

Return Postage Guaranteed

= 1955 =

Pa

62117 **John's**
PLANTS SEEDS BULBS
Apopka, Florida

ADD

BEAUTY TO YOUR CUSTOMERS' HOMES CASH TO YOUR BANK ACCOUNT



HERE'S HOW
TO DO BOTH



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APOPKA, FLA.
PERMIT NO. 4

John's

PLANTS · SEEDS · BULBS
Apopka, Florida

Phone: Tucker 6-3191

You Wonder How
I Can Give You
So MUCH for So LITTLE....

My experience over 25 years proves that when you display a compact, space saving stock of John's sturdy, healthy evergreen foliage plants EARLY in the indoor-plant season, you'll move them quickly.

You'll sell a few plants to each customer, and then repeat orders and word-of-mouth advertising will take care of the rest.

You'll make a substantial profit, and you'll place several MORE orders with me in the next few months. So it pays me to cut my profit to the bone to get your business started early.

You get:

1. 168 healthy, well-developed, carefully packed indoor-growing pot plants, of the best and hardiest varieties, including many improved and unusual types. They are guaranteed to arrive by dependable Express Service (collect), in good condition. The 168 plants, as pictured here, consist of:
 - 50 AZALEAS IN BUD AND BLOOM
 - 90 PLANTS IN PLASTIC POTS
 - 28 PACKAGED EVERGREENS

2. Your cost is only \$33 for the entire assortment, and the suggested list prices total \$66, so you at least DOUBLE your money. You buy by mail, getting the usual wholesaler's profit for yourself.

3. Terms are 30 days, so you should get your money (plus a profit) before you pay me.

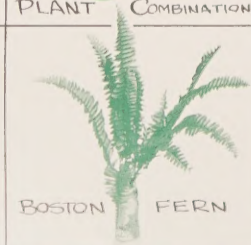
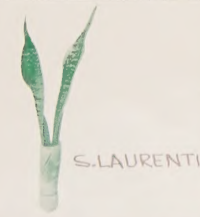
4. Remember your assistants don't have to be plant experts, because plant names, pictures, and suggested selling prices are sent with each shipment.

5. By starting your sales of plants NOW, you get full advantage of the best selling season - make the most profit - create the most good will.

6. You CAN'T LOSE, as I GUARANTEE that you will be delighted with your shipment, and that you'll MAKE MONEY doing business with John's. This guarantee is backed by the entire resources of my firm, rated \$175,000 by Dun & Bradstreet.

So you have every reason in the world to fill out and mail the Postage-paid card TODAY. You'll join the thousands of merchants throughout America who are happy to do business with John's.

Yours for extra sales and extra profits,
John Masek
John Masek



"We mainly order Philodendron which is the nicest and most for the money we have ever ordered from any house. Thank you for your excellent services."
LAMAR FLOWER SHOP

"I have only the highest praise for your plants and service. Your sensible way of packing pleased me, too, and the cartons reached me in perfect shape by Railway Express."
N. C. GOODWIN

"We are trying to grow and also have a retail shop. We have one greenhouse... Frankly, we can't grow as cheap as we can buy material for combination boxes from you. We have been entirely satisfied. Shipment we ordered Wednesday came in today (Saturday)."
DESHAZO'S FLOWERS

"... we feel we have gotten good value and the plants came in thanks to your splendid packing, in perfect condition. We appreciate your promptness also. Good luck to you."
HANS PETERSON NURSERY

"I have always been well pleased with everything ordered from you. All the plants have always arrived as fresh as if I had been there and got them. Thanks for the splendid service."
EVELYN BARKER

"I bought 100 Azaleas from you and I'm happy to tell you that they were, by far, the loveliest plants I have ever had for the money."
MRS. SAM AL REGISTER

John's

PLANTS · SEEDS · BULBS

Apopka, Florida

HERE'S HOW YOU TURN \$33 INTO \$66 OR MORE!

It's so EASY.

Just sign and mail the Postage-Paid card below.

We'll rush you, on credit, the Assortment of 168 fresh, hardy, indoor-growing evergreen foliage plants as featured here. You'll receive them at the start of the BEST SELLING SEASON. They consist of:

- 50 AZALEAS IN BUD AND BLOOM
- 90 PLANTS IN PLASTIC POTS
- 28 PACKAGED EVERGREENS

You'll display these plants, brightening up your whole establishment.

You'll be amazed and delighted at how FAST you sell the whole assortment, taking in at least \$66.00.

After 30 days, you'll pay us just \$33.00 in full. (At the same time, you'll probably rush a big repeat order... but that's entirely up to YOU.)

Your assistants don't have to be plant experts, because plant names, pictures, and suggested selling prices are sent with each shipment.

RIGHT NOW—before you forget—is a good time to sign and mail the card. You take no risk, because you have our absolute GUARANTEE, not only of arrival in good condition, but of PROFITS FOR YOURSELF.

It's no wonder you will sell these so fast and make such a nice EXTRA PROFIT!

Every woman loves plants—and every woman loves a bargain.

This Assortment will move right out of your store, because it gives your customers a wide choice of desirable varieties, at bargain prices.

Yet because of our method of giving YOU the ordinary wholesaler's profits, you have PLENTY of margin for yourself.

Rush the card, and start turning that \$33.00 investment into \$66.00 or MORE.

25

Year Club

Seldom, if ever, has SF&N carried a feature story in which so much has been written between so few lines! The occasion is the official welcome into the 25-Year Club of John Masek, and here's the story:

John, much better known throughout the industry by his first name rather than his full name, the owner-manager of John's Plants, Seed and Bulbs, Apopka, Fla., cast his lot with the industry just a quarter century ago as manager of a cooperative nurserymen's association. From 1929 to 1934 he was manager of the Orange County Fern Grower's Association.

Now, if you can get him to go into detail about his experiences, sor-



John Masek... skip the details

rows and joys, set-backs and successes, you're a better reporter and interviewer than we are. For us, he simply skips all details leading up to going into business for himself and closed his interview (via correspondence) with this answer to our "stock" question, "If any event could be singled out as the most important in your experience in the industry, what would it be?":

"The delight and satisfaction (after dozens of failures) of growing, packing foliage plants which once were scarce and expensive, to the mass market, within the framework of benefit to consumers, customers, employes and myself."

SOUTHERN FLORIST AND NURSERYMAN, November 26, 1954

**RUSH YOUR STARTING ORDER NOW!
YOUR SUCCESS IS GUARANTEED
YOU'LL BE GLAD YOU MAILED THIS CARD**

J/30

JUST \$33⁰⁰ STARTS YOU WITH A COMPLETE STOCK YOUR SUCCESS IS GUARANTEED

That's right — a \$33 order brings you a carefully selected assortment of 168 indoor house plants, in the most attractive, most wanted, most colorful, and most SALEABLE varieties.

They're pictured here and include:

- 50 AZALEAS IN BUD AND BLOOM
- 90 PLANTS IN PLASTIC POTS
- 28 PACKAGED EVERGREENS

At suggested retail prices, you'll **DOUBLE YOUR MONEY.**

Grown in scientifically prepared soil, these evergreen foliage pot plants are amazingly hardy, and their vigorous growth will delight your customers.

Put them in your window — on your counters — see how they brighten up your store — see how passers-by stop, look, come in, and **BUY!**

You do no extra work and need no special knowledge . . . and the sales per square foot of your space will happily surprise you.

YOU CAN'T LOSE

Yes, if for any reason you are not **DELIGHTED** with the way these plants look and sell, just write and tell us about it — we'll cancel all or any part of the charge. Could anything be fairer?

SEASON STARTING NOW

This is the time of year when everything is dull and drab outdoors. Spring is still a long time off. Folks are home more — they crave the friendly warmth and color of living green plants — the touch that "makes a house a home."

So they'll be glad to buy these plants from you **NOW.** Soon you'll be sold out, and you'll write or wire for more.

We suggest that you get your full share of this profitable **EXTRA BUSINESS** by acting **TODAY.**



**USE THE STARTING ORDER
INSIDE THIS FOLDER**



*Useful
Everywhere!*

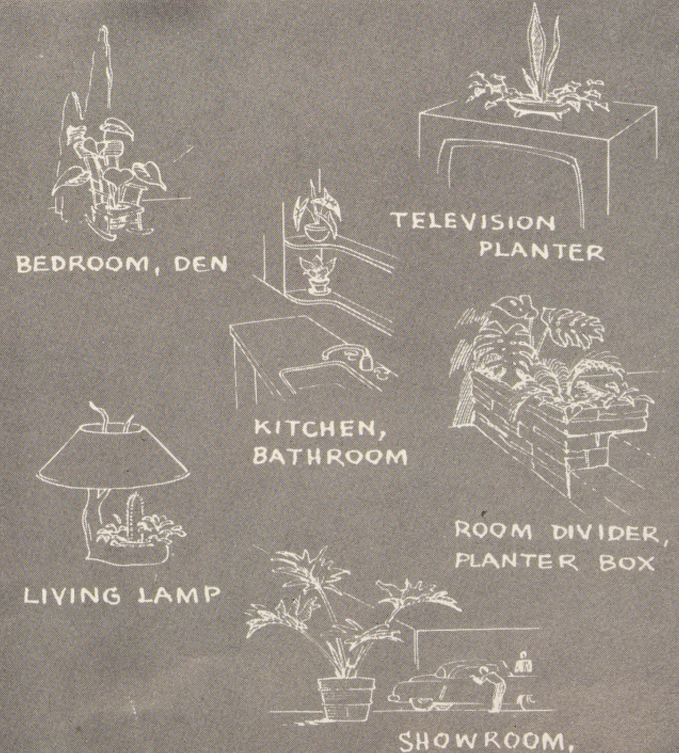


**NO WONDER YOU CAN
MAKE EXTRA PROFIT**

Yes, you'll DOUBLE YOUR MONEY without
risking one cent, A N D . . .

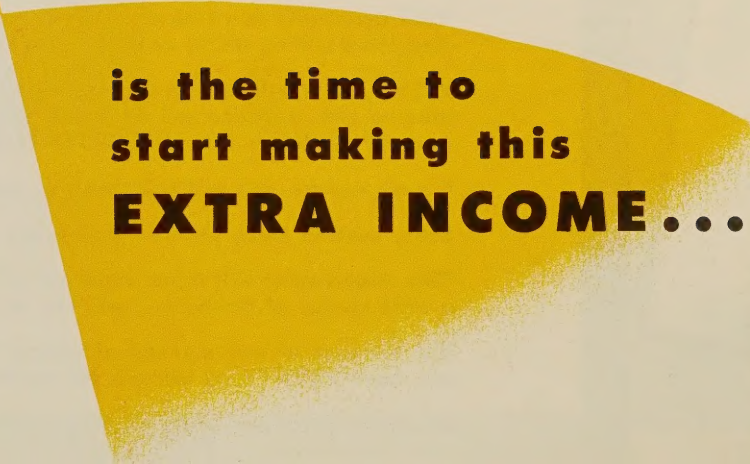
1. You'll bring in a lot of additional customers who'll buy other merchandise as well;
2. You'll "dress up" your whole establishment in the most colorful, distinguished way;
3. You'll enjoy doing business with this reliable, quarter-century-old organization.

See Inside Pages for
Special NO-RISK Offer



A large, textured yellow brushstroke graphic that starts at the top left and curves downwards and to the right, partially overlapping the text.

and NOW

A large, textured yellow brushstroke graphic that starts from the bottom left and curves upwards and to the right, overlapping the text.

**is the time to
start making this
EXTRA INCOME...**

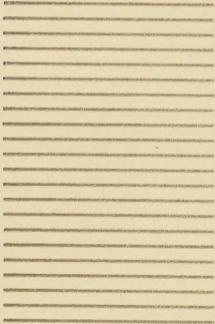
BUSINESS REPLY CARD
No postage stamp necessary if mailed in the United States

FIRST CLASS
PERMIT NO. 4
(SEC. 34.9 P.L.&R.)
APOPKA, FLA.

4c POSTAGE WILL BE PAID BY

JOHN'S

APOPKA, FLORIDA



Please send me your **\$33. ASSORTMENT** of
indoor-growing Foliage Plants . . .

. . . I have **30 Days to Pay**

Signed _____

Library
U.S. Dept of Agriculture
Washington 25, D. C.

Are your name and address correct - Make corrections on this card.