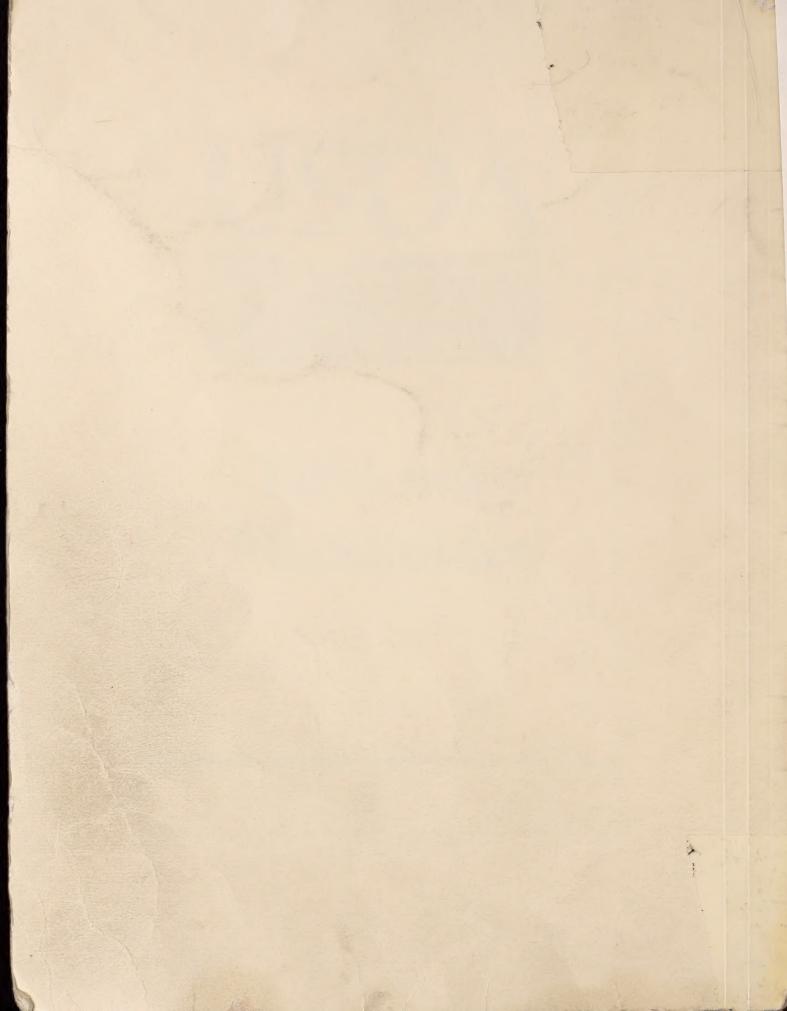
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Do not assume content reflects current scientific knowledge, policies, or practices.





62

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

5TH AT WALL ST.

National Aggicultural Library REMINED

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

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



PATENTED ROSE VARIETIES

FRIM	1964 ★					
a separament	of AgricultyeB	RID TEA AND GRANDIFLO)RA	Hybrid 7	Tea and Grandiflora (Continue	d)
11111	Red	- Alamo Christian Dior	\$2.50 3.00	Orange	– Hawaii	3.00
		Chrysler Imperial	2.50		Montezuma	2.75
别技工工		John S. Armstrong	3.50		Tropicana	3.50
1 () 1		Living	2.50	Lavender	- Simone	3.00
HIND HH		New Yorker	2.50		Sterling Silver	3.00
MAN H H		Nocturne	2.25			
HARMAN		Rubaiyat	2.23		EL ODIDUNDA	
17 11 11 11		Six Flags Over Texas	3.50		FLORIBUNDA	
29 11 11 11		Starfire Over Texas	2.50	Red	- Fire King, red flame	2.00
	Pink	- Duet	3.00		Red Pinocchio, dark red	1.75
	FIRK	First Love	2.50		Sarabande, red-orange	2.00
DWII		Helen Traubel	2.75		Spartan, red-orange	2.00
DE LA		PINK FROST	2.73		Texan, large red	2.00
		Pink Parfait	3.00		Voque, red-orange	2.00
		Pink Peace	2.75	Pink	- Fashion, coral pink	2.00
- CO.		Queen Elizabeth	2.73		Ma Perkins, lovely pastel	1.75
anch touse			3.50	White	- Saratoga '64 AARS	2.50
POSE		Royal Highness	2.75	Yellow	- Gold Cup, lemon	2.00
AND U.S.	White	Tiffany	3.00	1 6110 #	Goldilocks, light	1.75
1000	White	- Garden Party	2.75	Two-Tone	e - Circus, yellow-orange-red	2.50
PAX MOST	V 11	White Knight	2.75	Orange	- Golden Slippers, yellow-orang	
	Yellow	- Diamond Jubilee			- Lavender Pinocchio	2.00
No.		King's Ransom	3.50	Luvender	- Luvender i moccino	2.00
		LEMON CHIFFON (the				
1445		Yellow Rose of Texas	2.25	Pa	tented CLIMBERS Packaged	
	Two-Tone	e - Forty-Niner	2.75			
Control of the		Granada '64 AARS	3.50	Red	- Cl. Chrysler Imperial, large	
1		Invitation	2.50		dark	2.50
1		Kordes Perfecta	2.50	D. 1	Cl. Crimson Glory, large, dark	
		Mojave	2.75	Pink	- Cl. Queen Elizabeth, pastel	2.50
		My Fair Lady	3.00	Yellow	- Cl. Peace, vellow-pink	2.50
		SPEAKER SAM	3.00		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 Selling Price Shown CASE by Each Variety)

L-F

18 Bushes

"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

Discount 40% FREIGHT ALLOWED

Selected Patented Varieties, Ranch House Package

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

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.



Suggested Retail \$1.69

Order Case L-A "Ranch House" green-silver foil Dean Roses trademark, assorted leading nontented varieties, replacement quaraned should any fail to bloom the first ring when afforded normal rose garn care. Variety tags are requestedstomers' reports not questioned-Recnmend successful cultivation practices.

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



Red

Pink

FOUNDER Arp Fancy

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

economical simultaneous delivery of

same or equal variety or value.

3-Your own stock will be in rea-

safe sale period of 2 or 3 weeks,

or refrigeration provided for ex-

packaged stock.

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





Offering Replacement Plan - - - 7wo Hea

ARP NURSERY

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!"

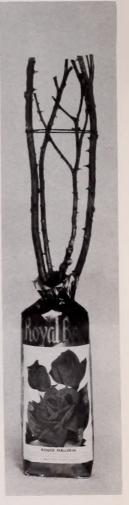
Red

Yellow

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

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



STANDARD (NOT PATENTED) ROSE VARIETIES

HYBRID TEAS

- American Beauty, old rose Crimson Glory, dark red Etoile de Hollande, red Mirandy, large dark

Poinsettia, red

Red Radiance, rose red - Betty Uprichard, two shades Charlotte Armstrong, strong Katherine T. Marshall, large Picture, rose

Radiance, rose pink Show Girl, light, pointed White

Yellow

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

prolific, cream

- 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

- 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

- Cl. Mrs. Pierre S. duPont

White - Cl. Summer Snow, cluster Two-Tone - Cl. Talisman, yellow-red

rvy Grade Rose Packs COMPANY



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





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

NEWEST ARP ROSE SPEAKER SAM

Pat. 2053

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



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
- 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



Royal Rose Collection

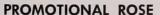
Suggested Retail **Bundle** of 5 for \$2.49

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

(full freight allowed) \$1.50 each,

Cost, Wholesale

\$18.00 per case



POLY-PACK

SUGGESTED RETAIL AT COST, or COMPLIMENTARY

The anniversary business gift item, celebrating seasonal garden department opening, new nurs-

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

\$.35 each \$17.50 case Freigh? Allowed



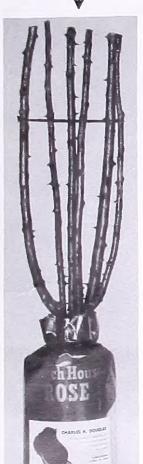




Suggested Retail \$1.69

Order Case L-A 18 "Ranch House" green-silver fail Dean of Roses trademark, assorted leading nonpatented varieties, replacement guaranteed should any fail to bloom the first spring when offorded normal rose garden care. Variety tags are requestedcustomers' reports not questioned-Rec ammend 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?

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.

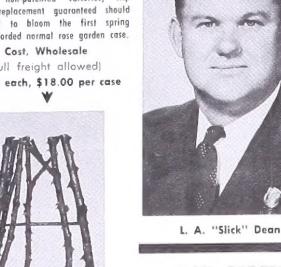
3-Your own stock will be in reasonable amount for the usually safe sale period of 2 or 3 weeks, or refrigeration provided for extended storage. Replacement offer is not a "guaranteed sale", but a service to better assure reasonable enjoyment of fine roses by more of your regular and valued

Arp Fancy

Suggested Retail \$1.39 Order Cose 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.

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



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. Salisfaction 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

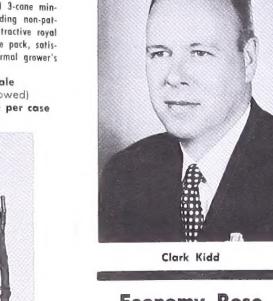
Offering Replacement Plan - - - Two Heavy Grade Rose Packs

ARP NURSERY COMPANY

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, satis faction on delivery the normal grower's

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



Economy Rose

Suggested Retail \$.69 Order Case S-A 40 Special unbranded medium pack, assort-

ed 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

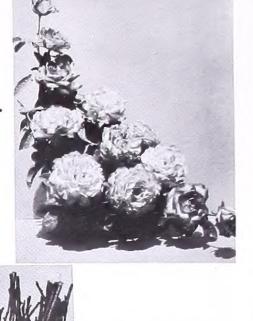
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- 3. Ranch House, Royal Rose and Arp Pecan newspaper mat service for advertising layouts, headings and
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- 6. All-America Set of 3 posters for attractive educational display, in large mailing tube:





DISPLAY SALES With Orders

NEWEST ARP ROSE

SPEAKER SAM

Pat. 2053

RETAIL POSTPAID

\$3.00 each, 3 for \$7.95

Huge breathtaking bloom, red-edged pet-

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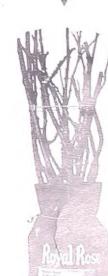
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Kaiserin Auguste Viktoria.

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

Floradora, orange-red

CLIMBERS

Cl. Radiance, rose pink

Two-Tone - Cl. Talisman, yellow-red - Cl. Mrs. Pierre S. duPont

FLORIBUNDAS

Else Poulsen, vigorous pink Summer Snow, border mass

- Blaze, Improved, abundant red Cl. Etoile de Hollande, red Cl. Red Radiance, rose-red Paul's Scarlet, annual red - Cl. Cecile Brunner, Sweetheart

- Cl. Summer Snow, cluster

PROMOTIONAL ROSE

Thrifty-Three

Suggested Retail 3 for \$1.49

Order Case T-W

20 "Thrifty-three" mixed colors, stand-

Cost, Wholesale

(full freight allowed)

\$.95 each, \$19.00 per case

ard varieties, sturdy red pack.

POLY-PACK

SUGGESTED RETAIL AT COST, or COMPLIMENTARY

The anniversary business gift item, celebrating seasonal garden department opening, new nurs-

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

\$.35 each \$17.50 case

Freigh: Allowed







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

5th at Wall St.

Phone Area Code 214 LY 2-2672 or 4-4731

P. O. Box 3338, Tyler, Texas (75705)



PECAN TREES—Freshly and Carefully Hand-Dug for Every Order

No Machine Surpluses Nor Operating Errors. Superior, Professional Trees

STOCKY, CLEAN, WELL ROOTED. PRICE EACH - F.O.B. ARP

Minimum Order Mult	iples of 5 of a Ki	nd, in Cases of	10 Trees.	LTL or TRUCK LOT
SIZE	Approx. Shipping Wt. per Case	EACH LOTS OF 10 to 40	EACH LOTS OF 50 UP	DELIVERY CHARGE PER TREE
18 to 24 inches	75 Lbs.	\$1.40	\$1.30	\$.15
2 to 3 feet	80 Lbs.	1.80	1.70	.15
3 to 4 feet	85 Lbs.	2.10	2.00	.22
4 to 5 feet	90 Lbs.	2.40	2.30	.22
Minimum Order Mul	tiples of 4 of a K	ind in Cases of	8 Trees.	
		LOTS OF 8 to 32	LOTS OF 40 UP	
5 to 6 feet	80 Lbs.	\$3.00	\$2.90	.30
6 to 7 feet	85 Lbs.	3.75	3.65	.35
7 to 8 feet	90 Lbs.	4.50	4.40	.40

TEXAS PECANS

Heavy, thin-shell seedling, nursery grown 3 and 4 years.

Size	10	50	Desi
18 to 2	4 inches \$0.90	\$0.80	חבסוו
3 to 4 f 4 to 5 f 5 to 6 f 6 to 7 f	eet 1.00 eet 1.25 eet 1.45 eet 1.70 eet 2.00 feet 2.35	.90 1.15 1.35 1.60 1.90 2.25	Excellent Shapely, Productive Shade Trees, Long- Lived and Prolific Bearer of Thin-Shelled Nuts, from Southern Illinois to the Gulf and from Texas Panhandle to the Atlantic.

FREE POSTERS - COLORFUL TAGS - DIRECTIONS - ADVERTISING NEWS MATS

PERSIMMON JAPANESE

Varieties: Eureka and Tanenashi.

				Price	Each	in	Lots of
	Size			10			50
2	to	3	feet	\$1.10			\$1.00
3	to	4	feet	1.40			1.30
4	to	5	feet	1.65			1.55
5	to	6	feet	2.00			1.90

LOADLOT DELIVERY TRANSPORTATION CHARGED SAME AS PECAN TREES.



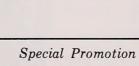
THOMAS BLACK WALNUT

Bears when very young, often the second or third year after planting. Nuts are of immense size and have delicious flavor. Thin shells and large kernels that come out easily because they are large and plump. Grown in almost every state. Very hardy and a fast grower.

PACKAGED

Price Each in Cases of 10

2 to 3 feet	1.40
3 to 4 feet	1.70
4 to 5 feet	2.00



The Arp B-2 Pecan Pack Two-In-One, colorful bundle of 2 Papershell Varieties of pecan trees, 3 to 4 feet size, 8 units (16 trees)

at \$3.50 each Each Case of 8 Packs

to the case.

\$28.00

AMERICAN BLACK WALNUT

Nursery-grown seedlings

Selected from good strain with large nuts and fine kernels. Trees are fast growing and good for shade as well as nuts.

PACKAGED

Price Each in Cases of 10

		Siz	re	
2	to	3	feet	.80
3	to	4	feet	1.00
A			foot	1 25



Schley Burkett Moore

Stuart

VARIETIES

rable