

## Historic, archived document

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WHOLESALE — FALL 1963 - SPRING 1964



# ARP NURSERY COMPANY

For 42 years, wholesale growers of rosebushes and pecan trees with a future.

5TH AT WALL ST.

PHONE: AREA 214 LYric 2-2672 and LYric 4-4731

P. O. BOX 3338, TYLER, TEXAS (75705)



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## PATENTED ROSE VARIETIES

### HYBRID TEA AND GRANDIFLORA

Red	- Alamo	\$2.50
	Christian Dior	3.00
	Chrysler Imperial	2.50
	John S. Armstrong	3.50
	Living	2.50
	New Yorker	2.50
	Nocturne	2.25
	Rubaiyat	2.00
	Six Flags Over Texas	3.50
	Starfire	2.50
Pink	- Duet	3.00
	First Love	2.50
	Helen Traubel	2.75
	PINK FROST	2.50
	Pink Parfait	3.00
	Pink Peace	2.75
	Queen Elizabeth	2.50
	Royal Highness	3.50
	Tiffany	2.75
White	- Garden Party	3.00
	White Knight	2.75
Yellow	- Diamond Jubilee	2.25
	King's Ransom	3.50
	LEMON CHIFFON (the Yellow Rose of Texas)	2.25
Two-Tone	- Forty-Niner	2.75
	Granada '64 AARS	3.50
	Invitation	2.50
	Kordes Perfecta	2.50
	Mojave	2.75
	My Fair Lady	3.00
	SPEAKER SAM	3.00

### Hybrid Tea and Grandiflora (Continued)

Orange	- Hawaii	3.00
	Montezuma	2.75
	Tropicana	3.50
Lavender	- Simone	3.00
	Sterling Silver	3.00

### FLORIBUNDA

Red	- Fire King, red flame	2.00
	Red Pinocchio, dark red	1.75
	Sarabande, red-orange	2.00
	Spartan, red-orange	2.00
	Texan, large red	2.00
	Vogue, red-orange	2.00
Pink	- Fashion, coral pink	2.00
	Ma Perkins, lovely pastel	1.75
White	- Saratoga '64 AARS	2.50
Yellow	- Gold Cup, lemon	2.00
	Goldilocks, light	1.75
Two-Tone	- Circus, yellow-orange-red	2.50
Orange	- Golden Slippers, yellow-orange	2.50
Lavender	- Lavender Pinocchio	2.00

### Patented CLIMBERS Packaged

Red	- Cl. Chrysler Imperial, large dark	2.50
	Cl. Crimson Glory, large, dark	2.75
Pink	- Cl. Queen Elizabeth, pastel	2.50
Yellow	- Cl. Peace, yellow-pink	2.50
	Golden Showers	2.50

### PACKAGED PATENTED ROSES

The ALL-AMERICA Selections and important introductions of recent years, the greatest roses grown, collectors' delight. Professional planters and amateur expert rosarians enthusiastically shop for the finest, the Arp-Grown Roses.

(Suggested Retail L-F 18  
Selling Price Shown CASE Bushes  
by Each Variety)

"RANCH HOUSE" DELUXE green-silver very substantial package. Your selection of patented varieties, minimum 6 of a kind and multiples of 6 please.

### ORDER THE "LF-1" MIXED CASES OF 18

Selected Patented Varieties, Ranch House Package

(Uniform mixed cases provide convenient popular assortment at moderate cost.)

Discount 40%  
FREIGHT ALLOWED

### TERMS - WHOLESALE - 3% DISCOUNT FOR FULL CASH

2% 10 days, 30 days net to customers with established credit. If credit has not been arranged or previously established, terms are understood to be 25% cash with order, balance before shipment. 6% interest charged after 60 days.

This price list supersedes earlier quotations and covers first class stock F.O.B. Arp, Texas, or transported as price list indicates. Satisfaction on delivery, true varieties and full grades are guaranteed. Unsatisfactory delivery must be reported immediately. The Arp Nursery warrants to the extent of the purchase price that nursery stock sold is true-to-name and as described within recognized tolerances. Seller gives no other or further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase unless replacement guarantee is stipulated.

Patented varieties not owned are Arp-grown under license from the plant patent owner. Asexual reproduction is prohibited by the patents.







# Offering Replacement Plan - - - Two Heads

## ARP NURSERY

Suggested Retail \$1.69

Order Case L-A  
 "Ranch House" green-silver foil Dean  
 Roses trademark, assorted leading non-  
 patented varieties, replacement guaran-  
 teed should any fail to bloom the first  
 spring when afforded normal rose gar-  
 den care. Variety tags are requested—  
 customers' reports not questioned—Re-  
 commend successful cultivation practices.

Cost, Wholesale  
 (full freight allowed)  
 \$.90 each, \$16.20 per case



### FOUNDER



L. B. Dean (Deceased)

### A Cure For Your Rose Replacement Blues?

1—For non-patented varieties, buy L-A and F-A heavy cases. Ask your customers to return the variety tags from any lost plants. Include these with first order next fall for economical simultaneous delivery of free replacement rosebushes of same or equal variety or value. There is no replacement offer on other packs of these varieties. If tag is misplaced we accept customers' reports without question.

2—For patented roses, 10% to your order may be added for this insurance, with either bareroot or packaged stock.

3—Your own stock will be in reasonable amount for the usually safe sale period of 2 or 3 weeks, or refrigeration provided for extended storage. Replacement offer is not a "guaranteed sale", but a service to better assure reasonable enjoyment of fine roses by more of your regular and valued customers.

### Arp Fancy

Suggested Retail \$1.39

Order Case F-A

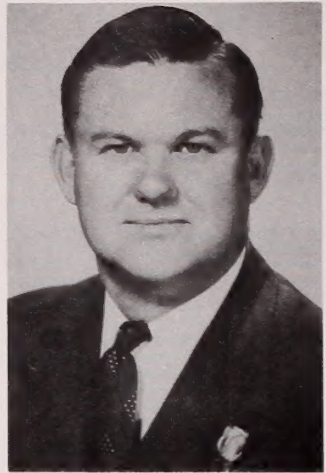
24 Arp Rose red-silver foil, assorted leading non-patented varieties, Arp brand, replacement guaranteed should any fail to bloom the first spring when afforded normal rose garden case.

Cost, Wholesale

(full freight allowed)  
 \$.75 each, \$18.00 per case



### PRODUCTION



L. A. "Slick" Dean

### MAIL ORDERS

YOU CAN FILL THE ODD ORDER,  
 FIND NEW PROFIT IN DIRECT  
 SHIPMENT FROM ARP.

Mailorder handling is a specialty. Only top quality plants are used. Shipments are prompt and continuous. Full assortment of varieties in dependable Arp refrigeration October thru May widens your horizon. No need to turn down "volunteer" orders, or PLUS business for varieties out-of-stock. Just write Rosebush and Pecan tree sales on separate order form showing destination. **Satisfaction on delivery, survival first spring or free replacement guaranteed, and your commercial discount is 30%, transportation and packaging included.** You don't have to tell a good customer "No!"

### Royal Rose

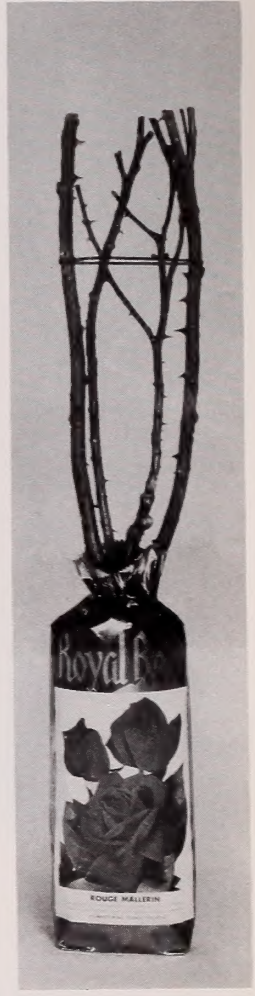
Suggested Retail \$ .99

Order Case R-A

30 "Royal Rose" standard 3-cane minimum No. 1 assorted leading non-patented varieties in most attractive royal blue and gold Arp machine pack, satisfaction on delivery the normal grower's guarantee.

Cost, Wholesale

(full freight allowed)  
 \$.60 each, \$18.00 per case



## STANDARD (NOT PATENTED) ROSE VARIETIES

- HYBRID TEAS**
- Red**
    - American Beauty, old rose
    - Crimson Glory, dark red
    - Etoile de Hollande, red
    - Mirandy, large dark
    - Poinsettia, red
    - Red Radiance, rose red
  - Pink**
    - Betty Uprichard, two shades
    - Charlotte Armstrong, strong
    - Katherine T. Marshall, large
    - Picture, rose
    - Radiance, rose pink
    - Show Girl, light, pointed

- White**
  - Blanche Mallerin, snowy satin
  - Caledonia, white
  - Frau Karl Druschki, large (White American Beauty)
  - Kaiserin Auguste Viktoria, prolific, cream
- Yellow**
  - Eclipse, golden, pointed
  - Golden Charm, buttercup
  - Peace, yellow-pink
  - Soeur Therese, yellow, veined
- Two-Tone**
  - Condesa de Sastago, red-yellow
  - President Hoover, red-yellow
  - Talisman, yellow-red

- FLORIBUNDAS**
- Floradora, orange-red
  - Else Poulsen, vigorous pink
  - Summer Snow, border mass
- CLIMBERS**
- Red**
    - Blaze, Improved, abundant red
    - Cl. Etoile de Hollande, red
    - Cl. Red Radiance, rose-red
    - Paul's Scarlet, annual red
  - Pink**
    - Cl. Cecile Brunner, Sweetheart
    - Cl. Radiance, rose pink
  - White**
    - Cl. Summer Snow, cluster
  - Two-Tone**
    - Cl. Talisman, yellow-red
  - Yellow**
    - Cl. Mrs. Pierre S. duPont



# Quality Grade Rose Packs COMPANY

SALES



Clark Kidd

## Economy Rose

Suggested Retail \$ .69  
Order Case S-A

40 Special unbranded medium pack, assorted leading non-patented varieties, in good condition at distribution point.

Cost, Wholesale  
(full freight allowed)  
\$ .42 each, \$16.80 per case

(Not Illustrated)

## Pair In A Pack

Suggested Retail \$ .99  
Order Case B-2

25 Royal bundle 2 of a kind, assorted leading non-patented varieties in good condition at distribution point.

Cost, Wholesale  
(full freight allowed)  
\$ .65 each, \$16.25 per case



## Thrifty-Three

Suggested Retail 3 for \$1.49

Order Case T-W

20 "Thrifty-Three" mixed colors, standard varieties, sturdy red pack.

Cost, Wholesale  
(full freight allowed)  
\$ .95 each, \$19.00 per case



## NEWEST ARP ROSE SPEAKER SAM

Pat. 2053

RETAIL POSTPAID  
\$3.00 each, 3 for \$7.95

Huge breathtaking bloom, red-edged petals pale yellow inside, last exceptionally long on stout upright cane. Recommend and use this Arp, Texas, introduction named for the great House Speaker who served more than twice as long as any other in American history. A fine successor to the older reduced-price parent rose Peace.



## DISPLAY SALES AIDS FREE With Orders

1. Color variety label and plant description on each package.
2. Extra color illustrations, for poster, window or counter display included free when requested.
3. Ranch House, Royal Rose and Arp Pecan newspaper mat service for advertising layouts, headings and illustrations, available free.
4. All-America Rose Selections folder and gardening suggestions leaflet available free. Quantities at cost.
5. Point - of - purchase sheets (color poster 22"x14") mailed with package invoices.
6. All-America Set of 3 posters for attractive educational display, in large mailing tube.



## Royal Rose Collection

Suggested Retail  
Bundle of  
5 for \$2.49

Order Case C-5-A  
12 "Royal Collection, 5 mixed colors, standard varieties, oversize blue and gold bag of beauty.

Cost, Wholesale  
(full freight allowed)  
\$1.50 each,  
\$18.00 per case



## PROMOTIONAL ROSE

POLY-PACK

SUGGESTED RETAIL AT COST, or COMPLIMENTARY

The anniversary business gift item, celebrating seasonal garden department opening, new nursery:

50 Pruned to plant, transparent polyethylene double jacket—1 over root system, secure at crown; 1 overall, vented top, colorful, protected standard variety illustration.

\$ .35 each \$17.50 case

Freight: Allowed







# Offering Replacement Plan - - - Two Heavy Grade Rose Packs

## ARP NURSERY COMPANY

Suggested Retail \$1.69

Order Case L-A  
18 "Ranch House" green-silver foil Dean of Roses trademark, assorted leading non-patented varieties, replacement guaranteed should any fail to bloom the first spring when afforded normal rose garden care. Variety tags are requested—customers' reports not questioned—Recommend successful cultivation practices.

Cost, Wholesale  
(full freight allowed)  
\$.90 each, \$16.20 per case



L. B. Dean (Deceased)

### A Cure For Your Rose Replacement Blues?

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2—For patented roses, 10% to your order may be added for this insurance, with either bareroot or packaged stock.

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### Arp Fancy

Suggested Retail \$1.39

Order Case F-A  
24 Arp Rose red-silver foil, assorted leading non-patented varieties, Arp brand, replacement guaranteed should any fail to bloom the first spring when afforded normal rose garden care.

Cost, Wholesale  
(full freight allowed)  
\$.75 each, \$18.00 per case



### PRODUCTION



L. A. "Slick" Dean

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### Thrifty-Three

Suggested Retail 3 for \$1.49

Order Case T-W  
20 "Thrifty-three" mixed colors, standard varieties, sturdy red pack.

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Etoile de Hollande, red  
Mirandy, large dark  
Poinsettia, red  
Red Radiance, rose red
- Pink — Betty Uprichard, two shades  
Charlotte Armstrong, strong  
Katherine T. Marshall, large  
Picture, rose  
Radiance, rose pink  
Show Girl, light, pointed

### White

- Blanche Mallerin, snowy satin  
Caledonia, white  
Frau Karl Druschki, large  
(White American Beauty)  
Kaiserin Auguste Viktoria,  
prolific, cream

### Yellow

- Eclipse, golden, pointed  
Golden Charm, buttercup  
Peace, yellow-pink  
Sœur Therese, yellow, veined  
Condesa de Sastago, red-yellow  
President Hoover, red-yellow  
Talisman, yellow-red

### Two-Tone

### FLORIBUNDAS

- Floradora, orange-red  
Else Poulsen, vigorous pink  
Summer Snow, border mass

### CLIMBERS

- Red — Blaze, Improved, abundant red  
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