

FLORALINE – MEET ROSALYN

By I. B. Wonderin

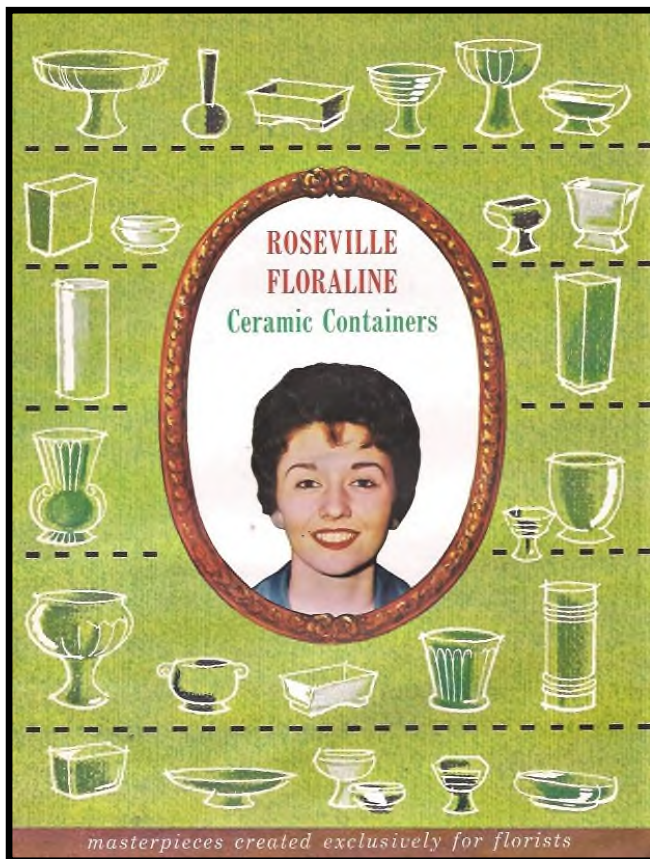
Meet Rosalyn!

In June of 1960 Nelson McCoy Pottery hired a Sales Merchandise Consultant by the name of Earl Reynolds from Columbus, Ohio. Reynolds was challenged with putting together the whole concept for the FLORALINE LINE along with a marketing plan. Part of the plan, of course, was to create the appropriate advertising.

Of related interest on Floraline, is that Jim Melick and Leslie Cope entirely designed the new line with new colors and smaller packaging options.

ENTER Rosalyn

The first few catalogs featured Rosalyn, a female model, who only appeared in print ads. She was never an “in person” attendee at company trade shows, etc. You can see her in examples below and on the opposite page.



**Start making profit with
Roseville Floraline's
52-PIECE
STARTER-PAK**

You receive 2 each of every one of these expertly designed pieces:
Specify: *Satin white, Satin black, Floral green and Spec Green*

462 Oval Pedestal	455 Pedestal Container	463 Oval Pedestal Dish
459 Octagonal Pedestal	468 Planter Dish (8 1/2")	433 Flared Vase
461 Round Pedestal	469 Planter Dish (5 1/2")	458 Pillow Vase
466 Round Planter	476 Low Oval Bowl	457 Handled Flower Bowl
450 Bud Vase	471 Jardiniere (17")	450 Round Vase
473 Pot & Saucer (5 & 6")	471 Jardiniere (18")	491 Square Vase
468 Planter-Dish (8 1/2")	460 Sq. Pedestal Planter	475 Refrigerator Jar
455 Pillow Vase	461 Scalloped Ped. Dish	3 Sizes: 10 - 12 - 14

SPECIAL OFFER:
52 Pieces (Reg. \$33.00) for . . . **\$29.50**
(Shipping wt. 120 lbs.)

TERMS: 2-10 days—Net 30. Send Check, Money Order, or Shipped Upon Account to United Firms.

Rosalyn also gave friendly tips on Floraline. Below is from lower right of ad to the right.

Here is the surprise of the year . . . Roseville Floraline Floral Containers in SPEC-tacular Green! Wait till you see how they enhance your floral decorations—transforming ordinary arrangements into miracles of beauty . . . adding to the excitement of any special occasion.

SPEC-tacular Green is a delicate shade with flecks. Be the first to capitalize on it by ordering NOW the Special Trial Assortment at this special introductory price. You will be pleased we promise.

"Our Floral Containers are designed with you in mind. Lower prices too! And made in America! Why wait?"

—Rosalyn

newest color

ROSEVILLE FLORALINE'S

SPEC-tacular GREEN!

GOOD LOOKING • GOOD SELLING • GOOD PROFIT MAKERS

	QUAN.	EACH	AMT.
476-8 LOW OVAL FLORAL BOWL Height 2 1/2" — Width 9 1/4" — Length 5"	12	.40	4.80
454-10 TWO DOZEN ROSE VASE Height 10" — Opening 6 1/2" Holds 3 1/2 to 2 doz. roses	6	1.00	6.00
452-5 HANDLED FLOWER BOWL Height 4" — Width 5" — Opening 4 1/2"	12	.35	4.20
		all 30 pieces	15.00
		10% introductory discount	1.50
		SPECIAL!	13.50

Here is the surprise of the year . . . Roseville Floraline Floral Containers in SPEC-tacular Green! Wait till you see how they enhance your floral decorations—transforming ordinary arrangements into miracles of beauty . . . adding to the excitement of any special occasion.

SPEC-tacular Green is a delicate shade with flecks. Be the first to capitalize on it by ordering NOW the Special Trial Assortment at this special introductory price. You will be pleased we promise.

"Our Floral Containers are designed with you in mind. Lower prices too! And made in America! Why wait?"

—Rosalyn

Produced Exclusively for Florists by
Roseville Floraline
ROSEVILLE, OHIO