) Postpaid—\$1.25.

Four Collections for \$4.25.

## No Substitutes Without Permission

If possible, please give second choice so that we may fill your order without delay if we are out of any variety. If you do not specify second choice or allow us to substitute a like or better variety, we will refund the price of the item we cannot fill. We want you to be satisfied.

# Gladiolus

## Wholesale Prices

For those who use large numbers of glads. Priced per 100. 25 or more at 100 price; 1,000 at eight times 100 price. No less than 25 of one variety at these prices. Bulbs are graded larger than size given. F.O.B., Waterloo. You pay express charges. No discount on these prices.

	Size No. 1 1½ in.	Size No. 2 1¼ in.	Size No. 3 1 in.	Size No. 4 ¾ in.	Size No. 5 ½ in.	Size No. 6 ¼ in.
ALBANIA .....	\$ 2.00	\$ 1.75	\$ 1.50	\$ 1.25	\$ 1.00	\$ .80
ALBATROSS .....	3.60	3.00	2.40	-----	-----	-----
ALICE TIPLADY .....	1.80	1.60	1.40	1.20	1.00	.80
AMERICA .....	-----	1.75	1.50	1.25	-----	-----
APRICOT GLOW .....	2.00	1.75	1.50	1.25	1.00	.80
BAGDAD .....	2.40	2.00	1.60	1.40	1.25	1.00
BERTY SNOW .....	2.40	2.00	1.60	1.40	1.25	1.00
BETTY NUTHALL .....	2.40	2.00	1.60	1.40	1.25	1.00
BREAK O'DAY .....	2.00	1.80	1.60	1.40	1.25	1.00
CARA MIA .....	1.80	1.60	1.40	1.20	1.00	.80
CARMEN SYLVA .....	2.00	1.75	1.50	1.25	-----	-----
CHARLES DICKENS .....	2.40	2.00	1.60	1.40	-----	-----
COPPER BRONZE .....	2.00	1.75	1.50	1.25	1.00	.80
CRIMSON GLOW .....	2.00	1.75	1.50	1.25	1.00	.80
CRINKLES .....	-----	2.00	1.60	-----	-----	-----
DR. BENNETT .....	2.40	2.00	1.60	-----	-----	-----
DR. MOODY .....	2.40	2.00	1.60	-----	-----	-----
DR. SHOOK .....	2.00	1.80	1.60	-----	-----	-----
E. J. SHAYLOR .....	2.00	1.80	1.60	-----	-----	-----
EMILE AUBRUN .....	2.40	2.00	1.60	-----	-----	-----
FLAMING SWORD .....	2.00	1.75	1.50	1.25	1.00	.80
GIANT NYMPH .....	2.00	1.75	1.50	1.25	1.00	.80
GLORIANNA .....	2.00	1.75	1.50	1.25	1.00	.80
GOLD .....	2.00	1.75	1.50	1.25	1.00	.80
GOLD EAGLE .....	2.00	1.75	1.50	1.25	1.00	.80
GOLDEN DREAM .....	2.00	1.75	1.50	1.25	1.00	.80
GOLDEN SWALLOW .....	2.00	1.75	1.50	1.25	1.00	.80
HELEN PHIPPS .....	2.00	1.75	1.50	-----	-----	-----
HELGA .....	2.00	1.75	1.50	-----	-----	-----
HIGH NYE .....	2.00	1.75	1.50	-----	-----	-----
ILLUMINATOR .....	2.00	1.75	1.50	1.25	1.00	.80
LA PALOMA .....	2.40	2.00	1.60	1.40	1.25	1.00
LAVENDER RRIDE .....	2.00	1.75	1.50	1.25	1.00	.80
LE MARECHAL FOCH .....	2.00	1.75	1.50	1.25	1.00	.80
LOYALTY .....	2.40	2.00	1.60	1.40	1.25	1.00
MAIDEN'S BLUSH .....	1.80	1.60	1.40	1.20	1.00	.80
MAMMOTH WHITE .....	2.40	2.00	1.60	1.40	1.25	1.00
MARGARET FULTON .....	3.60	3.00	2.40	2.20	1.80	1.60
MARMORA .....	2.40	2.00	1.60	1.40	1.25	1.00
MARNIA .....	2.00	1.75	1.50	1.25	1.00	.80
MARROCCO .....	2.40	2.00	1.60	1.40	1.25	1.00
MARY FREY .....	2.40	2.00	1.60	1.40	1.25	1.00
MRS. DOUGLAS .....	2.40	2.00	1.60	1.40	1.25	1.00
MRS. F. C. PETERS .....	2.00	1.75	1.50	1.25	1.00	.80
MRS. MOULTON .....	2.00	1.75	1.50	-----	-----	-----
MRS. PENDLETON .....	2.00	1.75	1.50	-----	-----	-----
MRS. S. E. ERREY .....	2.00	1.75	1.50	1.25	1.00	.80
MRS. SISSON .....	2.00	1.75	1.50	1.25	1.00	.80
MRS. W. RICHARDSON .....	2.00	1.75	1.50	1.25	1.00	.80
MR. W. H. PHIPPS .....	2.00	1.75	1.50	1.25	1.00	.80
NANCY HANKS .....	2.00	1.75	1.50	1.25	1.00	.80
PFITZER'S TRIUMPH .....	2.00	1.75	1.50	-----	-----	-----
PICARDY .....	2.00	1.75	1.50	1.25	1.00	.80
PRIDE OF WANAKAH .....	2.00	1.75	1.50	1.25	1.00	.80
RED PHIPPS .....	3.60	3.00	2.40	-----	-----	-----
ROMANCE .....	2.00	1.75	1.50	1.25	1.00	.80
RUFFLED GOLD .....	2.40	2.00	1.60	1.40	1.25	1.00
SCARLET PRINCEPS .....	2.00	1.75	1.50	-----	-----	-----
SEÑORITA .....	2.40	2.00	1.60	1.40	1.25	1.00
SHEILA .....	2.00	1.75	1.50	1.25	1.00	.80
SPIRIT OF ST. LOUIS .....	2.00	1.75	1.50	1.25	1.00	.80
CHOICE MIXED .....	1.80	1.60	1.40	1.20	1.00	.80



## Extristrong Dahlias

We offer the following popular varieties. These beautiful flowers are the largest grown in gardens and are among the easiest to grow from our EX-TRISTRONG roots. Ready to ship now. Prices include postage to your home. Roots only, we do not sell plants.

**AVALON.** Striking clear yellow; early. Flowers are very distinctive and produce in great abundance. 35 cents each.

**BEAUTY SUPREME.** Lavender. 50 cents ea.

**CHAMPOEG.** Waxy canary yellow in the center with the back shading to pale yellow. 50 cents each.

**DWIGHT MORROW.** Rich cardinal red; much admired in our garden. Very large on strong stems. \$1.00 each.

**FRAN O. BRACHT.** Beautiful cactus dahlia; light primrose yellow. \$1.00 each.

**GRAF ZEPPELIN.** Large white flowers with full centers. Strong grower. \$1.00 each.

**IDA PERKINS.** Good garden and exhibition white with excellent habits. 50 cents each.

**JANE COWL.** A glistening bronzey buff and old gold. Petals curled and twisted. 40 cents each.

**JERSEY BEACON.** Chinese scarlet. Flowers very large on strong stems. 50 cents each.

**JERSEY BEAUTY.** One of the loveliest pink dahlias in existence; good cut flower. 50 cents each.

**JOSEPHINE G.** Rose pink, some petals tipped yellow. Flowers ten inches across. 50 cents each.

**KARL BONAWITZ.** A brilliant velvety carmine on a strong stem. 50 cents each.

**KATHLEEN NORRIS.** One of the largest ever introduced. True rose pink deepening to mallow pink. \$1.00 each.

**KING MIDAS.** Very large rich golden yellow. Blooms on a good stem. 75 cents each.

**MONMOUTH CHAMPION.** A brilliant orange-flame dahlia. Blooms are very large. Very fine. 50 cents each.

**MRS. I. DE VER WARNER.** This dahlia with its beautiful self-color orchid blossoms is one of the most admired dahlias. 40 cents each.

**OMAR KHAYYAM.** Chinese red at base of petals shading to orange tipped lighter. Very large and outstanding. 50 cents each.

**PENN CHARTER.** Old gold with a light shading of deep rose. Blooms are large; plant is sturdy grower. 75 cents each.

**ROSETTA.** Fine old pink, sometimes streaked. One of the best cutting varieties and, without a doubt the longest keeper. 50 cents each.

**SAGAMORE.** A golden color shading to orange buff in center. 50 cents each.

**SATAN.** Flaming red with a touch of gold in the center. Strong grower. \$1.00 each.

**EXTRA DAHLIAS.** On each dahlia order of \$2.00 or more (collections below excluded) you may choose extras to the amount of 25% of your order.

We grow many more dahlias in smaller numbers. If your favorite is not listed, ask for it. We either have it or can secure it for you.

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### **Four Popular Dahlias Collection**

One each **JANE COWL**, **IDA PERKINS**, **JERSEY BEACON**, and **AVALON**—named and labeled. Sent postpaid to you for only \$1.25.

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### **Special Big Four Collection**

Four beautiful dahlias, assorted colors but unlabeled. Sent postpaid for only \$1.00.

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We will reserve dahlias until May 1, 1937, for 25% of order. We ship now until May 15, 1937.

### **Extristrong Iris**

Iris are among the easiest flowers to grow and need very little attention. The flowers come very early when flowers are scarce and appreciated. Use liberally for borders, along walks and drives, and round flower beds. The first cost is the only cost and if they are taken up and divided in a few years, will return the investment many times. You may plant separately although three roots make a showing much quicker. Early planted roots bloom better the first year but it is safe to plant iris any time.

“S” refers to the three standard or upright curling petals. “F” refers to the three falls or drooping petals.

The price of ten iris is eight times the price of one.

**AMBASSADOR.** Late. S—smoky purple; F—velvety purple maroon. Very popular. Each 15 cents.

**AZURE.** Japanese Iris. Long delicate mauve blue flower. Double. Each, 50 cents.

**BLACK WINGS.** Large flowers of intense deep blue overlaid with a frost black luster. Each, \$1.25.

**CAPRICE.** S—reddish purple; F—deeper purple. Each, 10 cents.

CORRIDA. Sky blue. Each, 10 cents.

DR. BERNICE. S—coppery bronze; F—velvety crimrose. Very handsome. Each, 10 cents.

EDWARD MICHAEL. Late, unusual shade of intense reddish purple. Each, 10 cents.

FREDA MOHR. One of the finest and largest. S—light lilac pink; F—deep lilac rose. Each, 25 cents.

FAIRY. Dainty white with blue border and veins. Very fragrant. Each, 10 cents.

IMPERATOR. Late, tall grower. Deep blue. Each, 10 cents.

ISOLINE. S—lilac pink; F—purple old rose. Each, 10 cents.

KOCKII. Very early purple, self color. Each 15 cents.

LENT A. WILLIAMSON. S—soft campanula violet; F—very large velvety purple. Early; massive stalk and flower. Each, 10 cents.

LOHENGREN. Large, handsome, silvery mauve. Each, 10 cents.

MME. CHEREAU. Pure white with a broad irregular border of clear blue. Each, 10 cents.

MME. CHOBAUT. White dotted with pale chalcedony yellow, shading to wine red. 36 in. Each 10 cents.

MOTHER OF PEARL. Pale bluish lavender flower of exceptional substance. 40 inches high. Each, 10 cents.

MONSIGNOR. S—bluish lavender; F—violet with white penciling at throat. Late, very lovely and rich looking. Each, 10 cents.

PRINCESS BEATRICE. Silvery lavender; very sturdy. Each, 15 cents.

PRINCESS VICTORIA LOUISE. S—immense sulphur yellow, shaded primrose; F—plum color. Each, 10 cents.

PROSPER LAGUIR. Red and purple. Very attractive. Each, 10 cents.

PROSPERO. S—pale lavender flushed with yellow at the base; F—deep red purple with lighter shading at edges; deep orange beard. Each, 10 cents.

QUAKER LADY. S—smoky lavender, shaded yellow; F—ageratum blue and old gold. Each, 15 cents.

QUEEN OF MAY. S—lilac pink; F—lilac blended into white. Distinctive. Each, 10 cents.

RHEIN NIXE. S—white; F—rich violet purple. Each, 10 cents.

SEMINOLE. S—soft violet rose; F—rich velvety crimson, brilliant orange beard. One of the outstanding in red tone iris. Each, 15 cents.

SHEKINA. Clear soft yellow, shaded through the center. One of the best yellows. 36 inches high. Each, 10 cents.

SIBERIAN IRIS. Blue and white. Not labeled. 10 for \$1.00.

STORM CLOUD. Very large flowers of grayish slate blue. Very fine. Each, 10 cents.

SWEET LAVENDER. S—pale lavender; F—rose lavender. Broad, 36 inches high. Each, 10 cents.

WHITE KNIGHT. A beautiful snow white iris. 24 inches high. Each, 15 cents.

WM. MOHR. Large flowered lilac, purple veined. Immense flowers. Words can not describe this wonderful iris. Each 40 cents.

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### Special Iris Collection

12 wonderful iris—value over \$2.00. Unlabeled—\$1.00, labeled—\$1.25. Prepaid to you.

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Iris are shipped after July 1, 1937. You may reserve them now and we will send them C. O. D. when wanted.

Gladiolus and dahlias may be reserved for delivery any time until May 1 for 25% of order—balance before shipment or C. O. D. Peonies, iris, and tulips may also be reserved and shipment and payment made when you receive them.

### Extristrong Lilies

GUERNSEY LILY. Newer but is grown heavily in the South; grew nicely for us this year. Flame red blooms shoot out from a center hub—one round petal after another opens until you have from fourteen to seventeen in this wheel. Then to finish it out, it has long red feelers at the end of each petal making a very pretty and unusual-looking bloom. These are grown in the same way as amaryllis. Bulbs, 3 for 70 cents, 6 for \$1.25, 12 for \$2.50. Postpaid.

HYBRID AMARYLLIS. Immense flowers ranging from white to dark maroon including crimson, cherry, and rich self reds. These can be forced indoors in pots during the winter and planted in the garden in the spring. Best to crowd your amaryllis. For indoor forcing, start in a dark place; water sparingly. Bulbs, 25 cents each, 3 for 70 cents, 6 for \$1.25, 12 for \$2.50. Postage prepaid.

ISMENE LILY. These lovely clear white lilies are not hardy. Three to five blooms on one stem. Very fragrant. Plant in the spring. Bulbs, 20 cents each, 3 for 50 cents, 12 for \$1.50.

REGAL LILY. America's most popular lily. Exquisite pearly white, tinged pink on outside petals and gold on the inside ones. Fragrant. Blooms in

June and July. Hardy. Bulbs, 15 cents each, 12 for \$1.25.

**SPECIOSUM RUBRUM.** A rich carmine with a white background; heavily spotted crimson. Blooms during August and September. Bulbs, 25 cents each, 12 for \$2.00. Hardy.

## Special Plant Food

We use a commercial fertilizer mixed for our needs. We can supply this in any quantity. Contains every mineral required for plant growth. Seven or eight pounds will furnish two applications for a 100-foot row. Prices: under 10 lb., 3 cents per pound; over 10 lb., 2 cents per pound. F. O. B., Waterloo. Express rates are extra but reasonable to Iowa points.

## Extristrong Peonies

In offering the following short list, we have tried to include only the most reliable and popular varieties. Many new ones are introduced every year and, as they are proved good, we will add them to our list. The high prices asked for new peonies, as well as new gladiolus, dahlias, iris, and so on does not necessarily mean that they are better than old ones but that they are scarce and not available in large quantities. As soon as they become plentiful, they will have to stand on their own merits; they will either supercede other varieties or pass from existence, as, indeed, many do before becoming plentiful. Peonies are best planted in the fall any-time until the ground is frozen.

**EDULIA SUPERBA.** One of the earliest deep pink; sometimes blooms for Decoration Day. A loose crown type flower. Showy. 35 cents each.

**FANNY CROSBY.** Early yellow with pink guard petals; growing in favor each year as it becomes better known. Very floriferous. 60 cents each.

**FELIX CROUSSE.** A deep rose red. 40 cents each.

**FESTIVA MAXIMA.** Early broad guard petals surrounding a mass of rich white petals flaked crimson. 35 cent seach.

**KARL ROSENFELD.** A brilliant large semi-rose type slightly fragrant. 40 cents each.

**LA TULIPE.** Delicate pink; outside petals striped with tulip markings; fragrant. 35 cents each.

**LONGFELLOW.** A bright crimson. One of the most popular in garden and show room. 60 cents each.

MARY BRAND. One of the best reds; stems strong enough to hold large blooms upright. Yellow stamens showing in center. 75 cents each.

MONS. JULES ELIE. One of largest and most beautiful globe type varieties. Broad guard petals guarding incurved petals of flesh pink. All covered with a silvery sheen. 60 cents each.

QUEEN VICTORIA. A good white used as a cut flower. 35 cents each.

SARAH BERNHARDT. Appleblossom pink; late-midsummer. 40 cents each.

Peonies are shipped after September 1. Reserve orders will be sent C. O. D. when wanted.

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### Special Peony Collection

One each: Queen Victoria, Mons. Jules Elie, Karl Rosenfield, Fanny Crosby—labeled. Regular value \$1.95. Prepaid to you for only \$1.45.

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### Flower and Vegetable Seeds

We carry a large assortment of common and novelty seeds. We can furnish you with almost any seed or bulb grown. We will be pleased to handle your requirements in any amount. Only the best seeds and reliable brands are sold.

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### Big Dozen Assortments

For those who like to have a continuous bloom, we will make up assortments of large, medium, and small bulbs of any variety. For the price of one dozen large bulbs, we will send eighteen to twenty or more assorted sizes, small to large, and you will have blooms spread out from four to six weeks in the same planting. To order these big dozen assortments, just say, "B. D. Bagdad \$.60."







# Darwin Tulips

(To be shipped Sept. 1937)

These are the most popular of all tulips. They have large gorgeous colored flowers and long stems suitable for cutting. We send all big bulbs—No. 2 size and up. No small bulbs for sale.

BARTIGON—A dazzling scarlet.

BARON DE LA TONNAYE—Lovely deep pink.

CLARA BUTT—Beautiful apple blossom pink.

DREAM—Large Lilac Blossom inside deep violet.

FARNCOMBE SANDERS—Brilliant scarlet.

INGLESOME YELLOW—Rich chrome yellow.

LA TULIPE NOIRE—Very dark, almost black.

MME. KRELAGE—Bright lilac rose.

MRS. POTTER PALMER—Bright purplish violet.

PAINTED LADY—Creamy white, tinted lavender and rose.

PRIDE OF HARLEM—Very large red, fragrant.

REV. H. EWBANK—Vivid heliotrope and lilac.

WHITE QUEEN—Snow white, tinted pink.

ZULU—Smoky brown.

VALENTINE BLUE—Fine light blue.

MIXED TULIPS—A mixture of the above.

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## Prices of Tulips

Six bulbs for 30c; 12 for 55c; 100 for \$3.50; 50 at 100 rate. Quantity price for one variety only.

# RAY V. MOSS

WATERLOO BULB FARMS

WATERLOO, IOWA

1937—PRICE LIST—1937

EXCLUSIVE GROWERS OF

“‘Extristrong’ Bulbs”

RETURN POSTAGE GUARANTEED



## Gift Suggestions



What could make a more beautiful or enduring gift than a nice assortment of flower bulbs for birthdays or other occasions? We will mail them directly to the recipient packed in an attractive colored package and enclose your card. Just pick out any collection or assortment you wish and we will do the rest. The gorgeous flowers will always remind your friends of your thoughtfulness when other gifts may be forgotten.

*Mrs. J. J. J. J.*

U. S. Dept. of Agric.  
Bureau of Plant Industry  
Washington, D. C.

Sec. 562, P. L. & R.

