

GARDEN LOVERS

STOP SOAKING YOUR LAWNS WITH MONEY MONEY MONEY

Here is a sensational new guide to show you the EASY WAY TO GARDENING SUCCESS!

TO EXAMINE AND READ FOR 10 DAYS

FREE...

ALL ABOUT LAWNS

The first volume of John Bradshaw's Complete Guide to Better Gardening

THE MOST PRACTICAL, DOWN TO EARTH, NEW HORTICULTURAL LIBRARY IN GLORIOUS FULL COLOR THROUGHOUT. Here's everything you should know about Gardening. Simple to follow step-by-step guidance and expert advice on how to do the right things at the right time to let you make your garden the showcase of your family's pride in your home.

Even if you have never mowed a lawn in your life... just wait 'til you open your copy of "ALL ABOUT LAWNS". Here, in one superbly written, lavishly illustrated big volume is all the know-how and information you need to let your lawn stand out as the greenest and healthiest in your neighbourhood. Simple step-by-step instructions show you the easy way... tried and proven by the experts.

You save time, effort and expense and avoid trial and error disappointment. But this is only the beginning. There are 16 important books, each covering one major gardening subject in complete detail. Each vividly illustrated with full color photos and many "How-To-Do-It" drawings describes every possible garden project... every phase of how to create a showcase of Nature's beauty... plants, shrubs, trees and beautiful flowers. Each volume contains hundreds of useful hints and tips to show you the easy way to gardening success. And one tip alone can save you hours of time and many, many dollars... but most important of all... your garden will be the one that's outstanding in beauty and design in your whole neighbourhood.

THE SECRET OF SUCCESSFUL GARDENING

Every volume of this authoritative and elaborately illustrated library concentrates on one important gardening subject...

Each subject is covered so completely, clearly and concisely that all you need do to be a success at gardening is...

Just go out into your garden and do exactly what John Bradshaw says simply by following his easy step-by-step working instructions...

Mother Nature will do the rest... to let you create a more beautiful garden than you ever thought possible.

New Author's
Success Hailed
by Garden Experts

All-America Selections
—Harrisburg, Pa.

"This reference library for the home gardener is not only a very practical course in Gardening, but the beauty of appearance, format and style, along with the colorful presentation, make it the most desirable gardening library series available today. Congratulations on such a splendid set of books so attractively and interestingly presented."

W. RAY HARTING,
Exec. Secretary & Treasurer

George J. Ball, Inc.
—West Chicago, Ill.

"I just wanted to let you know how pleased we are to see "Better Gardening". Here, finally are the books the average home owner and garden lover needs for success and true enjoyment of his garden."

G. VICTOR BALL

W. Atlee Burpee Co.
—Philadelphia, Pa.

"Now that I've seen the colorful books written by John Bradshaw, I think they are a tremendous contribution to garden education. They are interesting, practical and clearly written. Thousands of home and garden lovers now can benefit by the practical information, and as a result, enjoy gardening even more. Just by following the simple step-by-step instructions in "Better Gardening", I feel gardeners everywhere will have more productive and more beautiful gardens."

W. BURPEE

TO RECEIVE YOUR COPY OF "ALL ABOUT LAWNS" FOR 10 DAYS FREE EXAMINATION MAIL THIS COUPON TODAY

TO: Leland Garden Society, Dept. FW-01
P.O. Box 119, Buffalo, N.Y.

YES... I am interested in "Better Gardening". Please send me for ten days FREE examination the first important volume "All About Lawns" postage pre-paid and without obligation. If I decide to keep this book I will pay only \$1.98 (plus a few cents for shipping and handling) and you may then confirm my membership reservation to receive future volumes of the Complete Guide To Better Gardening, each at the same special member price of only \$1.98.

It is understood that future volumes are to be sent to me automatically on approval, and I may return any volume within 10 days after receiving it, and I may cancel my membership at any time.

If, after examining this first volume, I do not choose to keep the book or become a member, I may return this volume within ten days and owe absolutely nothing. My reservation for membership will be cancelled, and I am under no further obligation.

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YOU ARE INVITED TO CHARTER MEMBERSHIP

IN THE LELAND GARDEN SOCIETY

and to receive your first knowledgeable book of John Bradshaw's Guide to Better Gardening to read and examine completely FREE and without obligation for 10 days.

Yes! You are invited to learn for yourself and at first hand why noted horticulturists and gardening experts across the country acclaim "Better Gardening" as the most significant publishing achievement in this important field since the turn of the century. Here is the sensible way of acquainting yourself with subject after subject of the tremendous wealth of knowledge contained in each magnificent book.

The first exciting volume is now available... Examine and read "All About Lawns" completely free...

When you join the Leland Garden Society you are entitled to receive on approval each new volume of Better Gardening automatically, as it comes off the printing presses, for 10 days' free examination.

And only after you had the opportunity to look and read through each book at leisure you may decide whether to keep it in your library or return it to us and owe absolutely nothing. Charter Membership NOW offers you continued savings on all future subjects. You'll pay only one low price per book (plus a few cents for mailing and handling), and some of these volumes would individually be priced up to \$3.95.

Of course, we can only accept enough membership applications to cover the first printing of "Better Gardening". And it may be some time before a new printing order can be placed. That's why we urge you to accept this invitation NOW and take advantage of the outstanding benefits Charter Membership will bring you. Please mail your reservation card today and avoid disappointment.



Here is everything
you should know about
GARDENING