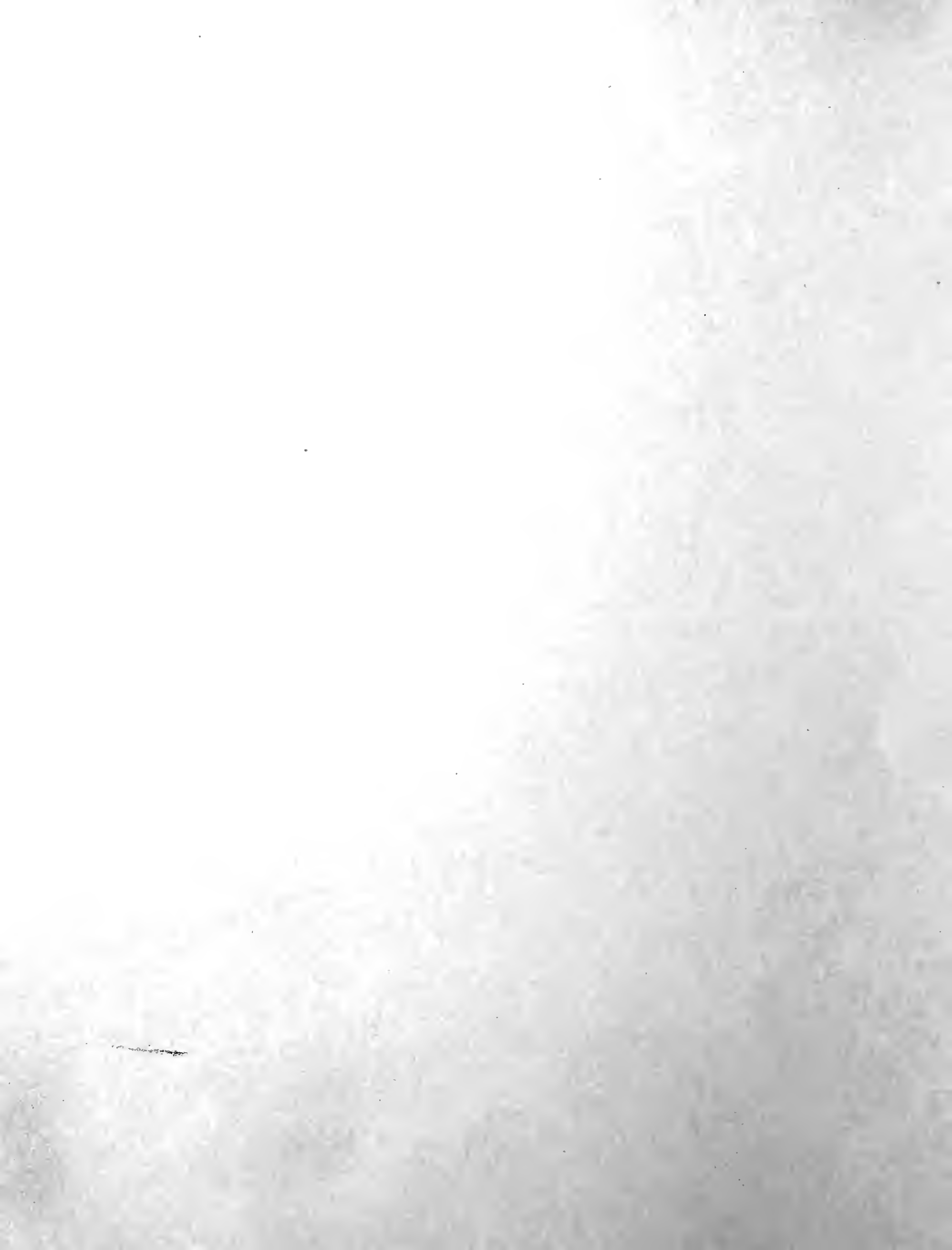


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Do not assume content reflects current scientific knowledge, policies, or practices.



62.37

All offers made subject to being unsold

All goods shipped at purchaser's risk.

Orders for growing crops subject to crop failure, shortage or other causes beyond our control.

R. Vincent, Jr. & Sons Co.

ESTABLISHED 1871

WHOLESALE GROWERS
GREENHOUSE AND BEDDING PLANTS
For the Trade

C. & P. 'PHONE, CHASE 12-F.4
LONG DISTANCE CONNECTION
THROUGH BALTIMORE, MD.

R. R. STATION
COWENTON, B. & O. R. R.

White Marsh, Md.

May 3, 1933

Dear Customer:

Regarding: SPECIAL MAY PRICE LIST.
and SPECIAL SALES PROMOTION OFFER!

It is amazing the amount of business that the average florist is losing by not having his stock complete and by WAITING for business instead of going out after it!

Many dealers are not using as much effort to get business NOW as they did when things were normal. They're just WAITING and WAITING to see what is going to happen or to see what the other fellow is going to do.

We've got to stop waiting for Congress or anybody else to legislate prosperity! Each of us individually must work his way out of this mess. It can be done. Many are doing it!

The only sound merchandising practice in selling flowers or anything else is to GET THE GOODS IN STOCK AND THEN GET BUSY AND SELL THEM!

The dealer who lets his stock run down and waits for business to come in before ordering is blocking the way to progress both for himself and a lot of other folks. If he will buy properly and stir his stumps he can drum up business today in spite of the depression - just as he did when he first started business!

We're practicing what we preach. We've grown our usual enormous stock and are ready to take care of every customer! We've cut our prices to meet present markets - SEE THE ATTACHED SPECIAL MAY PRICE LIST! Our 3 inch stock is ready for you to get busy and sell right NOW WHILE THE SELLING CAN BE DONE! Geraniums - Lantanas - Coleus - Cannas - Salvia - Vincas - Dahlias - everything you need!

We're even going so far as to help you with your sales and assume part of your ordinary risk. With each order received before May 20th we will include FREE a TESTED SALES PLAN which you can use in selling the stock that you buy!

And in addition we will allow you 30 day terms on half of your purchase if you will send half the amount with your order!

Check your stock against the enclosed price list - there's an order blank and reply envelope enclosed for your convenience.

Cordially,
R. VINCENT, JR. AND SONS CO.

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THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY

1957

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