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 U. S. Department of Agriculture  
 Answered .....



**Price**

**10**

**Cents**

**CLARENCE B. FARGO**

**Frenchtown, N. J.**



# THE GLADIOLUS.

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For three seasons I have specialized in Gladioli, and it has indeed been a real and genuine pleasure to me, both to grow these beautiful flowers and to know that I have been giving my customers far more than a dollar's worth of value and pleasure in return for each dollar.

The Gladiolus in it's improved form of to-day is so very far ahead of the Gladioli of our grandmother's garden as to hardly look a member of the same family. To grow, or even to see, the large and beautiful flowers of the Gladioli of present day culture is to enthuse over them. They are better adapted for general

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## **Everybody Was Talking About Them.**

Chesilhurst, N. J., Oct. 20, 1915.

Mr. W. H. Tischner says: "The bulbs you sent me last year were the best in the town and everybody was talking about them."

cultivation, and easier to grow successfully, than any of the many rare and beautiful flowering bulbs. Remarkable for ease of culture, grace of habit, beautiful form and intensity of colors, ranging from vivid scarlet to purest white, from rose to yellow and bright purple; in many of the varieties the colors being wonderfully and beautifully blended.

We have no flower that presents such a gorgeous display of brilliant colors in the garden, on exhibition tables or for extensive floral decorations as the Gladiolus. There is no country where it thrives as it does in America, to plant a bulb is to practically insure a good spike of flowers. Their principal requirement is sunshine.

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**Finest Ever Shown in the Locality.**

Easton, Pa., Oct. 15, 1915.

Mr. F. D. Bishop, a Shade Tree Commissioner of Easton, says: "The Gladioli received from you in the spring were pronounced the finest that were ever shown in the locality. I planted them at my summer place at Saylorburg, Monroe Co."

In specializing in Gladioli I have been importing the bulbs from Holland in enormous quantities and selling them at a price that seems almost ridiculous, so low in fact that many people doubt if it is possible to secure good blooming size bulbs at the price, some hesitating to order for fear of getting the little bulblets that will not bloom until the second year. My customers are agreeably surprised however upon opening up their orders to find that I sell only good blooming size bulbs that will bloom the same year they are planted, and when they see them in bloom, with their beautiful array of many gloriously brilliant colors, then they are truly enthusiastic over their bargain, as they have every reason to be.

For the average lover of flowers I have always recommended the mixture of varieties rather than separate colors, and I will tell you

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**Has Seen None To Equal Ours.**

Bala, Pa., Nov. 8, 1915.

Mr. Geo. B. McKinney, Jr., says: "I have never seen any in our large florist shops in Philadelphia which were equal to yours in size and beauty."

why. In addition to being much cheaper in price, a bed of mixed sorts will remain in bloom over a much longer time, and the mixtures contain many of the fine named sorts at that. I am unbiased in giving this advice, for I have both mixed and named sorts for sale. According to the variety, the Gladiolus blooms in about 75 to 120 days from planting. Suppose for instance that you plant only "Pink Beauty" which blooms in about 75 days. In a short time they are gone and your bed is bare of bloom. Now let us suppose that you plant a good mixture instead, some blooming in 75, 100

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**Never Saw Them So Large.**

Middletown, Pa., Sept. 28, 1915.

Miss Lila Hubley says: "Your Gladioli were simply wonderful, and for size I never saw them so large."

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**Were The Admiration of Everyone.**

Mahaffey, Pa., Oct. 22, 1915.

Mrs. W. B. Stephenson says: "Received last spring, your collection of Gladioli bulbs, and they were the admiration of everyone."



or 120 days. It is a sure thing that such a bed will be a joy and a delight for many days. This is why, for all ordinary purposes, I advise the planting of my superb mixtures.

It is a most excellent plan to plant a portion of your bulbs in April, then plant others at intervals of about ten days to two weeks apart, and by so doing you will have these glorious flowers in bloom continuously from July to October.

Where formal yard effects are wanted, and for special purposes, it is desirable to plant named varieties, of course, the most popular variety being the beautiful "America" which is a lovely light pink. Numerous named sorts are listed and priced in my Spring Catalogue.

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**Had \$100.00 Worth of Pleasure.**

2829 Unruh St., Tacony,  
Phila., Pa., Oct. 22, 1915.

Mr. John N. Hagan says: "I bought 100 bulbs of you last spring and would say I had \$100.00 worth of pleasure. They are the largest and most beautiful I have seen."

Each season I plant a plot of my mixed varieties, just as they come from Holland, and so I know just how desirable they are from personal, first hand experience, as well as from the many appreciative and highly enthusiastic letters that I receive each season from my patrons.

Both last year and the year before I found that my mixtures contained a very great many of the beautiful and popular "America." This year, scattered amongst my beds, I also noted Halley, Mrs. Frances King, Princeps, Hollandia and Baron Jos. Hulot, the purple that looks like a piece of velvet, as well as other choice varieties. If you have a flower catalog handy just look up the prices asked for the named

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**Prettiest She Has Ever Seen.**

Pittsburgh, Pa., July 21, 1915.

Dear Sir:

I secured some Gladioli bulbs from you in the spring. They are indeed, the prettiest ones I have seen.

Yours very truly,

Jas. F. Bunting.

sorts as mentioned above. What this year's mixture will contain, I cannot say at this time, but without doubt it will be exceptionally fine, and a surprise and revelation to each purchaser; as good or better than ever.

In addition to being one of the very finest of flowers to grow in garden or field for cut flowers, they make a marvelously beautiful appearance in solid beds on the lawn, are very effective planted between roses, phlox, dahlias, and other flowers of somewhat similar character, also planted in clumps, and also associated with masses of cannas or for intermixing with plants whose dark foliage will show off the rich flowers of the *Gladiolus* to advantage.

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**Cannot Tell How They Pleased Her.**

Elizabethtown, Pa., April 26, 1915.

Dear Sir:

I received my *Gladioli* and cannot tell you how they pleased me, for indeed they are as nice as the ones I paid \$7.00 a hundred for. I only wish I had seen your adv. sooner.

Very truly,

Miss Mabelle Barley.

Gladioli as cut flowers will last for fully a week or ten days, and it requires only six or eight spikes, arranged facing one way in a tall vase to make a very striking effect. In cutting the flowers at least the two lower leaves should be left remaining on the plant to develop the bulb, the cut should be a slanting one and made with a sharp knife. In addition to daily changing the water, a small portion of the stem should be daily cut away and the faded flowers removed from the spike, and the buds will bloom in rotation all the way to the very end of the spike.

Many persons who have some ground available, reap a double pleasure from the Gladioli. In addition to the pleasure of growing the beautiful flowers, there is hardly a town so small

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**A Riot of Most Charming Colors.**

Summit Hill, Pa., May 23, 1915.

Dear Sir:

The Gladioli of last year were most beautiful, and displayed a riot of most charming colors.

Yours sincerely,

W. R. Barrington.

that there is not some market for these glorious spikes of brilliant bloom and they sell readily at fifty cents a dozen spikes and return a nice profit, as well as much pleasure, both at the same time.

All that it is necessary to do in order to see that American grown bulbs are sold at much higher prices than I ask for Holland grown bulbs is to glance through some of the various seed catalogues listing American grown bulbs, and the flowers that they produce are not one speck better than ours, if as good. One single trial will fully convince you that what I say in this respect is true, as well as the testimony of many of my customers fully proving the statement.

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**Perfectly Beautiful.**

Hazleton, Pa., Aug. 21, 1915.

Dear Sir:

The Gladioli we purchased from you in the spring are perfectly beautiful; far superior to some we paid a good bit more for.

Yours very truly,

F. W. Halderman.

A timely word about the culture of the Gladiolus will no doubt be appreciated by those of my readers who have not already grown this flower. The bulbs may be planted at any time from the first of April to the first of July, and if planted at intervals of ten days, will give a continuous supply of blooms from July to October. Those desiring their gardens to be beautiful late in the autumn, should not fail to plant the bulbs liberally as late as the last of June, as it is the very handsomest of late blooming plants, and its spikes show to great advantage about the time of the heavy autumn rains.

The bulbs should be planted six inches deep, and for lawn use it is suggested that they

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**Fine, Strong Looking Bulbs.**

Tanguey, Pa., May 8, 1915.

Dear Sir:

Bulbs arrived to-day. They were surely fine, strong looking ones. Thanking you, I remain,

Yours truly,

C. A. Haenn.

be planted six inches apart and each plant staked to prevent the possibility of it's blowing over. If stakes are desired I have them made of wood and dyed green,  $\frac{3}{8}$  inch in diameter and four feet long, at \$1.25 per 100 by express.

In the garden or field very satisfactory results are to be had by planting as close as two inches apart, driving in a stake here and there and running strings from stake to stake, in fact, planted this close the leaves of the plants will intermingle and help to hold them up without stakes unless there should happen to be some very strong winds.

In the fall, after the first light frosts, the plants should be pulled up and allowed to dry

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**Intends Making a Larger Bed This Year**

Emporium, Pa., April 19, 1915.

Dear Sir:

I am sending you \$1.00 for 100 more Gladioli. Those that I got from you last season did so well, I intend making a larger bed this year.

Yours truly,

F. P. Rentz.

for 2 or 3 days in the sun, then the tops removed and the bulbs stored in a cool dry place for the next year.

The use of well rotted cow manure, bone meal or pulverized sheep manure will aid very materially in increasing the size and brightening the colors of the blooms.

When you take up your plants in the fall you will notice that the old bulb has shrunk flat like a button and a new bulb, which is for next years' planting, has formed on top. All the way round the crevice between the two will be found many little bulblets, often as many as fifty to a single plant. If desired, these may be saved, sown like peas in the spring and will be big enough to produce flow-

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**They Surely Are Fine.**

Allentown, Pa., April 25, 1915.

Dear Sir:

Enclosed please find check for another 100 Gladioli. They surely are fine.

Yours very truly,

John J. Meier.



ers the 2nd year and bigger, better flowers the 3rd year.

In a floral way, you can do yourself no better service than by purchasing Fargo Gladioli, if you have not already done so, and planting them liberally. Many who purchase 100 bulbs one year, order 500 to 2000 the next year. You can do your friends no better service than by telling them about my unusual offer, showing them this booklet and urging them to take advantage of it. They will appreciate your courtesy in doing so. After the flowers bloom, they will thank both you for telling them, and us for supplying such bulbs at such apparently ridiculous prices.

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**Flowers Were Very Large and Fine.**

Philadelphia, Pa., Aug. 7, 1915.

Dear Sir:

I have had very good success with the Gladioli I received from you and am very much pleased with them. The flowers were very large and fine and some are still blooming yet.

Yours,

E. S. Alburger.

All I ask is one dollar for 100 fine bulbs that will bloom this summer. I ask for only a very moderate profit for my work, coupled with an opportunity to add some extra rays of sunshine to the lives of as many as I can.

When I make a sale, and the purchaser is not only satisfied, but is so pleased that he says so, and with enthusiasm, which is very sure evidence of more than the money's worth being given. The testimonials as scattered throughout this booklet, read between the lines, prove universal pleasure and satisfaction on the part of the purchaser. I ask only for the

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**Have Done Wonderfully Well.**

Germantown, Pa., July 21, 1915.

Dear Sir:

I am in receipt of the recent order, and they are all in the ground, and I certainly hope that they do as well as the other things we have gotten from you in the past. The bulbs of Gladioli have done wonderfully well, and I will certainly put a greater number in next spring.

Yours truly,

Wm. R. Tucker, Jr.

opportunity to prove this, by actual personal experience to YOU. My low prices are as follows:

20 bulbs -----	25c
100 for -----	\$1.00
1000 for -----	\$7.50

Sent prepaid in the 1st, 2nd and 3rd postal zones, which embrace the states of N. J., Pa., N. Y., Md., Del., W. Va., R. I., Conn. and Mass. To farther points (ask postmaster for amount of postage on 5 lbs. for each 100 bulbs) postage is extra or bulbs can go by express if desired.

## CLARENCE B. FARGO

### Frenchtown, N. J.

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**Gladioli are Fine; Thanks Us.**

Trenton, N. J., June 14, 1915.

Dear Sir:

My Gladioli are fine; and thank you very much.

From,  
Mrs. Mary C. Rogers.

**ORDER BLANK.**

CLARENCE B. FARGO,  
Frenchtown, N. J.

Dear Sir: Please send me as follows:

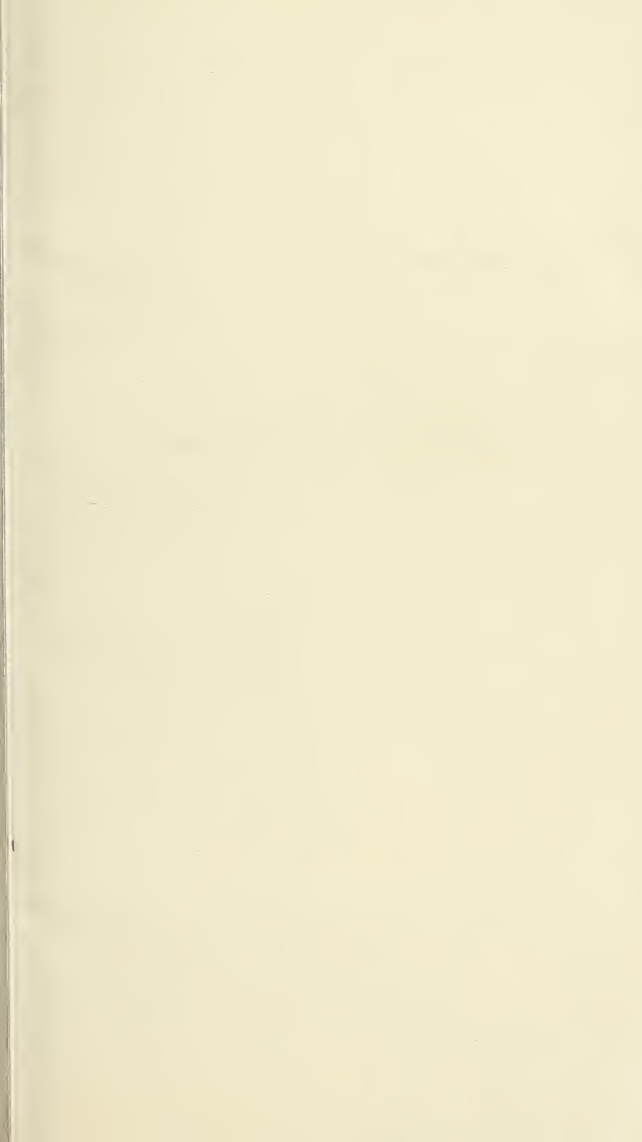
-----	Gladioli Bulbs	-----c	-----
-----	Gladioli Stakes	-----c	-----

Amount Enclosed \$-----

Name-----

Town-----

Street or R. F. D.----- State-----



Pitman, N. J.,

July 30, 1915.

Dear Sir:

I secured from you last spring, 100 of your Gladioli bulbs as per your Special Offer of \$1.00, and want to take this opportunity of saying how well satisfied I am with my investment. The Gladioli commenced to bloom very early, and ARE FAR THE PRETTIEST AND LARGEST OF ANY IN OUR NEIGHBORHOOD, and are greatly admired by everyone who sees them. The colors are fairly well mixed, but I must say that the solid purple is the handsomest Gladiolus I have seen for some time.

I BELIEVE THAT WHEN A PERSON IS WELL SATISFIED, THAT THEY SHOULD SAY SO, and for this reason I drop you this line. When I am ready to lay out my garden for next year I fully expect to put in a hundred or so more.

Yours very truly,

E. E. LEVIS.