

Historic, Archive Document

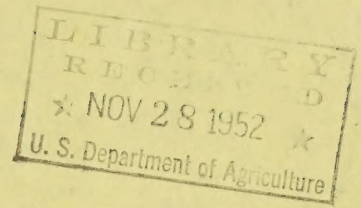
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BARGAIN OF THE MONTH

NOVEMBER, 1952



Last month's "Bargain" introduced seventy-eight new Orchidists to the **BARE ROOT COMMUNITY POT LOT** method of buying Orchid seedlings. Most of them had never before tried to plant or take care of seedlings in that stage. Of the seventy-eight, only one customer was not enthusiastic, and he admits that he probably would have had good success if he'd refrained from keeping the newly planted seedlings so wet.

Add these new customers to my "regulars" who always buy Bare Root Seedlings every time I offer them, and you may think I should be satisfied.

But I can't forget that I have nearly 2,000 people on my mailing list who still have not bought even one Community Pot Lot!

And while the list of crosses last month has been pretty well exhausted, another equally fine group has grown up to the stage when they should be coming out of their flasks. How do you know you can't grow a community pot until you have tried twenty seedlings of this size and quality, planting them in Ryerson Potting Mixture?

If you want to try only one Community Pot Lot (20 seedlings of any given cross) it will cost you \$6.00. We've reached the time of year when extra insulation must be used in packing to prevent possible chilling of the seedlings. The additional weight increased the charge for AIRMAIL, which I prepay. Buy two or more Community Pot Lots for \$5.00 per lot, if ordered before December 15th.

- No. 144—LC GOLDEN WEST X BLC CHIEF JOSEPH—Grand Yellow Blc's; red lips.
- No. 485—BLC PEACE X BLC LUCY FARFAN—Brilliant Yellows; orange to maroon lips.
- No. 486—BLC MALVERN VAR MELODY X LC ANDROMEDA—Yellow to Bronze.
- No. 490—BLC MALVERN X BLC TIARA—Another quality Yellow cross.
- No. 498—C WHITE CHRISTMAS X BLC GOLDEN MYTH—Small, heavy textured clear Yellows.
- No. 696—BLC IRENE X LC CROWBOROUGH X LC LINNAEUS T. SAVAGE—Rose; brilliant lips.
- No. 704—C SUPERBA X POTINARA ETHEL WARD—Small, heavy textured Reds.
- No. 711—LC BRITANIA ALBA X LC PARIZADE ALBA—Spring blooming White-Colored-Lip.
- No. 722—BC BEDELIA X BLC MARION RYERSON—Rose lavenders; brilliant lips.
- No. 732—LC WESTWOOD X BLC MARION RYERSON—Very large, dark, winter blooms.

Delivery in perfect condition guaranteed, via Airmail Prepaid.
Potting Mixture included.

Please use Order Blank on reverse side of this page.

Typical comments from Ryerson Customers regarding my Bare Root Seedlings services:

"I could hardly believe that seedlings as big and beautiful as these came right out of flasks! The three biggest went right into thumb pots and are doing fine. So are the others, in their community pots. I like the Potting Mixture. What's in it?"—Mrs. E. L., San Francisco, Calif.

"The P. O. misdirected the package, so it was a full week getting here . . . The seedlings were quite dry, but appreciated their dunking and greened up promptly. All were planted and look happy in their little improvised Orchidarium."—J. S., Houston, Texas.

"I had to be convinced, but you did it! Am I too late to re-order?"—W. W., Chicago.

Mrs. Smallwood

BARGAIN OF THE MONTH

NOVEMBER 1952

U.S. PATENT OFFICE
NOV 22 1952

Our special "Bargain" introduced everybody's new favorite to the HOME ROOT COMMUNITY POT LOTS. It is a new variety of thing that has never been tried to trial or in the case of a failure in the past. In the meantime, only one condition was not introduced, and a variety that is probably never had been offered to trial. It is now being offered to you.

It is now being offered to you, "regular", who always get Home Root seedlings every time I run them, and you will be glad to see them.

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DANIEL RYERSON, BOX 805, HOMESTEAD, FLA.

Date.....

Fly me the following COMMUNITY POT LOTS of "Bare Root" seedlings, Potting Mix.

included:.....

This Special offer expires Dec. 15, 1952

Name.....

St. & No.....

Amount enclosed.....

City and State.....