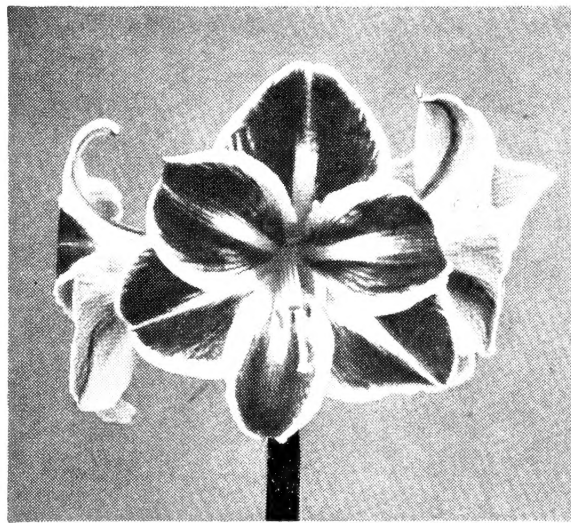


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"GIVE
WITH
PRIDE"



CANDY CANE
(Ludwig Strain Amaryllis)

Christmas, 1954

PRIDE'S

BOX 431 — WORCESTER, MASS.

CHRISTMAS GIFT SUGGESTIONS

from

PRIDE'S

for YOU and YOUR GARDENING FRIENDS

featuring . . .

1. The FABULOUS NEW NAMED AMARYLLIS HYBRIDS from Holland and other easily grown bulbs.
2. A fine assortment of the best GARDEN BOOKS.
3. CALENDARS, LETTERETTES, PARTY MATCHES, NATURE CARDS, CHRISTMAS CARDS, FLOWER, BIRD and BUTTERFLY NOTE PAPERS, and CHILDREN'S BIRD and ANIMAL GAMES. (See enclosed color folder).

READ CAREFULLY BEFORE ORDERING

PAYMENT. Full payment must accompany order. Please avoid sending cash unless letter is registered. Make out checks and money orders to GEORGE H. PRIDE. No C.O.D., and no stamps, please. ALL ORDERS OVER \$5.00 are mailed postage free. **Add 50 cents for all orders under \$5.00 for packing and postage charges.**

ORDER IMMEDIATELY. Avoid disappointments. Remember the problems of late Christmas mailing.

ERRORS. Errors in orders must be brought to our attention within 5 days after arrival.

ACKNOWLEDGEMENT. All orders will be acknowledged immediately upon receipt.

SOLD OUT. We will not substitute unless instructed to do so. Please indicate whether to substitute, write you regarding replacements, hold that part of order until next year, or refund money.

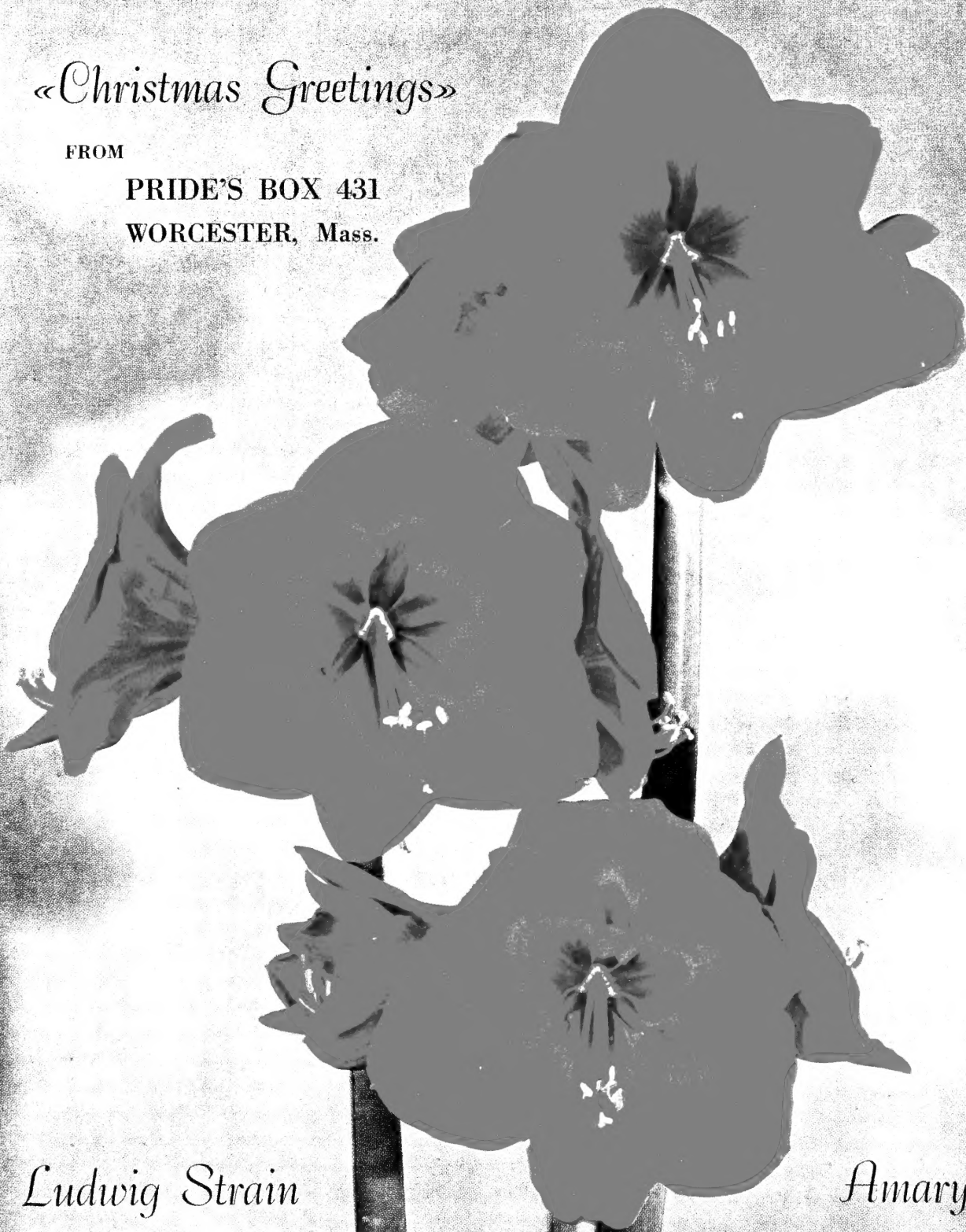
CHRISTMAS GIFTS — If you wish to have us forward your order as a gift to a friend, enclose your **gift card** with order, giving complete address, and we will take care of the rest. Sorry . . . no gift wrapping done!

«Christmas Greetings»

FROM

PRIDE'S BOX 431

WORCESTER, Mass.



Ludwig Strain

Amaryllis



HYBRID AMARYLLIS (New Named Varieties)

For years we have been testing different strains of **Amaryllis** to offer to our customers. Now, we feel, in offering the **finest new named hybrids** from three different sources, we are answering the most demanding requests. The incomparable LUDWIG strain, the super VAN MEEUWEN strain, and the world famous WARMENHOVEN strain are undoubtedly the finest in the world. These are not mixed seedlings which are so frequently sold to customers of other concerns but are all specially NAMED VARIETIES which are propagated vegetatively with difficulty in Holland so that they will be true to name. Now, at last, the American gardening public can grow and enjoy these aristocrats of the horticultural world, that in some instances have taken more than a quarter of a century of carefully controlled hybridizing to produce.

There are very few bulbs available in each variety and the demand is great for them, especially from those who have already tried these fabulous varieties. **They are a remarkable investment for, with proper care, these same amaryllis bulbs will continue to flower each year, increasing in beauty and size for an indefinite time.**

Complete careful instructions for **Success With Amaryllis** will be included with each order.

DELIVERY DATE — Due to the late maturing of these bulbs for maximum growth, they cannot be shipped from Holland until November. They will be forwarded to you as rapidly as possible. They make magnificent Christmas gifts for the horticulturally minded friend. Each bulb will be accompanied with growing instructions. The bulb flowers approximately 6 to 8 weeks after planting.

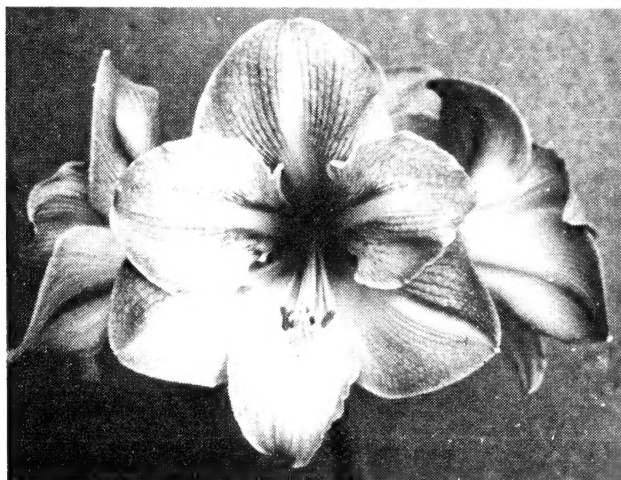
REMEMBER: Even if you live in one room with only one window, you can grow the finest Amaryllis in the world.

LUDWIG STRAIN (Named Varieties)

The Ludwig strain is famous for its elegance, refinement and delicacy of coloring, and especially heavy texture. Probably the Ludwig Strain is most famous for their self-colored "PINK" varieties.

APPLE BLOSSOM Stunningly beautiful, perfectly formed large flat, open flowers of pale pink with a Dawn Pink overlay. Stamens white and throat apple green radiating out from the center. Two stems each with 4-5 flowers blooming at once. Each **\$8.00.**

DORIS LILIAN Intense Carmine Rose with a dark glossy carmine red throat. Flowers up to 7½ inches across. 2 to 3 stalks per bulb. A brilliant variety with a world beating future. Each **\$6.00.**



APPLE BLOSSOM



WYNDHAM HAYWARD

BLEEDING HEART Bright blood red with very dark throat. A particularly beautiful color, conspicuous for its over-all blaze of color. Usually two spikes with 3-4 eight inch blooms. Highly recommended. Each **\$5.00.**

BOUQUET Wonderful Begonia Rose with darker Empire Rose throat. Some consider this the finest of all amaryllis. 2-3 stalks with 4 eight to nine inch blooms of flat, faultless shape. Each **\$6.00.**

CANDY CANE Possibly the most outstanding novelty of all Amaryllis. The brilliant red contrasts strongly with the snow white edges and center petal stripes. Flowers 8-9 inches in diameter. Stock very limited. Each **\$10.00.**

DAINTINESS Superb flowers of Porcelain Rose with a glowing crimson rose center. An absolute knockout at floral exhibits, stopping visitors "in their tracks." Two stalks with huge blooms, four or more on each stalk. Each **\$8.00.**

FRANKLIN ROOSEVELT The darkest red of all Amaryllis. A deep Currant Red, darker in the throat. Two stalks, each with four 7½-inch flowers. The color is unique in Amaryllis. Each **\$5.00.**

LOVE'S DESIRE (1954 Introduction) Word of this magnificent amaryllis has been coming to us from Europe regarding its spectacular appeal at huge floral exhibitions. It is possibly the ultimate so far in the line of famous pink varieties of the Ludwig firm. We are indeed overjoyed to be able to offer a few bulbs to our customers, the first year it is released for sale. Considered even finer than a similar variety "Margaret Rose" which was introduced in 1953. Only a few bulbs to spare. Each **\$8.00.**

LUDWIG'S DAZZLER The most beautiful of all white amaryllis. Wide open dazzling white flowers. Perfect shape. Four 8 to 8½ inch flowers to a spike. Two spikes to a bulb. Will win you completely. Each **\$6.00.**

LUDWIG'S SCARLET Magnificent scarlet to dark red. Four 7 to 8 inch blooms to each of two robust stalks. Frequently 8 massive flowers open at once. Each **\$4.00.**

MacARTHUR Bulb produces two stalks each with four large, flat 7½ inch blooms of deep Dutch Vermilion. Must be seen to be believed. Outstanding. Each **\$5.00.**

MARGARET ROSE Sensational Begonia Rose with a light Mandarin Red throat. Flat, round 9 inch flowers, unbelievably effective in their elegant and graceful beauty on stalks 2 to 2½ feet high. A perfect new amaryllis. (1953 introduction). Each **\$5.00.**

MARIA GORETTI Beautiful, pure white flowers, 8 inches across, four to a stalk and frequently three stalks to a bulb. Each **\$4.00.**

MISS MARGARET TRUMAN The most outstanding rose-pink amaryllis so far produced. Of unsurpassable beauty and faultless form. No other has this remarkable pink coloring best described as Porcelain Pink. Two flower spikes 28 inches tall with four 7½ to 8 inch blooms. Each **\$6.00.**

ORANGE FIRE A glowing red-orange with a deeper throat. Four 8½ inch blooms to each stalk. Elegant and of fine shape. Each **\$5.00.**

ORANGE WONDER Blooms are enormous, sometimes 9 inches in diameter. One of the largest Amaryllis known. Color a blending of Poppy Red to orange. Each **\$5.00.**

PINK FAVORITE Wonderful flowers of Camellia rose up to 10 inches in size. Two stalks 30 inches tall with 3 or 4 of these huge flowers to a stem. Each **\$7.00.**

VAN MEUWEN STRAIN (*Herald Amaryllis*)

All flowers of this strain are superb exhibition varieties of fine form and very free-flowering. Many GOLD MEDALS and other awards have been given to this concern for their amazingly beautiful amaryllis. The flowers, in most cases, are of great size, from 8 to 10 inches across. This strain is especially famous for its wonderful shades of RED, SALMON, and SALMON PINK.

ALBINO Our only white VAN MEUWEN variety. Usually 8 flowers open at once on two stalks. 7 inch blooms. Excellent for home use. Each **\$5.75.**

ALCYONE Outstanding dark claret-red. New. Each **\$4.75.**

DIDO Salmon pink flowers of especially fine shape, opening flat and full. Highly recommended. One of the finest of this strain. Really superb. Each **\$4.75.** (Sold out for 1954)

FABIOLA Light red. Enormous flowers. Plant a mass of huge bloom. Each **\$4.75.**

FAUST Clear, brilliant glowing red. Especially tall, strong spikes with very large heavy subtended flowers. Each **\$5.25.**

WARMENHOVEN AMARYLLIS (*Royal Dutch Strain*)

A distinctive and world famous strain that has excited the horticulturists of two continents for years. Many of the Warmenhoven varieties are the standard for judging other similar types. Especially famous are the huge pure whites, like QUEEN OF WHITES, and the gigantic reds, like RED MASTER and the new very EARLY FLOWING variety, CHRISTMAS JOY.

BEACON (1954 Introduction) Deep salmon with a ¾ inch white band around each segment. Flowers open flat to 10 inches in width. Each **\$10.00.**

CHEROKEE (1954 Introduction) Beautiful self-colored metallic red. Flat 8 inch wide flowers. Each **\$10.00.**

PINK PERFECTION Frequently 3 huge stalks of bloom, each with four flowers up to 8 inches across, of a lovely shade of rose opal and a throat of carmine rose. Limited supply. Especially recommended. Each **\$7.00.**

RED SPARKLE Blooms later than others with 3 to 4 flowers on two stalks with rich Dutch vermilion coloring. Flowers to 9 inches across. Worth waiting for. Each **\$4.00.**

ROSELINDE Purest pink flowers of fine size and shape. Almost round, 7 inch flowers are particularly effective because of their beautiful coloring. Very popular. Each **\$4.00.**

SALMON JOY Soft Mandarin Red. Two stalks, 30 inches tall, each with 3 or 4 magnificent 8 to 8½ inch blooms. A particularly beautiful variety. Each **\$4.00.**

SHOW GIRL Turkey red with dark blood-red throat. Two stalks, each with 4 gracefully beautiful 8 inch blooms. A real exhibition variety. Each **\$4.00.**

SNOW QUEEN We flowered a bulb of this variety last winter with three spikes of four 7½ inch flowers to a spike. All flowers bloom at the same time. Twelve snow-white flowers make a fantastically huge bouquet. Each **\$4.00.**

WHITE GIANT We believe this is the finest of the Ludwig whites, though each has its own distinctive beauty. Pure, glistening heavy subtended white flowers. Two or three stalks with four 8 inch flowers open at once. Magnificently rich green leaves. Each **\$5.00.**

WYNDHAM HAYWARD Dark orient red with a glossy dark blood-red throat. Two stalks, 30 inches tall, with four 8½ to 9 inch flowers each. Named in honor of a famous connoisseur of Amaryllis. Few varieties can approach it for size, beauty and intensity of color. Each **\$6.00.**

GIANT GOLIATH Huge blood-red flowers. Large and vigorous. New. Each **\$4.75.**

JULIA Clear, bright orange-red. Striking color. Superb. Each **\$5.25.** (Sold out for 1954)

LUCIFER Deep orange-red. Tall, magnificent spikes. Each **\$4.75.**

MARYON Blood-red flowers of good size and fine form. Each **\$5.25.**

ROSE QUEEN (Rose Elegance) Famous deep pink with a radiating white center. Really spectacular. Each **\$4.75.** (Sold out for 1954)

ST. JAMES Stunning deep red. Tall spikes with many out at once. Excellent in all ways. Each **\$5.75.**

CHRISTMAS JOY The first of a new strain of early flowering Amaryllis. Brilliant Christmas Red. Will flower for the Christmas and New Year season without specially preparing. A variety of a new type that is the forerunner of a new race of early-flowering Amaryllis. Each **\$5.00;** 3 for **\$14.00.**

JOAN OF ARC One of the finest whites. Magnificent sparkling white with an apple green throat. 7½ inch blooms, 4 to 6 on 2 or 3 two foot stems. Each \$4.25.

KING OF STRIPES White with red stripes. Very showy, gay and brightly colored. Each \$4.25.

MORENO Wine red with a rose red infusion. Attractive round form. Often three stems of bloom. Each \$4.65.

OTHER BULBS (for Winter Growth or Christmas Gifts)

(Easily grown, cheerful, always appreciated)

PAPERWHITE NARCISSUS (French Grown) Easily forced in sand or rocks and water. No dirt needed. Wonderful sweet color. Easiest bulb for indoor forcing. 3 for 55 cents; 10 for \$1.70; 100 for \$15.30.

HYACINTHS

Easily forced in water or dirt. Brilliant colors and wonderful odor. Grow several lots for your winter pleasure. Wonderful gifts.

WHITE

L'Innocence Large pure white spikes. Probably the best for forcing of all whites.

ROSE and PINK

Lady Derby Fine, beautiful pale pink. Very lovely.

Queen of Pinks Rich pink. Very popular for forcing.

RED

La Victoire Fine spikes of brilliant red-pink.

YELLOW

City of Haarlem Long spikes of pale yellow.

Yellow Hammer Creamy yellow spikes.

BLUE

Bismark Large spikes of purest blue.

Grand Maitre Porcelain blue. Fine spikes.

King of Blues Steel blue. Extra large spike.

Mary Very popular, large spikes of dark blue.

Myosotis Sky-blue flowers on long spike.

Ostara New, very fine deep blue.

All above Hyacinths, very largest bulbs —
Each 30 cents; 10 for \$2.70

QUEEN OF WHITES Possibly the finest of the Warmen-hoven whites. Large and finely shaped. In great demand and in short supply. 4-5 nine inch blooms to a spike. Each \$5.00.

RED MASTER Dark wine red. When grown to perfection it can be the most spectacular of all red amaryllis. Flowers are enormous. The largest amaryllis known when well grown. Each \$4.75.

SWEET SEVENTEEN Rose-pink netted and veined a blush pink toward a salmon shade. Very popular. Enormous flat flowers. Each \$4.25.

GLADIOLUS (New, Named, Hybrid Varieties)

ATLANTIC Enormous spikes of coral pink. Many blooms open at once. A great show winner. Magnificent for home decoration. Large bulbs. 5 for 60 cents; 10 for \$1.20; 100 for \$10.80.

LEIF ERICKSON New. Ruffled creamy white. Especially fine. The most highly rated cream gladiolus today. 5 for 60 cents; 10 for \$1.20; 100 for \$10.80.

SALMAN'S SENSATION The finest "blue" variety we have seen. Giant flowers. Tall spikes. Very healthy. An immediate success. Large bulbs. Each 75 cents; 5 for \$3.00.

PRIDE'S RAINBOW MIXTURE OF GLADIOLUS

A wonderful mixture of all colors, blooming seasons and types. Fine for cutting, garden decoration, and exhibition. A real bargain. 25 largest size bulbs, \$2.00; 50 for \$3.50; 100 for \$6.00.

BOOKS FOR GARDENERS

THE GARDENERS ABC OF PEST AND DISEASE

By A. W. Dimock

How to recognize hundreds of common and uncommon pests and ailments — and what to do about them. Drawings. \$2.95.

AMARYLLIS — AND HOW TO GROW THEM

By Peggie Schulz

Complete know-how on making bulbs bloom and repeat bloom — soils, potting, how to grow under fluorescent light, cross-pollinate, etc. Color and black-and-white photographs. \$2.95.

BULBS FOR BEAUTY

By Charles H. Mueller

All of them — from the first spring crocus to the last autumn lily. Planting depths, spacing, division. 11 photographs and 34 drawings. \$3.50.

BULB MAGIC IN YOUR WINDOW

By Ruth Marie Peters

Here is the cultural know-how on 100 bulbs to grow indoors, with 60 pictures to show you how — from spring snowdrops to autumn crocus, from achimenes to zephyranthes. There are three bulb gardens in full riotous color, 60 lovely black-and-white variety photographs and 10 know-how drawings. \$3.95.

CHRISTMAS IDEA BOOK

By Dorothy Biddle and Dorothea Blom

Here are hundreds of wonderfully gay, exciting things for the homemakers and garden-club members to make. Here is a practical list of how-to-do-its: wreaths, garlands, favors, gift wrappings, stars, trees, tree ornaments and a special section on "Christmas at the Garden Club," plus many other clever suggestions. \$3.50.

COLOR AND DESIGN FOR EVERY GARDEN

By H. Stuart Ortloff and Henry B. Raymore

All the help you need to plan and plant your garden for constant color and pleasing design. Chart of blooming dates for 256 perennials. 50 planting plans. \$3.50.

COLOR IN FLOWER ARRANGEMENT

By Adelaide B. Wilson

The only simple color guide for arrangers — color as we know it, as we use it, where we find it. For artists, home decorators, home gardeners as well as arrangers. 16 color plates. \$5.95.

THE COMPLETE BOOK OF AFRICAN VIOLETS

By Helen Van Pelt Wilson

29 varieties in color, 36 pages of drawings, a complete guide by the nation's foremost expert — lighting, temperature, from seed or leaf, ailments, developing new varieties, exhibiting, judging, etc. \$2.95.

THE COMPLETE BOOK OF DRIED ARRANGEMENTS

By Raye Miller Underwood

How to dry, press, skeletonize, store, make handsome arrangements and pressed flower pictures, etc. 47 photographs, 16 in color. **\$4.95.**

DAHLIAS FOR EVERY GARDEN

By Marian C. Walker

All about growing dahlias in every part of the country: varieties, planting, fertilizing, storing, controlling pest and disease, exhibiting, etc. 3 color plates, 13 black-and-white photographs. **\$2.95.**

FLOWER ARRANGEMENT CALENDAR, 1955

By Helen Van Pelt Wilson

This year America's favorite desk calendar contains more photographs than ever . . . 64 in all. Arrangements include detailed descriptions of plant material, colors, containers and accessories. Among flower lovers this is a standard gift item. Cover in full color — 64 photographs — boxed. **\$1.00.**

FLOWER ARRANGEMENT, WORKBOOK I

By Myra J. Brooks

12 basic lessons with step-by-step instructions. 55 photographs. **\$2.00** spiral bound; **\$2.50** cloth.

FLOWER ARRANGEMENT, WORKBOOK II

By Myra J. Brooks

12 more easy-to-follow lessons, not quite so basic, using readily available containers and plant materials. 48 photographs. **\$2.00** spiral bound; **\$2.50** cloth.

FLOWER-SHOW GUIDE

By Anne Wertsner Wood

Complete know-how on exhibiting, staging, and judging, for every worker, exhibitor, judge, or sponsor. Schedules, point scales, etc. Illustrated. **\$3.00.**

the-minute revision of the most popular book on house plants ever written. For ten years it has been the authority for all window-garden enthusiasts, who want easy, practical methods and also decorative results. **\$2.95.**

HOW TO GROW RARE GREENHOUSE PLANTS

By Ernest Chabot

Directions for growing 260 unusual plants under glass. 21 photographs; 43 drawings. **\$4.00.**

IRIS FOR EVERY GARDEN

By Sydney B. Mitchell

All about culture and varieties in any climate. 17 color plates. 12 pages how-to drawings. **\$3.50.**

THE JOY OF FLOWER ARRANGING

Edited by Helen Van Pelt Wilson

104 studies by noted arrangers from 12 states with notes to help you reproduce them. For beginners and experts alike. **\$3.95.**

MAKE YOUR OWN MERRY CHRISTMAS

By Anne Wertsner Wood

A wealth of gay ideas for making your own Christmas decorations; family recipes, too. Illustrated. **\$2.50.**

MAKING CORSAGES AT HOME

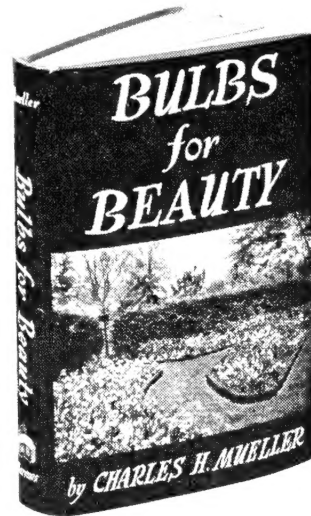
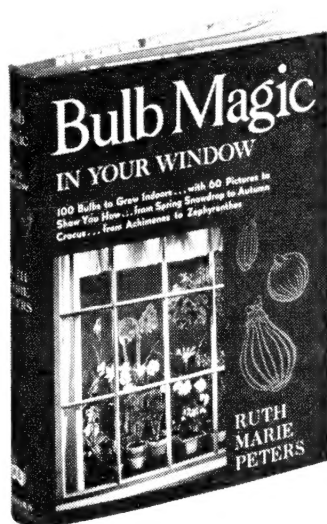
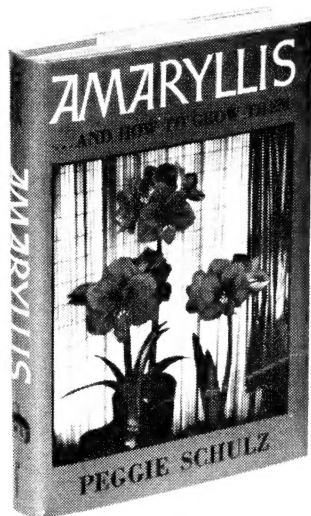
By Dorothy Biddle and Dorothea Blom

Step-by-step on making corsages from garden flowers, cones, berries. 60 photographs, 4 drawings. **\$2.50.**

THE NEW BOOK OF LILIES

By Jan De Graaff

A basic guide for every gardener and commercial grower. 17 color plates, 14 pages of drawings. **\$3.50.**



GERANIUMS (PELARGONIUMS) FOR WINDOWS AND GARDENS

By Helen Van Pelt Wilson

A complete guide for collector and hobbyist. Lists more than 300 varieties. 7 color, 15 black-and-white photographs, drawings. **\$3.95.**

GLOXINIAS — AND HOW TO GROW THEM

By Peggie Schulz

All about growing this ideal house and terrace plant: lighting, soil, from seed. 4 color, 3 black-and-white photographs, drawings. **\$2.95.**

GREENHOUSE GARDENING FOR EVERYONE

By Ernest Chabot

Only complete book on gardening under glass: how to operate greenhouses, grow orchids, roses, chrysanthemums, hundreds more. 21 photographs, 35 pages of drawings. **\$4.00.**

HOUSE PLANTS FOR EVERY WINDOW

(Revised, formerly Enjoy Your House Plants)

By Dorothy Jenkins and Helen Van Pelt Wilson

Now — with 8 pages of glowing color — an up-to-

THE NEW FLOWER ARRANGEMENT FOR EVERYONE

By Dorothy Biddle and Dorothea Blom

The basic book on arrangements for home, church, or flower show. 81 photographs, many line drawings. **\$3.50.**

PERENNIALS FOR EVERY GARDEN

By Helen Van Pelt Wilson

For beginner or expert. 17 color, 15 black-and-white photographs, many planting plans. **\$3.95.**

ROSES FOR EVERY GARDEN

By R. C. Allen

Complete information on varieties, planting, feeding, pruning, exhibiting. 32 illustrations in full color. **\$3.95.**

TUBEROUS BEGONIAS

By Worth Brown

Types, propagation, culture outdoors or as house plants, for amateur and specialist. 36 drawings. **\$2.75.**

WILD FLOWERS FOR YOUR GARDEN

By Helen S. Hull

How to grow anywhere in the U. S. Propagation, soils, collecting, maintenance. 8 color, 12 black-and-white photographs, 50 drawings. **\$4.95.**

