Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.
N. B. If you personally are not at this time interested in this special offer, one or more of your friends surely are. Pass the opportunity on to them. This offer is only good for this season.

A Collection of 120 Gladiolus Bulbs Together With A Year's Subscription-12 Issues-(See Below)

"The Flower Grower"

"The magazine with a mission"

(Regular Subscription Price $2.00 Per Year)

Luther Burbank: "No other so thoroughly practical, so well edited, and so generally interesting."

The Flower Grower is easily the leading floral publication of the world. Each issue contains more facts and information on flower growing, (yes, twice as much,) as any other publication ever printed. It abounds in helpful information and interesting facts gleaned from many sources.

The Flower Grower is all that its name implies AND MORE. It not only tells about flowers, but other things of interest to those who aspire to better living conditions, more beautiful surroundings; teaches balanced activities, a sane perspective, and a better outlook on life.

There are regular departments for the Rose, the Dahlia, the Iris, the Peony, the Gladiolus and Wild Flowers. There is a Queries and Answers department; The Glad Philosopher's Musings; Timely Suggestions; Month by Month with the Flowers; Our Birds; The Fruit Grower and His Problems; WAYSIDE RAMBLINGS; and an Editorial Department with many helpful and useful ideas.

The Bird department is doubtless the most complete, original, and entertaining of any published. There are many other helpful and interesting things on nature subjects and outdoor living, and the things which make for the formation of better ideals.

THE MISSION of this magazine is to encourage useful open-air activities and point out their relation to better thinking, better living, and a better preparation for better things—here or hereafter. Pretty important mission, don't you think? Well, I will leave it to you;—is my magazine fulfilling its mission?

The Flower Grower in its Editorial department, maintains an Editorial Policy. Read what subscribers say about it on the last page.

A year's issues comprise more than 500 pages of reading matter and illustration. No other publication offers nearly so much for the money.

(You will find a Coupon on inside page to use in sending your order)

The BULBS will be of mixed blooming sizes, both large and small, every bulb of which will produce a good flower spike. The larger bulbs bloom first and the smaller ones later, thus giving a long period of bloom, if planted early, from July 1st until the first hard frost. No other flower so satisfactory as the Gladiolus for long period bloom. Under good culture the smaller bulbs will not only produce fine flower spikes the first year, but they will develop larger bulbs for still better bloom the next year. Don't fail to note in this connection what those who have actually grown them have to say on this subject further on.

This combination bulb collection and subscription offer is made only for the purpose of inducing you to read The Flower Grower for a year. A reading of twelve issues will convince you that you cannot afford to be without it and I will have you as a permanent reader. And the growing of the Gladiolus bulbs, if you are not already a flower lover, will convert you as it did me.

Just note on the third page what those who have grown my bulbs have to say about them.

 MADISON COOPER, Calcium, N. Y.
Gladiolus — Le Marechal Foch

EASILY the greatest Light Pink Gladiolus ever introduced. It is not only a good propagator, but a rugged grower and sure bloomer and blooms well from small bulbs. Read what some of the experienced growers say about it, as follows:

"Le Marechal Foch is now in full bloom, and is the most beautiful Gladiolus I ever saw. It is admired by all who see it."

"This is the finest cut flower that ever came out of Holland. Blooms are enormous. Of light shell pink, and it stands the hot weather and torrid winds of summer better than any other variety. A great future."

"The standard has been raised another notch. ** Le Marechal Foch is an advancement over others in strong growth. It is a new standard for comparison." 

"My own experience with this variety, covering a period of three seasons, leads me to believe that its popularity has been only started."

"When the florist observes how readily Le Marechal Foch forces under glass, and how beautiful the mammoth clear pink flowers are when bloomed in the greenhouse, then will this variety be in such demand that it will take millions of bulbs."

Without doubt Gladiolus Le Marechal Foch will remain the standard light pink variety for years to come. Nothing as fine and with as good all around qualities has been produced of recent years, and Le Marechal Foch will be in great demand by florists, not only for forcing purposes, but for field culture as well, as it is a color of which large quantities of bloom may be used for many different purposes.

If you are not already familiar with Le Marechal Foch, try it out this season without fail. If you are familiar with it, no further argument is necessary.

Note These Important Points

1st. Anybody can grow "Gla" successfully:—Just as easy to grow as potatoes. (Note what my friends say herein, next page especially.)

2nd. The Flower Grower can be read by anybody. It talks in common language and in a common sense way. (See next two pages.)

3rd. The Flower Grower is easily the leading floral magazine of the entire world, and contains more than twice as much in floral facts and information in each issue, than was ever contained in any other magazine ever printed.

4th. The combination bulb and subscription offer is made for the purpose of inducing those who are strangers to the Flower Grower, to read it for a year. After twelve months perusal any flower lover will not be without it.

5th. You cannot for the small investment required, secure elsewhere as much in floral display and in satisfactory reading matter about interesting outdoor things, as in this combination offer.

6th. If you follow the simple directions which accompany the bulbs you will get more than 120 beautiful spikes of bloom.

ALTERNATE BULB OFFER Those who prefer a great variety of color, may have, as an alternate, the mixed collection, which will give a great variety of color and form and a long period of bloom. Almost as many different varieties as bulbs. They bloom in all the colors of the rainbow. Many thousands of these collections have already been distributed among Flower Grower readers.

ALTERNATE IRIS OFFER Those who prefer a collection of Irises may so indicate, and twenty (20) or more strong blooming plants will be sent, and of at least six (6) different varieties. These are all high grade varieties which have done well in the Editor's garden without special care or attention, and they will be shipped at the proper time for setting in July or August.

Bulbs are Carefully Packed and Sent Postage Prepaid.
"Your Gladioli are the best I ever planted." (New York, N.Y.)

"The Le Mecbreak Foch Gladiols received from you last Spring have given us and our friends continual delight." (Hamilton, Mont.)

"Have accepted your offer of 100 bulbs of Le Mecbreak Foch and a subscription to The Flower Grower. You actually sent 116 bulbs, large and small, and said that some of the smaller ones would also bloom." (Philadelphia, N.Y.)

"Well, some of them did and that means that one of my biggest bloomers this year. They have bloomed more than once and will bloom again. I am very happy with your bulbs and your catalog. When I write next year I shall order the Sixties of Gladioli." (Troy, N.Y.)

"I am delighted with the magazine and also the Gladiolus bulbs you sent me." (North Manchester, Ind.)

"In the Gladiolus bulb collection sent with The Flower Grower in the Spring of 1924 there were many beautiful bulbs which made some delightful surprises, among them the most perfect Gladiolus bulb I have ever received. My wife says your bulbs are of the variety referred to in the advertisement but Spring were very beautiful, some are covetous, and I have made something of a fan of my husband. This summer I have seen each one, a month before driving into the office, standing by the Gladioli, drinking in their beauty, and he has at times called to me, that he might point out an especially lovely one that had come out since the last time he had looked at them." (Baltimore, Ohio.)

"The Gladioli bulbs were the most beautiful producers I ever saw. My neighbors and visitors could not refrain from telling of the wonderful blooms and varieties. Every smallest bulb developed into a flower and I lost not a single one. The Le Mecbreak Foch blooms were from five to seven inches in height." (Huntington, Pa.)

"The Gladiolus bulbs that I received from your company and my subscription have been very satisfactory, good colors and size; not an ordinary mixed mixture." (Louisville, Ky.)

"The bulbs you sent me with The Flower Grower are blooming fine. They are lovely. I notice the unusual markings, different from any others I have seen, and they are most interesting." (St. Charles, Ill.)

"Last year I sent you $2.00 for a year's subscription and 120 Gladiolus bulbs. We have received both the magazine and the bulbs, that I am sending another check for $3.00 herewith for renewal subscription and more bulbs." (Philadelphia, Pa.)

"$3.00 which I sent you in the Spring on your offer of magazine and 120 Gladiolus bulbs was the best investment I have made in forty years of farming. I am sending the first place the magazine in up to date, nine and second, and is read with interest and profit. And in the second place you have made more than you ever did before and I am very greatly surprised to find the wealth and beauty of your color books." (Hyde Park, Vt.)

"I have cut flowers and cut flowers to give away, and had plenty to enjoy in the house, and there are dozens still in bloom and in bud.

"I am very much pleased with the Gladioli bulbs that you have had from these flowers. They are admired by everyone, and sold as well. They are of the highest varieties. I have seen such colors as came from the one you sent." (Cape May Court House, N.J.)

"I have enjoyed the Gladiolo bulbs very much. Your magazine is also very interesting. I will order more bulbs next year. I have found the bulbs that I received from you very satisfactory. I am sending you another order for 100 bulbs." (Dallas, Md.)

"Last Spring I subscribed to The Flower Grower for a couple of years. We have had a most delightful surprise. Your Gladioli bulbs were in a row between sheets and flowers. I am giving them to my friends. I never saw such flowers. Out of the first 12 in bloom I have not a common or a poor one and I am certainly pleased." (Auburndale, Fla.)

"If your Gladioli's this year are equal to those sent me last year you will make friends for life of everyone who grows them." (Worcester, Mass.)

"The Gladioli bulbs you sent with The Flower Grower are blooming fine and the very small ones are giving me flowers five and one-half to six inches high. I thank you very much for them." (Wilson, Conn.)

"Two years I received a collection of mixed bulbs. My amusement and delight were great when the blooms came. I have never seen such beautiful colors ever since the first one bloomed. I have tendency towards writing and bulbs, you of my extreme satisfaction. I have about 200 silver bulbs and many handsome, but enjoyed the variety of colors in your mixed collection more." (Monroe, N.Y.)

"Two years ago you sent me some Gladiolus bulbs with my subscription and every one bloomed that season and multiplied." (Eisenhower, N.Y.)

"Your generous gift of Le Mecbreak Foch bulbs were a joy." (Gorsey's Point, N.J.)

"Last Spring I had your collection of Gladioli bulbs with your magazine, The Flower Grower. In all my life I have never made an investment which returned such a profit in art, in size, in sale. Every one of the hundred or more bulbs bloomed and every one a beauty. The first blooms were out more than six weeks ago and this morning there are twenty smiling up at me." (Cape May Court House, N.J.)

"I have enjoyed my magazine during the two years I have taken it, and the collection of Gladiolus received with my first subscription were the finest mixed collection that I ever grew."

"The bulbs you sent me in 1923 produced the finest Gladiolus I ever had." (Milwaukee, Wis.)

"The Gladioli grown from bulbs you mailed when I subscribed for The Flower Grower this year were planted under the most adverse conditions and yet in beauty and size of flowers they surpassed anything I have ever seen before." (Cleveland, Ohio.)

"I had a very nice collection of your bulbs last year and really they surprised anybody anything that ever had before." (Westerville, Ohio)

"I want to thank you again for the bulbs you sent me. They were fine, and such a variety of colors, they far exceeded my anticipation in every way." (Salisbury, Md.)

"Last Spring I subscribed to The Flower Grower for a friend on your special bulb offer. Of the 12 bulbs that were sent, four of them were planted in a row between sheets and flowers. We gave them to my friends who loved them more than words. There were a great many of them and the color was simply marvellous."

"As The Flower Grower itself is worth $3.00 this was a very good investment." (Onalaska, Mich.)

"I had your bulbs last year and they were the prettiest ones in my yard this summer." (Muskogee, Okla.)

"I want to thank you for the Gladioli bulbs you sent me last year. Each one as it came into flower was a wonderful surprise to me with the many colors and forms, although I had before mixed a number of named varieties with the bulbs." (DuBois, Pa.)

"I want to tell you how beautiful my Le Mecbreak Foch Gladioli were. They were simply marvelous." (Fullerton, Calif.)

"I have enjoyed your very valuable paper for a number of years and also your Gladioli for the past two years. They were wonderful, and the very smallest ones bloomed." (Kanata City, Kan.)

"This is the third year I have had your bulb collections with The Flower Grower and I have found them very satisfactory. Thanks for your generous measure."

"You Gladioli bulbs are blooming now and are better than ever." (Harrisburg, Texas)

"You Gladioli bulbs were the prettiest with The Flower Grower with the Gladioli bulbs from your husband have been bought to tell you how much both have been appreciated and that the bulbs were simply wonderful. Every one bloomed and some of them as much as three spires." (Denver, Colo.)

"Your mixed bulbs sent me by your Spring were simply wonderful. Every one bloomed and some of them as much as three spires."

"I have enjoyed the wonderful delight of your Gladioli bulbs sent me by your Spring was simply perfect." (Springfield, Ohio.)

"Last year's collection of bulbs was simply marvelous, and I am looking forward to results for this year." (Springfield, Wash.)

"I thank you for the Gladioli bulbs you sent me in 1924. They were beautiful, no two alike, and nearly all bloomed before frost." (Orangeville, Ont.)

"The bulbs I cut from you two years ago are fine and are admired by all who see them." (Barrie, Man., Can.)

"The Gladioli you sent me with your subscription are looking magnificent blooms, and are a daily surprise and delight." (Thomaston, Me.)

"I thank you for the excellent service The Flower Grower has rendered me in the past. I received its timely articles, and for the wonderful fat Gladioli bulbs I had from your husband last year." (Syracuse, N.Y.)

"We received more bulbs than we expected and the day since I received them has been a day of triumph. Almost all of the bulbs grew and have blossomed along for several months. We wish to thank you particularly for the bulbs of Le Mecbreak Foch which were included." (Addis Allaba, Abyssinia, Afric.)

One hundred twenty [120] Bulbs, and One Year-12 Issues of The Flower Grower, $3.00, if you accept this offer Promptly.

Madison Cooper, Editor and Publisher,
THE FLOWER GROWER,
Calumet, N.Y.

NOTE: This Combination Offer to Subscribers in Canada and west of the Mississippi River $3.30

Dear Sir: I accept your special offer. Enter my subscription to THE FLOWER GROWER for one year (12 issues) and send me (prepaid) your Special Collection of 120 Le Mecbreak Foch Gladiolus Bulbs. I enclose $3.00 in full payment. ($3.30 in Canada or west of the Mississippi River.)

If you want the Mixed Collections or Irises (see bottom of opposite page) please underscore or check the one wanted.

This offer is good for new, or renewal, or an extension of present subscription.
"I have been a subscriber to THE FLOWER GROWER for the past several years; and while other magazines, more or less, are of decorative and educational interest, I wish to assure you that THE FLOWER GROWER gives me more practice than any other magazine of this character." 

(Providence, R. I.)

"The FLOWER GROWER and its Editor have been a real inspiration to me. I like the magazine from cover to cover. I often look at it for only an eyelet, but with a magazine like THE FLOWER GROWER an amateur may be a man." 

(Salt Lake City, Utah)

"In the past forty years I have taken out many different magazines and will truthfully say that THE FLOWER GROWER far surpasses them all." 

(Tacoma, Wash.)

"I have treasured on the dignified your excellent publication in reducing the subscription price for three years and five years in advance." 

(The Taconic, N. Y.)

"I am always glad to get THE FLOWER GROWER and feel that there is no other magazine of its class that is so well filled and so interesting it is to be highly commended." 

(Little Rock, Ark.)

"I have been visiting with a lady who has the loveliest garden and she told me she got all her information from THE FLOWER GROWER. I want a garden I do not think. I can do any better than to falsify her examplifies and greatly admire your magazine." 

(Vancouver, B. C.)

"We very much enjoy reading THE FLOWER GROWER and think you hit the right spots in your editorials (Little Rock, Ark.)." 

"THE FLOWER GROWER continues to grow better all the time and I could not raise flowers without its practical information. It is the most wonderful Pansies the people in this city ever dreamed of seeing." 

(Macon, Miss.)

"Your magazine is the best supplied for the amateur flower grower, because of its practical help—the best, that is, and the other things, which we are all ignorant about." 

(Knoxville, Tenn.)

"I enjoy THE FLOWER GROWER so much. It is just like folks—it is a flower. I have never known an editor to get so near to his customers as you." 

(Breckenridge, Texas)

"My husband and I both look forward to the coming of THE FLOWER GROWER. We are amateur flower growers, but have learned everything from THE FLOWER GROWER. (New Orleans, La.)" 

"I am growing flowers from the first page to the last with that in instruction to everyone one in out-door life." 

(Cherry Creek, Nev.)

"I like your magazine ever so much. It suits the masses, rather than the classes, of flower growers. It suits those who grow a little of everything—Missouri, Al.)" 

"I have for seven years now been a subscriber to THE FLOWER GROWER. I love flowers and plants and I have been quite the care of them; and because of this have had a growing appreciation of your magazine. My sub-

scription runs out next month I am enclosing $6.00 for five years' advance subscription." 

(Atlanta, Ga.)

"I congratulate you on your magazine and for that reason I send you my very best wishes in the ideals you maintain." 

(San Diego, Calif.)

"THE FLOWER GROWER is the best thing printed, in my opinion, for any farmer or anyone in a garden without your magazine." 

(Madison, Wis.)

"You are working out a unique idea in the magazine, and all your writers, added to your own rugged and individual philosophy, help to do it. I hope every reader of THE FLOWER GROWER is as satisfied as I am the seeing the second number of it, month as I am." 

(Duluth, Minn.)

"I like THE FLOWER GROWER very much and it book very much valuable to me, and it has given me a love for flowers I never had before. I am very much pleased with your magazine." 

(St. Louis, Mo.)

"I like your magazine: I—like to read it over it." 

(Minot, N. Dak.)

"I feel that if I could afford only one magazine, and I take several, yours would be the one." 

(Receives one from THE FLOWER GROWER for five years in advance.)" 

(Troy, N. Y.)

"I could not set along without your paper, or work very much philosophy to do without it. I wish it would come twice a month, as I can think of some things you might admire your last editorial, "Are New Varieties Worthy of Attention?" I hope you will keep up your fight for fair prices." 

(Salt Lake City, Utah)

"I have read THE FLOWER GROWER for seven years and never once met the editor of it. To my mind, and I have taken a number of different magazines, THE FLOWER GROWER gives as much value in THE FLOWER GROWER than in any of the highest-priced magazines." 

(Allentown, Pa.)

"I take two other garden magazines and I really do not care for them since I have been reading THE FLOWER GROWER. Enclosed find check for five years' subscription." 

(Mansfield Depot, Vt.)

"Your magazine is a directory of the largest and best growers in the world, and the reading material is a liberal education to the grower of flowers." 

(Montello, Mass.)

"I have taken a number of magazines and never concert one on flowers that I wanted until I subscribed for THE FLOWER GROWER. Every year it pleases me more and more." 

(Providence, R. I.)

"Enjoy THE FLOWER GROWER very much. It is far above the magazines in all practical advice in growing flowers." 

(Elmira, N. Y.)

"I find help on almost everything in the line of flowers. It has been a great help to me. I usually refer to it every day, and I was the first day I have." 

(Pocatello, Idaho)

"I heartyly endorse your independent preachment magazines and subscribe to all of you. They are edifying and place THE FLOWER GROWER in the high rank of my list." 

(Skippack, Pa.)

"Your publication is just what I have been looking for a long time—not about big estates, but amounting to 40 by 40 by 15, etc. (Belleville, N. J.)" 

"I take six garden magazines, and I am a very keen gardener, for the Royal Horti-

ultural Society in England. THE FLOWER GROWER comes first in my choice." 

(Gatunville, Md.)

"I have received the twelfth number of THE FLOWER GROWER and feel that I owe some- thing to you. I am very glad that THE FLOWER GROWER helps me in my work and I take occasion to point out its great desirability as a source of information." 

(Vegreville, Alta.)

"Would like to say that the Christian spirit moves through your magazine, and that it is more than just its title. I wish we had many more magazines just like yours, and I wish to see it going more eagerly than she does yours." 

(Louisville, Ky.)

"We have enjoyed very much the very interesting FLOWER GROWER. To such amateur flower growers as ourselves it is a true beauty and helpful." 

(Adidas Alaba, Alysinskia)