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GLADIOLUS LOS ANGELES

WHOLESALE BULLETIN No. 5

LOWER PRICES

Dear Friend:

We have made a number of reductions in prices this season. Many of our customers have written us that the old prices were not justified in view of the present conditions. We have therefore decided to give you a lower price on Los Angeles bulbs, and we also reduce the prices on all other varieties.

The Los Angeles has been a popular bulb for years, and we feel that it is entitled to a lower price. It is a good bulb, and we believe that it will sell well at the new price.

We have also reduced the prices on our other varieties, and we hope that this will make them more attractive to you.

If you have any questions or comments, please do not hesitate to write to us.

Cecil E. Houdyshel

DEPT. S. SAN DIMAS, CALIFORNIA

GLADIOLOUS Los Angeles

BROADCASTING

Happy New Year to all our friends and customers. May the New Year bring you health, happiness, and success. We wish you all the best in the New Year.

Cecil E. Houdyshel

DEPT. S.

SAN DIMAS, CALIFORNIA

PRICE GUARANTEE

Hereafter I expect to meet competition on prices. I do not believe any lower prices will be quoted on Los Angeles bulbs next year. However, if good true stock is sold at lower prices and in quantity to be of importance during this season I will meet the prices. Those customers who have paid a higher price will have an additional number of bulbs sent them to adjust. It is not at all likely that this will occur, but I will give this guarantee against price reductions to our early customers.

Some copies of these bulletins will be furnished to wholesalers and florists, and also to many other customers. You may read this when you compare your own bud list with that of others.

GLADIOLUS LA VERNE

Will be listed this year in my retail catalogue for 50 cents each or $5.00 per dozen. Wholesale price each 25 cents, per dozen $2.50, per 100 $20.

OTHER HOUDYSHEL ORIGINATIONs

are offered to growers at 25 per cent less than retail prices as given in 1928 catalogue. These retail prices will be furnished for early bulbs. Wholesale prices will have an additional number of bulbs sent them to adjust. It is not at all likely that this will occur, but I will give this guarantee against price reductions to our early customers.

If interested in a bushel, write.

CECIL E. HOUDYSHEL

DEPT. S.

SAN DIMAS, CALIFORNIA

Price of Los Angeles bulbs for 1928 will be 25c. each, $2.50 per dozen, $20. per 100. If you order for future delivery send check for full amount if convenient, but will hold for 30 per cent.

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CECIL E. HOUDYSHEL

DEPT. S.

SAN DIMAS, CALIFORNIA

EXCHANGES

We can use 100 to 1000 bulbs of nearly all varieties listed in my catalogue if priced at lower retail price. We will not buy any bulbs that are not heavily listed in the catalogue at the lower prices. We are particularly interested in Los Angeles bulbs. They are usually accepted for one-half of bulb purchased at 3 for $1.00.

THE COMING FLORISTS GLAD

In the Los Angeles, we can give you information to prove that if you ask for it, it can be proved in many markets anywhere.

Cecil E. Houdyshel

San Dimas, California