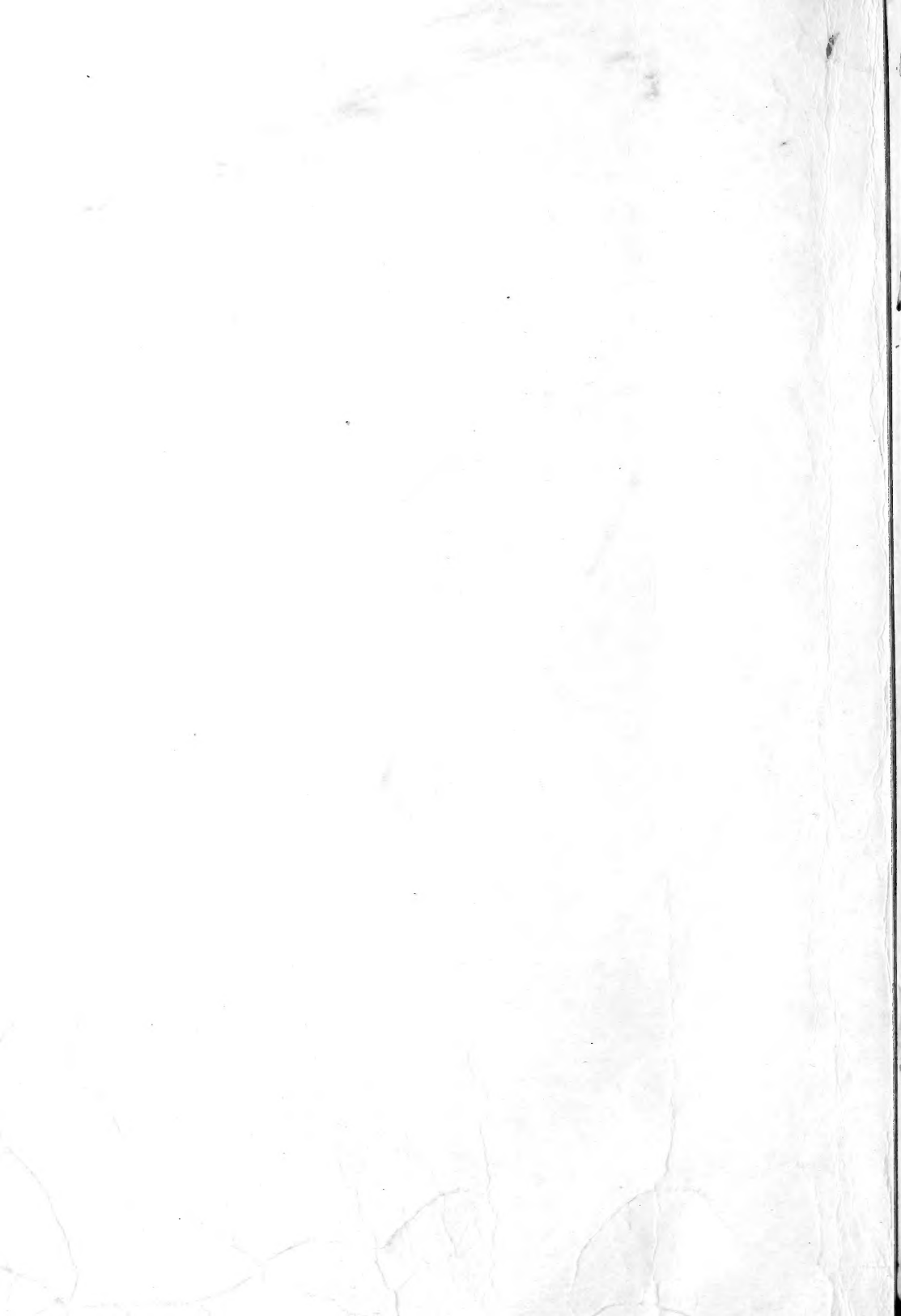


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Send 7/15, 1896, W.A.T.

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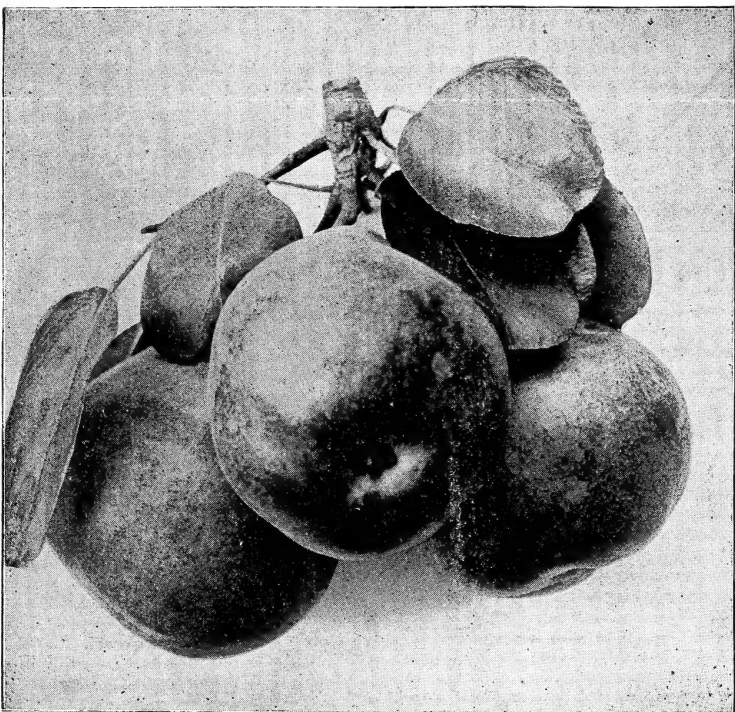
Send 7/15, 1896



THE Koonce Pear



New and Promising.
Not a Novelty.
Fully Tested.



[Cut One-Third Size.]

Has Stood the Test of Orchard Culture Six Years.

DISCOVERED AND INTRODUCED BY

GEORGE GOULD & SON,

Villa Ridge, Ill.

We Desire to Call the Attention

of fruit growers and nurserymen to the fact that we are heavy growers of a general line of Nursery Stock. Our specialty is

STANDARD PEARS

The Leading Varieties are . . .

Kieffer, Koonce, Bartlett,

Howell, Clapp's Favorite, Seckel,

Beurre d' Anjou, Harvest Belle, &c.

We have a fine block of Kieffer one year old, which we shall grade as follows. 5 to 6 feet, 4 to 5 feet, 3 to 4 feet and 2 to 3 feet. We can afford to sell this stock cheap. Special prices on 50,000 lots. Write for list and special prices on large lots.

If you are interested in growing Grapes please send for our little book entitled "Grape Culture." By mail postpaid for 25 cents.

THE KOONCE PEAR.

HISTORY OF THE KOONCE.

This pear was first discovered by us about ten years ago on a farm joining our own. The original tree was an old one then and had borne many abundant crops. When our attention was called to it we at once began working stock with it in a small way; first planting an orchard for ourselves and supplying a home demand for trees, which soon grew to larger proportions.

THE LEADING EARLY PEAR.

The Koonce, in the community where it originated, and the only place where the trees have been grown, planted and fruited, is known as the leading early pear. In fact, the only early pear that has been a success. Harvest Belle and Jefferson have proven themselves to be of too poor quality and rot at the core. Doyenne d' Eta is too small, Early Wilder too shy a bearer, and Bloodgood too small and a victim to blight. The Koonce contains the good qualities of all these and surpasses any variety of them.

DESCRIPTION OF THE KOONCE.

Season very early—as early as the earliest. The fruit is medium to large, very handsome; surface yellow, one side covered with a bright carmine, containing brown dots. Stem meaty and short. Quality very good; spicy, juicy, sweet. Far ahead of any other early pear.

Free from Rot and Blight.

The Koonce is probably a seedling of the Harvest Belle. It retains that variety's vigorous growth, freedom from blight, hardiness, productiveness and beauty of fruit, *but does not rot at the core* as the Harvest Belle does, is two weeks earlier and of far better quality. The tree is a vigorous grower and a heavy annual bearer. *Tree free from blight.*

VERY HARDY IN BUD AND BLOOM.

The Koonce is very hardy, both in bud and bloom. Last spring (1894) a heavy late spring frost killed all the pears in this locality with the exception of the Koonce. It escaped with a fair crop. The foliage of most varieties was turned black and in many varieties all the one-year-old wood was killed, but the Koonce was not hurt in any way. The foliage remained green and bright through it all.

In offering the Koonce to the public we feel that we are supplying a long felt want, and at the low prices we are offering it, feel that it will meet the approbation of all. The Koonce will be found up to all that has been said for it and we feel that its reputation will be widely extended. It will stand on its merits anywhere and meet the needs of the progressive fruit grower for an early pear.

To Fruit Growers of the South:

We will say that the Koonce will undoubtedly be successful with you. It will not be subject to the spring frosts that so often kill the La Conte. It will come in so early as to command the highest market price. The

Harvest Belle and Jefferson do well with you and we see no reason why the Koonce, their peer and superior in every respect, should not be eminently successful.

To Fruit Growers in the North:

We will say that the Koonce will be a pear well suited to your needs. It is so hardy as to stand the rigor of your winters; it is so early in its season as to come into market before the glut of Southern Kieffers and La Contes, which breaks down the market for your Bartletts, Howells and other pears of like season. Its productiveness, freedom from blight, and good quality, are points in its favor which will recommend it to you.

To all we wish to say as a sort of summary of this circular that the Koonce possesses the following points in its favor:—

1. It is very early.
2. Tree free from blight.
3. Heavy bearer.
4. Large and handsome.
5. Does not rot at core.
6. Bore a fair crop in 1894 when all other pears were killed.

PRICES.

Two Years, 4 to 6 Feet, each	\$ 1.00
Two Years, 4 to 6 Feet, per hundred	35.00
Two Years, 3 to 4 Feet, each50
Two Years, 3 to 4 Feet, per hundred	30.00
One Year, 5 to 6 Feet, each75
One Year, 5 to 6 Feet, per hundred	30.00
One Year, 4 to 5 Feet, per hundred	25.00
One Year, 3 to 4 Feet, per hundred	20.00

[Please read these testimonials and remember you are especially invited to correspond with any of these parties in regard to the Koonce.]

TESTIMONIALS.

COBDEN EXCHANGE BANK, Cobden, Ill., June 21, 1894.

Geo. Gould & Son, Villa Ridge, Ill.:

In regard to the sample of the Koonce pear exhibited to me last season, I can say that they are very attractive in appearance, fair size, excellent in quality, and being so early, will undoubtedly prove very profitable for market. I showed the sample to our pear growers and they were highly praised by them all. Mr. E. N. Clark whom I consider almost the best authority on pears in Southern Illinois and for years a large and successful grower examined the pear critically and after tasting it, remarked, "**There is money in that pear.**" I hope you may be successful in raising and selling a large number of trees, as an early pear of good quality is what fruit growers need. I believe the Koonce fills the bill.

Yours Etc.,

L. T. LINNELL.

CENTRALIA, Ill.—Dear Sir:

I received sample of "Koonce Pear," and must say it is a good pear; quality number one, and promises to be a valuable addition to our list of pears for Southern Illinois.

Yours,

J. WEBSTER, ex-President Illinois State Horticultural Society.

St. LOUIS, Mo.—Dear Sir:

The pear you send me under the name of "Koonce Pear," I must say is about the best pear to eat that can be had so early in the season, ripening as it does on or before the 4th of July.

H. J. WEBER, Nurseryman.

VILLA RIDGE, Ill.—Dear Sir:

As to my opinion of the Koonce pear I will say that I have seen it fruiting for the last ten years and must say it has no competitor as an early pear; good bearer, good keeper, good shipper and the best in quality of any of the early pears.

Respectfully,

GEO. W. ENDICOTT.

Member of Illinois State Horticultural Society.

VILLA Ridge, Ill.—Geo. Gould & Son: Dear Sirs:

The Koonce pear is without question the best early pear that has been fruited here.

Yours,

E. J. AYRES.

Fruit grower and Member of State Horticultural Society

VILLA RIDGE, Ill.—Dear Sir:

The Koonce pear is an early, productive, handsome pear of good quality; tree a good grower and free from blight.

Respectfully,

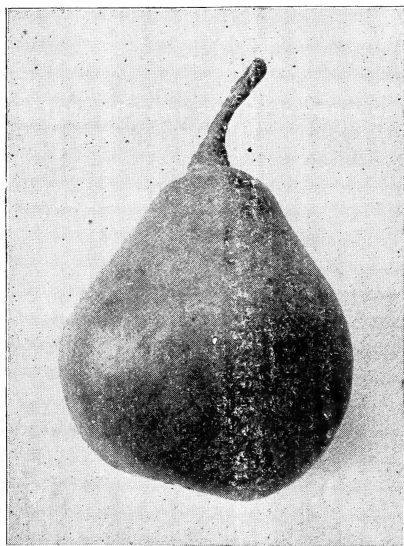
L. REDDEN, Fruit Grower.

OFFICE OF THIRD VICE-PRESIDENT OF HORTICULTURAL SOCIETY OF SOUTHERN ILLINOIS.

ANNA, ILL., June 23, 1894.—Geo. Gould & Son—Dear Sirs: I received a sample of Koonce pears from you last summer by mail. They came in good shape and I have to say for them that I kept them for over a week before they showed any signs of decay, although ripe and mellow when received. They are of fine quality, well colored and will make one of the best early pears for both market and home use. I have trees growing of this variety and they seem to be **blight** proof. They are a very vigorous grower and I think highly of them.

Yours truly,

J. W. FULLER.



VILLA RIDGE, Ill.—Dear Sir:

It gives me pleasure to state that I have been growing the Koonce pear in orchard culture for six years and can say that I have never seen any of them blight; that they are as vigorous a grower as the Kieffer and **that they are early bearers**, as I had samples from my trees the third year after they were out.

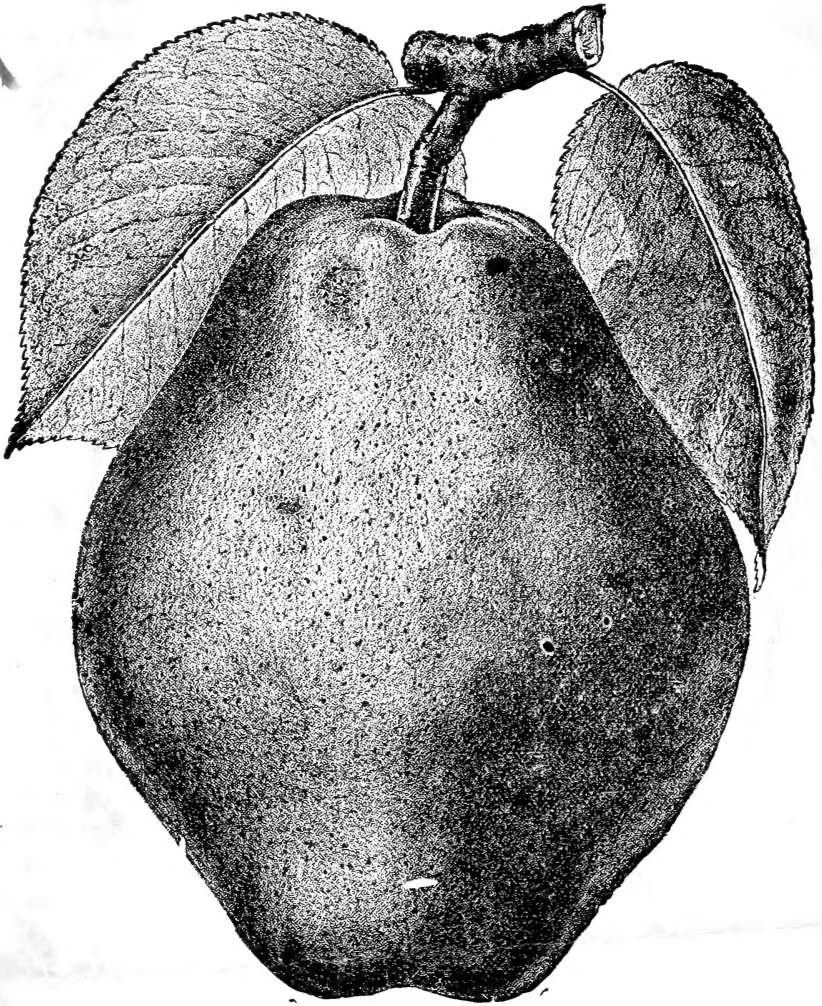
M. L. HELMAN.

OFFICE OF P. C. SEARS, COMMISSION MERCHANT, 13 SOUTH WATER STREET, CHICAGO, ILL.—JUNE 23, 1894.

GEO. GOULD & SON, Villa Ridge, Ill:—In 1888 I was in Georgia and made a special exertion to investigate the merits of the La Conte pear. From that time I warned my friends and acquaintances of the uncertainty of its yield and certainty of its poor sale. My knowledge of the Koonce pear gives me a very favorable opinion and I can see great possibilities for it.

Yours truly,

P. C. SEARS.



KIEFFER PEAR.