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FROM

HENRY S. COOPER

PEONY FAN

KENOSHA, WISCONSIN

1c Paid

St. Joseph, Mich.

Permit No. 9

Dunmovin Peony Gardens

Chas. E. F. Gersdorff

1825 No. Capital St

Washington D.C.

Will You Invest 25 Cents on my Say-So?

For over a year I have worked on a book on Peonies. It is in many respects the most expensive book I have ever published, but then, as a Fan, I count the cost but little so long as the book helps to the end. "Tips and Pointers" published a year ago made a great hit. It was but a stepping stone, however, to "Unvarnished facts", the 10,000 edition of which is just now being completed.

If You Grow Peonies or are Going to You Will Want This Book Sure

To mention just one of the items that make this book expensive, let me mention some illustrations lithographed in eight colors, I am told by far the best color illustrations of Peonies ever published, at a cost of \$750 each. But the illustrations, while good, do not represent the real meat in the book. You will find it to contain the whole truth about Peonies, from the Peony Heaven down to the Peony Purgatory. So sure am I that the book is worth all it costs that I will make you the following liberal proposition:

Some of those who had one of my books took it for a sort of a Peony Bible though it did not contain a word about Purgatory. So now I am printing a New Edition with Peony Purgatory in it and call it

Unvarnished Facts

EDITION OF

Tips and Pointers

For Beginners with Peonies

I am telling the truth in it and I am telling the whole truth as I know it. The additions make it twice as large as the first, and I think make it twice as interesting. I have put some colored plates in it that cost me \$750 each, and I think they are the finest peony pictures ever published. This book discusses many interesting subjects not touched upon in the first book. It cost so much that I cannot send it out free to everyone. So I charge 25c for it. While selling high class peony roots is my business, I will send this peony book for 25c. If not worth a dollar I will return the 25c and you keep the book.

You may deduct the 25c from the first order amounting to \$3.00. So the book really costs you nothing. I think this is a fair offer. If I wasn't sure you would think it worth \$1.00, I couldn't afford to offer to send back the 25c, could I? The colored plates are alone worth more than 25c to any flower lover.

It may make you smile, when I say that really I like to read over the following testimonials myself. It "makes my bosom swell with manly pride", as we used to say. First I can

see from them that I have made friends when I tried to help others to save money by giving them some pointers. And then they show that I have given satisfaction to those who trusted me by sending their money in advance for peony roots which gratifies me greatly. Then also there is the pleasure of knowing that I have helped to show some people, who did not know, the wonderful beauty and hardiness of the finest flower grown. I print these here because I don't want anyone to depend entirely upon my word alone and I couldn't have said it half as well myself anyway. I have scores and scores like these.

Put 25c in the enclosed coin card and get the best peony book for your flower library.

This book is unique in that it tells the faults along with the perfections, something you never see in a flower book.

One flower lover writes: "I thank you for your wonderful book so full of information on Peonies. It is a great treasure to me I can assure you and I have kept it right on hand for reference and have read it so many times that I will soon have it by heart."

"Tips and Pointers" Sent Free
"Unvarnished Facts" Sent for 25c
Henry S. Cooper, Peony Fan, Kenosha, Wisconsin

Fertilize With Brains

Knowing how is what makes flowers grow. Too much fertilizer often kills flowers. You may learn how and learn cheaply. Know how your own self.

"Unvarnished Facts"

tells you how to do it so plainly you learn it. One person writes "Your book is absolutely the most comprehensive catalogue I have ever had the pleasure to have. I like what you have to say. It fairly rings with honesty."
Learn what not to do your own self.

A new and better book is just off the press. Full of information. Beautiful color plates. Just what you have been waiting for. If you miss it you will miss something.

Senator Schultz says "Put my name down for the first copy, autographed by the author."

Read the center of this page for full information

Horse Sense Teaches Flower Sense

By getting real information that saves costly mistakes and errors. The lessons in the Peony Book called "Unvarnished Facts" are lessons that teach very costly truths. In the book the writer says "This is lesson No. 1, and maybe you would learn it better if you paid as much for it as I did."

One person writes "Permit me to say, that of all floral and seed books I have examined, yours has more horse-sense compressed into the descriptions and directions than any I have so far had the privilege of examining."

Another writes "Your book was very helpful to me. I referred so frequently to it that the cover parted and became badly worn."

Refer to the center of this page for full particulars.

These People Have Read "Tips and Pointers"

Hudson, Wis.—Many thanks for your "Tips and Pointers". I find it most interesting. A splendid little book for a flower lover to have and own.

Kingston, New Brunswick—I thank you for your wonderful book so full of information on peonies. It is a treasure to me I can assure you, and I keep it right on hand for reference and have read it so many times that I will soon have it by heart.

Alexandria, Ind.—While simple thanks cannot repay the expense of such a publication and contribution to the world of art, still it is what I am now offering by way of appreciation.

Chicago, Ill.—"Thank you" seems so inadequate for all the pleasure your book gave, and we are coming to see your wonderful piece in peony time.

Marion, Ind.—The last book you sent out is the best I have ever seen. Anyone who is interested should be willing to pay for such a book.

Canton, Ohio—If you conclude to print another book, will send you one dollar as I was so well pleased with what has gone before.

Flushing, Long Island—Your book was very helpful to me. I referred so frequently to it, that the cover parted and became badly worn.

South Bend, Ind.—I want you to know how much I appreciated your book on peonies. I find so much that I had never read.

South Hampton, New Hampshire—Your new book will undoubtedly be a success for in spite of all that has been written about the peony, there is a real dearth of peony literature.

Milwaukee, Wisconsin—I am reading your booklet "Tips and Pointers" for the third time, and appreciate your advice very much.

Memphis, Tenn.—I received your book "Tips and Pointers" and I can truthfully say it is the best book I have read on peonies. What a wonderful help it will be to those interested in this beautiful flower.

Fort Wayne, Ind.—I should consider myself simply repaid to have each of my friends receive your quite unique and splendid catalog. It is a gem in its frank and valuable information and quite out of the ordinary.

New York City—Frankly, I think your catalog is one of the most unusual and able presentations of a single flower that I have seen in my pleasure to meet in my ten years connection with merchandising.

Abercrombie, North Dakota—I have enjoyed your "Tips and Pointers" very much, and should like some more information along the lines that you suggest. Am willing to pay whatever you wish to charge for your book.

Leavenworth, Kansas—We know the book you are going to get out will be good, and you can count on us to take several copies. We like the book you had out this fall.

Williamsport, Pa.—Your "Tips and Pointers" is the very best thing that has come into my possession. The obvious thing is, your pamphlet is the work of an intelligent expert. It deals vitally with questions and avoids generalities where the beginner wants specific information.

Flushing, New York—I spent the entire evening last night re-reading your book. I think it is the best written and most interesting I have ever read, and makes me want to go into the peony business at once.

Brooklyn, New York—We have been greatly interested and delighted with "Tips and Pointers", and want to buy all the peonies we can afford next fall.

Norwich, Vermont—I have made my friend quite a peony fan as well as myself, and all from perusing your charming and interesting "Tips and Pointers".

Wheeling, West Virginia—It will be most unusual to get a catalog that will mention faults as well as good points in peonies. I would like to have a copy of your new book and am quite willing to pay your price.

Rockland, Mass.—Anyone that is interested should be willing to pay for such a book as the one you sent out last season. It was the best I have ever seen.

Boston, Mass.—It is the best catalog I have seen, and full of the very information that the beginner wants.

St. Cloud, Minn.—It is to me the most instructive book on peonies that I have ever read, and makes me want to begin life and peony growing all over again.

New York City—Your book deserves the most careful reading by anyone who is lucky enough to obtain the same. As a simple treatise on peonies it should be in the hands of every beginner.

Colorado Springs, Colo.—Many thanks for your primer of peony culture received today. It is like a missionary going out to preach the gospel of the beautiful. It deserves to be in the hands of every flower lover.

Westfield, New York—I wish I might have seen your book earlier in the season. It has certainly given me much pleasure.

Can You Beat It

One flower lover writes "Many thanks for your primer of Peony culture. It is like a missionary going out to preach the gospel of the beautiful. It deserves to be in the hands of every flower lover."

That's because it has pep. It talks. It tells you something. It tells you why. You learn to know how your own self.

It is called
"UNVARNISHED FACTS"
It is full of
TIPS AND POINTERS
for beginners with Peonies.

It has the most beautiful color plates of Peonies ever published. The Tips and Pointers are to save your money. And they do it. You will miss something if you don't have it.

One lady says "Your book is very helpful and written in a strain of such perfect frankness and honesty that it cannot but carry conviction to the reader."

Just read the center of this page for full information.

You Keep the Book

Your Money Returned

if you don't think it worth twice what you pay for it. It's the most practical Peony Book yet published. It is called "UNVARNISHED FACTS".

It spills the beans. It tells you all. It's plain. You learn it quick. It saves you money and time. It has the finest color plates of Peonies ever published. The information in it makes you sit up and take notice.

One lady says "It is a gem in its frank and valuable information and is quite out of the ordinary."

It is a book of
TIPS AND POINTERS
for beginners with Peonies.

Read the center of this page for full information.

Cooper's "Unvarnished Facts"

A New Book

Last year I
Henry S. Cooper, Peony Fan,
sent out twenty-five thousand copies of
Tips and Pointers

For Beginners With Peonies
before the demand slackened and more requests are coming every day still.

The New Book "Unvarnished Facts" is now coming off the press. It is twice as large. It has the finest color plates of Peonies ever. Full of information and facts from cover to cover. It is worth while because it saves you money and time.

One flower lover says: "The last book you sent out is the best I have ever seen."

Another, "I want to thank you for your charming book."

Another, "I have read your book over at least a half dozen times."

Another, "I can truthfully say it is the best book I have read on peonies. What a wonderful help it will be to those interested in this beautiful flower."

Read the center of this page for full information.

Tips and Pointers

For Beginners With Peonies

This book puts it over quick. You learn and lose no time. You get the point.

Senator Schultz says: "I never saw a more common sense book on our favorite flower due to your experience, knowledge, business sense and trait of doing things thoroughly."

The book contains:
Tips and Pointers about diseases of Peonies.

Tips and Pointers about Peonies for the South.

Tips and Pointers about how to succeed with Peonies.

Tips and Pointers about cold storage of Peony flowers.

Tips and Pointers about Peonies for California.

Tips and Pointers about how to market cut flowers.

Tips and Pointers about honest to goodness descriptions of varieties of Peonies.

Tips and Pointers about exhibition and how to get ready for shows.

Tips and Pointers about what to put in the ground besides roots.

Tips and Pointers about how to get your money's worth and not be stung.

Tips and Pointers about avoiding costly mistakes and errors.

Tips and Pointers about profits in Peony growing.

Tips and Pointers about propagation and cultivation.

Tips and Pointers about grades and classification of Peonies.

Tips and Pointers about money making for women.

Tips and Pointers about profits in growing Peonies for cut flower market.

Tips and Pointers about what to leave alone.

Tips and Pointers about how Peony roots double in value each year.

Tips and Pointers on how to know the value of new and rare Peonies.

Sent free upon application. If you do not get the "Unvarnished Facts" edition for 25c, send for this one free.

Van Wert, Ohio—Your book is very helpful and written in a strain of such perfect frankness and honesty that it cannot but carry conviction to the reader, and I am sure that you will induce many hundreds to begin peony gardens.

Danbury, Conn.—Your book is absolutely the most comprehensive catalogue I have ever had the pleasure to have. I like what you have to say. It fairly rings with honesty.

Rising Sun, Ind.—I do not know when I have ever read anything more interesting about peonies, and I received several tips. I like the honesty and sincerity of your language, and I feel that a man like that would surely succeed.

Belvidere, Ill.—I am delighted with your peony book and should be glad to pay for one. This book pleases me both for the information contained and also from an artistic standpoint.

Helena, Mont.—Your "Tips and Pointers" is without doubt the most satisfactory catalog I have ever seen.

Williamatic, Conn.—Permit me to say that of all floral and seed books I have examined, yours has more horse sense compressed into the descriptions and directions than any I have so far had the privilege of examining.

Milwaukee, Wis.—I never saw a more common sense book on our favorite flower. Due to your experienced knowledge, business sense, and trait of doing things thoroughly.



PEONY MARIE LEMOINE

GROWN BY HENRY S. COOPER, KENOSHA, WISCONSIN

Six flowers on one stem. Often has six or seven. With six blooms of Marie Lemoine I received First Prize at the International Peony Show at London, 1922 For the best six blooms of Peonies of any variety or any color.

You see you don't have to pay \$25.00 or \$50.00 for the best peonies.

Cooper's Unbeatable Collection

Collection No. 30

I call this the unbeatable collection because it comprises early, midseason, and late varieties in red, dark red, dark pink, pink, flesh, yellowish, white, and carmine splashed. They have been selected with great care for their great reliability, wonderful coloring and because they are of such real value at the price. I feel safe in saying that \$10.00 cannot be made to buy such flower value in any other combination.

Couronne D'Or. Late, yellowish	\$.75
Delachei. Midseason, red	.50
Duchesse de Nemours. Yellowish, early	.50
Festiva Maxima. Early, white	.75
Felix Crousse. Midseason, red	.75
Edulis Superba. Dark pink, early	.50
Karl Rosenfield. Late red	3.00
Mons. Charles Leveque. Midseason, flesh	.75
Madam Calot. Early, hydrangea pink	.75
Mme. de Verneville. Early, white	.75
Philomele. Midseason, yellowish	.75
Midnight. Red, dark, early	3.00

\$13.00

\$10.00

All Seasons - All Colors

Moderate Priced Collections, by Seasons of Bloom for Beginners.

Collection No. 24—Early

Festiva Maxima. White	\$.50
Queen Victoria. White	.35
Delicatissima. Pink	.50
Edulis Superba. Pink	.50
Philomele. Yellowish	.75
Delachei. Red	.50

\$3.10

Collection No. 26—Midseason

Mme. de Vetry. Pink	\$.75
Baroness Schroeder. White	1.50
Mme. de Verneville. White	.75
M. Chas. Leveque. Pink	.75
Venus. Pink	2.00
Felix Crousse. Red	.75

\$6.50

Collection No. 28—Late

Avalanche. White	\$.100
Couronne D'Or. Yellowish	.75
Marie Lemoine. White	1.00
Grandiflora. Pink	1.50
Marie Crousse. Pink	4.00
Karl Rosenfield. Red	3.00

\$11.25

The Total Price of the Three Collections is \$20.85 but Combining Lots Nos. 24, 26, 28 the Price of the Eighteen Varieties in One Order Would be \$16.00.

Elkhart, Indiana.—The peony roots came in fine condition. Am very much pleased with them. I will surely recommend you for quality and promptness.

Richmond, Mo.—My order of peonies received yesterday in good condition, am much pleased with the quality of the roots. You are very liberal.

Parral, Chihuahua, Mexico.—I have a dozen varieties planted from another grower, planted about two weeks ago, but your collection seems much the better of the two.

Port Townsend, Wash.—The peonies arrived in splendid condition due to the very careful packing such as only a real peony fan would give them.

Cooper's Temptation Collection

Collection No. 32

For those who want to start venturing a little way into the mysteries of growing the peonies which are a little bit out of the usual I have selected some for this collection which are much sought after and a few that some of the old peony fans do not usually possess. I am giving some of these and am making the price such a temptation that you will readily guess that I am doing just that thing. I am trying to tempt you to be a Fan. When you see the price \$20.00 you cannot pass this. And when you see the blossoms you will be glad you didn't.

Descriptions of Peonies Offered in the Collections

- 8.1 **Couronne D'Or** (Calot 1872). Semi-rose. White with a ring of yellow stamens and crimson splashes. Late. Agreeable fragrance. Medium height and strong grower, blooming freely. A very valuable peony for dependability and size. A true "crown of gold." Tested for 50 years.
- 7.1 **Delachei** (Delache 1856). Rose type. Rosy magenta. Midseason. Unpleasant odor. Medium height. Vigorous grower. Free bloomer in clusters. Used as commercial variety, but not equal to Felix Crousse. A good red.
- 8.1 **Duchesse de Nemours** (Calot 1856). Crown type. Pure white. Sulphur white collar. Early. Pleasant odor. Vigorous grower and very free bloomer in clusters. One of the best whites. Shades toward yellow. Introduced nearly seventy years ago.
- 9.3 **Festiva Maxima** (Mieliez 1851). Rose type. Early. Pure white with prominent crimson markings. Very early. Fragrant. Very sturdy strong stems. Blooming habit very dependable. Fine in the South. For seventy years a leader of them all.
- 8.4 **Felix Crousse** (Crousse 1881). Bomb type. Bright red. Midseason. Good odor. Vigorous grower. Spreading habit. Blooms freely and in clusters. Most reliable red for the South. This is one peony that everyone should have.
- 7.6 **Edulis Superba** (Lemoine 1824). Crown type. Dark pink. Early. Pleasant odor. Strong hardy grower. Prolific bloomer. Very fragrant. This peony was originated 100 years ago and is still one of the best and most grown cut flower varieties.
- 7.6 **Mons. Chas. Leveque** (Calot 1861). Rose type. Delicate rose white. Midseason to late. Stems cannot hold up the large flowers. Blooms in clusters freely. Color deepens toward center; so delicately beautiful that I am partial in its favor.
- 8.1 **Madam Calot** (Mieliez 1856). Hydrangea pink. Early. Good odor. Strong medium height. Blooms freely in clusters. Has held its own against the world for over 60 years and is said that it bears more flowers and is more fragrant than any other.
- 7.9 **Madam de Verneville** (Crousse 1885). Pure white. Bomb type. Petals carmine tipped. Early. Pleasant odor. Extra strong and vigorous and extra free bloomer. Lateral buds seldom develop.
- 8.8 **Karl Rosenfield** (Rosenfield 1908). Semi-rose. Dark crimson. Midseason. No odor. Strong healthy growth. Free bloomer in clusters. One of the best crimson varieties for cut flowers for landscape and for the flower trade. Really fine and large.
- 7.7 **Philomele** (Calot 1861). Crown type, anemone collar. Violet rose with amber yellow collar. A violet rose center gradually develops, the petals of which are edged dark crimson inside of the amber yellow. Midseason. Fragrance pleasant. Strong upright medium height. Blooms freely but the lateral buds blight badly. This is a very distinct and attractive flower.
- 7.3 **Midnight** (Brand 1907). Plume shaped flower. Semi-rose. Deep maroon. Early. Strong stems. Large flowers. Very dark. Nearly as dark as Mons. Martin Cahuzac. Good cut flower peony. Doesn't hold up long. Rather inferior in the East.
- 6.8 **Queen Victoria** (Whitley 1808). Bomb type; pure milk white; occasional crimson flecks; midseason; fragrant; medium height; free bloomer; buds in clusters. Does well in California as well as anywhere else. Just think

- this peony is over 100 years old and right now it is more largely planted for the cut flower market than any other.
- 7.6 **Delicatissima** (Unknown origin 1856). Rose type; pale lilac rose; midseason; very strong stems and fine habit; blooms in clusters; used commercially; very good around San Francisco as it withstands the sun well. Long strong stems and good keeping qualities make it a good cut flower variety.
- 7.7 **Madam de Vetry** (Guerin 1863). High crown center; large white, anemone collar; yellowish white; center splashed crimson; medium height; rather weak; free bloomer; pleasant odor. Midseason. This is unusually good in California. Blooms in clusters distinct and noticeably attractive.
- 9.0 **Baroness Schroeder** (Kelway). Rose type; flesh white fading to milk white; midseason; fragrance very pleasant; tall, compact, strong; free blooming, largely grown for commercial markets. Does well in the South. Very fine around San Francisco. Large flowers of great substance, very lasting as a cut flower. Very fragrant.
- 8.7 **Avalanche** (Crousse 1886). Crown type; white flecked carmine, with creamy collar; center short cream petals; late; odor pleasant; medium strong grower; it is a waxy white and a grand flower; opens like a rosebud.
- 8.5 **Marie Lemoine** (Calot 1869). Rose type; white, cream center; very late; pleasant fragrance; strong; vigorous; blooms freely in clusters; rather low growth. In the South blooms about one year in four. Roots subject to rot. Carries its flowers very erect, standing out above the foliage. It is an extra good peony for cut flower market.
- 8.8 **Grandiflora** (Richardson 1883). Rose type; rose white; very late; unusually fragrant; strong grower; blooms in clusters. Most reliable of all late pinks in the South. Good around San Francisco. It stands out very prominently among the late peonies on account of its color and size. Being such a strong, vigorous and beautiful flower and so late withal it should be planted to extend the season of bloom.
- 9.1 **Lady Alexandra Duff** (Kelway 1902). Outside very light rose shading lighter toward center. Very large terminal flower. Laterals water lily shaped. Does splendidly in the South. "This is the one peony most talked of in the peony world." Very prolific, striking, scarce and desirable.
- 8.3 **Venus** (Kelway). Crown type. Hydrangea pink. Midseason. Very pleasing fragrance. Very tall and strong. Blooms in clusters freely. Fine in the South for cutting. Venus is extra good for landscape and for cut flowers. So good it is grown for the cut flower market. Very large flower and delicately beautiful.
- 8.3 **La Rosiere** (Crousse 1888). Semi-double. White shading to light cream in center. Midseason. Stems not strong enough to hold up the extra large clusters of bloom. Not fully double but blooming in clusters of large creamy flowers with yellow center. Very beautifully striking. Each cluster a bouquet.
- 8.9 **Marie Crousse** (Crousse 1892). Bomb type. Pale lilac rose. Midseason. Odor quite unpleasant. Strong growing and free blooming. In spite of its odor, it is a large and striking variety. Is rated very high by the Peony Society. And is undoubtedly an extra good peony.

Lady Alexandra Duff. Light rose	\$15.00
Midnight. Dark red	3.00
Karl Rosenfield. Dark crimson	3.00
Venus. Hydrangea pink	2.00
Baroness Schroeder. Flesh white	1.50
Avalanche. White flecked crimson	1.00
Grandiflora (Rich). Rose white	1.00
Edulis Superba. Dark pink	.50
La Rosiere. White	.75
Marie Crousse. Pale lilac rose	4.00

\$31.75

\$20.00

Beginners' Collections

I recommend the following collections as the best, most satisfactory and cheapest for the money that could be selected for a beginner:

Collection No. 18

First Choice for Economy.

Edulis Superba. Dark pink	\$.50
Festiva Maxima. White	.50
Felix Crousse. Red	.75
Mons. Chas. Leveque. Flesh pink	.75
Queen Victoria. White	.35
Couronne D'Or. Yellowish	.75

\$3.60

Collection No. 20

Second Choice for Economy.

Duchesse De Nemours. White	\$.075
Mme. Calot. White	.50
Marie Lemoine. Cream white	1.00
Delachei. Red	.50
Grandiflora. Pink	1.00
Philomele. Yellowish	.75

\$4.50

Collection No. 22

Third Choice for Economy.

Karl Rosenfield. Red	\$.300
Baroness Schroeder. White	1.50
Mme. de Verneville. White	.75
Venus. Light pink	2.00
La Rosiere. White	.75
Marie Lemoine. Cream white	1.00

\$9.00

Combining two or more of collections as listed below, you may have the dozen price.
Combining lots 18 and 20, the price of the 12 varieties in one order would be \$6.75.
Combining lots 18 and 22, the price of the 12 varieties in one order would be \$10.50.
Combining lots 20 and 22, the price of the 12 varieties in one order would be \$11.25.

Seattle, Wash.—I want to tell you that the second lot of peony roots were received in first class condition. I feel that you have treated me very kindly.

Newark, Ohio.—I must say your peonies are the best roots I have ever set. I thank you for taking such good care of my order.



Have You Selected Your Peonies?



It is now time to select your varieties for Fall planting, which is the correct and really the only proper time to plant peonies. Peonies should be planted as soon after September first as possible and as all orders are filled in rotation as received you should order promptly NOW. It is to your own advantage.

If you have not read my book "Unvarnished Facts" you should send twenty-five cents for it. The information will be worth much more than that to you, and you can deduct the twenty-five cents from your order.

Everybody is coming to know that peonies are the most lovely flowers that can be grown in the climate of North America. They originally came from Siberia and it is their nature that freezing really helps them. While good care produces wonderful flowers, you can hardly kill them with neglect.

What is a home without lovely flowers. We only live once. Let's make our part of the world beautiful.

Write and ask me about it. I will help you if you need it.

Make your selection promptly while you think of it.

Yours for beauty and joy,

HENRY S. COOPER, KENOSHA, WISCONSIN