

All for only 10c
 We make this offer because we want you to know Henderson's Seeds and Henderson's Service, and to obtain a complete distribution of our new catalog among those interested.



Henderson's Remarkable Seed Offer for 1917

To demonstrate the superiority of Henderson's Tested Seeds, and to quickly obtain a large distribution for our mammoth annual catalogue, "Everything for the Garden," we have made up a collection of six of our best specialties which we will send for 10c, together with our catalog. This is beyond question one of the most liberal introductory offers we or anyone else has ever made.

HERE IS THE OFFER

- 1 "Everything for the Garden"—our 208-page 1917 catalogue. It is handsomely bound with a beautiful lithographed and embossed cover. Contains 32 colored plates and over 1,000 illustrations. It is a library of everything worth while for the farmer and gardener.
- 2 Henderson's White Tipped Scarlet Radish. Of quick growth, small top, flesh white, mild and crisp.
- 3 Henderson's Big Boston Lettuce. A grand, large head lettuce. Compact, tender, crisp.
- 4 Henderson's Genuine Ponderosa Tomato. The grandest tomato on earth. Magnificent size, solid and meaty, with but few seeds.
- 5 Henderson's Invincible Asters. Mixed Colors. The highest development in Asters. Immense double flowers, on large stems.
- 6 Spencer Giant Waved Sweet Peas. Mixed Colors. A glorified new race, surpassingly superior to the older sorts.
- 7 Henderson's Butterfly Pansies. Mixed Colors. Largest flowers and a magnificent variety of colorings.
- 8 Complete Cultural Directions for these vegetables and flower seeds.
- 9 Coupon Envelope, accepted by us as 25c toward any order of not less than \$1.00 for our seeds, plants and bulbs.

Every empty envelope counts as cash

When you receive Henderson's Collection of Specialties keep the coupon envelope in which the collection is enclosed. This coupon envelope will be accepted as 25c cash payment on any order of one dollar or over. Send us 10c with the coupon below and you will receive our catalogue, the six packets of Henderson's Tested Seeds and the coupon envelope worth 25c

Quality of Seeds

—means bigger production and increased quality of results

The unknown quantity in your garden and on your grounds is the quality of the seeds you plant and you cannot be too careful in seeing that you obtain the best procurable.

Every packet of Henderson's Seeds has behind it the knowledge and experience of 70 years of successful seed growing and selling. Most of the best methods of seed trials and testing originated with the founder of our house, and these have been improved from year to year through three generations of seedsmen and are today still the best. Possibly as critical planters as any, in the choice of their seeds, are the market gardeners or truck farmers. As an endorsement of the quality of Henderson's Seeds, we take pride in the fact, that Peter Henderson & Co. supply a larger number of professional growers than any two seed houses in the world. Henderson's Seeds are Tested Seeds.



1917 Offer Coupon

Peter Henderson & Co.
 35 and 37 Cortlandt Street
 New York

I enclose 10c, for which send me your catalogue, "Everything for the Garden," and the six packets of seeds enclosed in coupon envelope good for 25c as explained in your advertisement published in The Progressive Farmer.

Name _____
 Address _____

Everything for the Garden

is the title of our 1917 catalogue. It is really a book of 208 pages, with 32 colored plates and over a thousand halftones, all from actual photographs. Our annual catalogue is always exceptional, but this year we believe it the most beautiful and complete we have ever published. After all it is the results that count, and that is the reason for our specialty col-

lection described above—we are anxious for a trial and comparison of our seeds, and believe that this unusually liberal offer gives a fair opportunity for such a trial. Read the complete details and send in ten cents, with or without coupon. It is a condition of this special offer that you mention this publication or use the coupon.

Peter Henderson & Co.
 35 and 37 Cortlandt Street
 New York

Now!

Send in the coupon or a letter, enclosing 10c, coin or stamps. You will be pleased with what we send you, we are sure. It is the best introductory offer we have ever made.