

## **Historic, Archive Document**

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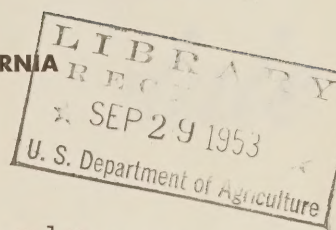


# Monrovia Nursery Co.

DUARTE ROAD AND MYRTLE AVENUE

MONROVIA, CALIFORNIA

P. O. BOX 196



Dear Customer:

Starting in the next few days, you should see an increase in sales . . . with almost no effort on your part.

You see, the October issue of Sunset Magazine carries our advertisement for Pyracantha Rosedale, (Trade Mark Reg.), the grand old favorite known to every homeowner in these western states. We think a lot of Sunset readers and their friends will visit your place, looking for Pyracantha Rosedale. As you can see from the enclosed proof, our ad asks the public to buy Pyracantha Rosedale from you.

Here's the way you can make money from this advertising effort. Make sure your Pyracantha Rosedale stock is in top notch condition, and that you have enough stock to satisfy all requests. Then make a display by grouping these plants at the point of highest traffic in your nursery. Take the enclosed full color photo, mount it on cardboard or heavy paper, then thumbtack the photo to a lath or stick. You now have a selling sign. Place this sign so that it stands right over the middle of your Pyracantha Rosedale plant display. It's that easy--you'll sell plenty of Pyracantha Rosedale, too!

Here's another way to cash in on the demand for Pyracantha Rosedale. The Sunset ad will appear on September 25th. If you run an ad in your local newspaper about the same time, you'll get the customers that Sunset pre-sells for you. We will furnish you newspaper mats free of charge. The mats show a black and white illustration of the Pyracantha Rosedale. All you need to add is your own brief copy, your price, name and address.

These mats are 1 column x 2 inches and 2 columns x 4 inches. You can have one or both by requesting them on your letterhead.

Pyracantha Rosedale is available now in these sizes:

- |                            |              |                         |             |
|----------------------------|--------------|-------------------------|-------------|
| 2 1/4" Pots . . . . .      | 17 1/2¢ each | 5-Gallon (Bush type)    |             |
|                            |              | with berries)           | \$1.75 each |
| 1-Gallon (Bush type) . . . | 50¢ each     | 5-Gallon (Pyramid type) |             |
|                            |              | with berries)           | \$2.00 each |
| 1-Gallon (Pyramid type     |              | 5-Gallon (Espalier) .   | \$4.50 each |
| with berries) .            | 85¢ each     |                         |             |

Just jot your requirements on the enclosed post paid order card, and send the card to us today. Be ready for the demand. Order your newspaper mats, and get your point of sale sign ready. If you need additional photos for more signs, they're yours for the asking.

Hope you get your share of the Pyracantha Rosedale business.

Sincerely yours,

MONROVIA NURSERY COMPANY

*Mark Paulson*

Mark Paulson  
Sales Manager



**Just look how *Pyracantha Rosedale*\*...**

\*Trade Mark Registered



## Can Improve Your Yard!

Your yard has many places needing a magic touch of beauty and originality. You will be pleased—your friends' and neighbors' eyes will pop—when they see what you do with *Pyracantha Rosedale*. This world famous plant is a fast growing shrub for you—or an evergreen tree specimen—or several together make a brilliant hedge—or you can have a lovely tailored effect by placing *Pyracantha Rosedale* on a trellis against your home or garden wall.

You'll have lush red berries for Christmas wreaths—if you plant *Pyracantha Rosedale* now. Next spring, you'll have loads of white, lacy flowers on long arching branches. This wondrous plant is evergreen—will grow anywhere at any temperature over 12°F. with almost no care.

**Buy *Pyracantha Rosedale* from your local nurseryman.**



A hedge



A bush



On trellis

Developed by



*Monrovia Nursery Co.*

MONROVIA,  
CALIFORNIA



# MONROVIA NURSERY:

Please ship the following quantities of *Pyracantha Rosedale* (T.M. Reg.) at once. (Priced F.O.B. Monrovia, Calif.):

\_\_\_\_\_ 2<sup>1</sup>/<sub>4</sub>" Pots ..... 17<sup>1</sup>/<sub>2</sub>c each

\_\_\_\_\_ 1-Gal. (Bush type) ..... 50c each

\_\_\_\_\_ 1-Gal. (Pyramid)  
with berries ..... 85c each

\_\_\_\_\_ 5-Gal. (Bush type)  
with berries ..... \$1.75 each

\_\_\_\_\_ 5-Gal. (Pyramid)  
with berries ..... \$2.00 each

\_\_\_\_\_ 5-Gal. (Espalier) ..... \$4.50 each

Total - - - - \$ \_\_\_\_\_

NURSERY NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Cash must accompany order unless you have an active open account with us.

Postage  
Will Be Paid  
by  
Addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

**BUSINESS REPLY CARD**

First Class Permit No. 76, 34.9 P.L.&R., Monrovia, California

**MONROVIA NURSERY COMPANY**

**P. O. Box 196**

**Monrovia, California**







# *Pyracantha Rose Dale*



(TRADE MARK REGISTERED)

Loveliest of them all, *Pyracantha Rose Dale* begins its beauty show in the spring with long, arching sprays of dainty ivory-white flowers that resemble delicate lace. These are highlighted by dark, rich green foliage. In the fall and through winter, the branches are literally laden with large berries of the brightest red of any *Pyracantha*. One of the reasons for the wide preference for this shrub is its many uses. It gracefully lends itself as a specimen for unusual display . . . trained as an espalier against wall or fence or grouped into a brilliant hedge. Add to all of these exclusive features the fact that *Pyracantha Rose Dale* possesses a great resistance to disease and birds and you will understand the reasons for its powerful sales appeal. It must always be sold with Trade Mark tags attached.



AS ADVERTISED IN *Sunset*

*Monrovia Nursery Co.*

P. O. BOX 196 • MONROVIA • CALIFORNIA

