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HERE is that new specialty which every grocer dreams of getting—an item that sells itself, and that sells other merchandise. An item that furnishes a good margin of profit and an extraordinary turn-over—ferns!

Three hundred thousand ferns, handled by twelve chain-store organizations in 1919—seven million ferns, handled by the same twelve companies in 1928—there's the story of what ferns can do. Cagy buyers don't increase their orders twenty times over unless there's real profit in an item.

Right now is the time when you can start taking advantage of the universal feminine love of growing green things. They will want them for the inside of the house, during these last cold and blustery weeks of winter—then they'll want an additional number to set out for the window box or the garden plot when the spring rolls round.

What's more, women will want these fascinating bits of tropic greenery enough so that they come and get them—if their own grocers don't handle ferns, the man who does handle them gets the business—more business than ferns alone. You know what that will mean to you in the listless market times—a full-time business when others are suffering from slack trade.

The Message Inside Tells You a New Way to Extra Dollars
Florists Are Paid 75¢ To $1.50 For Ferns Like This, Potted

...Millions of Homes Want Them!

Florida Ferns
Give Clean, Quick Profits
and Big Repeat Business

Merchants have told us of shipments which sold themselves—clear themselves from the display counters in less than one day after they came in. The average turnover on sales is ten days.

Think of being able to realize on your investment and collect your profits from an item before the bill is due! That's what this ten-day average turnover in ferns allows you. Your bill isn't due till fifteen days after you get the ferns—and by that time you're ready to pay it in receipts from customers. That's what we call a quick profit. There are few items that keep their freshness and value, are not subject to markdowns, if handled with even reasonable care; could be held if necessary—and yet almost never have to be held. On the contrary, we have more than once sent second and third orders in answer to frantic telegrams from grocers who simply couldn't keep their fern stock large enough, before the bill for the first order was due.

And—repeat sales! You get your customers going and coming when you sell ferns. They come in for ferns to be potted in the winter; they come in for ferns to set out in the garden in the spring. You can figure on an average of two to three ferns to a sale—and the repeat sales run up to five or six per customer.

Patrons Come for Ferns
Remain to Buy Other Things

Few things give you such an edge over your competitors as having something which they've never thought to get in stock. And when the "something" is an attractive little gem of tropic vegetation—nothing appeals to every housewife's, advantage is worth considering.

Few people come to your store only to buy one article. You know that the third product, at a majority of cases is not to get people to buy once, but to get them in the first place. And these ferns help you—people come to buy ferns from you, the only man, probably, in the whole neighborhood who has these attractive little tropic gems to offer. And when they're once in your store, you sell a host of other lines for housewife's and flowers.

Send the Card for This Sample Shipment

You'll never know how fast ferns can pep up your sales. You'll never know how fast you can pay your bills if you try them! With the usual one to two dozen trees, you'll well be paid, and that's true of ferns. And when you sell ferns, you sell the rest. Your customers stick to your counter. Now, with this unusual sample plan, we are prepared to send you a carded, guaranteed sample shipment of ferns—enough to convince you—but you'll probably be writing or wiring two days after you get them, for another supply to keep the ferns falling. That's what we call clean profits rolling in.

These Ferns Guaranteed

In spite of the fact that these ferns must be swept up this business and in spite of the distances traveled, only a fraction of 1% fail to arrive in good shape. Most of these failures are due to the fact that they are not properly packed. The new wrapper we have perfected is the key to the success of this shipment. In the first place, it protects the ferns from the slightest chance of injury in transit. In the second place, it will keep your customers from getting the chance to try a few ferns for nothing. Your customers will come back for more, and as a result, you'll get repeat sales. And this is the time to get the ferns and their quick, easy profits to working for you.

This Card Requires No Postage. Simply Sign and Drop into Mail Box.

ORANGE COUNTY FERN GROWERS' ASSOCIATION ... APOPKA, FLORIDA
Dear Mr. Dealer:

When someone in your line of business finds a good line and makes a good deal of money on it, you want to know how—don’t you? If there’s an item that is a hot seller, you’re going to stock it, to get some of the trade which it attracts.

Inside this folder there’s an outline of how you can get your share of the million-odd dollars which some enterprising merchants are going to share, in the form of fern profits. There’s some information that you want to know about how these little tropical plants have been building merchants’ trade in other lines—and how they can build yours.

Women all over the country are quick to learn that they don’t have to pay florists’ prices for ferns. And they are quick to express their appreciation—in the form of trade to the grocer or druggist who brings them these attractive plants at the low prices which our direct dealing with you allows you to make.

We’ve enclosed a return card, to make it easier for you to get started. You don’t have to send a cent, and you don’t have to pay the expressman anything except the transportation charges. The bill is not due until fifteen days after you get the ferns. With the quick turnover which ferns give you, you’ll be paying the bill for the ferns with the money which your customers have already given you—and you’ll be enjoying your profits by the time, in all likelihood.

Now’s the time to get started in this profitable fern business. You’ll have a real clientele built up and ready for repeat business when the spring garden season comes around. Get busy today.

John Masek
Manager

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Some Full Size Photographic Samples Inside!
SHARE A MILLION DOLLARS In Fern Profits!

Seven Million Ferns in 1929 Brought $750,000 into the cash registers of 12 chain organizations alone! In the last ten years, ferns have increased twenty times over, on the counters of progressive merchants—and fern profits have increased accordingly. This year there'll be a million dollars in fern profits, divided up. Will you get your share?

A New Way To Build Trade

"DISCOVERED." A New Big Profit Item for Dealers
Orange County Fern Growers' Association
Apopka, Florida
Orange County Fern Growers' Association

Send at once shipment of 200 Assorted Ferns as checked:

A
- 75—3-in. Boston Ferns
- 75—4-in. Boston Ferns
- 20—3-in. Asparagus Ferns
- 20—4-in. Asparagus Ferns
- 5—3-in. Sprengerii Ferns
- 5—4-in. Sprengerii Ferns

at $14.50 (selling price $25.00)

B
- 150—3-in. Boston Ferns
- 35—3-in. Asparagus Ferns
- 15—3-in. Sprengerii Ferns

at $12.00 (selling price $20.00)

C
- 150—4-in. Boston Ferns
- 35—4-in. Asparagus Ferns
- 15—4-in. Sprengerii Ferns

at $17.00 (selling price $30.00)

Terms: Net 15 days, F.O.B. Apopka or Zellwood, Florida

Specification should arrive on

Specify Date

NOTE: 3-inch Ferns sell at 10c each
4-inch Ferns sell at 15c each

Interested Executive Sign Here