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The Pierce Bulb Company
Guaran^{ted}-tested Gladiolus Bulbs
West Medway, Massachusetts

A Brief Chat with Flower Lovers

FOR more than fifteen years Pierce's Guaran-tested Gladiolus Bulbs have been cultured and developed as carefully and with as much patience as a mother displays in caring for her progeny.

"Bulborough," the home of Pierce's Guaran-tested Gladiolus Bulbs, is located in West Medway, Massachusetts, one of the most delightful spots in the country—and especially so in blossoming time, when acres of charmingly colored Gladioli enhance the natural beauty of the entire neighborhood.

The patient skill that attends the development of Pierce's Bulbs has resulted in gardens of unsurpassed beauty about the homes of rich and humble in every state in the Union—gardens that had their inception in Pierce's Guaran-tested Gladiolus Bulbs.

Lovers of beautiful flowers, from the most experienced to the newest amateurs, always have gratifying results with Pierce's Guaran-tested Gladiolus Bulbs. Pierce's Bulbs are *northern grown* and can be relied upon to be true to name and color; and are *guaranteed to blossom*. Many of the varieties listed in this folder have won cups, medals and certificates of all kinds, all over the world. We have personally won various prizes for blossoms of superior quality.

Pierce's Guaran-tested Gladiolus Bulbs are cured, graded and closely examined by Horticultural Experts of many years' experience. This insures only healthy bulbs of blossoming size being sent to our patrons. This inspection permits us to back Pierce's Gladiolus Bulbs with our unusual guarantee if they fail to blossom, or are not true to name and color.

Pierce's Guaran-tested Gladiolus Bulbs will blossom year after year and repay their trivial cost many times in the radiant beauty they afford.

Pierce's Guaran-tested Gladiolus Bulbs cost no more than other bulbs and are GUARANTEED TO BLOSSOM.

The following special collections represent Unusual Values, and are Made to Acquaint Flower Lovers with the Virtues of PIERCE'S GUARAN-TESTED GLADIOLUS BULBS. Every Bulb is Guaranteed to Blossom.

SPECIAL COLLECTION NO. 1

Seedlings and mixed bulbs of many varieties
50 bulbs for \$1.00

SPECIAL COLLECTION NO. 2

Six each of the following Standard varieties, for \$1.00.

America, Pink
Augusta, White
Mrs. F. King, Vermilion Red
Halley, Salmon Pink
Minnesota, Cream; red throat
Brenchleyensis, Scarlet

SPECIAL COLLECTION NO. 2A

25 bulbs each of the above varieties, for
\$3.25

SPECIAL COLLECTION NO. 3

1 bulb each of the following fine varieties,
for \$1.00

Mrs. F. Pendleton, Suffused Pink, Blotched Red
Mrs. Watt, American Beauty Color
Victory, Yellow
Glory of Holland, White
Niagara, Crocus Yellow
Loveliness, Cream, tinted Pink
Schwaben, Citron Yellow
Baron Hulot, Blue
Panama, Shell Pink
Empress of India, Dark Red
Independence, Begonia Pink
Ida-Van, Salmon Red

SPECIAL COLLECTION NO. 3A

6 bulbs each of the above varieties, for
\$5.00

SPECIAL COLLECTION NO. 4

1 Bulb each of the following select varieties, for \$2.00

Prince of Wales, Salmon and Buff
Lilywhite, Fine White
Le. M. Foch, Lavender Pink
Miss Helen Franklin, White; Violet markings
Mrs. Dr. Norton, Cream and Pink
Gretchen Zang, Geranium Pink
Mary Pickford, Delicate Cream White
Peace, White
Crimson Glow, Scarlet Red
War, Deep Blood Red
Wilbrick, Flesh Pink
Mary Fennell, Deep Lilac

SPECIAL COLLECTION NO. 4A

6 Bulbs each of the above varieties, for only
\$10.00

SPECIAL COLLECTION NO. 5

1 Bulb of each of these rare Ruffled Varieties, for \$2.50

- Golden Glory, Rich Yellow. Ruffled
- Kunderdii Glory, Cream Apricot. Ruffled
- Purple Glory, Very fine. Ruffled
- Orange Glory, Superb. Ruffled
- Rose Glory, Choice. Ruffled
- Scarlet Glory, delightful Red. Ruffled
- White Glory, rich color. Ruffled

SPECIAL COLLECTION NO. 5A

5 Bulbs each of the above varieties, for \$10.00

SPECIAL COLLECTION NO. 6

One Bulb of each of the following Fancy varieties, for \$3.50

- Anthony B. Kunderd, Deep Cream. Ruffled
- E. J. Shaylor, Deep Rose Pink. Ruffled
- Elegance, Pure Soft Yellow. Ruffled
- Pride of Lancaster, Orange Salmon. Ruffled
- Golden Measure, Beautiful Pure Yellow

SPECIAL COLLECTION NO. 6A

4 Bulbs each of the above varieties, for only \$12.00

SPECIAL COLLECTION NO. 7

3 Bulbs each of the following select varieties, for \$1.50

- Prince of Wales, Salmon and Buff
- Le. M. Foch, Lavender Pink
- Lilywhite, pure white
- Mrs. Dr. Norton, Cream and Pink

SPECIAL COLLECTION NO. 7A

12 Bulbs each of the above varieties, for \$5.00

SPECIAL COLLECTION NO. 8

3 each of the following choice varieties, for \$2.00

- Miss Helen Franklin, White with Violet markings
- Gretchen Zang, Geranium Pink
- Wilbrink, Flesh Pink
- Crimson Glow, Scarlet Red

SPECIAL COLLECTION NO. 8A

12 Bulbs each of the above varieties, for \$6.50

SPECIAL COLLECTION NO. 9

Combination of special collections numbered 1, 2, 3, 4, 5, 6 (Total value \$11.00), for \$9.50

Collections of your own choice can be made from any of the above special offerings, or from our individual list of varieties. We shall be glad to quote you special prices on any selections you may make.

INDIVIDUAL PRICE LIST OF THE FINEST RUFFLED GLADIOLUS VARIETIES

- ALTON—Unexcelled orange color. Vigorous.
Each, 75c Doz., \$7.50
- ANTHONY B. KUNDERD—Delicate deep cream color; flushed with primrose, tinged pink. Magnificent.
Each, 75c Doz., \$7.50
- BONNY—A sturdy grower. fine lavender, tinted pink.
Each, 25c Doz., \$2.50
- BUCKEYE—Rose pink flower of stately beauty.
Each, 40c Doz., \$4.00
- CHARM—All that the name implies, deep flush rose pink, massive flowers, with strong spike.
Each, 80c Doz., \$8.00
- CINNAMON BEAR—Deep violet red, elegant and graceful.
Each, 25c Doz., \$2.50

DREAM—Massive Bloom, deep salmon red with red blotches.
 Each, 50c Doz., \$5.00
E. J. SHAYLOR—A tall strong flower of pure, deep rose pink.
 Each, 50c Doz., \$5.00 2,60
ELEGANCE—Pure soft yellow.
 Each, 75c Doz., \$7.50
FAIRLAND—Vermilion Scarlet, very fine.
 Each, 50c Doz., \$5.00
GOLDEN GLORY—Charming rich yellow.
 Each, 65c Doz., \$6.50
HELEN FRANKLIN—White, violet markings.
 Fine. Each, 20c Doz., \$2.00
INDIANAPOLIS—Deep violet, a good producer.
 Each, 30c Doz., \$3.00
IVORY—Ivory white.
 Each, 20c Doz., \$2.00
JOE COLEMAN—Rich red blossoms.
 Each, 25c Doz., \$2.50
JUNE DELIGHT—Beautiful Geranium Red.
 Each, 35c Doz., \$3.50
KUNDERDII GLORY—Fine cream apricot Color.
 Each, 10c Doz., \$1.00
LITTLE DIAMOND—Salmon Pink, Massive Flower.
 Each, 20c Doz., \$2.00
MARIE KUNDERD—Beautiful pure white of unsurpassable beauty.
 Each, \$4.00 2,50 Doz., \$10.00 25,00
MASTERPIECE—American Beauty Color, a fine specimen.
 Each, \$1.00 Doz., \$10.00
MONA LISA—Rose pink, very charming, sturdy.
 Each, 75c Doz., \$7.50
NAMPA—A favorite. Large white blossoms.
 Each, 35c Doz., \$3.50
ORANGE GLORY—Beautiful orange color, with light throat.
 Each, 50c 1,50 Doz., \$5.00 1,50
PINK LILY—A fine ruffled rose-pink.
 Each, 40c Doz., \$4.00
PRIDE OF GOSHEN—Enormous blossoms of fresh pink color.
 Each, 15c Doz., \$1.50
PRESIDENT MENOCAI—Very tall flower, yellow, tinged with pink.
 Each, 50c Doz., \$5.00
PRIDE OF LANCASTER—Named in honor of Luther Burbank. A wonder.
 Each, 75c 2,50 Doz., \$7.50 25,00
PURPLE GLORY—A remarkable velvety maroon color with almost black blotches.
 Each, \$1.00 Doz., \$10.00
RED, WHITE AND GOLD—A giant in flower and foliage. Colors run from pure white to rich yellow with red blotches.
 Each, 75c Doz., \$7.50
RITA—Fine yellow; strong spike.
 Each, 35c Doz., \$3.50
ROSALIND—Bright red, extra fine.
 Each, 75c Doz., \$7.50
ROSE GLORY—Purest Rose Pink, charming specimen.
 Each, 50c 2,50 Doz., \$5.00 25,00
RUFFLED AMERICA—A superb lavender.
 Each, \$1.00 Doz., \$10.00
SCARLET GLORY—Fine strong red, a good grower.
 Each, 25c Doz., \$2.50
SMILES—White, edged with pink.
 Each, 50c Doz., \$5.00
SNOW GLORY—Purest white with Iris markings, exceptional.
 Each, \$4.00 Doz., \$40.00
THISTLE—Rose red, sure to please.
 Each, 75c Doz., \$7.50
TWILIGHT—Creamy buff, very pretty.
 Each, 75c Doz., \$7.50
VENTURA—Pure white, barred throat.
 Each, 35c Doz., \$3.50
VIOLET BEAUTY—Cerise Violet color.
 Each, 25c Doz., \$2.50
VIOLET GLORY—Deep violet, very fine coloring.
 Each, 50c Doz., \$5.00
WHITE BELLE—Blush White, charming.
 Each, 35c Doz., \$3.50
WHITE DELIGHT—Flesh white color.
 Each, 25c Doz., \$2.50
WHITE GLORY—Pure white, delicate lilac throat.
 Each, 35c Doz., \$3.50
WHITE IVORY—Ivory color, very pretty.
 Each, 35c Doz., \$3.50
YOUELLS FAVORITE—Rosy lavender pink.
 Each, 20c Doz., \$2.00

**INDIVIDUAL PRICE LIST OF STANDARD AND
CHOICE VARIETIES**

AMERICA—Lavender pink.		
Each, 5c	Doz.,	50c
AUGUSTA—White.		
Each, 6c	Doz.,	60c
BARON HULOT—Violet blue, large flowers.		
Each, 10c	Doz.,	\$1.00
BRENCHLEYENSIS—Scarlet.		
Each, 6c	Doz.,	60c
BYRON L. SMITH—Violet pink, white ground, a great favorite.		
Each, 50c	Doz.,	\$5.00
CRIMSON GLOW—Scarlet red. A remarkably fine offering.	Each, 50c 35	Doz., \$5.00 3.50
DEFIANCE—Blush white, very pretty.	Each, 35c	Doz., \$3.50
MRS. DR. NORTON—Cream and pink, extra fine.	Each, 25c	Doz., \$2.50
EMPRESS OF INDIA—Rich dark red.	Each, 10c	Doz., \$1.00
EVELYN KIRTLAND—Rose pink, very fine.	Each, 20c	Doz., \$2.00
GLORY OF HOLLAND—Splendid white.	Each, 10c	Doz., \$1.00
GOLDEN MEASURE—Pure yellow, very impressive.	Each, \$1.00 75	Doz., \$10.00 7.50
GRETCHEN ZANG—Beautiful Geranium pink.	Each, 20c	Doz., \$2.00
HALLEY—Delicate Salmon pink.	Each, 6c	Doz., 60c
IDA VAN—Fine salmon pink.	Each, 10c	Doz., \$1.00
INDEPENDENCE—Begonia pink.	Each, 6c	Doz., 60c
LE MARECHAL FOCH—Lavender Pink, very fine.	Each, 20c	Doz., \$2.00
LILYWHITE—White, very impressive.	Each, 15c	Doz., \$1.50
LOVELINESS—Cream color, tinted Sulfrano pink.	Each, 15c	Doz., \$1.50
MARY FENNELL—Deep lilac; very fine.	Each, 20c	Doz., \$2.00
MARY PICKFORD—Delicate creamy white.	Each, 30c	Doz., \$3.00
MINNESOTA—Cream color with blotched red throat.	Each, 4c	Doz., 40c
MRS. A. E. KUNDERD—White.	Each, 15c	Doz., \$1.50
MRS. FRANCIS KING—Beautiful flame pink.	Each, 6c	Doz., 60c
MRS. FRANK PENDLETON—Suffused pink with blotched red throat.	Each, 10c	Doz., \$1.00
MRS. GEO. W. MOULTON—Fine Cerise.	Each, 25c	Doz., \$2.50
MRS. WATT—American Beauty rose color.	Each, 12c	Doz., \$1.25
NIAGARA—Crocus yellow, very pretty.	Each, 10c	Doz., \$1.00
OLD GLORY—Fine dark red, striped with white.	Each, 35c	Doz., \$3.50
PANAMA—Very fine shell Pink.	Each, 10c	Doz., \$1.00
PEACE—White, with beautiful violet stripes.	Each, 8c	Doz., 75c
PRINCE OF WALES—Salmon and buff, very pretty.	Each, 10c	Doz., \$1.00
PRINCESS OF ORANGE—Beautiful vermilion red.	Each, 25c	Doz., \$2.50
RED AMARILLAS—Fine blood red.	Each, 15c	Doz., \$1.50
RED EMPEROR—Deep scarlet red, very beautiful.	Each, 30c	Doz., \$3.00
ROMANCE—Orange salmon, exquisite.	Each, \$1.00	Doz., \$10.00
SCHWABEN—Beautiful citron yellow.	Each, 10c	Doz., \$1.00
SULPHUR KING—Sulphur yellow.	Each, 25c	Doz., \$2.50
VICTORY—Pale yellow.	Each, 8c	Doz., 75c
WAR—Deep blood red, very pretty.	Each, 15c	Doz., \$1.50

WHITE PENDLETON—Beautiful white, with blotched red throat.

Each, \$1.00 Doz., \$10.00

WILBRINK—Fine flesh pink.

Each, 20c Doz., \$2.00

WILLIS E. FRYER—Wonderful deep violet.

Each, \$1.00 Doz., \$10.00

YELLOW GEM—Charming yellow.

Each, 25c Doz., \$2.50

Cultural Directions For Growing Prize Winning Gladioli from Pierce's Guaran-tested Bulbs

The Gladiolus will do well in any soil, and especially so when the bulb is planted in full exposure to the sun. A good commercial fertilizer, preferably one suitable for potatoes, will do much to encourage proper maturity and full development of this king of all flowers. The use of manure is not recommended, excepting in the fall of the year.

Gladiolus bulbs may be planted anytime after the ground becomes workable, and should be set four to five inches apart and four to six inches beneath the surface.

Keep the soil well stirred and free from weeds; cultivate after every rain, and water once a week in dry weather. The Gladiolus should preferably be watered after sundown.

Plantings for cut flowers should be made in rows eighteen inches apart, and care should be taken to plant the bulb deep enough so the new bulb, which forms on the top of the original bulb, will not be too near the surface.

The finest specimens for the house are secured when the spike is cut as soon as the first bud opens and is allowed to develop in the house; every bud on the stalk will then open and the richest coloring results.

In cutting the spike always leave four leaves to properly develop the bulb. The new bulb develops after the blossom has been cut.

Gladiolus bulbs should be dug up as soon as the foliage turns brown; cut the stalk off close to the new bulb, and, if possible, allow the bulbs to cure in the sun, or in a dry place. Store the bulbs in a tray, or basket, in some dry place until ready for planting the next season.

VISITORS

are always welcomed at "Bulborough," the home of Pierce's Guaran-tested Gladiolus Bulbs. We are always ready to show flower lovers through our gardens and our storage house and are always glad to give any special cultural advice desired.

ORDER NOW.

With all orders received
before December 15, 1925
we will give 10 % EXTRA.

Collections numbered 3 and 4 are great favorites with our customers. They contain the cream of our most popular varieties.

Collection 9 is also very popular. It forms a garden of Glads which it is hard to equal and which will delight the most exacting flower lover.

OUR UNUSUAL GUARANTEE

"Every Bulb Guaranteed To Blossom."

Pierce's Guaran-tested Gladiolus Bulbs are carefully inspected, and must be of blossoming size before we offer them to our patrons. We also take every possible precaution against errors in shipments.

We therefore *guarantee* that every bulb will be true to name and color, and that every bulb will blossom if the cultural directions on the opposite page are carefully followed.

In any case where the cultural directions are followed and Pierce's Bulbs do not come true to name and color, or fail to blossom, we will replace every defective bulb with new stock, and give generous count.

DIRECTIONS FOR ORDERING

Please order collections by the number given in this folder. Upon receipt of purchase price, we ship all bulbs postpaid. Bulbs will be shipped when weather permits, or when you may direct. Remittances should be made by money order, or by personal check. Make checks payable to Pierce Bulb Co.

Order as early as possible. There is a large demand for many of our prize-winning varieties and our stock sells rapidly.

Members of

The American Gladiolus Society
The New England Gladiolus Society
