

## Local Firm Marks 50 Years In Holly Wreath Business

The 1954 Christmas season marks the 50th year that Wm. B. Truitt of Bridgeville has been in the holly wreath business.

In 1905 Mr. Truitt entered the wreath business as a sideline to his fruit and produce business. In November of that year Wm. B. Truitt and B. C. Truitt, a cousin of Millsboro, opened their business with an office located in Millsboro and this Millsboro office has been open ever since in holly season.

Another office in Laurel has been operating in holly wreaths for the last twenty years.

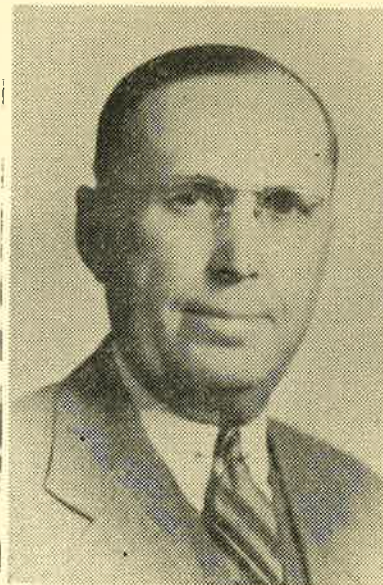
In 1927 Leroy B. Truitt entered his father's business which was one of the heaviest wreath shippers in the East, especially during the '20's and '30's.

Especially in those years, the firm had customers and connections to whom they shipped wreaths in 36 of the 48 states also quite a trade with a number of customers in Canada and two or three customers in the west coast of South America, these latter being shipped by rail to New York then by boat through the Panama Canal to their destination.

Since holly wreaths are to some extent a perishable commodity, naturally cool, crisp weather during the shipping season, is much to be desired and when such weather prevailed, the firm rarely ever had a complaint as to quality or condition of wreaths from any of their many customers.

However, it appears that about once in every four or five years, warm weather, with temperature considerably above normal prevailed, and no matter with all the care that can be exercised in packing and shipping nice green fresh wreaths, some of them dry out in transit to some extent and are not so attractive, and in those instances, the firm would get a few complaints but not many considering the volume of business they were handling.

The business has grown and declined in keeping with the times. In 1915 artificial berries replaced the natural berries which was a



William B. Truitt

decided improvement in appearance and durability.

Until World War II, large wood cases, holding 17 dozen each were used and then owing to wartime shortages cardboard cases, holding from 1 to 5 dozen wreaths were used and are still being used, being quite popular since they are easier to handle and much less freight.

Mr. Truitt's former partner, B. C. Truitt, died in 1921 and Wm. B. Truitt handled the deal alone for some six years until his son and present silent partner entered the business.

Mr. Truitt explained that for the last several years, because of the many varied substitutes for wreaths, which are painted and waxed and thus more durable the demand for the raw unpainted wreaths gradually declined from year to year. On the other hand since much of the labor that formerly made wreaths is now employed year round in the many large chicken processing plants scattered over this area, the volume of production of wreaths has correspondingly declined.

The half century of holly wreath production has given additional livelihood to many Sussex Countians.





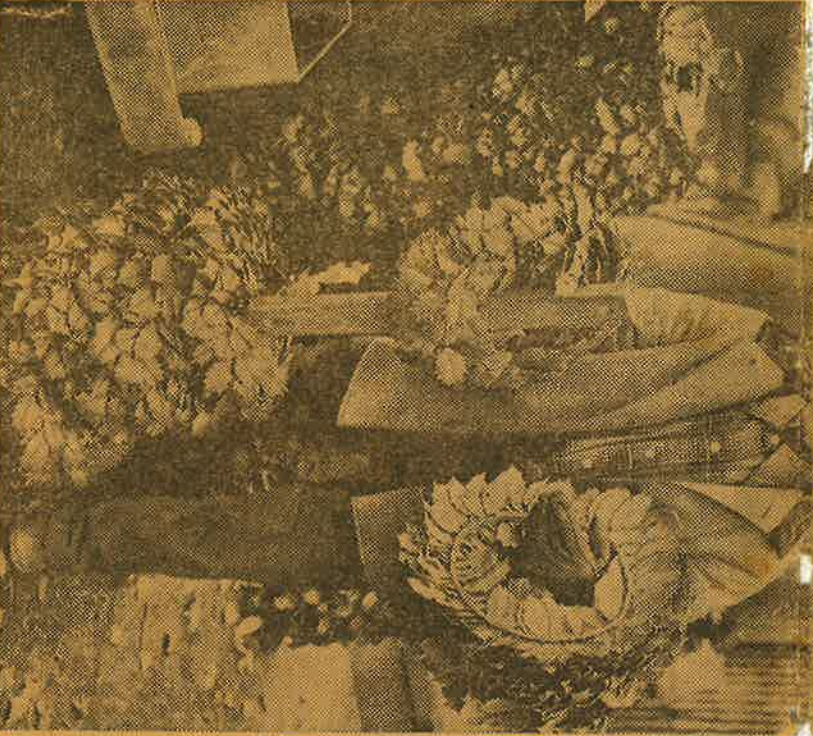
Is it the sharp little leaves that hold holly sprigs together in a wreath? No, as you see here, it's wire that does the trick. Skillfully twisted, when the wreath is completed, the wire is practically invisible.

AGRICULTURAL MUSEUM  
DOVER, DELAWARE

M. 81. 249. 3



Home-made wreaths are being sold to John A. Cordrey, Millsboro, Del., packer, by Mrs. William Hudson, of the same town. Like those of neighboring farmwives, her car is probably filled with 200 or 300 wreaths.



Noah Harmon, Nanticoke Indian from Oak Orchard exhibits wreaths made by a 95-year-old colored woman who once was a slave. "She does prettier wreaths than almost any others I've seen," says Harmon.



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AGRICULTURAL MUSEUM  
DOVER, DELAWARE

# *Perfection* **IN HOLLY**

For Your Christmas

*from*  
*Ambrose and Helen*  
*Brownell*







## What Finer Gift?

Can you imagine a more welcome remembrance for the holiday season than a Christmas gift box filled with richly berried sprays of true English Holly? You can enjoy the beauty of this lovely decoration in your own home and also delight friends and family by sending an appropriate gift box of Christmas Holly with your personal greeting enclosed.



## Dear Friends and Customers—

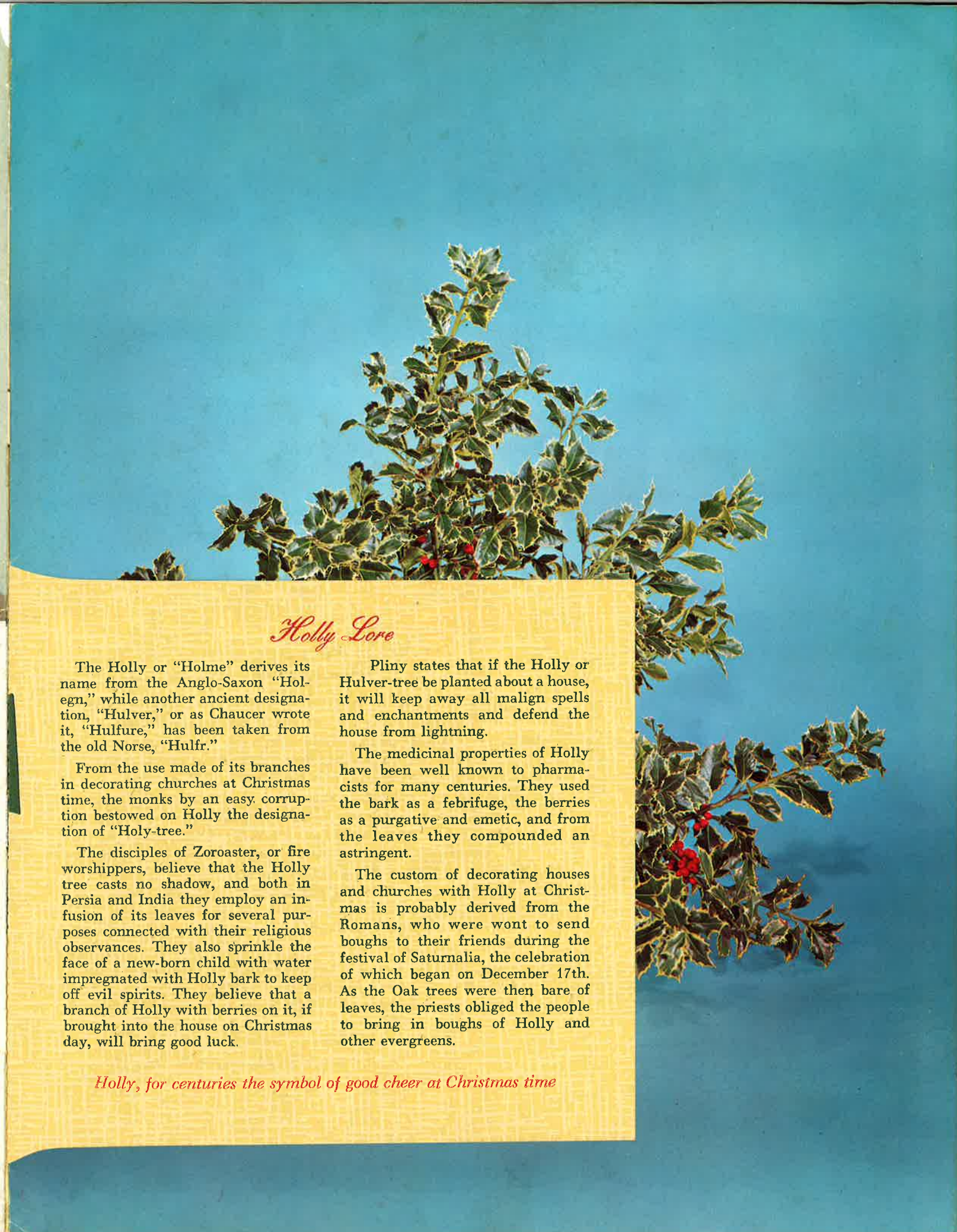
Now we know the dread meaning of a hurricane, and the awful havoc of a 116 mile per hour windstorm. Peaceful Oregon, famous for its gentle climate, became the target of a tropical typhoon on October 12, causing untold injuries, even loss of life, and inestimable damage to homes, buildings, forests, orchards, communications and power.

By a miracle the supple hollies bent with the blow, but like bamboo did not break. Even their bright red berries clung to their branches lashed by the destructive forces of the storm. Sturdy oaks snapped in mid-air, while tall firs were laid flat their upturned roots carrying great circles of sod. Nut orchards and fruit trees with their ripening crops were devastated. But not the Christmas Hollies. And where a holly hedge grew it absorbed the driving fury of the gale to protect the buildings nearby. For a wind and sound barrier there's nothing to compare with a row of hollies.

And so once again we are gratefully prepared to share our lovely berried holly with you and your friends. For one terrifying hour it seemed that all would be lost. Yet after the storm the stately hollies stood erect, their bright red berries proclaiming: "Cheer up, we'll be ready as usual to warm the hearts of your friends and customers come Christmas."

Sincerely,  
*Ambrose Brownell*

P.S. If you'll turn the pages the Brownell grandchildren send you their smiles and greetings. Barbara, back from Germany, is now a freshman at Reed, while Charles is president of his senior high school class. Gilbert makes his debut on stage in the Civic Theatre, and cute Marilyn has just lost her tonsils.



## Holly Lore

The Holly or "Holme" derives its name from the Anglo-Saxon "Holegn," while another ancient designation, "Hulver," or as Chaucer wrote it, "Hulfure," has been taken from the old Norse, "Hulfr."

From the use made of its branches in decorating churches at Christmas time, the monks by an easy corruption bestowed on Holly the designation of "Holy-tree."

The disciples of Zoroaster, or fire worshippers, believe that the Holly tree casts no shadow, and both in Persia and India they employ an infusion of its leaves for several purposes connected with their religious observances. They also sprinkle the face of a new-born child with water impregnated with Holly bark to keep off evil spirits. They believe that a branch of Holly with berries on it, if brought into the house on Christmas day, will bring good luck.

Pliny states that if the Holly or Hulver-tree be planted about a house, it will keep away all malign spells and enchantments and defend the house from lightning.

The medicinal properties of Holly have been well known to pharmacists for many centuries. They used the bark as a febrifuge, the berries as a purgative and emetic, and from the leaves they compounded an astringent.

The custom of decorating houses and churches with Holly at Christmas is probably derived from the Romans, who were wont to send boughs to their friends during the festival of Saturnalia, the celebration of which began on December 17th. As the Oak trees were then bare of leaves, the priests obliged the people to bring in boughs of Holly and other evergreens.

*Holly, for centuries the symbol of good cheer at Christmas time*





## What Finer Gift

Can you imagine a more welcome remembrance than a Christmas gift box filled with richly berryed Holly? You can enjoy the beauty of this lovely home and also delight friends and family by sending a box of Christmas Holly with your personal greeting.



GREETINGS FROM THE BROWNELLS  
OF OREGON where your Christmas holly grows

Our famed and colorful holly farms will be found nestling in the heart of Oregon's green and fertile Willamette Valley. Here in a climate of sunshine and rain, made to order for the Hollies, they attain maximum perfection in beauty. At our Concord farm home just 9 miles south of Portland we propagate and grow thousands of sturdy rooted baby hollies to share with our many friends and customers throughout America. From acres of mature and fruiting hollies, both green and variegated, we harvest the colorful berried branches to help make festive and gay the Christmas season. More and more of our friends and holly enthusiasts from both near and far are discovering a new world of interest in our extensive arboretum devoted exclusively to a display of hollies assembled from the world over. Western hospitality and a warm handclasp will welcome you, as you make a pilgrimage, as it were, to the Holly Kingdom of America. The latch string is always out for you and your friends.

Ambrose and Helen Brownell  
Box 5965, Milwaukie, Oregon

Germany, is now a freshman at Reed, while Charles is president of his senior high school class. Gilbert makes his debut on stage in the Civic Theatre, and cute Marilyn has just lost her tonsils.



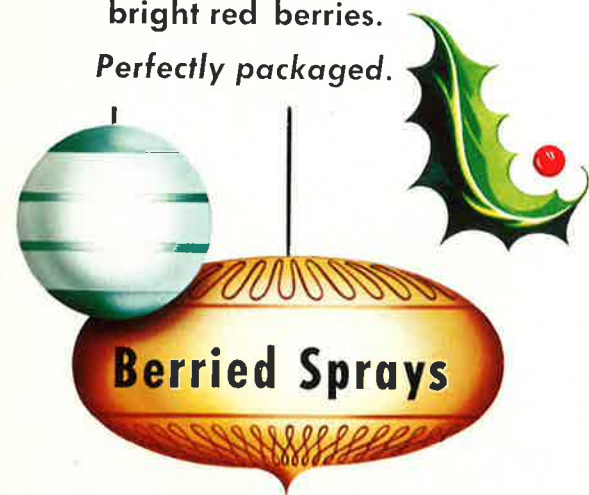




## Perfection in Holly—Symbol of Good Cheer

Choice berried sprays of  
Olde English Holly with  
glossy green leaves and  
bright red berries.

Perfectly packaged.



(TT) TINY TOTS. 10 of them; little berried holly tips. air only. . \$1.95

Item	Box Size	By Rail	By Air	Item	Box Size	By Rail	By Air
<b>No. 1—CHEERFUL</b>				<b>No. 5—CHATEAU</b>			
15" x 6" x 2 1/2" . . . . .		\$2.45	\$2.95	28" x 11" x 5" . . . . .		\$7.50	\$10.35
Especially for those who love thoughtful things in life.				Brimful with extra sprays for friends who call on Christmas Day.			
<b>No. 2—FRIENDSHIP</b>				<b>No. 7—ESTATE</b>			
20" x 8" x 3" . . . . .		3.95	4.95	30" x 14" x 5" . . . . .		10.00	14.00
A perfectly beautiful Christmas remembrance bearing glad tidings.				For larger homes and hosts of friends, and con- versational values galore.			
<b>No. 3—HOLIDAY</b>				<b>No. 10—SALON</b>			
24" x 9" x 3 1/2" . . . . .		4.95	6.60	36" x 14" x 6" . . . . .		13.50	19.35
Favorite for home deco- ration, a choice selection of long and short sprays.				Spectacular long berried branches ideal for church or hospital decoration.			
<b>No. 4—FESTIVAL</b>				<b>No. 15—YULETIDE</b>			
26" x 10" x 4" . . . . .		5.95	8.20	36" x 16" x 8" . . . . .		17.50	25.25
Generous, gay and lovely with plenty of colorful holly for all the family.				Perfect Yule decor for gay office party and arm- fuls of holly as take-home gifts.			
<b>No. 20—MERRY CHRISTMAS</b>							
				40" x 16" x 10" . . . . .		25.00	37.50

HAPPY HOLIDAYS FOR ALL



## Royalty in Holly

### SILVER VARIEGATED SPRAYS

Excitingly beautiful are the bountifully berried sprays of the  
exotic variegated holly with its waxy green leaves edged in  
silver. These attractive gift packages are prepared especially  
for those who seek the unusual in beautiful holly.

Item	Box Size	By Rail	By Air
<b>No. 1-V—PRINCESS—15" x 6" x 2 1/2"</b>		\$2.95	\$3.50
Introduction to new beauty.			
<b>No. 2-V—COUNTESS—20" x 8" x 3"</b>		4.45	5.55
For those who seek the unusual.			
<b>No. 3-V—DUCHESS—24" x 9" x 3 1/2"</b>		5.95	7.75
A double treat in rare holly.			
<b>No. 4-V—BARONESS—26" x 10" x 4"</b>		7.50	10.00
Supremely decorative.			
<b>No. 5-V—REGAL—28" x 11" x 5"</b>		10.00	12.95
The talk of the town.			

Above prices also apply on all special orders for mixed packs of both green and  
variegated holly; also for other exotic varieties; branches of golden leafed hollies,  
yellow and orange berried sprays, Chinese and Japanese hollies, etc., direct from  
our arboretum of "Hollies from all over the World."





## True English Holly Wreaths and Berried Sprays



### SPECIAL DOUBLE-TREAT PACKAGE

Each DECORATOR package, containing a gorgeous wreath of leafy, green holly studded with huge clusters of scarlet berries, is filled brimful with choice berried sprays . . . ideal for decorating your home or as a gift to a friend. These favorite combination packages are offered in five popular sizes.

Wreath number refers to inches of outside diameter.

(Please order by item number)

	By Rail	By Air
14-D DAINTY—Charming and so acceptable.....	\$ 4.95	\$ 6.50
16-D DECOR—Popular for apartment decor.....	5.95	8.25
20-D DELIGHT—Just the answer for so many.....	8.50	12.75
24-D DREAM—Where nothing less would do.....	13.50	21.00
30-D DIVINE—Matchless and truly patrician.....	20.00	31.00



## Beautifully Fashioned

### ROYAL SILVER

#### VARIEGATED HOLLY WREATHS

Fashioned with brightly illuminated leaves edged with broad bands of silver, each wreath is studded with natural berry clusters, crimson red in color. Wreath number refers to inches of outside diameter.

(Please order by item number) By Rail By Air

14-V GEM—Jewel of exquisite craftsmanship	\$ 5.55	\$ 7.30
16-V GAIETY—Exotic, exceptionally lovely	6.95	9.45
20-V GLAMOUR—Right out of this world	9.95	14.25
24-V GLORIOUS—Gorgeous for the home of distinction	15.00	22.50
30-V GRANDEUR—Gorgeous beyond words	22.50	33.50

Variegated wreaths are packaged with extra berried tips and branches with leaves of green to bring each box brimful of color and joy to you and your friends.





*for the  
happiest homes  
on earth  
at Christmas*



## **...*HOLLY PERFECTIONS***

*from the Brownells of Oregon*



Imagination in Arrangement: Sparkling red berried holly is mirrored by gleaming ruby balls, accented by shimmering silver spikes to create a festive holly day decoration.

## ***PARTYPAK***

***berried holly tips***



These cute little berried tips are proving more popular each season. They provide just the needed touch for dressing gift packages, are ideal for table favors, and are fine to have on hand for those welcome guests who sometimes call so unexpectedly.

Please order by name  
and number

By Rail    By Air

**No. 31—PARTYPAK**

15 to 20 tips ..... **\$2.95**    **\$3.95**

**No. 32—PARTYPAK**

25 to 40 tips ..... **4.45**    **6.25**

**No. 33—PARTYPAK**

50 to 75 tips ..... **5.95**    **8.25**

(TT) TINY TOTS. 10 of them; little berried holly  
tips. Air only ..... **\$1.95**







Brighten the Christmas Season Everywhere You Go

Corsage Sprays

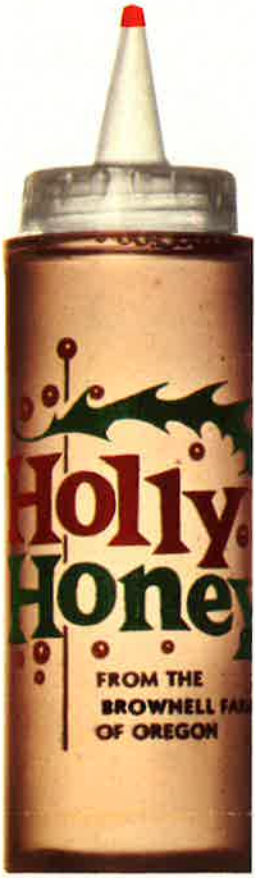
Ready to wear, with pin attached, these lovely little berried corsages make an appropriate and inexpensive gift . . . dinner favor, or a corsage for your coat lapel. Individually packed in cellophane, and kept tree fresh with stems plunged in an orchid tube filled with Flor-life solution.

No. 25  
ONE CORSAGE  
by Airpost only . . . . . \$1.50  
TWO CORSAGES  
to same address, both . . . . . 2.50  
SIX OR MORE CORSAGES  
to same address, each . . 1.00 1.10  
Please specify Variegated or Green



Dad's Corner

"SWEET TOOTH DEPARTMENT"  
The tastiest honey this side of heaven. Purest golden nectar garnered by the busy bees from the very hearts of the white-petaled Holly Flowers. Now you can eat your holly and have it, too. Packaged in light, unbreakable, and reusable plastic squeeze tube.  
No mess, no waste. It's fun to serve, and is perfectly delicious.  
REAL HOLLY BLOSSOM HONEY. Limited supply. Order early.  
Big 1/2-lb. tube delivered . . . . . \$1.50 \$2.00  
2 Honey Tubes to same address . . . 2.75 3.85  
Six or more to same address, ea. . . . . 1.25 1.90



Knitting Box with Holly Sprays

The very nicest of gifts for the girl who knits. This clear plastic tube is perfect for yarn which is drawn through an eyelet in the cute red cap dust proof cover. Tall enough for extra needles, too. When filled with red berried holly the Knitting Box becomes a colorful double surprise.

No. 27 Knitting Box & Berried Holly  
Rail \$3.95 By Air \$5.65

Potpourri

The all-in-one-box—a combination of Green Gold and Silver sprays, lots of red berry clusters—and nestling deep in the center of the box a lovely wreath 16" in diameter. Packed heaping full in a huge box, 20" x 20" x 5".  
No. 50 Potpourri  
Rail \$10.00 Air \$15.00  
Above Prices Include Special Delivery



Christmas Holly Order  
AMBROSE AND HELEN BROWNELL, MILWAUKIE, OREGON

Reference: First State Bank of Milwaukie, Oregon  
Please send your Christmas Holly (prepaid) to the persons listed below:  
HOLLY FOR ALASKA, HAWAII AND CANAL ZONE MUST BE FORWARDED BY AIR.

Quantity	Item No.	PRICE	Ship by		Please Type or Print to avoid errors in delivery. (Include zone number when available)
			Air	Rail	
					Send to
					Address
					Send to
					Address
					Send to
					Address
					Send to
					Address
					Send to
					Address

Your own personal greeting cards will be enclosed with each gift, provided they are received with your order. Otherwise we will furnish appropriate enclosure cards.

					Send to
					Address
					Send to
					Address
					Send to
					Address
					Send to
					Address

Total \$ \_\_\_\_\_ Check or money order enclosed \_\_\_\_\_  
Signed \_\_\_\_\_ (Mr., Mrs. or Miss)  
Street Address \_\_\_\_\_  
City (Zone) \_\_\_\_\_ State \_\_\_\_\_  
(Please print or type address)

LATE ORDERS— If my order is received too late to guarantee delivery by Christmas, please: ☐ Forward.  
☐ Forward by air and bill me for additional charge.  
If no preference is indicated we will undertake to fill your order as promptly as possible.

Holly ☆ For Centuries ☆ The Symbol of Good Cheer ☆ At Christmas

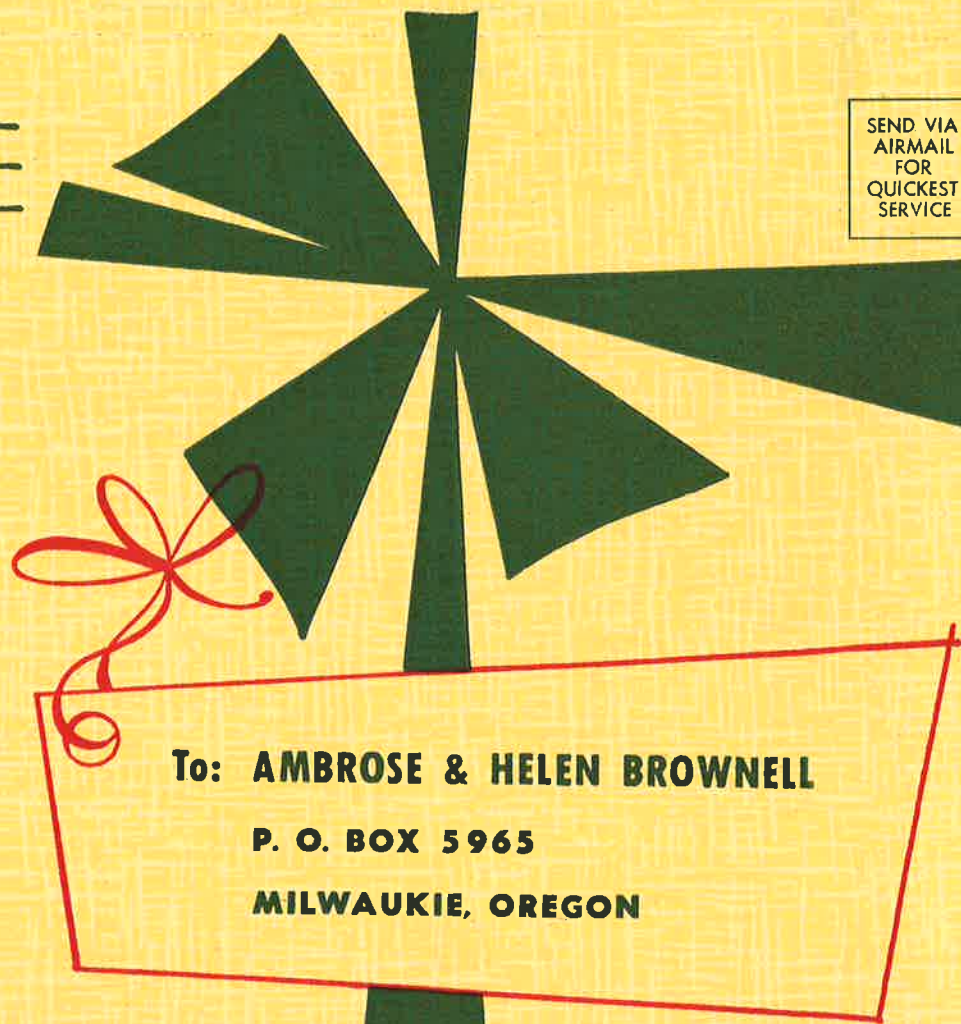




*Where your holly grows for Christmas*

from \_\_\_\_\_

SEND VIA  
AIRMAIL  
FOR  
QUICKEST  
SERVICE



**To: AMBROSE & HELEN BROWNELL**

**P. O. BOX 5965**

**MILWAUKIE, OREGON**

*All the Brownell Grandchildren  
Wish You a Merry Christmas*



Gary Gilbert Granville



Marcia Marilyn



Ann



AMBROSE AND HELEN



Victoria



Curtis



Roger



Charles



Barbara



Janice



**BROWNELL ARBORETUM OF THE HOLLIES OF THE WORLD**

Here at this unique and extensive arboretum will be found America's most complete collection of new and old world hollies. Hundreds of exotic ornamentals, both evergreen and deciduous, with leaves of green, gold and silver coloration and berries of scarlet, orange, yellow and even black, are presented in geographical arrangement for the pleasure and study of our many local and out-of-state visitors.

A beautiful 48-page booklet description of our hollies has been prepared for your pleasure and information. It is profusely illustrated, eight pages being in full color. A copy of this original treatise on the hollies is yours merely for the asking.

*Living  
Hollies  
you will enjoy  
a lifetime*



Silver Princess  
3 yr. size

When you plant a holly tree, you'll be planting a bit of your heart with it.

Here at the Brownell Farms are some 140 acres devoted exclusively to fine hollies and pure bred poultry. Over the years we have established what well may be the most extensive and complete collection of hollies in all America, if not in the world.

**OUR HOLLY ARBORETUM** is a ten-acre park of rolling lawns set out with some 25 separate holly species, several hybrids, and well

over 100 authentically named horticultural varieties, presenting an amazing array of Hollies from all over the world.

**OUR HOLLY NURSERY** is well-stocked with more than sixty thousand vigorous and strongly-rooted pot-grown hollies, many being in full berry. These, together with thousands of large field-grown specimens, we offer for shipment to all sections of the United States. Thus we share our treasured hollies with others everywhere.

Lovely three-year-old pot-grown holly tree ..... **\$ 7.50**  
Traditional English Green (winter hardy) varieties.  
(Berry bearing)

Matched pair (male and female) for assured berry production **15.00**

**BERRIED HOLLY TREES**, mature specimens especially selected for their beauty (Heights varying from 2-3 feet) @ **\$15, \$20 and \$25** each.

**MATCHING MALE HOLLY TREE** ..... **\$10.00**

Prices include packaging and transportation. Safe delivery guaranteed.

GIFT CERTIFICATES WILL BE FURNISHED FOR TREES ORDERED FOR SPRING DELIVERY





Hand harvesting mile long rows of America's finest named varieties of English Holly.



Specially designed crush proof cartons provide perfect protection for your Brownell Holly

*Ambrose and Helen Brownell*  
P. O. BOX 5965, MILWAUKIE, OREGON

**MEMBERSHIPS:**

HOLLY SOCIETY OF AMERICA  
AMERICAN FORESTRY ASSOCIATION  
SOCIETY OF AMERICAN FLORISTS  
AMERICAN NURSERY ASSOCIATION  
AMERICAN HORTICULTURAL SOCIETY

Official Certification by  
The Garden Club of America

**REFERENCES:**

FIRST STATE BANK OF MILWAUKIE  
OREGON STATE UNIVERSITY



"Brownell Special" produces big red berries profusely.





*The New Holly Creation*

## SWAG-TREES

Fresh holly sprigs, and clusters of red, red berries, fashioned in the shape of a lovely little Christmas tree! Approx. 20" high. Back is flat. Can be hung on door or wall. Indoors, on table or mantel, you can stand in decorative shallow pan or tray, with at least 1½" of water. This, absorbed into the magic moss-wick in frame, keeps sprigs moist, makes tree last longer. "Wired" for hanging.

**BOX SG—SWAG-TREE, GREEN, BERRIED**

**OREGON FARM PRICE . . . \$6.95**

Add for parcel post  
special delivery handling, **TOTAL DELIVERED PRICE \$8<sup>95</sup>**  
in 48 states, \$2.00.

**BOX SV—SWAG-TREE, VARIEGATED, BERRIED**

**OREGON FARM PRICE . . . \$7.95**

Add for parcel post  
special delivery handling, **TOTAL DELIVERED PRICE \$9<sup>95</sup>**  
in 48 states, \$2.00.



## GLORIOUS WREATHS

Full fashioned, from green or variegated (cream and green) sprays with bright red berry clusters. Hormone treated for long life. "Wired" for hanging.

**BOX WG—WREATH, GREEN, BERRIED**

**OREGON FARM PRICE . . . \$6.95**

Add for parcel post  
special delivery handling, **TOTAL DELIVERED PRICE \$8<sup>95</sup>**  
in 48 states, \$2.00.

**BOX WV—WREATH, VARIEGATED, BERRIED**

**OREGON FARM PRICE . . . \$7.95**

Add for parcel post  
special delivery handling, **TOTAL DELIVERED PRICE \$9<sup>95</sup>**  
in 48 states, \$2.00.

Your own greeting cards may be attached to this order, and will be enclosed with your gifts if the cards are not larger than 4½" x 3". Otherwise the Farmer will furnish a bright Christmas-y card and will write your name on it. If you wish a special greeting write it on the bottom of this order.

*For airmail special delivery of Swag-Trees and Wreaths add \$4.00 to farm price for each shipment*

**All shipments to Alaska, Hawaii and Puerto Rico must go by air**

- ☐ **Box A—Holly Sprays**  
(See other side)
- ☐ **Box B—Holly Sprays**  
(See other side)
- ☐ **Box C—3-Tree Family**  
(See other side)
- ☐ **Box D—A Single Tree**  
(See other side)
- ☐ **Box SG—Swag-Tree**  
(Green)
- ☐ **Box SV—Swag-Tree**  
(Variegated)
- ☐ **Box WG—Wreath**  
(Green)
- ☐ **Box WV—Wreath**  
(Variegated)

If there are more names, attach the list with addresses. Christmas delivery assured if orders received not later than the 2nd full week in December.

Greeting card should read:

**TO:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

**FROM:**

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

over



L. 81. 249.7 LIBRARY OF DELAWARE  
AGRICULTURAL MUSEUM  
DOVER, DELAWARE

For your Christmas gifts let us send

# TRUE ENGLISH HOLLY

**Red-berried sprays or little growing trees**

Rushed direct from our Oregon Holly Farmer to arrive anywhere in the U.S.A. just before Christmas... guaranteed fresh and beautiful.



*Send us  
your names  
...we do  
the rest*

Include yourself, too  
Gift cards supplied

## THE POPULAR BOX A

(Shown above) Our most popular size. Approximately 20" x 7" x 4 1/2". Contains both green and variegated holly with red berries.

Shipped in a colorful protective sleeve.

Oregon Farm Price **\$3.55**

Add for parcels post special delivery-handling anywhere in the 48 states, \$1.35. **TOTAL DELIVERED PRICE \$4.90**

For airmail special delivery add \$2.00 to the farm price.

## THE LARGER BOX B

Not illustrated. Contains almost three times as many sprays as Box A. Is approximately 27 1/2" x 11 1/2" x 5 1/2".

Extra generous quantity of red-berried green and variegated.

Oregon Farm Price **\$5.55**

Add for parcels post special delivery-handling anywhere in the 48 states, \$1.85. **TOTAL DELIVERED PRICE \$7.40**

For airmail special delivery add \$4.05 to the farm price.

All shipments to Alaska, Hawaii and Puerto Rico must go by air.

*Sprays are  
fresh cut daily*

...then hormone treated before shipping—to last through the Holiday Season. Little trees (always green) will grow wherever roses grow. Use indoors now on mantel or table. Set outside later.

Box C  
a "family"  
of three



Box D  
a single  
tree



## BOX C, 3-TREE "FAMILY"

The family is composed of green and variegated "ladies" and a green "knight" (necessary for berries). All little trees are strongly rooted and 12 to 14 inches high.

Oregon Farm Price **\$10.00**

Add for parcels post-handling anywhere in the 48 states, \$1.80. **TOTAL DELIVERED PRICE \$11.80**

For airmail add \$6 to farm price.

## BOX D, A SINGLE TREE

This is a green "lady", 12 to 14 inches high. Full directions with every shipment whether a "family" or single. Hollies grow wherever roses grow.

Oregon Farm Price **\$4.00**

Add for parcels post-handling anywhere in the 48 states, 90c. **TOTAL DELIVERED PRICE \$4.90**

For airmail add \$4 to farm price.

Orders taken only through the second week in December... to assure delivery by Christmas.



LIBRARY OF DELAWARE  
AGRICULTURAL MUSEUM  
DOVER, DELAWARE

# Holly for a Jolly Christmas



**HOLLY WREATH.** Carefully made of selected fresh cut holly. Adds holiday cheer and warmth wherever used. Additional decorative sprays of holly are included with each wreath. Shipped Postpaid, Special Handling.

Gift #516—16" wreath—\$6.50 Postpaid

Gift #520—20" wreath—\$8.25 Postpaid

**Figis** INC. MARSHFIELD, WISCONSIN



Choice Oregon grown English Holly adds the festive touch in traditional Yuletide decorating. Big bunches of rich, red berries adorn every spray and wreath. Ideal for your own Christmas decorating, or for that "extra thoughtful gift."



**HOLLY SPRAYS.** Fresh cut selected sprays of rich, deep green holly adorned with bright red berries . . . can be used for table centerpiece, mantel decoration, or holly bouquets. Shipped in a foil lined carton to assure perfect arrival.

Shipped Postpaid, Special Handling.

Gift #500—2 lb. box—\$3.65 Postpaid





## Red-Berried Holly Sprays in Gift Boxes

Traditional decoration of good cheer. Guaranteed to arrive fresh and beautiful anywhere in the U.S.A. by fast Special Delivery. Fresh cut daily (for that day's shipments). Each box contains *both* deep green and cream-variegated holly, with brilliant red berries.

### The Popular Box A

Shown above. Our most popular size. Approximately 20" x 7" x 4 1/2". Shipped in a protective sleeve. Postpaid Special Delivery to 48 states. For airmail Special Delivery add 65 cents.

**\$4.90**

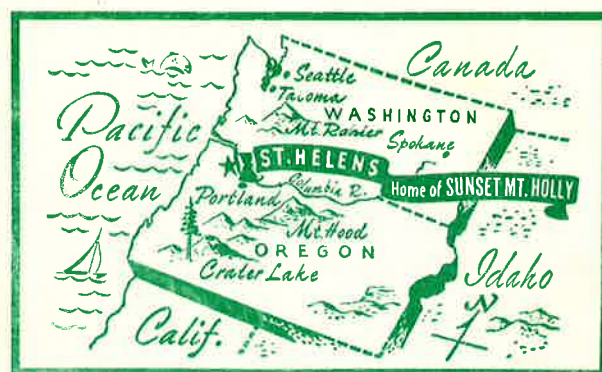
### The Large Box B

Not illustrated. Contains almost three times as many sprays as Box A. Is approximately 27 1/2" x 11 1/2" x 5 1/2". Postpaid Special Delivery to 48 states. For airmail Special Delivery add \$2.20.

**\$7.40**

(All shipments to Alaska, Hawaii and Puerto Rico must go by air)

Visit Sunset Mountain on your next trip to the beautiful scenic Pacific Northwest



In the Pacific Northwest is English Hollyland U.S.A. for here English Holly grows more beautiful, even, than in England where it was first developed, and where its traditional association with Christmas was created in song and verse. Thirty miles from Portland is St. Helens and 4 miles west of that is Sunset Mountain Farm, in the rolling foothills of the Coast Range. Come and visit us when you're in the area.

References: U.S. National Bank, Bank of St. Helens, St. Helens Chamber of Commerce, all of St. Helens, Oregon. Member: Oregon Holly Growers Association.

*Carl Brandenfels, proprietor of Sunset Mountain Holly and Filbert Farm, sort of blamed his mischievous grandchildren when he couldn't find all his Santa Claus suit. So he had to settle for the cap alone when he posed for a picture to illustrate this page—"Let me be your Santa Claus." And we hope you get the idea!*



## Let ME be your SANTA CLAUS from English Hollyland, U.S.A.

"A Bouquet or a Carload"

Out in the Pacific Northwest where English Holly grows best in the United States, weather has made this a "vintage year." Berries are almost "fluorescently" crimson; leaves are glossier. And between the Pacific Ocean and the Columbia River the Sunset Mountain Hollies are in their beautiful prime.

Each large tree in my orchard has select branches that are Nature's work of art. These red-berried sprigs and sprays are selectively and carefully cut, then hormone-treated to preserve them for the entire Christmas season.

Sunset Mountain Holly is a wonderful and traditional bearer of good cheer at Yuletide. Just send me your list and I'll ship out the boxes of red-berried sprays you select — or little growing trees or swag trees or wreaths. Let ME be your Santa Claus!

*Carl Brandenfels*

Glorious  
**English Holly**  
from Hollyland, U.S.A.  
to quicken hearts  
at Christmas time



**SUNSET MOUNTAIN HOLLY & FILBERT FARM**

CARL BRANDENFELS, *Proprietor*  
ST. HELENS, OREGON



W. 81-249, 10

LIBRARY OF DELAWARE  
AGRICULTURAL MUSEUM  
DOVER, DELAWARE



Illustrated: variegated Swag-Tree. Also made with green holly.

## The New Sunset Holly Creation SWAG TREES

Holly sprays fashioned in the shape of a Christmas tree! Made from choice sprigs and sprays with red berry clusters inserted as shown in the color photograph above. Crafted from two colors of holly—all green or green-and-cream variegated (latter is illustrated). Each Swag-Tree is 18 to 20 inches high. The back is flat, to stand on a mantel or hang on door or wall and for the latter use there's a wire at the top.

**Box SG**—Green and berried Swag-Tree. Postpaid Special Delivery to 48 states.

**\$895**

**Box SV**—Variegated, berried Swag-Tree Postpaid Special Delivery to 48 states.

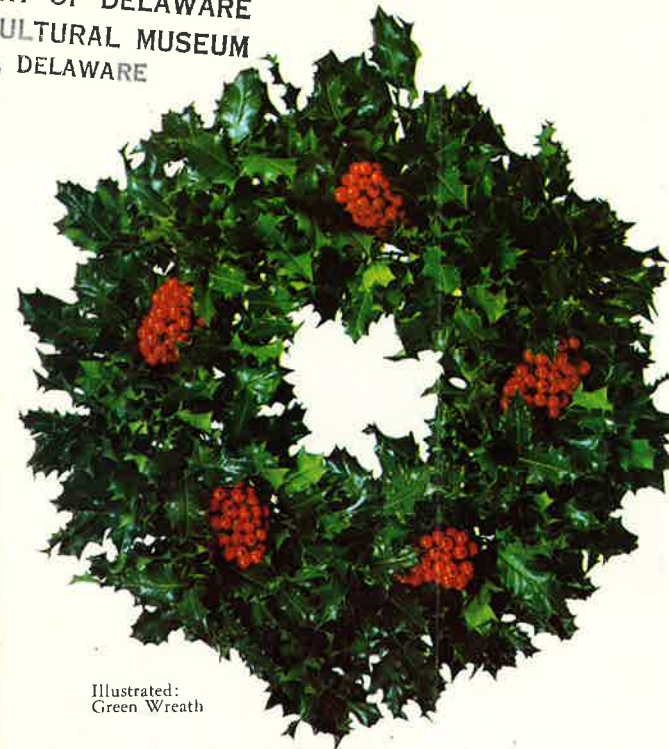
**\$995**

For Airmail Special Delivery add \$4 to above  
(All shipments to Alaska, Hawaii and Puerto Rico must go by air)

FOR MANTEL (OR TABLE)  
DECORATION



FOR A FESTIVE DOOR



Illustrated:  
Green Wreath

## GLORIOUS WREATHS

Full fashioned, from green or variegated sprays with bright red berry clusters. Approximately 18 to 20 inches outside diameter. All sprays, whether in decorative pieces, or in boxes, are hormone-treated for long life.

**Box WG**—Green and berried Wreath Postpaid Special Delivery to 48 states.

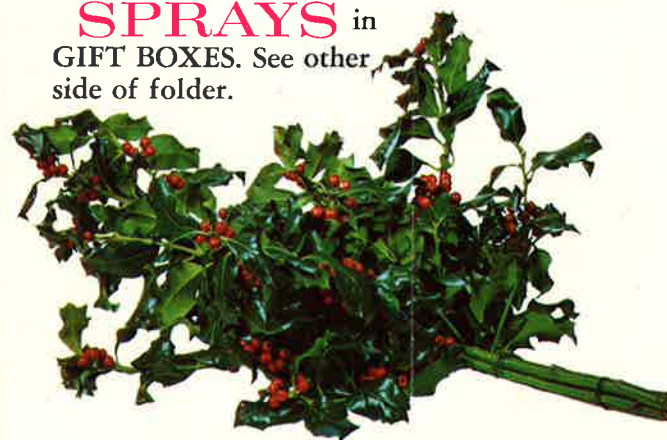
**\$895**

**Box WV**—Variegated berried Wreath Postpaid Special Delivery to 48 states.

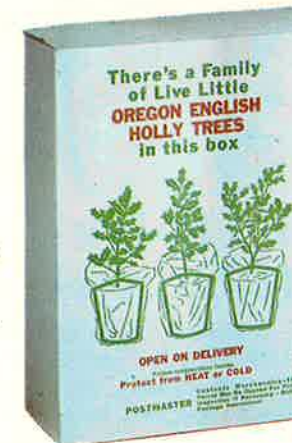
**\$995**

For Airmail Special Delivery add \$4 to above  
(All shipments to Alaska, Hawaii and Puerto Rico must go by air)

...and of course, red berried  
**SPRAYS** in  
GIFT BOXES. See other  
side of folder.



Little trees are shipped in specially designed gift cartons. Go safely anywhere.



Little trees from Sunset Mountain are normal 3-year-old size, 12 to 14 inches high, strongly rooted.

## LIVE LITTLE TREES

The unusual GROWING GIFTS and the most beautiful trees in the world. Always green. Use on mantel or table, as a houseplant now, then transplant later. Will grow wherever roses grow.

**Box C—3-Tree Family**  
Composed of green and variegated "ladies," and a green "knight" (necessary for "ladies" to have berries).

Postpaid to 48 states  
For airmail add \$4.20

**\$1180**

**Box D—A Single Tree**  
This is a green "lady" 12 to 14 inches high. Full directions with every shipment... whether a "family" or single.

Postpaid to 48 states  
For airmail add \$3.10

**\$490**

(All shipments to Alaska, Hawaii and Puerto Rico must go by air)



Carl Brandenfels, Sunset Mountain Holly Farmer, stands in a "starter" orchard. All Sunset Holly trees are grown outside after only a few months in nursery beds.

## Trees in other sizes, too

In nursery pots and in the orchard there are more than 50,000 English Holly trees at Sunset Mountain Farm. While the height described above is best adapted to regular Christmas giving and shipping, if you (or your landscape architect) have other requirements for outdoor settings, we have the size for you, green or variegated. Larger sizes are balled and bagged. Write about these special sizes, and quantities you need.





HOME-MADE CHRISTMAS WREATHS—H. H. Holliger, Bridgeville holly huckster (left), fills a shipping carton with fresh home-made wreaths at the Bridgeville sale. Leroy Truitt operates the Sussex auction which last year shipped over 25,000 of the Christmas garlands to markets throughout the East and Midwest. Man at right is not identified.

## It Was the Berries

# Sussex Wreath Seller's Holly-Days Over Again

By JIM HAZEL  
Dover Correspondent  
News-Journal Papers

DOVER — The Christmas holly-days are here again, and for Leroy Truitt, it's all business.

One of the last of a long line of Sussex holly hucksters Truitt will close out the 1960 season today, topping off 33 years in plying his prickly art of spreading Christmas cheer.

When the last wreath has been safely seen in its shipping carton, and sent off to market in any of nine states throughout the East and Midwest, it will join over 25,000 other hand-made wreaths shipped by Truitt this year.

THE SUSSEX County holly season begins each year just after Thanksgiving when rural families strip the crisp pointed leaves from the wild trees, and collect sapling "switches" for the hoops on which the wreaths are fashioned.

The natural berries are discarded, replaced by shiny red manufactured "beads," that won't tarnish.

After the holly and berries are wired together, the wreaths are taken to the Bridgeville auction, where dealers from major eastern cities bid for them, as do local distributors like Truitt.

In addition to the holly wreath, a "fancy" cedar and pine holiday garland is also hand-made by many Sussex families.

The old days in the holly business really were the berries, Truitt said. In 1956, the

industry rolled into a federal and even parts of South America government minimum wage and hour requirement that demanded so much red-tape to operate, the business all but withered, he lamented.

The federal fuss plus the upsurge in artificial decorations has shrunk Sussex County's once bustling part-time business to a shadow of its former self. Wreath making families once hand hewed Christmas holly for markets all over the United States, in Canada,

Disheartened, but not defeated, Truitt and a hand full of other Sussex dealers are keeping the half-century Sussex art alive, and look forward to another holly-day season in 1961.



L. 81. 249. 6

LIBRARY OF DELAWARE  
AGRICULTURAL MUSEUM  
DOVER, DELAWARE



Let us send

## RED-BERRIED HOLLY SPRAYS

Traditional decoration of good cheer. Shipped direct from our Oregon Holly Farmer and guaranteed to arrive fresh and beautiful anywhere in the U.S.A. Sprays are fresh cut daily (for that day's orders), then hormone treated to last through the holiday season. Everybody appreciates holly!

### THE POPULAR BOX A

(Shown above.) Our most popular size. Approximately 20" x 7" x 4½". Contains both green and variegated holly with red berries. Shipped in a colorful protective sleeve.

Oregon Farm Price **\$3.55**

Add for parcels post special delivery-handling anywhere in the 48 states, \$1.35. **Total delivered price, \$4.90**

For airmail special delivery add \$2 to farm price.

### THE LARGER BOX B

Not illustrated. Contains almost three times as many sprays as Box A. Is approximately 27½" x 11½" x 5½". Extra generous supply of red-berried green and variegated.

Oregon Farm Price **\$5.55**

Add for parcels post special delivery-handling anywhere in the 48 states, \$1.85. **Total delivered price, \$7.40**

For airmail special delivery add \$4.05 to farm price.

All shipments to Alaska, Hawaii and Puerto Rico must go by air.

- ☐ Box A—Holly Sprays  
☐ Box B—Holly Sprays

If there are more names, attach the list with addresses. Your own greeting cards may also be attached, and will be enclosed with your gifts, if the cards are not larger than 4½" x 3".

Greeting card should read:

\_\_\_\_\_  
\_\_\_\_\_

TO:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

From:

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

over



### Box C ➡

A "Family"  
of 3



### Box D ➡

A Single  
Tree

*all tree  
shipments are  
made in spe-  
cially designed  
cartons.*



*The unusual gift*

## LITTLE GROWING HOLLY TREES

The most beautiful trees in the world—true English holly. Always green. Heavily rooted and easily planted. Use indoors now as houseplants on mantel or table, then set outside later. Will grow wherever roses grow. So unique and different in the yard!

### BOX C, 3-TREE "FAMILY"

The family is composed of green and variegated "ladies" and a green "knight" (necessary for "ladies" to have berries). All little trees are strongly rooted, 12 - 14 inches high.

Oregon Farm Price **\$10<sup>00</sup>**

Add for parcels post-handling anywhere in the 48 states, \$1.80. **Total delivered price, \$11<sup>80</sup>**

For airmail add \$6 to farm price.

### BOX D, A SINGLE TREE

This is a green "lady", 12 to 14 inches high. Full directions with every shipment whether a "family" or single. Hollies grow wherever roses will grow.

Oregon Farm Price **\$4<sup>00</sup>**

Add for parcels post-handling anywhere in the 48 states, 90¢. **Total delivered price, \$4<sup>90</sup>**

For airmail add \$4 to farm price.

All shipments to Alaska, Hawaii and Puerto Rico must go by air.

☐ Box C—3-Tree Family

☐ Box D—A Single Tree

If there are more names, attach the list with addresses. Your own greeting cards may also be attached, and will be enclosed with your gifts, if the cards are not larger than 4½" x 3".

Greeting card should read:

\_\_\_\_\_  
\_\_\_\_\_

TO:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

From:

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

over



FROM THE LAND OF HOLLY

Cartons in Shipment \_\_\_\_\_

Name \_\_\_\_\_

Street \_\_\_\_\_

Town \_\_\_\_\_

State \_\_\_\_\_

FROM

**Jones The Holly Wreath Man**

**SHIPPERS OF QUALITY EVERGREENS  
WREATHS and ROPING**

**MILTON, DELAWARE**

Via { Express  
Freight



U. S. 249, 3  
LIBRARY OF DELAWARE  
AGRICULTURAL MUSEUM  
DOVER, DELAWARE



## SUNSET MOUNTAIN HOLLY AND FILBERT FARM

CARL BRANDENFELS, PROPRIETOR  
ST. HELENS, OREGON

MRS JOSEPH S C MACH  
CANNON STREET  
SEAFORD DEL

18

Ever notice the happiest pictures of Christmas time invariably include red berried sprays of holly, or holly wreaths? They do -- and there's a reason.

Holly, for hundreds of years has been a traditional symbol of Yuletide. Glistening leaves and crimson berries, cut fresh from my orchards, are more beautiful than any picture can show. You have to see Sunset Mountain Holly to believe anything can be so cheerful and exciting. And once again there's reason.

The small "rain-forest" area out here in Oregon surrounds my farm and makes this one of the few places in the world where Mother Nature can be coaxed to grow holly in commercial quantities. And so we have gorgeous boxes to supply you and your friends all over the nation.

Take a look at the colored folder sent you with this letter and imagine a sensational Swag-Tree on your door, bedecked with fluorescent red berry clusters; or a full fashioned 20 inch wreath. Or inside, bouquets of holly in your favorite vases--or still further, in years to come the envied rarity of English Holly Trees growing in your own yard, green all the year 'round and with brilliant berries each winter.

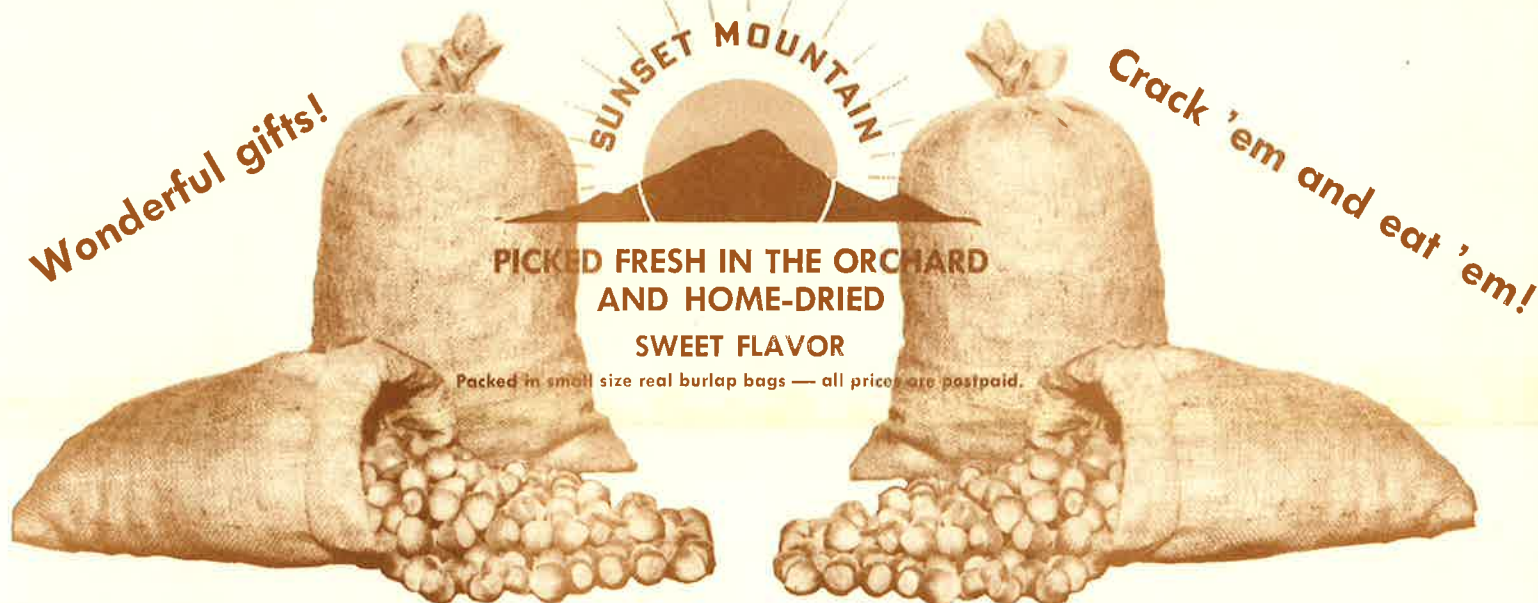
These are the kind of gifts your friends will appreciate, loving you for your thoughtfulness. On one of the sheets with this letter I share with you what so many of my customers' friends and recipients of holly wrote me about the enjoyment and thrill of Sunset Mountain Holly.



6. 81. 249.

LIBRARY OF DELAWARE  
AGRICULTURAL MUSEUM  
DOVER, DELAWARE

# New crop of Sunset Mountain FILBERT NUTS NOW READY!



PICKED FRESH IN THE ORCHARD  
AND HOME-DRIED

SWEET FLAVOR

Packed in small size real burlap bags — all prices are postpaid.

Perfect for the holidays, in nut bowls, or stockings, or Christmas candy-and-nut bags. Easily cracked, and you get the whole meats out!

Use in any recipe that calls for nuts. Filberts resemble their distant cousin, the wild hazelnut, but they're so much bigger and better!

**BAG No. 1** Approximately 4 pounds of nuts,  
postpaid anywhere in the U. S.

**\$2.95**

**BAG No. 2** Approximately 9 pounds of nuts,  
postpaid anywhere in the U. S.

**\$5.95**

Grown in the United States only here in the Pacific Northwest

**USE THIS ORDER FORM FOR YOUR GIFTS—AND FOR YOURSELF**

No. 1 ☐ Send to \_\_\_\_\_  
Address \_\_\_\_\_  
No. 2 ☐ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

No. 1 ☐ Send to \_\_\_\_\_  
Address \_\_\_\_\_  
No. 2 ☐ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

No. 1 ☐ Send to \_\_\_\_\_  
Address \_\_\_\_\_  
No. 2 ☐ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

No. 1 ☐ Send to \_\_\_\_\_  
Address \_\_\_\_\_  
No. 2 ☐ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

No. 1 ☐ Send to \_\_\_\_\_  
Address \_\_\_\_\_  
No. 2 ☐ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

No. 1 ☐ Send to \_\_\_\_\_  
Address \_\_\_\_\_  
No. 2 ☐ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**SUNSET MOUNTAIN  
HOLLY and FILBERT FARM**

Carl Brandenfels, Proprietor  
ST. HELENS, OREGON

AMOUNT OF CHECK  
OR MONEY ORDER

Your name and address here:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

IF YOU HAVE MORE NAMES, ATTACH A SEPARATE SHEET



W. 81. 249. 1

LIBRARY OF DELAWARE

AGRICULTURAL MUSEUM

DOVER, DELAWARE

# ORDER BLANK FOR SUNSET MOUNTAIN CUT HOLLY AND LIVE LITTLE TREES



**SATISFACTION  
GUARANTEED**

All cut Holly items are shipped Postpaid Special Delivery by rail unless you indicate by air. (Hawaii, Alaska and Puerto Rico shipments must go by air.) Live, little trees are shipped by regular parcel post or by air. (As with cut Holly items, shipments of Trees to Hawaii, Alaska and Puerto Rico must go by air.)

## SUNSET MOUNTAIN HOLLY AND FILBERT FARM

Carl Brandenfels, Proprietor, St. Helens, Oregon

Please type or print names and addresses to avoid errors in delivery.

	Quantity	Rail	Air	Amount
<input type="checkbox"/> Box A—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box B—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box C—3-Tree Family	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box D—A Single Tree	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SG—Swag-Tree (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SV—Swag-Tree (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WG—Wreath (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WV—Wreath (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

Send to \_\_\_\_\_

Greeting Card to Read:

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

	Quantity	Rail	Air	Amount
<input type="checkbox"/> Box A—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box B—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box C—3-Tree Family	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box D—A Single Tree	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SG—Swag-Tree (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SV—Swag-Tree (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WG—Wreath (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WV—Wreath (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

Send to \_\_\_\_\_

Greeting Card to Read:

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

	Quantity	Rail	Air	Amount
<input type="checkbox"/> Box A—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box B—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box C—3-Tree Family	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box D—A Single Tree	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SG—Swag-Tree (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SV—Swag-Tree (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WG—Wreath (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WV—Wreath (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

Send to \_\_\_\_\_

Greeting Card to Read:

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

	Quantity	Rail	Air	Amount
<input type="checkbox"/> Box A—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box B—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box C—3-Tree Family	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box D—A Single Tree	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SG—Swag-Tree (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SV—Swag-Tree (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WG—Wreath (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WV—Wreath (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

Send to \_\_\_\_\_

Greeting Card to Read:

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

	Quantity	Rail	Air	Amount
<input type="checkbox"/> Box A—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box B—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box C—3-Tree Family	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box D—A Single Tree	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SG—Swag-Tree (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SV—Swag-Tree (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WG—Wreath (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WV—Wreath (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

Send to \_\_\_\_\_

Greeting Card to Read:

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

	Quantity	Rail	Air	Amount
<input type="checkbox"/> Box A—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box B—Holly Sprays	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box C—3-Tree Family	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box D—A Single Tree	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SG—Swag-Tree (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box SV—Swag-Tree (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WG—Wreath (Green)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Box WV—Wreath (Variegated)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

Send to \_\_\_\_\_

Greeting Card to Read:

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Total Amount \_\_\_\_\_

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



You have my honest pledge that all packages will arrive sparkling fresh, ready to delight every one. From the minute the gay gift parcels are opened they'll speak the traditional Merry Christmas and an old fashioned welcome through the Christmas season.

It's "rocking chair" easy to do your Christmas shopping right now. Simply send me your list of names and addresses, picking out the packages you want sent. Include yourself, too, and business associates of the family. On the back of this sheet there's a combination order blank covering all the Sunset holly items. Or if you wish to use them there's one smaller form primarily for Swag Trees and Wreaths and another for boxes of Sprays and for Live Little Trees.

With your names in hand I'll do everything else for you--wrapping, addressing, writing greeting cards (if you haven't sent your own), then mailing at the right time. Let me be your personal Santa Clause! Satisfaction guaranteed.

And please accept my best wishes to you for A Merry Christmas and A Happy New Year!

Sincerely,

*Carl Brandenfels*  
Carl Brandenfels

Telephones:  
Office, St. Helens, Oregon 516  
Home, St. Helens, Oregon 257J

P.S. At the right and below are the fine stores in various parts of the United States which, at this writing, have scheduled displays of my beautiful holly. If you live near one of these you can order there. Holly arrival time is around December 12th to 20th unless otherwise specified.



Berkeley: J. F. Hink & Son.  
Cleveland: The Higbee Company,  
Public Square, Westgate. Detroit:  
The J. L. Hudson Company, 1206  
Woodward, Northland. Indianapolis:  
Wm. H. Block Co., Downtown, Glen-  
dale, Southern Plaza. Los Angeles:  
Bullock's Downtown. Newark: Hahne  
& Co., Newark and Montclair. Oak-  
land: Capwell's, Main Store, El  
Cerrito, Hayward, Walnut Creek;  
Rhodes, Broadway at 16th, Concord.  
Philadelphia: Strawbridge & Clo-  
thier, 8th and Market, Ardmore,  
Jenkintown, Wilmington, Delaware  
Township. Pittsburgh: Joseph Horne  
Co., Penn and Stanwix, Mt. Lebanon,  
Whitehall, Natrona Heights, East  
Hills. Portland (Oregon): Meier  
& Frank Co., Downtown. St. Louis:  
Stix, Baer & Fuller Co., Main Store,  
Brentwood. San Francisco: The  
White House.

Rows of big hollies in the orchard seem to "run to the sky." In my hand I'm holding a little tree such as we ship everywhere, either in "families" of three or as single trees.



Testimonials from people who enjoyed holly  
from Sunset Farms

"Our creed is to make folks happy at Christmas time." we declared on a reply card sent with every individual shipment of Sunset Sprays or Live Little Trees last year.

"Won't you tell us how you used Sunset Mountain Holly, how long it lasted (if sprays) or what you plan to do with them (if trees). Or let us have any other comments you'd like to make."

So here's what the good people wrote:

"Sprays are still lovely and fresh looking (12/27). We used them in one large bouquet in living room and a smaller arrangement on the buffet. Have enjoyed immensely." Mrs. H.M., Big Stone City, S.D.

"The three trees arrived in fine condition. We are giving them as a Christmas present." Mrs. K.B.E., Pittsburgh, Pa.

"Since we live in Colorado, holly is very special. Put a spray on Christmas package to our pastor, brightened a dinner tray to an ill one with a spray, cheered our Christmas festivities at our daughter's home, some to our son's home, where our family dinner was held. Back home enjoyed the spray and just disposed of it this morning (Jan. 12)." E.L., Walsh, Colorado.

"Arrived in fine shape." H.F., Abilene, Texas.

"It is wonderful! It is beautiful! I used the Sunset Mountain Holly in a big spray tied with a red ribbon." Mrs. L.L., Columbus, Ohio.

"We plan to plant our trees in our front yard and to eventually decorate them with lights during the Christmas holidays." Mrs. E.G.F., Berkeley, California.

"Used in water as table decoration. Arrived in perfect condition and is beautiful." Mrs. G.A.L., Alfred, Maine.

"Three trees arrived in excellent condition. Sturdy stock. Beautifully packed. They will be added to my collection of common and unusual trees on the place." D.C.L., Dover, N.J.

"Put in water an a few sprays on the door. Variegated holly especially lovely. Oregon holly is most beautiful. I did not have the Christmas spirit until the holly arrived." E.A.N, Houston, Texas.

"I have always wanted holly trees and now I received some for Christmas! Will put out in spring." M.R.L., Dearborn, Michigan.

"The holly was beautifully fresh." Mr. and Mrs. W.M., Corona, California

"The trees arrived in fine shape. They are beautiful." O.C.B., Groves, Texas

"This plant came through in excellent condition. The soil in the container was damp, and not a leaf was broken." V.M.J., St. Joseph, Missouri.

"Thought you might like to know the holly was the freshest, glossiest--and such a profusion of berries--we have ever seen." Mrs. W.P.P., Baltimore, Md.

"We received a holly family and our "treeple" must like us --they haven't shed a leaf. Were still wet on arrival." Mrs. P.W.O., Tafford, Pa.

"The box of holly sprays received a week before Christmas --was especially beautiful. Such a fresh green, a profusion of berries. Used sprays on table and elsewhere without water. Lasted very, very well. It is much appreciated in this area." Mrs. F.O., Sioux Falls, S.D.

"Received in perfect condition." Mrs. W.H.M., Syoset, Long Island, New York.

"The holly was the best ever this year. Lasted long, as well as being fresher upon arrival. It stayed fresh looking --in water--for three weeks. Have one bouquet yet (Jan. 29) that is, of course, dried, but the berries are red!" C.H.N., East Lansing, Mich.

"We are thrilled with our unusual Christmas gift. Beautifully packed. Charmingly descriptive directions as to care and planting. Our "treeple" will have a prominent place in our garden so all can see and love them as we do." Mrs. F.M.M., St. Helena, California

"Used our holly in bowls, one at each end of mantel, and a display in jars set in a copper planter on the TV. The holly was the nicest we've had to date and lasted until a week after the New Year." Mr. and Mrs. J.H.N., Los Angeles, California.

"I have worked my little holly trees in with a Christmas arrangement." Mrs. L.C., McKeesport, Pa.

"Enjoyed sprays very much. I made 2 large arrangements and 5 small ones. Kept one small tree for myself and distributed the others among relatives and friends so that they were able to share the pleasure." Mrs. P.J.M., Uncasville, Conn.

"Holly trees arrived in excellent condition. We're thrilled with them." E.J.D., Point Pleasant, N.J.

"My plants all look wonderful and I'm thrilled with them. I grow roses for my own pleasure (even from a rose under a jar). Thank you for your interest. I also have violets." Mrs. W.R.H., McKeesport, Pa.

(OVER)



LIBRARY OF DELAWARE  
 "Trees like yours will make any one happy anytime! We received 3 trees in perfect shape and marvel at your method of packaging." G.E.B., Lyndhurst, Ohio.

"Part used in silver champagne cooler, part as low table arrangement with red carnations. Lasted 2 weeks. Very satisfactory." Mrs. H.B.C., New York, N.Y.

"Not even a twig broken. I brought some from mountains of West Virginia but they did not transplant successfully." Mrs. H.S. W., Pittsburgh, Pa.

"The holly sprays arrived in fine condition. I saw the beautiful holly groves last spring while visiting in Oregon and love them" Mrs. R.Y., Tucson, Arizona.

"Arrived in excellent condition and excellent packaging." Mrs. E.W., Richmondville, N.Y.

"Sprays arrived in good condition and beautiful." F.G.W., Fort Lauderdale, Florida.

"Arrived in perfect condition. Will plant them outside near our two bushes which haven't produced and hope for some results from all five." A.E.W., Pittsburgh, Pa.

"Beautiful!" Mrs. F.W., Kansas City, Kansas.

"Thrilled with the hollies. If I can't live in Oregon at least I'll have a wee bit of Oregon. Each plant has new shoots." Mr. and Mrs. J.B.P., Independence, Mo.

"I used the holly in a Christmas centerpiece (like cut flowers). It lasted three weeks. Three weeks of pleasure. It gave me a real Christmas spirit which is hard to come by in a snowless land." Mrs. A. H. S., Honolulu, Hawaii.

"I have always wanted a holly tree!" C.P., Dayton, Ohio.

"I arranged the holly in a copper bowl and it is beautiful. Arrived in wonderful shape." Mrs. I.P. Q., Blackwood, N.J.

"We expect to take them to Cape Cod where we have native holly trees. We have deep rich soil there." Mrs. L.P., South Natick, Mass.

"Arrived very fresh. Threw away New Year's day. All the trees have been given away as presents." Mrs. M.M., Brookline, Mass.

"January 17, 1962. We repotted the plants as directed. New leaves have developed and all are still growing by leaps and bounds. Planting them outside next spring will be fun. This is a gift of real enjoyment! Nothing received has given us more pleasure." Mrs. Paul W. Conklin, 10008 Tracy, Kansas City 31, Mo.

"Holly was arranged in water and some in soil with green plants for table arrangement. It will last about two weeks." Mrs. W.F.M., Garden City; N.Y.

"My holly tree arrived in fine shape and I love it." Mrs. A.F., Morgantown, West Virginia.

"We made a lovely wreath for our front door. We enjoyed using something that was from our home state. It was in good shape when it arrived." Mr. and Mrs. T.B.L., Clarksville, Tenn.

"Giving the three little trees to my mother-in-law for Christmas. She loves growing things and these are so different." Mrs. A.C.G., Indianapolis, Ind.

"Received trees in perfect condition. They are very, very attractively packaged." Mrs. G.H., Pittsburgh, Pa.

"The 'treeple' arrived in excellent condition. Soil and peat moss were still moist enough so that trees required no water immediately." G.H.H., Pittsburgh, Pa.

"The holly was beautiful and stayed fresh in water a long time." Mrs. G.J., Buchanan, Michigan.

"We are pleased with our family of hollies. You have done a fine job with the instructions. This is unusual." G.A.G., Pittsburgh, Pa.

"Your beautiful holly was received in almost perfect condition. My living room was more festive because of the sprays." Mrs. R.H., New York, N.Y.

"Received in excellent condition. Very fine trees." W.E. Union, N.J.

"Holly sprays were beautiful. Used as a centerpiece for dining room table. Placed the sprays in water and continued keeping them in water. As of this date (1/9) I still have some sprays on my table." Mrs. C.A.G., Pittsburgh, Pennsylvania.

"The holly arrived in fine shape. It has been really beautiful during the Christmas season. I still have it in fresh water as a bouquet. It's so very nice." Mrs. F.M.G., Laurel, Iowa.

"The holly was lovely, real fresh." Mrs. F.G., Cascade, Idaho.

"The holly arrived just beautiful. Sprays will be used for Christmas decor. The holly arrived as fresh looking as though it had just been cut. The holly you buy in stores here is always dried up. So we do appreciate yours." Mr. and Mrs. H.J.E., St. Paul, Minn.

"The holly was in excellent shape and just beautiful." P.D., Moundsville, W. Virginia.

"Our sprays lasted until New Year's. We made a front door decoration and table arrangement with them. The holly was beautiful--we received many compliments on it." Mrs. J.M.D., Sacramento, Calif.

"The sprays of holly were so very beautiful and perfect." E.M.C., Baltimore, Maryland.

"The holly was used as a bouquet and lasted about 10 days." E.M.K., Troy, Ohio.

"Single female tree for my eight year old niece. They have a handsome male." Mrs. W.J. K., Pittsburgh, Pa.

"The holly was simply beautiful! We made two bouquets from it and it lasted until 1/7. C.K., Newtown Square, Pa.

"Our sprays arrived and were beautiful and in perfect condition. We used them for table decoration and in bouquets." Mrs. E.M., Alliance, Ohio.

"The holly is lovely and came through in fine shape. We will use it for decoration in our home and share it with my granddaughters." M.E.M., Merriam, Kansas.

"The trees are lovely. We hope to set them outdoors in the spring. Meanwhile will follow your directions so they will flourish as houseplants." Mrs. C.D.B., Murrys-ville, Pa.

"Made planter arrangement and corsages, and gave part of holly to a friend. Nice and fresh when received." Mrs. D.L., Los Angeles, California.