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62.61

Gay Receivers

1953

*Handcrafted
Flowers in Wax*

*Exquisite Blooms
That Never Fade*

*Beauty Equal
to Nature's Own*

Constance Spray
INCORPORATED

* TRADEMARK REG. U. S. PAT. OFF.



Geraniums
See Page 2,
Item #1.

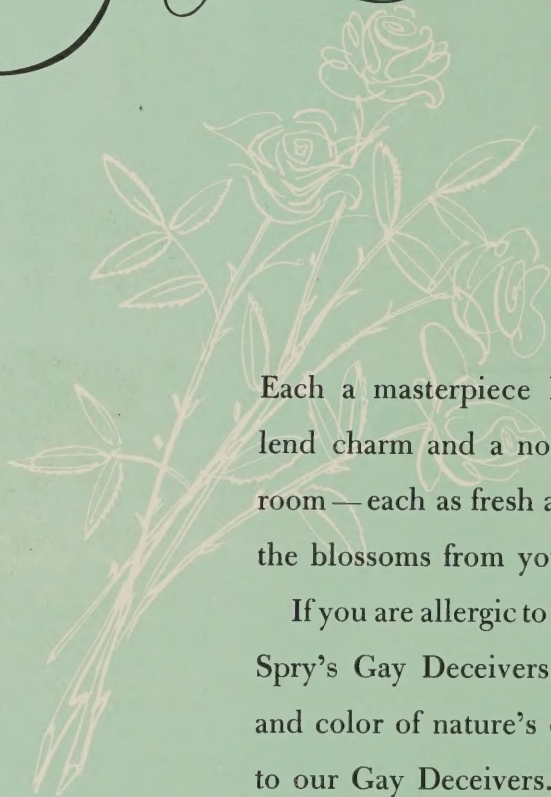
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Gay Deceivers" F L

1 • Geraniums

(Illustrated in color on front cover.)

Beloved for its freshness and color, the popular Geranium always brings welcome cheer and hominess to a window ledge or a dark corner anywhere. 3 blossoms (in white, red or pink) with deep green foliage in 4½-inch traditional white pot. **\$3.75 each, 3 for \$10.50** if shipped at the same time to one address



Each a masterpiece handcrafted in wax to lend charm and a note of distinction to any room — each as fresh as if you had just picked the blossoms from your garden.

If you are allergic to fresh flowers, Constance Spry's Gay Deceivers bring you all the joy and color of nature's own. No one is allergic to our Gay Deceivers.

FLOWER ARRANGEMENTS



2 · *Cyclamen*

At the peak of bloom and always greenhouse-fresh, these cyclamen nestle above their own deep green leaves. Flowers in white, light pink, dark pink or cherry red. 8 flowers, 3 buds and leaves. 4½-inch white pot. Arrangement 14" high. **\$6.50**

3 · *Prize of the Hothouse*

Luscious fruits that keep their mouth-watering glow forever. Rare hothouse varieties with the bloom still on them. Centerpiece of 3 clusters of grapes, 2 peaches, 2 plums, trimmed with philodendron. Complete in a clear crystal dish, 8" square. **\$12.75**. Grapes, separately, green, purple or red, large cluster. Per Cluster, **\$2.00**
(Fruits and foliage are listed separately on page 9)



F L O W E R A R R A N G E M E N T S



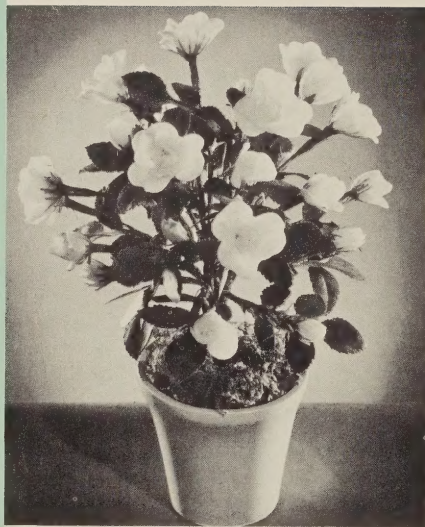
4 • *Water Lilies*

Dewy-fresh centerpiece equally fine on a formal dinner table or an informal buffet. Radiant, incredibly life-like lilies nestling on crystal dish, 8 inches square.

White, pink, yellow or blue blossoms on green leaves.

As illustrated **\$5.75**

Water Lily separately **\$3.50**



5 • *Tree of Roses*

An unusual and interesting effect is created with this new treatment of everybody's favorite flower.

White, pink, dark red or yellow sweetheart roses. 24 buds and flowers with leaves in 3" white pot.

Miniature tree 7" high. **\$7.50**



6 • *Rhododendron Flowers*

A wonderful flower for your own arrangements. Easily tied into your natural foliage for a true-to-life

effect. White, pink, soft yellow, dark red. One cluster mounted on wire stem, ready to insert with your natural foliage. **\$2.25**. One cluster mounted on wax leaves, as illustrated. **\$4.25**

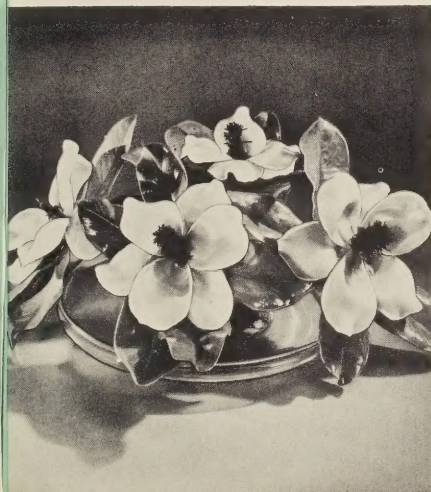
Sizes are given for all arrangements:
Please note before you order.

Create your own individual arrangements or choose a blossom or two for a favorite container from this wide variety of beautiful flower

masterpieces. Arrange them exactly as fresh flowers, use flower holders, moss or clay.

7 • *Magnolia Clusters*

Inspired touch for a dining room table, piano or console. Flat glass dish with 4 clusters of blossoms and dried and prepared natural magnolia leaves. White, pink or yellow blossoms. Complete as illustrated, \$17.50. Magnolia Cluster with foliage, each, \$3.50



Jay Receivers
CUT FLOWERS

- 8 . **AFRICAN DAISIES** White, pink, yellow or orange. 12-inch stem. Per flower \$1.00
- 9 . **AURATUM LILIES** Gold banded and speckled on white. 2 flowers and 2 buds. Per spray \$3.50
- 10 . **BOUVARDIA** White only. 6 blossoms, 4 buds and leaves 14" spray \$1.50
- 11 . **CALLA LILIES (LARGE)** White or yellow. 2 leaves, 24" spray \$2.00
- 12 . **CALLA LILIES (SMALL)** White or yellow, 1 leaf with each lily on 12-inch stem. Per spray \$.75
- 13 . **CAMELIAS** White, pale pink, dark pink or bright red. Per flower \$1.75
- 14 . **CHESTNUT BLOSSOMS** White. 2 clusters 30" spray \$3.50
- 15 . **CLOVER** White or pink. 3 blossoms. 12" spray \$1.50
- 16 . **CHRISTMAS ROSE** White. 3 flowers and foliage on short stem. Per spray \$1.50
- 17 . **DAFFODILS** 1 flower and 3 leaves. 18 inches long. Each \$.75
- 18 . **DAY LILIES** White, yellow or pink. 3 flowers, 1 bud and leaves on a 20-inch spray. Per spray \$2.25
- 19 . **DELPHINIUMS (SINGLE)** White, light blue or dark blue. 24 inches long. Per spray \$2.00
- 20 . **DELPHINIUMS (DOUBLE)** Light blue, dark blue. 28" spray \$3.50
- 21 . **GLADIOLI** White, pink, yellow or red. 4 flowers and 3 buds to each 24-inch spray. Per spray \$3.50
- 22 . **GRAPE HYACINTHS** White, pink, pale blue, dark blue or yellow. 2 flowers and leaves on each spray. Per spray \$.70
- 23 . **PANSIES** White or yellow. 2 flowers, 1 bud. 12" spray \$1.50
- 24 . **PEONIES** White or pink. One flower and leaves. 24" spray \$3.00
- 25 . **POPPIES** Giant, oriental in white or red. 1 flower and leaves on 24-inch stem. Per spray \$2.50
- 26 . **QUEEN ANNE'S LACE** White only. 1 large flower with 1 small flower and leaves. 24 inches long. Per spray \$3.50
- 27 . **ROSES** White, pink or yellow. 2 flowers, 1 bud. 18" spray \$2.25
- 28 . **SNAPDRAGONS (SHORT)** White, pink or yellow. 6 flowers and 2 buds on 15-inch spray. Per spray \$1.50
- 29 . **SNAPDRAGONS (MEDIUM)** White, pink or yellow. 8 flowers and 6 buds on 20-inch spray. Per spray \$2.00
- 30 . **SNAPDRAGONS (GIANT)** White, pink or yellow. 14 flowers and some buds on 30-inch spray. Per spray \$3.50
- 31 . **SPOON DAISIES** White, pink or yellow. Per flower \$3.00
- 32 . **SWEETHEART ROSES** White, pink, yellow or dark red. 1 flower and 2 buds on a 9-inch spray. Per spray \$.75
- 33 . **SWEET PEAS** White or pink. Per spray \$1.50
- 34 . **STOCKS** White or yellow. 24 inches long. Per spray \$2.00
- 35 . **TULIPS** White, pink, yellow or red. 1 flower and 4 leaves. 18 inches long. Each \$.75



36 • *Miniature Flowers under glass*

The rage of Grandma's age—revived in an enchanting setting. Miniature forget-me-nots, daisies, sweetheart roses, lily-of-the-valley, tulips and other flowers. So real, you will want to lift the glass to catch the fragrance. Perfect addition for a hanging shelf, what-not cabinet, vanity table. 6" tall.

\$8.50

Gift
Receiver





(left)

37 · *Sweetheart Roses and Lily-of-the-Valley*

With true floral artistry, Lily-of-the-valley and Sweetheart Roses are skillfully blended for an exquisite effect and arranged to be viewed from both sides. The antiqued Grecian pot is a distinctive accessory in itself. Available with yellow, red, pink or white roses. Pot 4" high; arrangement 9½". **\$15.00**

40 · *African Violets*

The most popular of all home plants offered only by Constance Spry in wax. The sprays of dainty life-like blue blossoms are so natural they will be at home amid your growing African Violets. 8" high, 12" spread. Traditional white painted pot, diameter 4½", height 4". **\$5.50**

(left)

38 · *Sweetheart Roses*

Made for one another, the graceful white cachepot is a perfect complement for these 30 lovely Sweetheart buds and Roses. White, pink, dark red or yellow roses. Cachepot, 4½ inches; arrangement 9 inches high overall. **\$9.50**

39 · INDIVIDUAL SPRAY OF SWEETHEART ROSES each with flower and 2 buds, same colors as above. Per spray \$.75



FLOWER ARRANGEMENTS



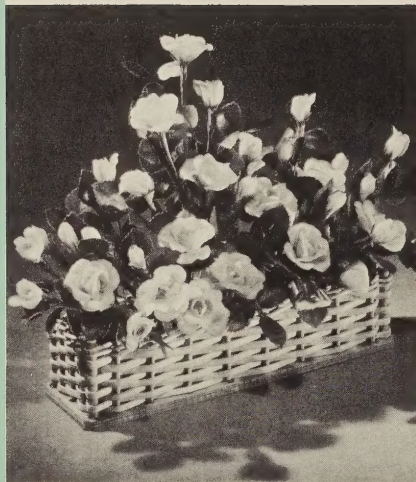
41 • *The St. Brigid Anemone Sprays*

The finest new gay deceiver in recent years and, of course, ours exclusively. Strikingly beautiful large flowers, fully 4½ inches in diameter, on sprays 20 inches long. In lovely shades of pink, red, purple, lavender and white. Buy as many as you wish and create your own arrangements.

Per spray \$ 2.00

Per dozen \$24.00

in your choice of colors.



42 • *Basket of Happiness*

Put these Sweetheart Roses anywhere in a room and suddenly the sun shines.

They're so natural and glowing you can almost catch their perfume.

36 buds and flowers in your choice of white, yellow, pink, dark red.

Arrangement 7" high, in a charming wicker basket 9" long, 2" high. **\$12.00**



43 • *Green and Gold Arrangement*

Here is *the* decorative accessory for a most important spot: atop the piano or television receiver, on the mantel or, on a foyer console. A show-winning arrangement consisting of 5 snapdragon sprays, 2 pepperomia branches and a spray each of pittosporum and dracena set in a classically simple golden vase 5 inches high, as the perfect complement. Arrangement 15 inches wide, 24 inches high, overall. **\$22.00**

FRUITS and GREENS

*Luscious fruits that look good enough to eat . . . and
luxuriant green foliage to give you spring-like
freshness the year 'round.*



44 ·

Beloved lily-of-the-valley filled to overflowing with 3 dozen sprays and slender green spears in a green speckled ceramic bowl. Arrangement 7" high. Complete \$12

- | | | | |
|---------------------------|---------------------------------------------------------------------|-------------|--------|
| 45 . GRAPES | Green, purple or red. Large clusters. | Per cluster | \$2.00 |
| 46 . LEMON | | Each | \$.50 |
| 47 . LIME | | Each | \$.50 |
| 48 . PEACH | | Each | \$.75 |
| 49 . PLUM | Red, green or black. | Each | \$.50 |
| 50 . BEGONIA SPRAY | Green, yellow, red or variegated.
12 inches long. 8 leaves. | Per spray | \$2.50 |
| 51 . CAMELLIA FOLIAGE | 24 inches long. | Per spray | \$1.50 |
| 52 . CHESTNUT FOLIAGE | Two branches with 14 leaves
and buds to each 30-inch spray. | Per spray | \$2.00 |
| 53 . CHINESE EVERGREEN | 18 inches long with 9 leaves
and 2 buds. | Per spray | \$2.00 |
| | 12 inches long with 8 leaves and 2 buds. | Per spray | \$1.25 |
| 54 . IVY | 28 inches long with 26 leaves. | Per spray | \$2.25 |
| | 18 inches long with 12 leaves. | Per spray | \$1.25 |
| 55 . MAGNOLIA FLOWERS | White, pink or yellow. Six
petals to each flower, 6-inch spread. | Per flower | \$2.50 |
| 56 . PHILODENDRON | 28 inches long with 27 leaves. | Per spray | \$2.25 |
| | 18 inches long with 10 leaves. | Per spray | \$1.25 |
| 57 . PITTOSPORUM | Three heavily foliated branches to
each 24-inch spray. | Per spray | \$2.50 |
| 58 . RHODODENDRON FOLIAGE | Two branches with 24
leaves to each 30-inch spray. | Per spray | \$2.00 |

All Merchandise described in this catalog delivered free in Continental U.S.A.



59 • *Geranium Window Basket*

Now you can have colorful, fresh Geraniums on your window sills all year long. Wicker window box contains 4 Geranium plants bearing 12 flowers, numerous buds and leaves. Geraniums available in white, red or pink. Handsome imported Italian bread basket 24" long, 3" deep, 4" wide; arrangement approximately 12" high. **\$17.75**

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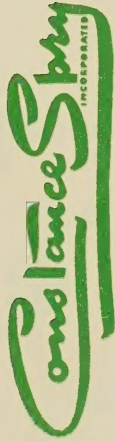
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FLOWERS
AND
DECORATIONS

Plaza 5-2766

Dear Friend:

The most unique publication in the world - our 1953 "Gay Deceivers" catalog - is enclosed for you.

From it you can order by mail individual flowers or complete flower arrangements - all exquisitely handcrafted in wax. "Gay Deceivers" are a Constance Spry exclusive, created by our very own process, so true to nature they defy imitation.

We suggest that you keep this brochure. You will frequently find it helpful with new ideas in home decor and for suggestions for beautiful and unusual gifts for many occasions.

When you order "Gay Deceivers" as Christmas gifts, please order early, since the number of artisans sufficiently skilled to meet our standards is limited.

Sincerely,

Constance Spry

P.S. Orders are always filled promptly. A handy order blank is enclosed for your convenience. No postage is required.


FOR
REPAIRING
WAX
FLOWERS

Sometimes, after long use, waxed flowers need refreshing. Mail your flowers to us and they will be returned as new as the day you first bought them from us at a cost of only 50% of the catalogue price. Of course, we cannot accept for repair flowers bought elsewhere or severely mistreated.



Lovely
FRESH
FLOWERS,
TOO

Our selections are unequalled for loveliness and variety—arrangements and gift boxes distinguished by an inimitable touch. Prompt delivery to hospitals, hotels and residences throughout New York City. Boxes of flowers from \$5.00; roses from \$7.50 per doz.



BON VOYAGE ARRANGEMENTS

are delivered to all piers. If you are not in New York you may order directly by mail, wire or phone—secure in the knowledge that your order will be intelligently handled. Arrangements from \$10. Corsages begin at \$5.



All Prices Postpaid in Continental U.S.A. Your Satisfaction Guaranteed or Money Refunded



*here's a LIVE plant
that needs NO CARE*

OUR REMARKABLE
60 • Bromeliad
THAT LIVES ON AIR

And flourish it does—almost entirely on plain old oxygen. While other plants are being watered and watched and worried over, this hardy house plant from Brazil blithely grows unaided to delight you with its exotic tropic beauty.

A cinch to complement any color scheme. Its decorative whorl of leaves ranges from lemon green to rich emerald, vivid red to deep maroon. This rare Brazilian beauty, 14" to 15" tall, comes in a classic, creamy white pot 6" high. **\$8.50**

Constance Spry
INCORPORATED

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