

THE FLORISTS' REVIEW

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VOL. XLVI.

CHICAGO, JULY 1, 1920.

NO. 1179.

Calendula Orange King

(FOR GREENHOUSE FORCING)

A special selection of this popular annual, which we have sold for several years with excellent results. Our grower, in sending us the seed this year, writes as follows. "Would state that the strain is better than ever, and you can depend upon its giving your customers unqualified satisfaction."

Trade Pkt., 50c; ¼ oz., 75c; oz., \$2.50

Cineraria, prize mixture 1000 seeds, \$1.00; 5 pkts. for \$4.50
Cane Stakes, Natural Japanese 6-foot, \$15.00 per 1000
Pansy, florist mixture, new crop. Tr. pkt., \$1.00; ¼-oz., \$2.00; oz., \$7.00
Sphagnum Moss, burlap bales..... \$1.75 each; 10 bales for \$16 50

A. HENDERSON & CO., 166 N. Wabash Ave., Chicago

FOR PROMPT DELIVERY
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Lilium Giganteum

6 to 8 inch, 400 bulbs to the case 9 to 10 inch, 200 bulbs to the case
7 to 9 inch, 800 bulbs to the case 9 to 11 inch, 180 bulbs to the case
8 to 10 inch, 250 bulbs to the case 10 to 11 inch, 150 bulbs to the case



Not How Cheap,
But How Good

All Standard Packing.
\$59.00 per case for any size.

RALPH M. WARD & CO., Inc.

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Order

Your Paper Whites, Dutch
Bulbs, Freesias and Lily Bulbs

—Now

WRITE FOR QUOTATIONS

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CYCLAMEN PLANTS GIANT FLOWERING

Grown from selected German strain seed, and grown by Cyclamen specialists, in the following colors:

Dark Xmas Red	Pure White
American Beauty	Bright Red
Pink	Rose with Dark Eye
Salmon, Glory of Wandsbek	White with Carmine Eye

ALL SIZES READY NOW

2½-inch \$12.00 per 100	3½-inch, selected.. \$35.00 per 100
3-inch..... 18.00 per 100	4-inch..... 35.00 per 100
3-inch, selected 20.00 per 100	4-inch, ext. selected 50.00 per 100

Add 5% for packing. If Salmon color only is ordered, add 10% to above prices.

Poinsettias, Primulas and other stock, see classified columns.

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ROSE PLANTS

Bench-grown; 3-year-old, in dormant state.
Richmond, Killarney and Milady, \$10.00 per 100.

CYCLAMEN

Assorted, 2½-inch, \$12.00 per 100.

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Buffalo, N. Y.

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Special offer, very fine 2¼-inch plants, greenhouse-grown.

	Per 100	Per 1000
1500 Pink Killarney.....	\$14.00	\$135.00
400 White Killarney.....	14.00	135.00
2000 Ophelia.....	12.00	100.00
3000 Premier.....	20.00	175.00
400 Sunburst.....	14.00	135.00
400 Hadley.....	14.00	135.00
800 Hoosier Beauty.....	14.00	135.00
800 Rosalind.....	14.00	135.00
1000 Maryland.....	14.00	135.00
1000 Richmond.....	14.00	135.00
150 K. A. Victoria.....	14.00	135.00
100 Red Radiance.....	14.00	135.00
3000 Columbia.....	14.00	125.00

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New York City

Splendid stock for benching
Strong 2¼-inch Roses, ready now

Mme. Butterfly.....	} \$300.00 per 1000
Frank Dunlop.....	
Ophelia.....	120.00 per 1000
Columbia.....	150.00 per 1000

The E. G. Hill Co., Richmond, Ind.

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Giganteum

7 to 9-inch, 300 per case.....	\$49.50 per case
8 to 10-inch, 225 per case.....	50.00 per case
9 to 10-inch, 200 per case.....	52.50 per case

Rubrum, Magnificum, Album

8 to 9-inch.....	\$17.00 per 100.	\$32.00 per case
9 to 11-inch.....	22.00 per 100.	30.00 per case
11 to 13-inch.....	30.00 per 100.	30.00 per case

Choice Cold Storage Stock for Immediate or Future Shipment

The W. W. BARNARD CO., 231-235 W. Madison St.
CHICAGO



Greenhouse Builders



From the look of the old gun, you would declare it had been just rushed into place by galloping horses. Action there is in every line of it.

This Civil War Cannon In the Old Breastworks at Atlanta Has a Vital Bearing on Our Construction

Perhaps you recall our Memorial Day talk, in which we told about the cannon in the breastworks of the old Atlanta battleground. Likewise, the old veteran who had come back on Memorial Day with his grandson, to put in the silent cannon's mouth, some violets. Violets that would say with flowers, what the old man's heart was too full to say with words.

Well, after hand in hand the two had gone, leaving me there alone to think of the valorous defense of the boys of sixty-five; I turned to the old cannon and began examining the construction of the carriage and limber.

Much to my surprise, the heavy tires of 38-inch thickness had scarcely rusted, although exposed to the weather ever since they were left there, over 55 years ago.

Examining carefully the iron hinges on the limber box, found them in perfect condition. They opened as freely as a new Stanley hinge. The oak, however, around one of the screws, was so rotted that I lifted one of them out and brought it away as a souvenir.

Perhaps I ought not to have done it. Admit it did savor of vandalism. However, here it lies before me as I write.

The point and thread are practically as sharp as the day it was made. The slot is also entirely free from rust.

What, then, is the secret of this rustless iron that they used in those days? I asked a chemist friend. "Why, that's easy," he replied. "It's wrought iron. Practically pure wrought iron. You know pure iron doesn't rust. It just glazes over with an outward film of rust, and lasts for years and

years. Why, over in Delhi, India, there is a pure wrought iron memorial column that is centuries old. The figures and hieroglyphics are still surprisingly clear and sharp.

It is both the impurities and the structure of present-day iron and steel that make it rust out so quickly."

After which remarks I just naturally thought of our wrought iron side posts and recalled that a long time has passed since we have said anything particular about them.

Even so, about all there is to say **now**, is, that the only reason we use guaranteed wrought iron posts is because of their superior lastingness.

Our rafters are steel.

But the rafter and post **are not in one piece.**

The steel rafter is double splice plated to the wrought iron post, at the eave.

Of course, steel posts do cost less.

We could make more money by using them.

When you buy a house of us, we claim that you get the best house money can buy.

It wouldn't be so, if we used steel posts, instead of guaranteed wrought iron.

When your posts rust out, what then happens?

Exactly what happens some day, when along comes a stiff blow or a heavy snow?

Because of just such a happening, we recently put up two of our standard houses for Florex Gardens, at North Wales, Pa. Which occurrence is its own best evidence in favor of L. & B.'s houses.

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

IRVINGTON
New York

BOSTON-11
Little Bldg.

Eastern Factory
Irvington, N. Y.

NEW YORK
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2063 E. 4th St.

Western Factory
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PHILADELPHIA
Land Title Bldg.

TORONTO
Royal Bank Bldg.

Canadian Factory
St. Catharines, Ont.

CHICAGO
Continental Bank Bldg.



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Now is the time to stock up for the heavy fall months

GNATT'S PREPARED FOLIAGES

Have stood the test for years

Cycas Leaves, Lycopodium, Ruscus, Oak, Beech, Magnolia Leaves

Prepared by scientific European process which insures lasting flexibility and color.

Ruscus

Painted Ruscus, soft, pliable, non-sticky; Olive Green or dark Green.....75c per lb.; in lots of 25 lbs., 65c per lb.
Dyed Ruscus; Colors, Green, Purple or Xmas Red\$1.25 per lb.; 25-lb. lots, \$1.15 per lb.
Gray Tinted Ruscus\$1.00 per lb.; 25-lb. lots, 85c per lb.

Lycopodium, or Prepared Evergreen

NEW STOCK, FRESHLY prepared. Our Lycopodium is dyed and CHEMICALLY TREATED. Can be carried in stock indefinitely and will not dry out.

Price, per 10-lb. carton, \$3.50; in bulk, 100-lb. cases, \$33.00.

Cycas Leaves

Non-Curling—Flexible—Fast Color.

	Per 100		Per 100		Per 100
8 to 12.....	\$3.80	20 to 24.....	\$ 6.75	32 to 36.....	\$12.50
12 to 16.....	4.50	24 to 28.....	8.50	36 to 40.....	13.50
16 to 20.....	5.50	28 to 32.....	10.00	40 to 44.....	17.00

Oak Branches

NEW STOCK—FRESHLY PREPARED. Colors:—Red, Brown or Green.

Branches 24 to 36 inches long, in bulk, per lb., 30c; 25-lb. cases, 27¹/₂c per lb.; 100-lb. case, \$25.00 per 100 lbs.

Crepe Paper

NEW STOCK—WATERPROOF. Colors—Moss Green, Red, Lavender, Yellow, White, Pink.

Per doz., \$5.00; per 100, \$40.00.

Thread

O. G. Quality Brand, extra strong. Full 2-oz. spools, put up in 2-lb. boxes.

Price, per lb., \$2.25; 10 lbs. or over, \$2.00 per lb.

Silk Fiber

Colors:—Pink, Nile Green, Moss, Lavender, Yellow, White, Blue, Xmas Red.

50-yd. bolts. 1-inch size, \$2.25 per bolt; 1-doz. bolt lots, \$2.15 each; 2-inch size, per bolt. \$4.75 each; 1-doz. bolt lots, \$4.50 each.

THE OVE GNATT CO., Inc.

Seven acres of floor space devoted exclusively to preparing of Natural Foliages and the manufacture of Baskets and Florists' Supplies.

La Porte, Ind.



Index to the Advertisements

A.
 Abby Ave. Ghs...112
 Adgate & Son... 91
 Advance Co...122
 Alameda Grnhse... 93
 Alexandria Florist... 94
 Allan Seed Co... 57
 Alien, J. K...99
 Alpha Flo. Co...72-87
 Alpha Florist... 90
 American Bulb Co. 6-60
 American Flo. Co... 72
 American F. Shop... 82
 American Forestry... 46
 American Glass Co.123
 American Greenhse.111
 American Landscape School... 97
 American Rose & Plant Co.112
 Amling Co.26-27
 Andersen Spec. Co.122
 Anderson, S. A... 78
 Anderson Greenhse. 96
 Angermueller, G. H.36-125
 Anita Specialty Co. 98
 Annavee Flr. Shop. 95
 Aphine Mfg. Co...126
 Archias Floral Co. 73
 Arizona Floral Co. 85
 Armacost & Co...101
 Art Floral Co... 93
 Artindale & Son... 69
 Aschmann, G.114
 Aschmann Bros.115
 Ashborne Goldfish... 48
 Asman 85
 Atchison Flr. Store. 92
 Athletic Club Florist 94
 Atkins 92
 Atlantic City Flr. Shop 76
 Atteaux & Co...126
 Attica Floral Co... 79
 Audubon Nursery...108
 Aull Bros. Co... 42
 Aurora Greenhouse. 86
 Austin, H. 60
 Avenue Floral Co... 71
 Axell, J. A...102
B.
 Bader, John115
 Baer, Julius 70
 Bailey, Harry102
 Bailey & Sons Co... 88
 Baker Bros. 73
 Baker, W. J. 39
 Ball, C. D.115
 Ball Floral Co... 73
 Bancroft & Son... 92
 Barnard Co. I
 Barnes, W. J. 72
 Barr & Co., B. F... 80
 Barton, W. R. 80
 Bassett & Washburn 9
 Bath, John H. 96
 Baumer, A. R. 81
 Baumgarten 89
 Baum's 83
 Baur Floral Co... 81
 Baur & Steinkamp.114
 Baur Window Glass.123
 Bauscher, John 86
 Bayersdorfer & Co. 41
 Beacon Florist 74
 Beard Floral Co... 85
 Beaven, E. A. 46
 Becker's Cons. 74
 Beckler's Seed 64
 Bechler, Adam 79
 Begerow, A. O. 76
 Belmont Flr. Shop. 74
 Remb Floral Co... 85
 Bentzen Floral Co. 72
 Berger Bros. 38
 Berger Fertilizer Co.120
 Berger's Sons, Wm. 80
 Berning, H. G. 36
 Bertermann Bros... 79
 Besancon & Co... 80
 Bester & Sons... 84
 Betscher, C. 64
 Beyer Floral Co... 79
 Bills Floral Co... 92
 Bissinger, J. A. 85
 Blackstone, Z. D. 79
 Blake's 90
 Blake & Son...121
 Blome & Co... 86
 Blossom Floral Co. 72
 Blossom Shop 79
 Blu Maize B. Shop. 85
 Blum & Son, E. 71
 Bobbink & Atkins.109
 Bolgiano & Son... 60
 Bonnet & Blake... 99
 Boot & Co... 56
 Boston Fl. Supply & Snyder Co. 98
 Boston Florist 77
 Boston's Flr. Store. 84

Bowe, M. A. 77
 Boyle & Darnaud... 93
 Brague & Son... 46
 Bramley & Son...91-121
 Braslan Co. 61
 Breitmeyer's Sons... 85
 Bright Spot Ghs... 88
 Brinkerhoff Ghses... 86
 Broadway Florists... 94
 Broderick, R. T... 77
 Brodrib, J. A... 75
 Brookins & Son... 39
 Brown, A. O. 86
 Brown, Chas. H... 77
 Brown Bag Filling Machine Co. 61
 Brown Bros. 84
 Brownwood Flo. Co. 73
 Brunger, C. A... 93
 Bruns, H. N. 87
 Bryan, A. J...114
 Buchanan Floral Co. 73
 Buchbinder Bros... 40
 Buchholz, Eric 79
 Buckbee, H. W... 86
 Budlong, J. A. 30
 Bunyard, A. T... 77
 Burns, H. H. 77
 Burpee Co. 61
 Burrows, E. G... 76
 Burt, A. J. 95
 Buschardt, Wm. F.125
 Butterworth Fl. Co. 85
C.
 Caldwell Co.121
 Caldwell Woodsman 47
 California Fl. Co...103
 California Florist... 94
 Callahan, M. J... 80
 Callahan Sash127
 Capital City Floral. 70
 Capitol Floral Co. 71
 Capie, Walter W... 85
 Carbone, Philip L. 74
 Carek, F. G. 90
 Carolina Flr. Store. 70
 Casper Floral Co... 88
 Cass, W. & T. 77
 Central Floral Co... 85
 Central Refrigerator 40
 Champion & Co... 75
 Chapin Bros. 96
 Charleston Cut Flo. 70
 Chicago Carton Co. 42
 Chicago Feed & Fertilizer120
 Chicago Flower Growers' Assn. 28-29
 Chicago String 46
 Cincinnati Cut Flr. 97
 Clark Seed Co... 61
 Clarke Bros. 94
 Clarke's Sons 77
 Classified Advs. ...130
 Climax Mfg. Co... 42
 Clody's Flr. Shop... 87
 Cobby's Flr. Shop... 81
 Coggan, S. W. 85
 Cokely's 37-41
 Coles, W. W.111
 Colonial Flr. Shop... 78
 Colorado Seed Co... 98
 Columbia Flo. Co... 73
 Comley, Henry R... 74
 Conard & Jones...109
 Cannon Co. 84
 Constien, B. E... 90
 Coombs 75
 Cotton the Florist.74-83
 Coy Seed Co... 61
 Crabb, A. F. 85
 Craig Co., R... 10-110
 Crech, V. Hermann 82
 Crescent Garden 80
 Critchell, C. E... 47
 Crouch, Chas. W... 83
 Crowl Fern Co... 44
 Crump, Frank F... 88
 Culp & Co... 92
 Cunningham F. Shop 73
 Curran & Co...118
 Currie & Co., A... 89
D.
 Danish Seed Import 58
 Danker 78
 Darbee93-103
 Dards, Chas. A... 76
 Darling's Shop 94
 Daut Bros. 86
 Davey Tree Co...107
 Davis Flo. Co... 73
 Day Co. 76
 Deans, Ralph 82
 Denver Wholesale. 98
 Derrick, Florist ... 76
 Dethlefs, Wm. 96
 Dickinson, E. C... 82
 Dicks Flower Shop. 84
 Dietsch Co., A...119
 Dingley's 69
 Dixon Crucible Co...119

THE FLORISTS' REVIEW
 508 S. Dearborn St.,
 CHICAGO

Get your ads to the paper Friday or Saturday when you can—not later than
MONDAY

Dixon Floral Co... 88
 Domoto Bros.105
 Donaghue, Alfred... 96
 Donofrio Flo. Dept. 85
 Dorner & Sons Co...111
 Doswell's 79
 Dreer, H. A...125-128
 Drevon-Tegelaar ... 60
 Drury, H. F. 88
 Dudley Sons Co... 70
 Duerr, Chas. A... 90
 Duluth Floral Co... 96
 Dumke Floral Co... 88
 Dunlop, John H... 84
 Dunn, Robert L... 84
 Durham Floral Co. 82
 Duro Paper Prod... 42
 Dux Co. 45
 Dwelle-Kaiser123
E.
 Eagle Pencil Co... 48
 Eble, Chas. 71
 Edlefsen-Leidiger... 89
 Edwards Floral Co. 76
 Egg Harbor F. Shop 76
 Ehle, Fred G...105
 Eldred Flower Shop 94
 Elm City Nursery.108
 Elverson Pottery...125
 Elyria Flr. Shoppe. 90
 Engelmann, C. 69
 Engle Floral Co... 91
 Enid Floral Co... 84
 Enomoto & Co...102
 Epstein, Julius... 93
 Erne & Co... 35
 Espelin Flo. Co... 88
 Eugene's Flr. Shop. 95
 Evans, A. W. B... 80
 Evans the Florist... 85
 Evans Co., John A. IV
 Evenden Bros. 80
 Evenden's Sons 80
 Ever-Ready Fl. Pot. 41
 Excello Mfg. Co...127
 Excelsior Grnhses.. 73
F.
 Fallon, Florist 70
 Fallon Co., J. J... 81-82
 Fallon, John 83
 Farmers Nursery...108
 Feast, S., & Sons... 84
 Federal Process...125
 Fertile Chemical Co.120
 Feters, E. A... 83
 Field, L. C. 92
 Fifth Ave. Florist... 82
 Fischer, Rudolph...104
 Fisher & Bro... 87
 Fisher Governor Co.117
 Fleischman 71
 Fletcher, F. W... 64
 Flick Floral Co... 79
 Floral Art Studio... 78
 Floral Exchange ... 95
 Florists' Supply Co. 97
 Florists' Supply House 98
 Flower Shop 73-75-82-83-89-95
 Flowershop, The... 93
 Floerster Co. 33
 Foley Mfg. Co...143
 Forber, G. F... 92
 Ford, Frank H... 82
 Ford, M. C. 99
 Forshaw, S. H... 95
 Foster-Floral Co... 84
 Fox & Son... 89
 Franklin Park Flo... 90
 Fraser Nur. Co... 82
 Frauenfelder, C. ... 87

Hecock Floral Co... 90
 Heelas Flower Store 78
 Heepe Co. 90
 Hefko, T. D...115
 Heint & Son, J. G... 79
 Heint & Sons, J... 86
 Heller & Co... 60
 Hembreiker & Cole. 86
 Hempstead, Earl L.126
 Hencle, Miles S... 76
 Henderson, Lewis... 96
 Henderson & Co... I
 Henry Co. 98
 Herbert & Fleishauer105
 Herrick, A. D... 76
 Herron, D. R... 76
 Hess & Swoboda... 96
 Hews & Co...124
 Highland Park Ghs. 87
 Hill Co., Dave... 81
 Hill Co., E. G... I
 Hill Co., J. H...112
 Hill Nursery Co...108
 Hinde & Dauch... 42
 Hitchings & Co...144
 Hody & Tulea... 90
 Hogan & Evers... 93
 Hollywood Fl. Shop 93
 Hollywood Gardens. 95
 Holm & Olson... 96
 Holton & Hunkel.64-98
 Honaker the Florist 81
 Horan & Son... 73
 Horn Floral Co... 90
 Hornaday Greenhse. 84
 Hosp, A. M... 93
 Howard Rose Co...105
 Howard & Smith... 94
 Huddart Floral Co. 88
 Humphrey, C. L... 91
 Huntley, Martha... 81
 Hurff, E. F...61
I.
 Ickes-Braun121
 Idle Hour Floral Co. 71
 Idlewild Grnhse... 83
 Illinois Malleable...119
 Ionia Pottery Co...125
 Irwin, Roman J... I
 Isherwood Grnhse.. 73
J.
 Jackson & Perkins.108
 Jacobs & Sons...124
 Jaeger & Son...102
 Jahn, H. H... 78
 James & Son... 78
 Johansen-Winslow. 61
 Johnson & Chronis... 87
 Johnson Basket ... 99
 Johnson, J. L... 88
 Johnson, Mrs. Stella 84
 Johnson's Grnhses... 83
 Johnston, Mary ... 84
 Johnston Bros. 75
 Johnston's Fl. Shop 90
 Johnston & Co... 75
 Jointless Fire Brick.118
 Joliet Floral Co... 86
 Jones, Percy 97
 Jones-Russell Co... 91
 Joseph, B. M... 93
 Joy Floral Co... 83
K.
 Kahler Pottery Co...124
 Kansas City Cut Flower Co. 37
 Kasting Co. I
 Keheley, J. T... 82
 Keller Co., John... 81
 Keller Sons, J. B... 78
 Keller Pottery Co...125
 Kellway & Son... 60
 Kemble, I. O... 92
 Kennedy & Sons... 76
 Kennicott Bros... 34
 Kent Bros. 92
 Kerr, R. C... 73
 Kervan Co. 99
 Kessler, Wm. 99
 Keys, Wm. F... 84
 Kidwell Co. 87
 Kimberlin Seed Co. 61
 King Cons. Co...128
 King Florist, The... 84
 Kinsman, A. N... 96
 Kirchner 73
 Knoble Bros. 90
 Knull Floral Co... 70
 Kooyman & Co...103
 Koppelman, J. E... 98
 Kottmiller, A. 77
 Kramer & Son... 92
 Kroeschell Bros...116
 Kruchten, John ... 85
 Krueger, Otto P... 90
 Krueger Co. 80
 Krug Floral Co... 88

Kuehn, C. A... 36-46
 Kuhl, G. A... 88-114
 Kusik & Co... 86
L.
 La Crosse Floral Co. 89
 L. A. Floral Co...100
 Lager & Hurrell...114
 Laird, J. Leslie... 81
 Lakeview Rose Gdn. 78
 Lambourne, Ernest. 88
 Landreth Seed Co... 61
 Lane, Geo. F... 75
 Lang Floral Co... 73
 Lange, A. 87
 Lange, H. F. A... 74
 Langohr, M... 96
 Lankford, W. A... 83
 Larmon, L. L... 96
 Laver, J. V... 81
 Lawrence Flo. Co... 82
 Le Borious, J. J... 96
 Leighton, Florist... 69
 Leighton Floral Co. 92
 Lemon & Co... 79
 Lemon Oil Co...126
 Leonard Seed Co... 61
 Lesurs 74
 Lewis Bros.143
 Lichtenberg's 94
 Liggitt, C. U...115
 Lindley Box 43
 Lohr, Wm. S... 86
 Lord's Flr. Room... 92
 Lord & Burnham... II
 Los Angeles Geranium Co.104
 Los Robles Nursery.101
 Lotos Mfg. Co... 98
 Louise Flower Shop 79
 Louwse & Co... 92
 Loveridge, Chas... 88
 Lowe's Flo. Shop... 93
 Lubliner 94
 Lubliner, Wm. 89
 Ludwig Flo. Co... 80
 Ludwig, E. C., Co... 80
M.
 MacRorie-McLaren... 93
 McCallum Co. 49
 McCarron, Miss ... 83
 McClunie, Geo. G... 75
 McClure-Coffman... 70
 McCoy, L. W... 95
 McCray Refrigerator 40
 McElroy, T. P... 96
 McFarlands 90
 McHutchison & Co. 57
 McKenna, Ltd. 84
 McMurray, R. S...113
 McRae-Jenkinson... 80
 Majestic Floral Co. 73
 Malandre Bros. ... 76
 Mangel, John 87
 Mansfield Floral Co. 90
 Marquardt, F. G... 60
 Marret & Miller... 81
 Marshall, Geo. W... 84
 Marvin, Ira G... 80
 Massmann 76
 Matthews, W. G... 91
 Matthewson, J. E... 89
 Mauff Floral Co... 88
 Mauldin Flr. Shop. 70
 May, Harry O... 76
 Mead-Suydam Co...119
 Meadowbrook Nur... 76
 Meconi, Paul 99
 Meehan, Chas. E... 38
 Meier-Schroeder Co. 89
 Meinhart, J. E... 72
 Menand, H. L... 78
 Mendelson Bros...120
 Merrill, Alice B... 74
 Metairie Ridge Nur. 71
 Metropolitan Material Co...121-128-143
 Metz & Bateman... 90
 Meyer, Adolph ... 77
 Meyer Thread Co... 98
 Miami Floral Co... 70
 Michell Co., H. F... 62
 Michigan Cut Flr... 46
 Michler Bros. Co... 81
 Mickley 89
 Milady's Flr. Shop... 96
 Miller, A. L...115
 Miller, H. T... 92
 Miller the Florist... 81
 Miller Floral Co...101
 Miller & Son... 86
 Mills 70
 Minge Floral Co... 82
 Missouri Pottery Co.125
 Missouri Pottery & Supply Co.125
 Moninger Co. IV
 Mono Service Co... 40
 Morehead Mfg. Co...119
 Morris & Ellis... 79
 Morse & Beals... 75

BUSINESS

With All Who Use

LATEST reports from our green
of the largest cut of Premier,
ever sent to this market.

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HOUSES OF THESE ROSES are
Summer Stock.

Poehlmann Roses—at Fair Prices
CATTLEYA GIGAS—The Super-
STRING SMILAX—Plenty of it now

Poehlmann Service with Poehlmann



POEHLMANN BROS.

66 to 74 East

TELEPHONE

CHICAGO,

IS BRISK

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Columbia, Russell and Butterfly

mer Supply—SEVENTY-THREE
the best source of Super-Quality

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orchid in full crop.

for immediate sale at special prices.

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Randolph St.

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U. S. A.



*The Largest Growers
of Flowers in the World*

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The Freesia Bulbs the American Bulb Co. offers were raised by the finest grower in California. Florists who have grown our Freesia Bulbs have received large returns when they were shipped to the wholesale flower markets. In every case we have received a duplicate order, which was increased over the original order. Florists who have purchased Bulbs from us agree that we handle the finest quality of well matured, ripened bulbs.

We believe we are the largest handlers of high-grade PURITY FREESIA bulbs in America. Florists who have not given us a trial will profit by sending us their first order. We know you will re-order from us every season, after enjoying your first successful season with our high-quality bulbs. By early planting they can easily be brought in bloom at Christmas and a continuous blooming season can be maintained by successive plantings. For growing on the side of Carnations or to follow Chrysanthemums, we recommend smaller bulbs. To get good results they should be tied up like Carnations. Do not overlook this fact, as it is important.

Bulbs procurable in the following sizes:

	Per 1000		Per 1000
Up to 1/2-inch\$ 8.00	Mammoth Bulbs, 3/8 to 3/4-inch	\$17.00
1/2 to 3/8-inch	... 12.50	Large Jumbo Bulbs, 3/4-inch and up.	23.00

We pay Express Charges at these Prices

M. WEILAND, FLORIST
602 Davis St., Evanston, Ill.

American Bulb Co., Chicago, Ill.

Feb. 10, 1920

Dear Sirs:

The Freesia Purity you sold me this year were as good as ever. I have found that I can always rely on your Freesia Bulbs. The large ones for early forcing were in for the Holidays as usual.

The Rainbow Freesias are fine, growing tall, and have very stiff stems. The colors are very fine and sell readily.

Yours Truly,

GEORGE C. WEILAND.

RAINBOW FREESIA

We can now supply this long waited for, beautifully colored RAINBOW Freesia. They are carefully selected and may be had in the best colors. The better floral shops throughout the country are using these very extensively. **\$35.00 per 1000.**

SUNSET COLLECTION

The Sunset Collection of Freesias is long-stemmed, a fine keeper and is much more easily grown than the ordinary type of Freesia. **\$45.00 per 1000.**

FERD. FISCHER

SPECIALKULTUR und VERSANDGESCHÄFT
WIESBADEN-AUKAMM

Wiesbaden, den 25. April 1920

TO MY CUSTOMERS IN AMERICA:

Those who are in the market for high grade Cyclamen Seed, I wish to advise you that I have perfected the finest strain of Cyclamen Seed I have ever offered, as for the past four years I have devoted my attention to improving my varieties. Cyclamen offered by me this season are all true to name and selected only from the best and healthy plants which in turn give very good results.

I have paid strict attention to my Salmon and Red shades particularly for the American trade. My seed will be offered by the American Bulb Company, who are my sole agents, and none is genuine unless purchased through the American Bulb Company. It is with pleasure that I recommend to all florists who are growers of high class plants to try out my seed. I hold recommendations from the best growers in the world.

Yours very truly,

FERD. FISCHER

For Prices and Particulars Write



AMERICAN BULB CO.

172 N. Wabash Avenue,

CHICAGO, ILL.



BASKETS

for
Summer Uses



No. 118

TWO GOOD NUMBERS

No. 324 each 60c
No. 118 each 40c



No. 324

Pastel Grasses

Try Our Assortment

Full satisfaction guaranteed. Great for Summer display. **\$10.00**



Sphagnum Moss

\$1.75 per full size bale

F. O. B. Chicago

Decorate Your Window and Store for the Summer

Use our new Pastel Oak and Beech Sprays. Beautiful colors, large sprays, 30 to 36 inches long. **\$35.00 per 100.**

Orders placed for Wire Work will receive our best attention. The chances are it will be very hard to obtain raw material later.

POEHLMANN BROTHERS COMPANY

Complete Service for Florists

CHICAGO

Long Distance Phone
Randolph 35

66 to 74 East
Randolph Street

How Do You Buy Moss?

By the bale? Yes.

Does the bale you buy contain the three requisites of a bale of moss, **PRICE, QUALITY, QUANTITY?**

"Rando Brand" moss contains all these requisites, together with an unblemished name for being a **SUCCESSFUL** brand of moss for years.

Consider **PRICE**: The observant florist will measure the moss he buys. For the same price you get a 48x14x16 bale of "Rando Brand" moss instead of a 44x14x14 bale of ordinary moss, which assures you of $22\frac{2}{10}\%$ more moss.

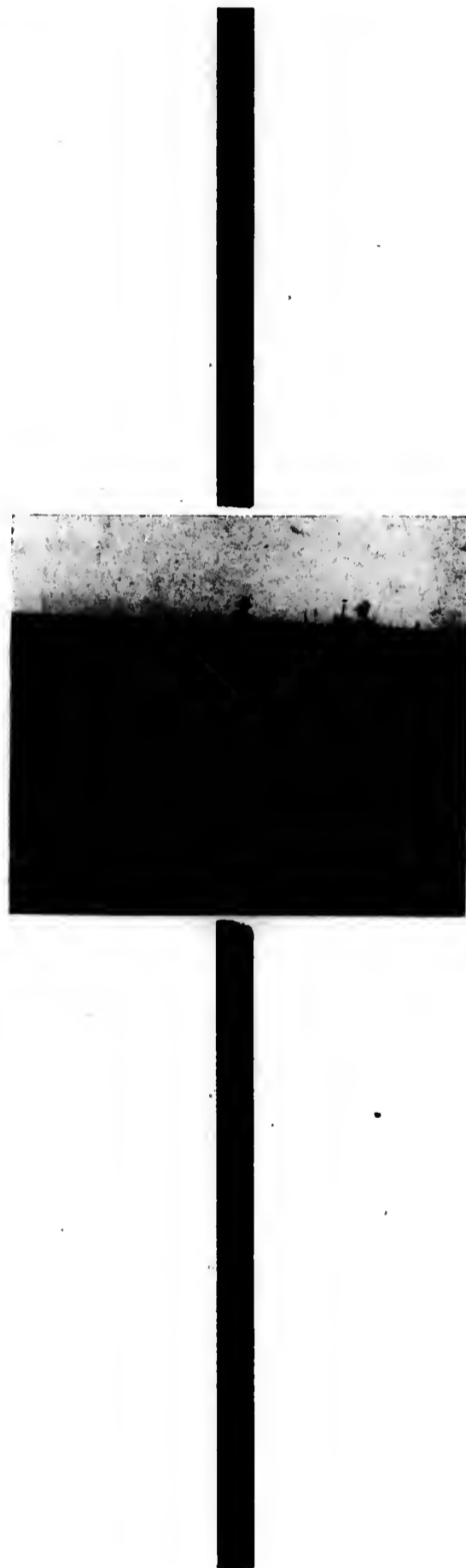
Because we have our **OWN** swamps and harvest our own moss, dry it, prepare it and bale it, you are assured of the best moss on the market when you buy "Rando Brand." When ordering moss, order "Rando Brand."

A. L. RANDALL

180 North Wabash Avenue,

COMPANY

CHICAGO, ILL.



**PREMIERS
RUSSELLS
COLUMBIAS**

**SUNBURSTS
WHITE KILLARNEYS
OPHELIAS**

OUR SPECIALTY

Cut, handled and packed especially to arrive in good condition in hot weather.

Buy Direct From the Grower

We are equipped with a ten-ton ice machine and cooling rooms 40 x 40. This gives us ample facilities for correct handling of flowers in hot weather.

We are rose specialists, and are cutting from 245,000 rose plants.

PRICE LIST

OPHELIA, SUNBURST, WHITE KILLARNEY	RUSSELL, COLUMBIA AND PREMIER
Per 100	Per 100
Extra Long.....\$10.00	Fancy Ex. Long.....\$16 00
Medium..... 8.00	Medium.....\$10.00 to 12.00
Good Short.....\$4.00 to 6.00	Short..... 5.00 to 8.00

ASSORTED ROSES—OUR SELECTION—including some Russell and Columbia

Lots of 200 or more.....per 100, \$6.00

Big supplies of miscellaneous flowers are now coming into this market, and we will procure the best at lowest market prices.

NEW FANCY FERNS, per 1000.....	\$3.00
ADIANTUM very choice long.....Per 100,	2.00
GALAX, bronze.....Per 1000,	2.00
SPRENGERI.....Per 100,	3.00
ASPARAGUS SPRAYS.....Per 100,	3.00

All seasonable flowers not grown by us will be procured for our customers.
A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

Bassett & Washburn

Greenhouses:
Hinsdale and Gregg's Station, Ill.

CHICAGO, ILL.

Office and Store: 178 N. Wabash Avenue
Long Distance Phone, Central 1457

Spring Specialties

We offer the largest and most complete line of Spring Plants in the country and feel sure we can take **BEST** care of your **ORDERS**, considering Quality and Assortment. Would suggest early booking to avoid disappointment. Bear in mind the

Craig Quality Stock is Unsurpassed

HYDRANGEAS

The New French Hydrangeas

All of the varieties here offered have been tested by us under ordinary conditions as to their adaptability to spring forcing.

4-inch pots, \$8 per dozen.
6-inch, 6-inch and 7-inch pots, from 8 to 20 flowers, \$9, \$12, \$15, \$18, \$24.
2½-inch pots, Hydrangea Otaksa, strong plants, \$8 per 100, \$75 per 1000.

Assorted French Hydrangeas, 2½-inch pots, strong plants, \$8 per 100, \$75 per 1000.
4-inch for growing on, \$30 per 100.

For Growing On

4-inch pots, in bud and flower, \$8 per doz., \$45 per 100. Larger Plants, \$9, \$12, \$15 and \$18 per doz.

10,000 ROSES

Hybrid Tea Roses

Including American Beauty, Hadley, Ophelia and Prima Donna.
6-inch pots, \$75 per 100.

MARGUERITES

An exceptionally large and well grown stock, well shaped and well flowered.

4-inch pots, heavy, \$35 per 100.
6-inch pots, heavy, \$9 and \$12 per doz.
8-inch pans, \$18 per doz.
10-inch pans, \$30 per doz.

NEW DOUBLE DAISY CRAIGII

A sport of Mrs. Sander. Much freer, large flower, being golden yellow center with white petals. Produces less single flowers than Mrs. Sander. Makes an ideal variety for either cut flowers or pot culture. Stock ready now. Orders filled strictly in rotation.

2½-inch pots, \$20 per 100, \$150 per 1000.
4-inch pots, \$50 per 100, \$450 per 1000.
6-inch pots, \$18 per doz.

CROTONS

The Croton, with its highly colored foliage, is indispensable during spring and summer. We have the largest and most complete collection of Crotons in the world, carrying at the present time for spring sales over 50,000 in 200 varieties, all of the very highest quality and brilliantly colored.

Immediate Delivery.

4-inch pots, strong plants, \$9 per doz.
5-inch pots, strong plants, \$12 and \$15 per doz.
6-inch pots, strong plants, \$18 per doz.
8-inch pots, strong plants, \$4 each.
10-inch pots, strong plants, \$7.50 and \$10 each.
12 and 14-inch tubs, specimen plants, \$15, \$20 and \$25 each.

Orotons (Narrow Leaf Type)

Delicatissima, Golden Thread and Florence. These varieties are indispensable for table decoration and we predict a great future for them, as nothing surpasses them for use in artistic arrangement.

4-inch pots, \$9 per doz.
5-inch pots, \$15 and \$18 per doz.
6-inch pots, \$18 and \$24 per doz.

Croton Funotata

One of the finest and most satisfactory varieties for basket work and centers of ferneries.
4-inch pots, \$50 per 100.

Every retail store and grower should feature Crotons this spring. We know our stock will please you and your customer.

DRACAENAS

There is no variety of foliage plants of greater use to florists.

POINSETTIAS

CRAIG QUALITY IS
UNSURPASSED

Refer to special ad, page 110

Dracaena Kelleniana (New)

One of the finest foliage plants for combination boxes or baskets.

2½-inch pots, \$20 per 100.
8-inch pots, \$35 per 100.
4-inch pots, \$50 per 100.
8-inch pots, made up, very handsome, \$4 and \$5 each.

Dracaena Terminalis

Exceptionally well colored.

8-inch pots, \$35 per 100.
6-inch pots, \$1.50 each.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.

6-inch pots, \$30 per doz.

Dracaena De Smetiana

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.

4-inch pots, \$7.50 per doz., \$60 per 100.
5-inch pots, \$1 each.
6-inch pots, \$1.50 each.

Dracaena Indivisa

Very large stock in splendid condition.

6 and 7-inch pots, \$24 per doz.

Dracaena Shepherdii

Very handsome plants; red and green.

6-inch pots, \$18 per doz.
7-inch pots, \$30 per doz.
8-inch pots, \$4 and \$5 each.

CALADIUMS

Bright red variety, 4-inch pots, \$5 per doz., \$35 per 100.

FIGUS PANDURATA

Positively the best house and porch plant to date. Our stock of this wonderful plant this year is finer than we have heretofore offered.

6-inch pots, 2 ft. tall, \$2 each.
7-inch pots, 3 ft. tall, \$2.50 each.
8-inch pots, 4 ft. tall, \$3 each.
10-inch and 11-inch tubs, 5 ft. to 10 ft. tall, \$4, \$5, \$6 and \$7.50 each.

The large plants are unusually fine.

ARECA LUTESCENS

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in the country.

4-inch pots, made-up plants, 3 plants, \$50 per 100, \$475 per 1000.
6-inch pots, made-up plants, 3 plants, 24 to 28 inches tall, \$24 per doz.

PANDANUS VEITCHII

Well colored plants.

7-inch pots, \$3.50, \$4.00 and \$5.00 each.

GARDENIA VEITCHII

We have an exceptionally fine stock for growing on and for spring flowering.

2½-inch pots, \$15 per 100, \$140 per 1000.
4-inch pots, in bud, \$9 per doz.
6-inch pots, \$18 per doz.

PHOENIX ROBELENII

10-inch tubs, \$10 and \$12.50 each.

150,000 NEPHROLEPIS

(In Variety.)

We are the largest growers of Nephrolepis Ferns in the country; in fact, we are headquarters for them.

Nephrolepis Scottii

Our stock is in superb condition.
2½-inch stock, \$10 per 100, \$90 per 1000.
6-inch stock, heavy, \$12 per doz.
8-inch ¾ pots, heavy, \$24 per doz.
10-inch ¾ pots, \$36 per doz.
11-inch tubs, \$4 and \$5 each.

Teddy, Junior

A Grand, New Dwarf Fern,

Fine young plants from 2½-inch pots, \$10 per 100, \$90 per 1000.
6-inch pots, \$100 per 100.
7-inch pots, \$18 per doz.
8-inch pots, \$2 each.
11-inch tubs, \$5 and \$6 each.

Nephrolepis Harrisii or Roosevelt

2½-inch pots, \$10 per 100, \$90 per 1000.
6-inch pots, \$100 per 100.
8-inch pots, \$2 each.
10-inch pots, \$3 each.
11-inch tubs, \$5 and \$6 each.

ADIANTUM GLORIOSA

Same as Farleyense, but as hardy as Nephrolepis.

4-inch strong plants, \$60 per 100.

BEGONIA MRS. PATTEN

Dark Sport of Chatelaine.

Blooms continually the entire year.
4-inch pots, \$8 per doz., \$40 per 100.
6-inch pots, \$12 per doz., \$90 per 100.

SPRING PLANTS

We will offer this year an immense stock of Spring plants, all of the same high quality as other Craig Specialties.

Geraniums, strong plants, 8 varieties, 4-inch pots, \$20 per 100.

Geraniums, 6-inch, 8 varieties same as 4-inch, \$50 per 100.

Verbenas, best strain, 2½ and 3-inch pots, \$6 and \$8 per 100; 4-inch pots, \$15 per 100.

Snapdragon, Sutton's Prize Winners, 2½ and 3-inch pots, \$6 and \$8 per 100; 4-inch pots, \$15 per 100.

Sweet Alyssum, Little Gem, 2½ and 3-inch pots, \$6 and \$8 per 100.

Phlox Drummondii, 2½ and 3-inch pots, \$6 and \$8 per 100.

Thunbergia, Black-Eyed Susan, 2½ and 3-inch pots, \$6 and \$8 per 100.

Ageratum, Little Blue Star, 4-inch pots, \$15 per 100.

Ageratum, Stella Garney, 4-inch pots, \$15 per 100.

Begonias, Luminosa, red; Prima Donna, pink, 4-inch pots, \$15 per 100.

Nasturtiums, yellow and red, 4-inch pots, \$15 per 100.

Celosia, Sutton's large asst., Thompsonii and Plumosa, 4-inch pots, \$15 per 100.

Torenia, blue, 2½ and 3-inch pots, \$6 and \$8 per 100.

Petunia, California Giant, 4-inch pots, \$18 per 100.

Heliotropes, 4-inch pots, \$15 per 100.

Petunia, Rosy Morn, 2½ and 3-inch pots, \$6 and \$8 per 100; 4-inch pots, \$15 per 100.

Petunia Star, 2½ and 3-inch pots, \$6 and \$8 per 100.

Coleus, five varieties, 2½ and 3-inch pots, \$6 per 100, \$50 per 1000.

Coleus, large-leaf seedlings, 4-inch pots, \$15 per 100.

Alternanthera, red and yellow, 2½-inch pots, \$5 per 100.

Cannas, eight varieties, asst., 4-inch pots, \$15 per 100.

Cannas, King Humbert, 4-inch pots, \$15 per 100.

Fuchsias, heavy, 4-inch pots, \$15 per 100.

Periwinkle, variegated, heavy, 2½-inch pots, \$8 per 100; 4-inch pots, \$20 per 100.

Salvia, America, 2½-inch pots, \$8 per 100; 4-inch pots, \$12 per 100.

IMPORTANT NOTICE

Owing to the very great increase in price of all materials used in packing of plants, we find it necessary to make a small charge for same, as follows, much lower than the percentage plan:

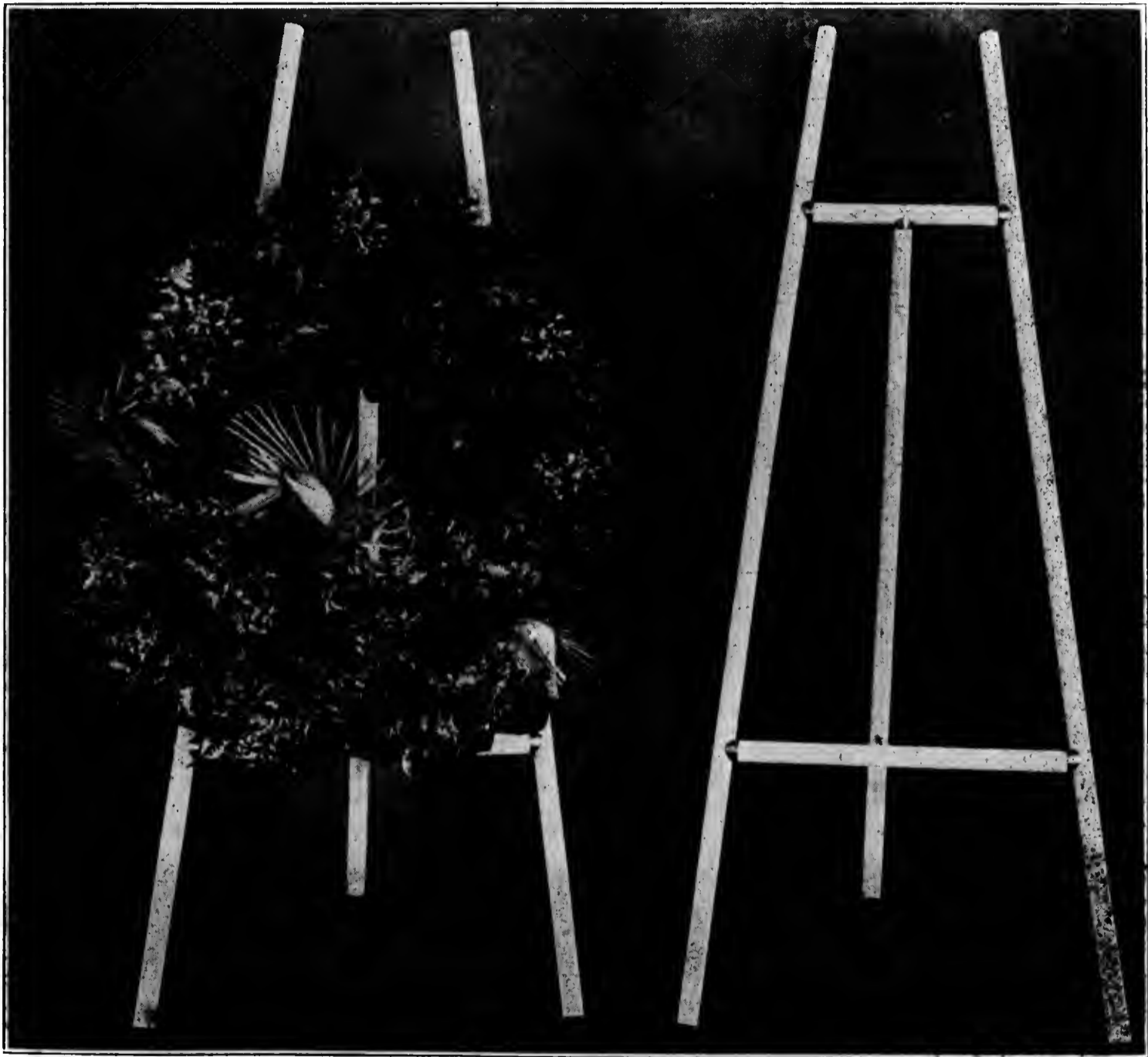
Full size cases.....\$1.50 each
Three-quarter size cases..... 1.00 each
Small size cases..... .50 each

Would suggest taking plants in paper pots whenever possible. It is a big saving in both packing and express charges.

Florists' White Wood Easels

BUY DIRECT FROM THE MANUFACTURER

Inexpensive and More Effective than Iron Easels



PRICES } Any Quantity	36-inch	-	-	-	-	Each
	42-inch	-	-	-	-	\$0.75
	48-inch	-	-	-	-	.85
	54-inch	-	-	-	-	1.00
	60-inch	-	-	-	-	1.25
	66-inch	-	-	-	-	1.50
						2.00

St. Louis Wholesale Cut Flower Co.

Phone 1406-08 Pine Street Hours
 Long Distance ST. LOUIS, MO. 7 a. m. to 5 p. m.
 Bell, Olive 4203 Sundays & Holidays
 12 noon


 M.
RICE
CO.

Buy Made-in-America Wreaths and keep American Money in America—

“Keystone Quality” Wreaths are better than Europe’s Best

Made just as you would make them yourself, with this exception—you make a few or a few hundred—we make them by the thousands—in a scientifically managed factory (insuring uniformity and finest workmanship) where tremendous quantity production keeps actual costs and overhead expenses down to the lowest possible minimum.

THAT’S WHY

we can sell to you for less money than you could produce them yourself—their actual cost to you a known quantity, not guesswork—just tack on your retail profit and deliver—

For each wreath comes in a separate box, ready to go to your customer. That’s easy, isn’t it?

AND OUR STYLES ARE BEAUTIFUL

Floral artists have designed them in matchless taste and color effects. Imported wreaths were never like them. We are years ahead in style and workmanship—and we expect to stay there.

M. Rice Co.

Florists’ Supplies That Excel

1220-22-24 Spring Garden St.

PHILADELPHIA, PA.


 M.
RICE
CO.


 W

Werbros Ribbons and Chiffons

The recollection of quality remains
long after the price
is forgotten

WERTHEIMER BROTHERS

THE NATIONAL FLORAL RIBBON HOUSE
Owners and Operators of WERBRO RIBBON MFG. CO.
PATERSON, N. J. BATH, PA.

Office and Salesrooms: 17-25 East 24th Street, NEW YORK



TRAFFIC TIE-UP CURTAILS COAL

At the time when greenhouse men begin to store coal for the succeeding season, the curtailed supply, coupled with congestion and inadequate facilities on the railroads, makes conditions least favorable for obtaining shipments. Special efforts will be demanded of growers to secure their supply.

If I cannot get coal now," asked a florist the other day, "what will be the situation in the fall?" Truly a query deserving serious thought. And it is being given much consideration by the greenhouse owners in all parts of the country, save those fortunate few who have a local and certain source of supply. Just now the florist who goes to his coal dealer with the intention of laying in a part, at least, of next season's supply, finds he can get no satisfactory quotations and no assurances in regard to delivery. If he is not an established patron of the coal company, the florist is likely to obtain no hearing at all. And if he has been a regular customer, he gets little real satisfaction from the coal dealer's replies to his questions.

No Storage Coal Now.

On one point he is given reason to be sure; namely, that there is no coal to be had now for storage purposes. All that there is available is demanded so strongly by manufacturers whose factories have been partly or completely shut down for lack of fuel that the price is so high that no one wishes to pay it who has not immediate and

urgent need of fuel. Under such circumstances the purchaser for storage—the role of florists at this time—feels inclined to postpone his requests in anticipation of more favorable conditions.

Even a buyer who will pay the price asked receives no assurances in regard to delivery. The dealer expresses his desire to get the cars along as soon as possible, but, if pressed, admits his inability to do much about it with the railroads in the situation which exists now. Even after the cars are on the way, the dealer usually has no idea how far they have traveled and can only conjecture as to when they will reach their destination.

Transportation the Crux.

The root of the trouble lies in the traffic congestion caused by the switchmen's strike, though several other causes have contributed to an aggravation of the coal consumer's difficulties. Naturally it takes time to get into movement all the cars that were side-tracked when the switchmen walked out, particularly when the railroads are as poorly equipped as they are reported to be at the present time. It takes a still longer time to catch up with the transportation of commodities which was delayed during that time. And just when the job of doing all this is in hand

comes the time when the grain crops demand cars for movement eastward, adding to the strain.

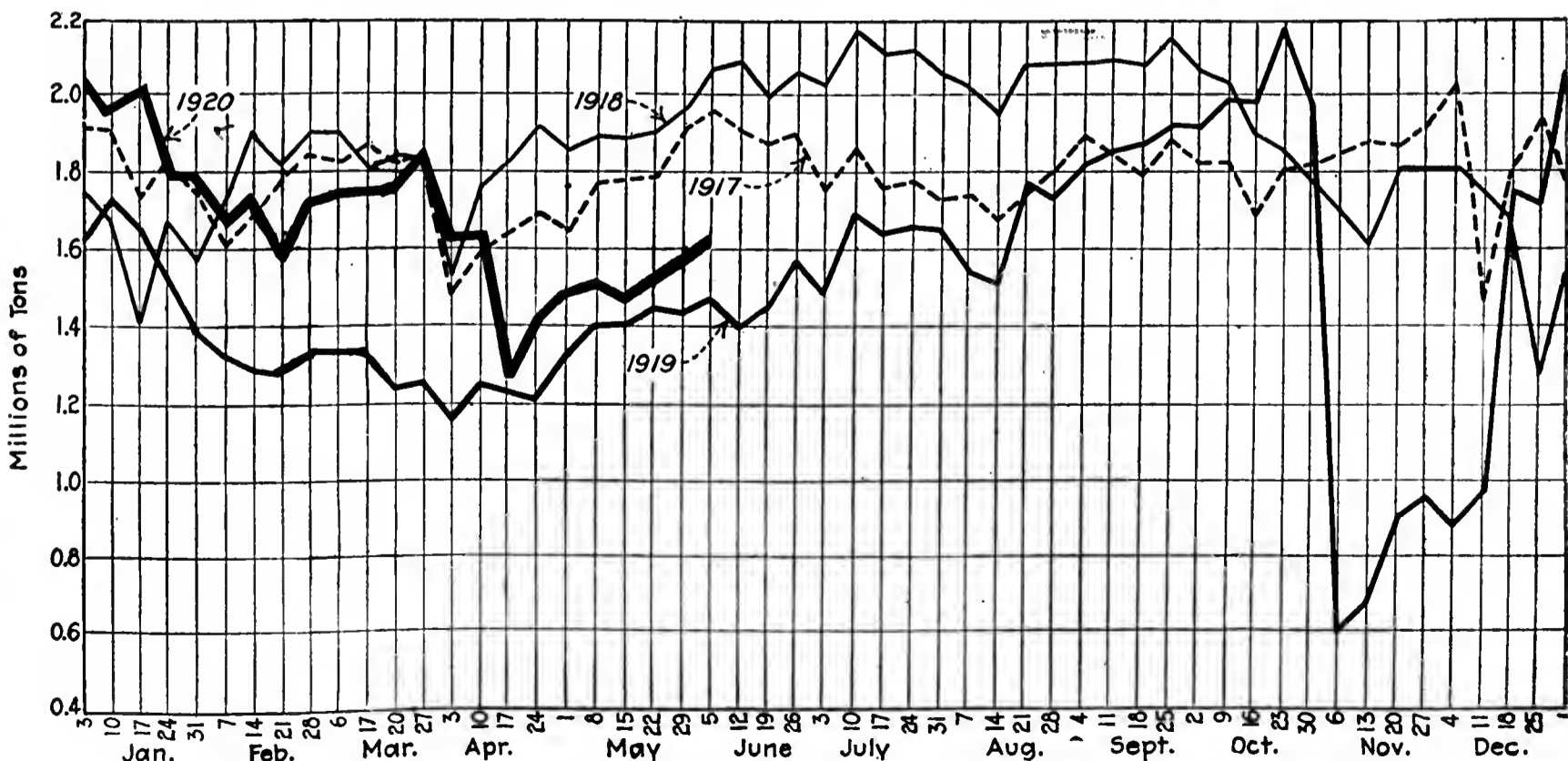
The result is a bigger load than the horse can carry and, consequently, the load is not carried. Coal waits at the mines for cars to move it away. Miners are idle because there is no way to transport the coal they might dig. Production has fallen to thirty to forty per cent of normal, a rate that spells high prices for the rest of the year and a certain fuel shortage next winter if it continues.

Moreover, the facilities for moving the coal which will be needed for next winter show no signs of early improvement. Many of the men who walked out during the switchmen's strike found employment in other industries. The prolonged strike and the good wages in these other industries caused these men to remain at their new jobs after the strike finally came to an end.

Shortage of Railroad Workers.

Hence there are now, it is estimated, only seventy-five per cent as many yardmen, switchmen and similar workers on the railroads as there were a year ago. Included in this number are a good many new and inexperienced men. They require instruction and supervision by the older men. Consequently the actual

Average Daily Production of Bituminous Coal Shows Basis of Prediction of Inadequate Supply.



capacity for work of the present force is even farther below normal than the figures indicate. Under these circumstances, immediate relief of traffic congestion and restoration to normal conditions is not to be expected.

Moreover, there seems to be an actual shortage of rolling stock, due to the economy practiced by the government railroad administration and since the roads were returned to private control. It has been pointed out that new coal cars have not been ordered by the railroads in anything like an adequate number since government control was removed. In equipment circles orders have been reported for something like 3,700 coal cars, it is stated. The estimate which was made by the special equipment committee of the Association of Railway Executives showed need for approximately 50,000 gondolas and hoppers, both styles of rolling stock being suitable for the movement of coal.

It is believed that replacements of coal car rolling stock at the rate of approximately 3.52 per cent are necessary every year in order to provide adequate supply. This figures out roughly to about 34,500 cars each year. Regarding the outlook for further ordering of coal cars for the account of the roads, it is believed that when all contracts have been signed the carriers will not have made commitments for more than 5,000 new cars for 1920.

Assigned Car System Blamed.

Some of the responsibility for the lack of cars has been placed by coal operators upon the interstate commerce commission, because of the restoring of the assigned car system. That this system is a failure was demonstrated, they say, during the war, when it was banished by Fuel Administrator Garfield. "Through the instrumentality of this commission, it is stated, the railroads once again have been placed in a position to dictate to the coal industry and once again it has become necessary to renew the fight against an iniquitous practice prejudicial not only to the coal industry but to the country at large."

The only mines able to obtain cars with any degree of regularity, it is asserted, are those furnishing railroad fuel. In many instances, in self-defense, mines are compelled to accept railroad fuel orders in order to get cars at all. At a time when the car supply averages little more than thirty-five per cent, the effect of wholesale and promiscuous assignment of cars is apparent. It creates a scarcity of coal for commercial shipment. When mines are forced to accept railroad fuel orders in order to get cars, the railroads, it is charged, demand concessions and consequently obtain coal at a lower price than commercial consumers. Somebody has to pay the difference between the market price and the price at which the coal is sold to the railroads and, as is always the case, that somebody is the consumer.

High Prices To Continue.

Unless there is improvement in the traffic situation and the car supply, prices will continue at the high level they now hold, in the estimation of a leading coal trade journal. Its report of conditions last week stated:

"Nowhere has any material improvement been made in production, because the car situation still remains totally

inadequate to the needs of the mines. In spots in West Virginia some improvement was noted, but this was offset by losses in other sections of the state.

"Briefly sketched, the situation is this: One or two days a week mines are able to get out a fairly good tonnage, but the balance of the week they are held down to a minimum, so that production for the country does not average over forty per cent.

"The logical result is high-priced coal in every market and, as there is no indication of either an immediate or permanent improvement in car supply, the public can expect to pay high prices for the balance of the year."

Export Discussion Distracts.

Attention has been distracted from the real causes of the coal shortage by congressional discussion of fuel exports. Contrary to supposition on the part of some individuals, the coal exported from this country has no connection with the present shortage. Statistics show that from January 1 to June 5 the production of bituminous coal in this country totaled 221,000,000 tons. In the same period the entire exports of coal, including those to the Panama canal and Panama railroad, amounted to 7,000,000 tons, or about three per cent of the total production. The total amount shipped out of the country in these five months is less than one week's production—about two-thirds, in fact, of the average quantity mined in this country in a week. This year's exports of coal have not been above normal years' exports, though in excess of those during the war years when the fuel administration placed temporary embargoes on the shipment of fuel out of the country. So there is not special cause for alarm in the size of the coal export trade, particularly in comparison with the other factors which have been pointed out in this article as of first importance. For instance, if the car supply were sufficient to enable the mines to operate at full capacity, in the neighborhood of 12,000,000 tons per week, instead of 8,000,000 to 9,000,000 per week, as at present, the amount exported in the first five months of this year would be made up, in addition to present production, within two weeks' time.

What the Chart Shows.

The situation at present is indicated by the chart on the preceding page. Production during the early part of 1919 was the lightest for several years, owing to the mild winter and consequent decreased demand. As autumn advanced the quantity of coal mined increased until the strike in November caused the startling drop recorded. So short was the supply as a result that activity in the coal fields rose to wartime height during January. Then various impediments brought down the production mark until the switchmen's strike caused another heavy slump in April.

This drop was the more perilous because stocks were depleted, in railroad yards, in dealers' yards and in consumers' bins. Reserves are lower than they have been for a long time. An improvement is noted in the last few weeks, but not so rapid as it should be, because the railroads cannot furnish the needed cars to carry the coal away from the mines. The heavy black line must climb more vertically in the next few months if our supply is to be at all

adequate. That it is above 1919 is no comfort, since the big drop in last November must be made up. To meet the heavy demand, both for current use and to furnish reserves, production should, experts say, be up to the high mark of 1918, so that instead of a weekly 9,000,000 tons, we should have 12,000,000 tons.

Vigilant Persistence.

Under present conditions, this figure is not soon possible. The car shortage and the inadequate railroad service render hope of such a thing quite vain. Hand-to-mouth consumption of coal will continue for some time and supplies for storage will not be large.

As soon, however, as immediate industrial needs are satisfied, florists will be better able to secure shipments. But it will be by no means so easy as in former years to secure next winter's supply. The greenhouse owner must be vigilant and persistent. He must be unceasing in his efforts to lay in an early supply. In three months the autumn rush will create a still keener demand. The aim of the florist, therefore, must be to secure his coal at the earliest favorable opportunity, for, hard as it may be to get coal during the summer, it will be still harder when cold weather arrives.

JUNE SHOW AT PROVIDENCE.

The Rhode Island Horticultural Society held its annual June exhibition of roses, peonies, strawberries and other seasonable exhibits in the Narragansett hotel, Providence, June 22 and 23. The ballroom was well filled with exhibits. A long table running down the center of the large hall contained a grand collection of hybrid tea roses and peonies from Fred C. Green, superintendent of Roger Williams park, Providence. Included were three beautiful new yellow Moutan peonies raised by Lemoine, named Souvenir de Maxine Corner, L'Esperance and La Lorraine. Fine peony displays came from Mrs. Samuel Brown, Mrs. Clinton R. Walch and John S. Doig, head gardener to F. S. Peck, Barrington, R. I.

Ephraim Morley had the finest individual bloom of hybrid teas in the competitive classes in Lady Ashtown. There were good displays of hybrid teas, hybrid perpetuals and ramblers. John S. Doig had the best group of flowering and foliage plants; Maplehurst Greenhouses, Longmeadow, R. I., were second. The table decorations of Mrs. Walch and collection of hardy perennials from John S. Doig were extra fine. Johnston Bros. had the best bride's bouquet. Strawberries were large and handsome from Ephraim Morley, Arthur Sallon and John Gerard, Bristol, R. I. W. N. Craig, Brookline, Mass., officiated as judge.

PAYING BILLS.

That a seller of goods, under agreements to allow the buyer a discount on payment of the price being made within thirty days, on two or three occasions permitted the buyer to deduct the discount on payments made after lapse of thirty days, did not give the buyer a vested right to make such unauthorized deduction in subsequent transactions. This is the holding of the Appellate Term of the New York Supreme court in the case of *Bombas vs. Fisher*, 180 New York Supplement, 449. S.

STANDARDIZED HOUSES

MADE BY MILE, SOLD BY FOOT.

New Construction Methods.

During the period of the emergency the whole trade had to meet the varying conditions and adjust their business to new demands, with the result that today there is a unity of purpose all through the trade that has never been known before.

Old methods of production and merchandising have been changed. Closer business relations between the growers and the retail men have been established through collective advertising, etc., and a broader field is opening up. The whole scope of the business is being extended to meet the new conditions.

From amidst all this chaos, there have come better methods, better management and a greater volume of business. And among the more important of the reorganization problems is the construction of the greenhouse range.

An Important Consideration.

Construction is, and was always, a most important consideration, but especially so at this time, when fuel and labor are such vital factors. Construction that will endure, glass that will stay tight, heating systems that are economical and arrangements that admit of minimum labor are some of the important matters that reorganization has brought out.

The scarcity and the high prices of building material have presented conditions that the greenhouse builders have found hard to meet. Some of them have met it by standardization and production.

The address of H. E. Bates, of the Lord & Burnham Co., on "Present Business Reorganization and Its Effects on Greenhouse Construction," before the Pittsburgh Florists' and Gardeners' Club.

The growers are fast coming to the realization that they are not builders, but growers, and they see the extravagance, waste and shortsightedness of designing and building their own houses. By standardization and by putting greenhouse material on a production basis, it is easy to see that economy in material and labor will start where it should—at the factory.

Certain greenhouse construction material has been made for some time in standard sections, sizes and patterns and in stocked quantities, but it has been hard to standardize a complete type of house and stock, owing to the grower's custom of incorporating into his building certain ideas and theories of his own.

Result of Years' Study.

The standardized-production house is the result of years of building and study of greenhouse engineering. It is one of a certain type, either iron-frame or semi-iron, commercial or private, in widths of fixed dimensions and made to erect in multiples of eight feet four inches, eight feet four and one-half inches and twelve feet six inches in length. These houses have all been worked out and detailed in the drafting room, lists made, specifications drawn, etc., and then put in the shop as one big order.

These houses are manufactured on a production basis, you might say by the mile, and sold by the foot. The first appeal to the customer is the cost, for they will run from ten per cent to twenty per cent lower in price than special houses, but on careful study of detail and specifications, one will realize the superiority of this type over a special construction, as the house is standardized with all the best and most up-to-date features of construction included and put through the factory in that way. All parts are interchangeable,

therefore mechanically correct, with uniform finish and accurate-workmanship. Jigs, fixtures and other labor-saving devices are employed that are safeguards against blunders, poor workmanship and waste of material. Another advantage to the grower is that shipment of this class of house can be made promptly and with less liability of shortages, etc.

Formerly, when each greenhouse job was put through the factory separately, when its construction and details were the combined ideas of grower, salesman and manufacturer, the result was not always satisfactory. There was not the uniformity of construction, performance, first cost and upkeep that the growers might expect. Delays in getting the work through the factory and in shipping were constantly a source of anxiety to the manufacturer.

No Reason For Waste.

There was an extravagant waste of time and material in this method of building and the customer paid for it. But why should he? If, by employing methods that have proved so satisfactory in other lines of manufacturing, the production could be made better, cheaper and more satisfactory to the consumer, why not standardize and give to the grower a product that is the last word in completeness and economy?

By comparison with the automobile business, it can be shown how production has made it what it is today. When automobiles were first sold you were charged extra for windshield, top, lamps, etc. Now they are a part of the regular equipment. Self-starters, electric devices, demountable rims and vacuum gas feed are now considered a matter of standard equipment on practically all cars.

What has made these changes possible? The only answer is standardization and production.



Ready-Made Greenhouses Have Lowered Building Costs without Lowering Strength or Durability.

The automobile manufacturers have centered their efforts on standardization and production to the mutual benefit of all. This business policy can be maintained in the manufacture of greenhouse material. You can get specially designed autos for special work, trucks and truck bodies, but you must pay for this privilege. You will always be able to get special greenhouses, special types, designs, etc., for locations where standard sections cannot be used. But the standard house can be used almost anywhere and for practically all purposes.

Building Problem Simplified.

With a full understanding of just what the standardized production house is; what it means to the trade as a whole, from the grower to the retailer, the problem of building will be greatly simplified. The layout of a new range, or additions to the old one; will not have so many perplexities as in the past. Standard widths and lengths of sec-

tions will differ with manufacturers, equipment will vary according to the policy of the various concerns, but the basic principle of standardization will be in all construction. Some of the manufacturers will not come to this policy at once, some of the growers will not take kindly to this standard idea at first, but both manufacturer and grower will come to the full realization of what this standard production means when the rush of business is upon them, when time means everything and everything depends on when the house can be planted.

SUMMER COURSE FOR WOMEN.

The School of Horticulture for Women, Ambler, Pa., announces its summer course, beginning August 2 and continuing until August 28. The course includes subjects in floriculture, vegetable gardening, fruit, canning and preserving. The tuition for the course is \$25.

There are a thousand different ways to interest the men in their work and keep them interested. This is true as much in a small range, where only one or two are employed, as in the larger establishments. A. Hodge.

WHERE'S THE GOLDEN RULE?

I wish to call attention to a growing evil, which few who read this have escaped if they buy or grow stock for planting. It is the poor and sickly plants so often shipped by men whose names sound well in this business. This stuff is frequently hopeless and packed poorly, with a stiff charge for packing when it starts. Many growers have harassed the whole season attempting the impossible task of nursing it back, wasting their limited time and space. Its initial cost, considerable though it is, forms but a small part of this loss. Growers who ship these unfair goods know this and it does not speak well for their sense of right or sympathy for their fellow craftsmen; those qualities are sometimes as weak as the plants shipped. The ever-ready steam pipe, Burleson and the express company are not always convincing excuses when the goods themselves suggest they were too weak to travel.

It seems a bad practice, too, for some plant brokers confidently to advertise, push and promise delivery on items which, frequently after months of delay, they cannot deliver. Nor should they have plants sent out which they never saw, thus making themselves parties to the practices here referred to.

An order to some brokers now is like a prayer; the thing may be granted now or sometime in the future. And, as with a prayer, too, the person asking for the thing and not getting it at all is often fortunate that he did not get it. Perhaps most of us are too busy to bother much about little things like trying to give the other person what we would wish him to give us, for if we do not get his money we shall get that of someone else and it's the money that counts, not the thing given in exchange for it. F. Fallon.

HYACINTHS DAMPING OFF.

What causes hyacinths, especially the white varieties, to fail to push up the flowering spikes? When the spikes are up about two inches they can be lifted out; they are entirely detached from the crown. E. W.—Pa.

There are two probable causes of your hyacinths failing to flower satisfactorily. First, many bulbs become heated in transit and as a result the embryo flower buds are killed in the bulbs. The plants will produce foliage, but not flowers, although sometimes weak spikes will appear and melt away. Tulips and certain varieties of narcissus are often heated and spoiled in this same way. Second, an excess of moisture, either outdoors or indoors, will frequently cause hyacinth spikes to damp off and white ones are more delicate and susceptible than those of other colors. Indoors every care should be taken not to wet the spikes when watering; outdoors avoid a stiff, retentive soil and, if at all possible, make it more porous by adding coarse sand, fine coal ashes and some well decayed manure. C. W.



OPEN LETTERS FROM READERS

HEARING FROM THE HANDS.

Biffing the Bonus System.

I read with interest in The Review of June 10 the article entitled "Trade Tries Profit Sharing" and about "Holding the Hands." I am one of the hands. I think the bonus system is wrong. I think also that Mr. Rasmussen's idea is wrong. This is why: In an establishment of the size of Mr. Rasmussen's, where there is a considerable number of employees, the older employees would make life miserable for the new men until the latter would give up in disgust and quit, nine times out of ten, without giving any reason. Now, the florists' business is something a little bit different from any other business, because the men employed in it must be intelligent and steady; you will find that most of the men are steady.

Why Men Quit.

Here are some of the things because of which men quit. Too many bosses, is one reason. There should be only one, and he or she should be absolute. There can be only one boss in a greenhouse, only one that has any business to give orders. If you have a foreman, he is the man to settle all questions.

For another thing, the owner should see that the equipment is good and that the watering outfit, such as boots and aprons, is kept in good condition. If you do not furnish them, now is a good time to start. Almost any other business, where men make two or three times the amount of money which we make in the greenhouses, furnishes its men with waterproof materials when there is any wet work to be done. Take an interest in your men if you want them to take an interest in their work. If you board them, give them decent board and decent quarters to live in.

Maybe Different; Maybe Right.

Remember, when you start a new

man, that he has learned his trade probably by a method different from the way you learned yours. Maybe his is a better way than yours; maybe yours is a better way than his. If he is a florist, give him some responsibility. Tell him what his work is and then leave him alone. If he turns out the goods, treat him right. When he goes stale or shows any sign of going stale, anticipate him. Then, when you do want a man for overtime or anything else, you will have a man you can depend upon. If he cannot do the work, you know what to do—let him go.

Pay him decent wages, and if you have had a good year, give him a substantial Christmas gift, two weeks' or a month's salary, and let him know that you are his friend. If he has any troubles or anything bothering him or if he needs any advice, let him know that you are willing to help. Get together once in a while and encourage him to offer suggestions and, if they are good, give him credit for them. But, for heaven's sake, cut out the talk about bonus and percentage, or you will spoil the men. Cut out the joshing.

Putting in Pep.

If you have a certain bunch that hangs together and carries tales, get a long, strong rope and hang them all together. Keep them away from the new men. Fire them if you have to. Play no favorites; you cannot do it and expect new men to stay with you. Most of the men in this business are pieces of highly developed mechanism and are pretty thin-skinned. If you have anything to say to a man, say it to him decently and not before a gang of fellows who are waiting to watch him get bawled out.

Cut out all the Sunday work that you can and load a bunch of the workers in an automobile and take them away from the greenhouses for a Sunday afternoon. Then watch their pep in the days following.

PRESIDENTS CALL

COME TO CLEVELAND.

The President Calls.

The thirty-sixth annual convention of the S. A. F. is now only six weeks distant. The central location of Cleveland ought to insure a big attendance from all sections of the country. August 17, 18 and 19 are dates convenient for the majority of the florists and climatic conditions in the Cleveland district at this time are usually such as to make a sojourn there most enjoyable.

This convention should prove to be particularly interesting to those engaged in our industry. The reconstruction period in business following the war has brought many problems which florists are of necessity obliged to solve and in this direction material assistance is afforded through the convention and the excellent trade exhibition arranged in connection with it.

Make up your mind to be among those who will gather at the convention. It matters little what particular branch of our profession you are most interested in; you will learn something to your advantage or pick up an idea tending to make your interest greater. You will meet hundreds of your fellow florists, with whom you can exchange views and discuss possibilities. If you have never attended one of our conventions, especially in recent years, you have a treat awaiting you; one combining business and pleasure. It is one of the greatest annual gatherings arranged in the interests of any industry; about 20,000 square feet of floor space is required to house comfortably the convention and the trade exhibition. Few cities can provide this amount of space in a single location.

Best Come as a Member.

If you are not a member of our society, why not join us at the convention? Better still, send your check for \$5 to Secretary John Young, 43 West Eighteenth street, New York, right away and become a member in advance. Our membership is reaching up to the 4,000 mark and is thoroughly representative of our industry in all its branches.

Our trade exhibition alone is worth a journey to Cleveland—or to any other city for that matter. This year it is to be the largest in the history of the society. If you are a retail florist, you will see the latest creations and developments in store supplies, vases, baskets, decorative auxiliaries and business helps. If a grower, you will be interested in the various greenhouse appliances, examples of greenhouse construction and heating apparatus. The plant exhibits and bulb displays, interesting to both branches of the florists' business, will be found most comprehensive, and many little surprises are promised.

A Trip for the Family.

You need not come to Cleveland alone. Bring your wife, or others of

your family; they will surely enjoy their visit as much as you will yourself. The hotels in the city can take care of us all and the local florists promise us a most hearty reception. Quite probably your business owes you a little respite from the cares and responsibilities of an active year and you will have it in a visit to the convention, returning to your labors better equipped to continue the struggle for something more than mere existence.

In behalf of the society, I invite you to join with us in our effort to make the 1920 convention one of enjoyment and lasting benefit, as well as the biggest and best among the thirty-six on record. It will be a most democratic gathering, without frills or formalities of any kind likely to disturb the pleasures of a visit of which the mingling of good souls is a prime feature.

A. L. Miller, President.

LADIES' S. A. F.

Come to Cleveland!

If, as members of the Society of American Florists predict, the coming convention of this society is to be a record-breaker, both in interest and attendance, may I appeal to the members of the Ladies' S. A. F., urging every woman to interest herself in this forthcoming convention and consider herself a committee of one to make plans for

the success of our part of the convention? It would be a great encouragement to all of the officers who are trying to make the society a real working force in horticultural affairs if the attendance of the members could be record-breaking.

Never before have so many women been interested in the florists' profession and never was there a need of a stronger affiliation, whether the interest is from a personally conducted business or merely as the wife, sister or mother of a florist, grower or seedsman.

The social element of every great business must be considered and it is the duty and the pleasure of the ladies to look after this, not only to make the convention better for the ladies, but better for the men. We plan this year to revive the special feature for the ladies' evening entertainment. To make this a success we need more than plans, more than funds; we need your attendance and your interest. I have been an attending member at these conventions for several years and it has been the greatest pleasure to meet the members from all over the United States. As president of the society it is my greatest desire to bring the ladies into a closer association this summer. It is to our mutual advantage and pleasure that we know each other better and these conventions offer the only opportunity. We need a closer cooperation and the association that these few days afford is of far-reaching benefit. We need your presence. I feel fully justified in making an earnest appeal, urging every woman who can to attend the convention and if not already a member of the Ladies' S. A. F., we shall surely enroll you, for once an attendant at a successful convention, always a member.

Mrs. B. Hammond Tracy.

NEEDED REFORM

FROM PICKLING TO PUBLICITY.

Less Trust in Cut Flowers.

Our business for Memorial day is undergoing a radical change and that change can be made one for the general benefit of everyone engaged in the florists' business. The demand for bouquets and cut flowers may become a thing of the past—a condition for which florists can blame only themselves. The underlying cause is the result of "pickling" flowers, which turns out to be a loss to the grower and a source of much dissatisfaction to the retailer.

Years ago the public could buy bouquets for from 50 cents up, but it is doubtful if anyone ever made money out of them. Most of us have had a taste of making bouquets at 50 cents and \$1. Of course some went as high as \$3 and \$5, but I am speaking of the general run. It was great fun (?) trying to do an acceptable job with stocks, spiraea, a red peony in the center, squeezing in a spray of lilac, a tulip or two, an iris and the trimmings—all for \$1.

Sleepy Flowers Cause Slack Trade.

Today many retailers will not make any kind of bouquet for less than \$2

and consequently purchasers expect better quality in lieu of quantity. But they do not expect to find, after a few hours, that the carnations are going to sleep and the roses falling apart, or that, after an hour in the cemetery, the bouquet is beginning to sag in the middle because it misses the cool, bracing air of the icebox which has been the former home of the flowers. Under such conditions is it surprising that we find an increasing demand for artificial stock, which every retailer "hates to handle," but which the public demands? It is perfectly legitimate business to charge \$3 per dozen for carnations, \$1.50 per bunch for sweet peas and \$5 per dozen for roses, but they should be fresh and of high quality. It is bad business to spend money advertising a commodity which does not prove satisfactory to the purchaser. What can be the state of mind of a person who, on Memorial day, has tried to "Say It with Flowers" because flowers convey the appropriate message of love and remembrance, and then finds the flowers lie down on their job and go to sleep?

It is an open question whether anything is gained in the pickling process. We will say that a carnation grower

does not cut any flowers for a week previous to any of the big days. He makes one big cut—but many of the flowers are then passé and cause a shrinkage if the grower has a conscience and examines them before shipping. The retailer receives them and the next day still more have passed on, a loss which opens an argument between the wholesaler and retailer. The retailer passes the flowers on to his customers and, while his intentions may be of the best, there is a possibility of there being one or more "sleepers" in each dozen, a condition which means that the purchaser will probably return them to the retailer and demand an explanation, with the consequent dissatisfaction of all concerned. When the ultimate shrinkage is taken into consideration the grower would be money in pocket to cut his carnations regularly and sell only such as would prove satisfactory. That plan would shorten the supply, but would boost the selling price of first-class stock.

Pot plants are, as a rule, satisfactory, because they are almost certain to last a week or two in good condition. The trend of the demand seems to be towards pot plants and artificial stock and the demand for cut flowers will be on the increase only when the buying public feels that it is getting its money's worth.

Publicity in Time of Gluts.

In view of the new organizations which are being formed in our business,

the following idea has come to the writer, but whether it would come under the jurisdiction of the S. A. F. or of the National Flower Growers' Association can be settled later. About May 20 business in the flower market in Boston was completely flat, with carnations selling at \$2 per hundred, wonderful long-stemmed sweet peas hard to move at \$1 per hundred, roses at a standstill—all flowers of fine quality, but with no sale for them. It seems as though there should be in each city an advertising committee, part of whose duty should be to watch the market in time of gluts, with the authority to place advertisements in the leading papers at such times, letting the public know that flowers were never more plentiful or beautiful or fragrant. Where would the funds for this advertising come from? If it were possible to figure the loss occasioned by gluts and balance it against the gain from such advertising, the result would amply justify the amount spent in advertising. Growers should be willing to share equally with the retailers, if not to take a larger share, in the cost of any advertising. See how "big business" does things. William Wrigley has spent \$20,000,000 in the last twelve years in advertising his gum. If he had waited for all those who retail his product to do his advertising for him, where would he be today? That is the point of view the grower should take in our business. Blow your own horn!

Robert S. Edgar.

TATE'S TIPS

LOOKING BACK OVER THE YEAR.

Review the Work.

Another year's history has been written in the florists' business and, to my mind, this would be an opportune time for us to stop for a brief period and review the last year's mistakes and failures, so that, instead of being charged up to us as failures, they may be transferred into valuable assets. This can be done if we will be honest with ourselves and look the situation fearlessly in the face. Now that the season is over, get down to brass tacks and liquidate your business. You can do this on paper for your own information, but you should meet every item squarely and see where you stand and what the season has meant for you. Have a thorough house-cleaning and see if you can't discover leaks that might have been eliminated. There is no time to do this like the present, when they will be fresh in your memory.

In these times of prosperity it is well for us to remember that frequently "things are not what they seem." We are all familiar with the man from Missouri; use his methods and make your business for the last year "show you." This can easily be done, because there is no part of it that you are not familiar with. For instance, if some particular house in your range has fallen behind another in production, all things being equal of course, there is certainly a reason. The fault may have

been with you or it may have been with the house itself; perhaps the heating outfit may have been at fault. Above all things, locate the fault and eradicate it. Don't start another season under the same conditions.

Conditions Changed.

The day when you can go along in this business with your clutch in neutral is forever gone. In these days of business efficiency there is just one position for the man who grows flowers for a livelihood and that is with a steady nerve, a strong hand on the wheel, eyes ever ahead and the clutch in high gear. This may sound like joy riding, but it is that quality of business joy riding that will not bring disaster instead of joy.

As we look back over the last year there is one word that holds a most conspicuous place in this history. It is "shortage." All of us can recall that from the time the chrysanthemum crop closed last fall the cry has been from Maine to California, "More plants, more cut flowers." Solomon in his proverbs tells us, "The horseleach hath two daughters; crying, 'Give, give.'" It is not my intention to liken the retailers to these daughters, but anyone who spent much time around wholesale florists' establishments last winter will realize that they were in much the same position, and, like the daughters, were not satisfied.

The point I wish to emphasize is, can you not increase your production next

season? No doubt some of you have read the signs of the times and will enter next season with more glass, but if for one reason or another you have not done this, can you not by intensive cultural methods speed up production? Now is the time to at least map out your plans.

Scarcity Last Fall.

Remember the scarcity of blooming plants last Christmas and the prices they brought? Well, there is just one person who will keep history from repeating itself and he is the grower. While the extremely high prices of last season were most attractive and easy to obtain, and I am charging no one with profiteering, it was simply a case of supply and demand regulating the market. The florist was simply lucky that there was so much money in circulation. But let us remember that conditions are going to be more normal during the coming season and values are going to be studied more. It will be up to the grower, if he wants to see the industry prosper, to meet these changed conditions. This can only be done by a production in keeping with the demand.

Let us remember that there are more flowers being used today than ever before in the history of the business. There are two reasons for this: The first is, no doubt, the war and the greatly increased circulation of money. Big profits and high wages gave a class of people the opportunity to indulge in flowers who never could to any extent before. This class became patrons of the florists and are today a part of the flower-buying public and we want to keep them as such. But money is not flowing into their coffers with the same ease that it did a year ago. They are becoming more prudent and experience has taught them something of values.

The second reason is advertising. How much has the national advertising campaign had to do with making this great army of flower buyers? While I am a staunch believer in local advertising, at the time that this part of the public was being taught to "Say It with Flowers" the national campaign was the only systematic one in the country.

These are just a few hints. I could go on indefinitely. You are in an industry that bids fair to be one of the greatest in this country. The Rubicon has been crossed. The future will be just what you choose to make it.

Tate.

MINNEAPOLIS AND ST. PAUL.

The Market.

Outdoor flowers are beginning to come into the market, although not in great numbers. Business has been good during the last six weeks. Excessively hot weather damaged stock somewhat and hurried some kinds along too fast. Peonies were good for only a short time because of the heat.

Three Flower Shows.

Three small flower shows were held in the Twin Cities in June and were good advertisements for the trade. The Northwestern National bank, of Minneapolis, put on a good iris show and the following week the First National bank, of St. Paul, put on a good peony show for two days. D. W. C.

Ruff, of Bald Eagle, cut about 5,000 blooms for this show.

The Minnesota State Horticultural Society held its summer picnic and flower show at University Farm, St. Paul, June 19. About 2,000 vases of flowers were shown. Peonies and perennials were there in quantity, almost filling the large gymnasium. D. W. C. Ruff, of Bald Eagle; A. C. Arny, of St. Paul, and H. F. Baker, of Minneapolis, made some fine exhibits of peonies and perennial flowers. From 1,000 to 1,500 people visited the show during the day; this was not so many as usual, because of the rain.

Various Notes.

A. W. Lemke is moving into new quarters on the Sixth street side of the Hamm building. This is a fine location in a new building in the heart of St. Paul's shopping and theater district.

Holm & Olson, Inc., St. Paul, are laying out a fine golf course for the Somerset Club. They will keep a large force of men busy there most of the summer.

Last week was one continuous rain. Roads are bad and it has had some effect on business. Crops have not been seriously damaged as yet.

The Minnesota State Florists' Association is planning a trip to the pottery establishment at Red Wing soon. It also plans, in conjunction with the Minneapolis Florists' Club, to have a picnic at Wildwood park early in August.

Greenhouse men have been busy during the last week or two in getting ready for next season. Good labor is scarce and prices are too high for the kind of labor available.

D. T. Mackintosh, gardener at the state prison, Stillwater, has resigned to accept a position in New Jersey.

The Minneapolis rose garden was scheduled to be inspected June 28 by representatives of the American Rose Society, but heavy rains the night before and also June 28 prevented the inspection. The garden is in excellent condition and a great attraction to Minneapolis people. L. C.

DISEASED DELPHINIUMS.

Please tell me what is the trouble with my delphiniums. The leaves at the top curl up and the buds turn black and blast. What can I do to remedy this condition? A. N. B.—Ind.

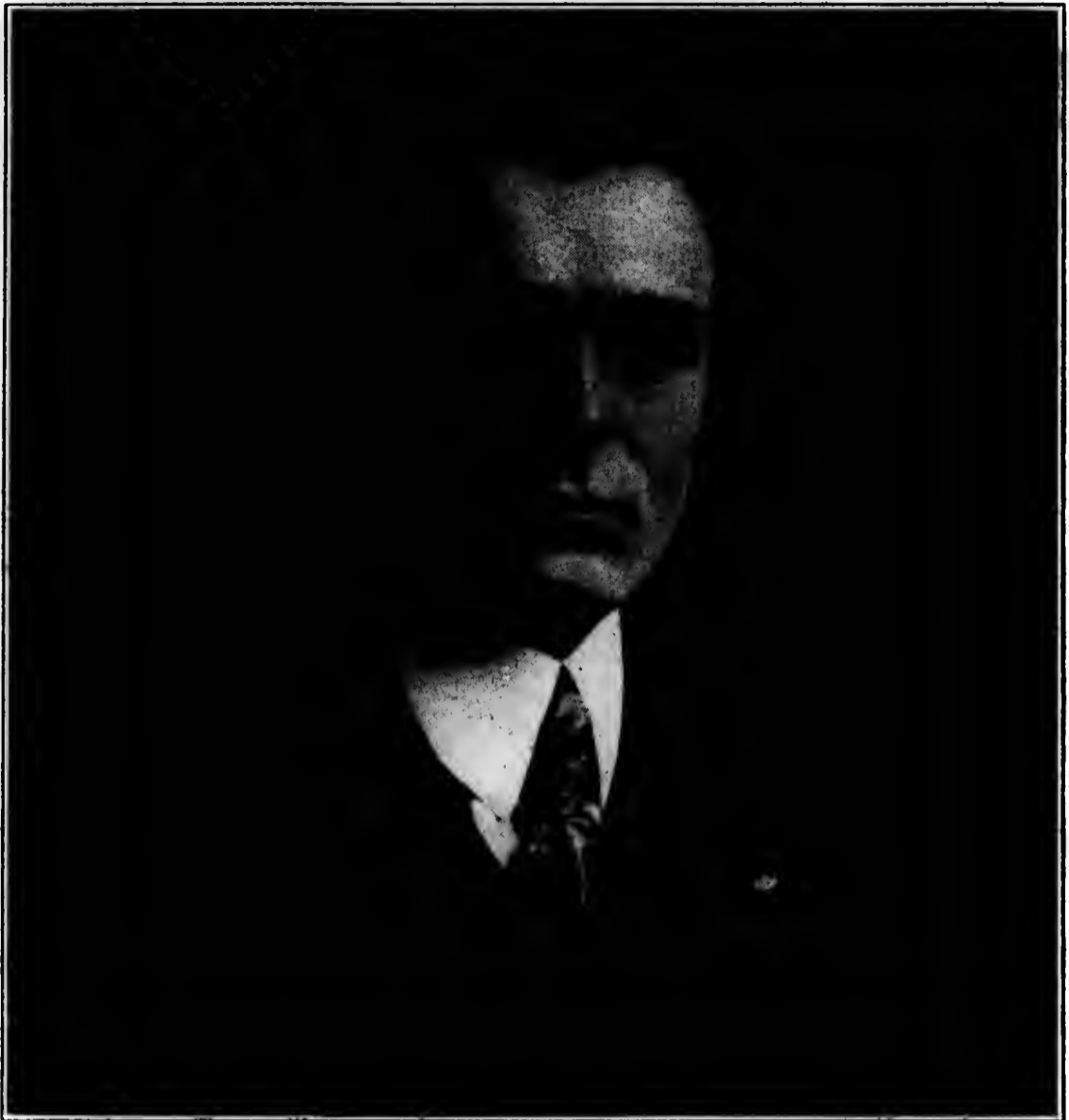
This blight is often due to climatic conditions, such as extreme heat followed by low temperatures. It is especially likely to attack plants which have not been divided and replanted for several years. Spraying with Bordeaux mixture is suggested as a good preventive of this trouble, but it must be applied before blight sets in. C. W.

IRIS BLIGHT.

I am sending you a leaf of iris. Brown spots appear on the leaves of my plants, and holes seem to rot in the leaves and buds, causing most of them to blight. Can you give me any remedy for this? C. A. P.—Me.

This rot or blight is quite prevalent this season, owing to the damp, sunless season experienced until late in June. An occasional change of soil, liming the soil once in three years and spraying with Bordeaux mixture on the slight-

WHO'S WHO IN THE TRADE AND WHY



EDWARD J. McCALLUM.

UNIQUELY celebrating his twenty-third birthday, September 1, 1908, Edward J. McCallum established a wholesale cut flower business known as the McCallum Co., at 137 Seventh street, Pittsburgh. This, too, in the midst of the only too well remembered financial panic. Most of the wise ones shook their heads, and there were many times when young McCallum thought these same wise ones demonstrated their wisdom in shaking their heads. Ere long, however, business began to flourish and at the present time the McCallum Co. is doing a country-wide business, operating two basket factories, a willow furniture factory, wireworks, two artificial flower factories and a range of greenhouses some distance out of the city of Pittsburgh. In addition to these, prosperous branch stores have been established in New York, Detroit, Cleveland, Cincinnati and San Juan, Porto Rico, and purchasing offices in Paris and Hamburg, in all employing 227 people. Mr. McCallum is married and lives in Pittsburgh in an attractive home on Perryville avenue, north side, formerly known as Old Allegheny. E. E. S.

est appearance of trouble will alleviate the trouble somewhat. C. W.

PROPAGATING SHRUBS.

When is the proper time to propagate hardy shrubs, such as weigela, spiraea, hydrangea, philadelphus, ribes, etc? What care do they need and how large should the cuttings be? C. B.—O.

Half-ripened wood of all the shrubs named will root readily if put in at once. Take small cuttings, preferably with heels, and remove all leaves but top ones; the latter can be half removed. Put the cuttings in sand or sandy loam. Use a coldframe, which

must be kept shaded, and frequently give light sprayings until the cuttings are rooted, when more light and air can be gradually admitted. Later the sashes can be removed. Bunches of ripened shoots can also be taken in early winter, packed in damp sand over winter and lined out in spring in nursery rows, burying the cuttings two-thirds their depth and firming them well. Cuttings an average of eight to nine inches long are desirable for mature wood; much shorter ones with two or three eyes are more desirable to use now. C. W.

Atchison, Kan.—H. A. Karrasch intends to enlarge his greenhouse next fall.

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The Minneapolis rose garden was scheduled to be inspected June 28 by representatives of the American Rose Society, but heavy rains the night before and also June 28 prevented the inspection. The garden is in excellent condition and a great attraction to Minneapolis people. L. C.

DISEASED DELPHINIUMS.

Please tell me what is the trouble with my delphiniums. The leaves at the top curl up and the buds turn black and blast. What can I do to remedy this condition? A. N. B.—Ind.

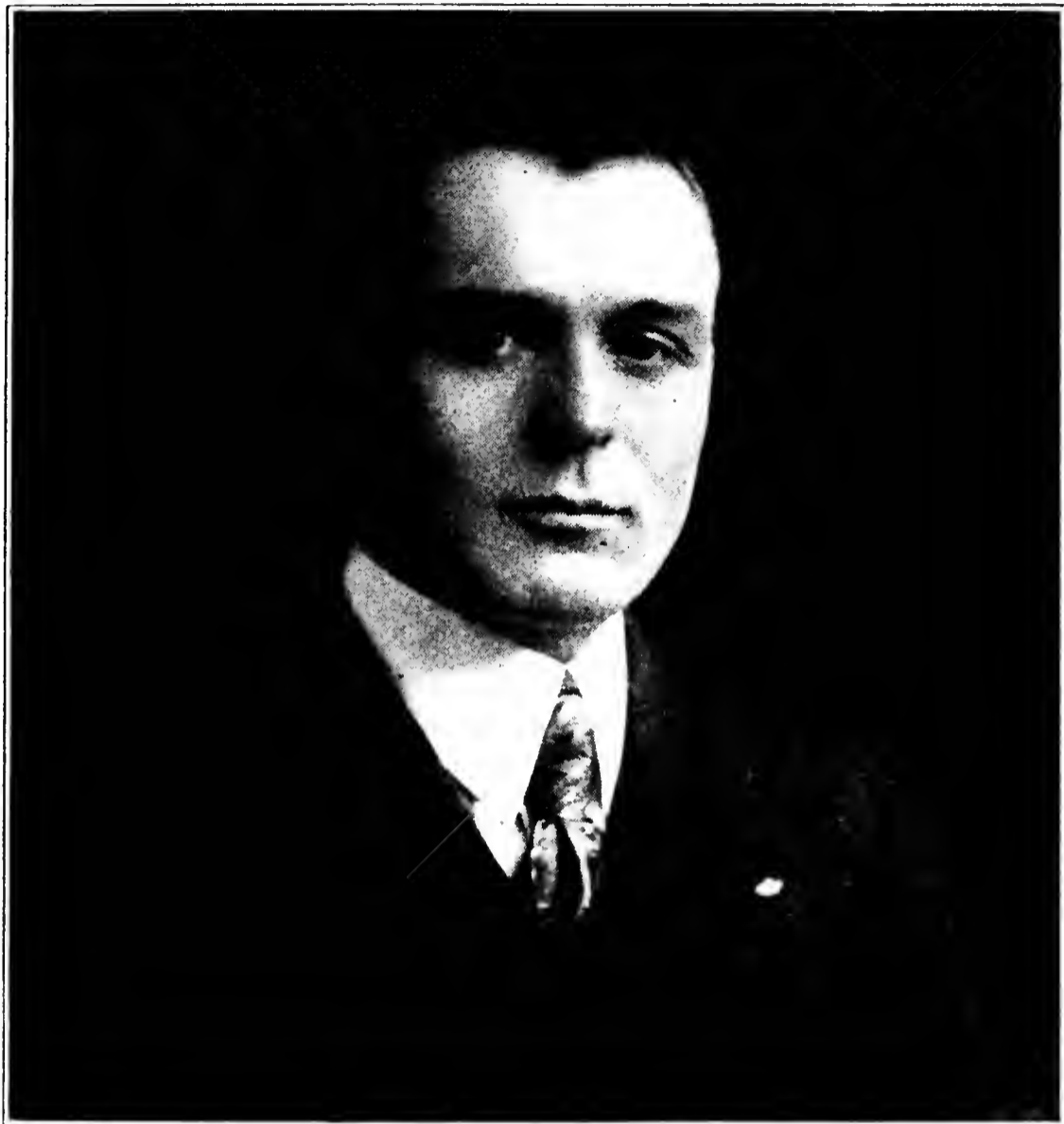
This blight is often due to climatic conditions, such as extreme heat followed by low temperatures. It is especially likely to attack plants which have not been divided and replanted for several years. Spraying with Bordeaux mixture is suggested as a good preventive of this trouble, but it must be applied before blight sets in. C. W.

IRIS BLIGHT.

I am sending you a leaf of iris. Brown spots appear on the leaves of my plants, and holes seem to rot in the leaves and buds, causing most of them to blight. Can you give me any remedy for this? C. A. P.—Me.

This rot or blight is quite prevalent this season, owing to the damp, sunless season experienced until late in June. An occasional change of soil, liming the soil once in three years and spraying with Bordeaux mixture on the slight-

WHO'S WHO IN THE TRADE AND WHY



EDWARD J. McCALLUM.

UNIQUELY celebrating his twenty-third birthday, September 1, 1908, Edward J. McCallum established a wholesale cut flower business known as the McCallum Co., at 137 Seventh street, Pittsburgh. This, too, in the midst of the only too well remembered financial panic. Most of the wise ones shook their heads, and there were many times when young McCallum thought these same wise ones demonstrated their wisdom in shaking their heads. Ere long, however, business began to flourish and at the present time the McCallum Co. is doing a country-wide business, operating two basket factories, a willow furniture factory, wireworks, two artificial flower factories and a range of greenhouses some distance out of the city of Pittsburgh. In addition to these, prosperous branch stores have been established in New York, Detroit, Cleveland, Cincinnati and San Juan, Porto Rico, and purchasing offices in Paris and Hamburg, in all employing 227 people. Mr. McCallum is married and lives in Pittsburgh in an attractive home on Perryville avenue, north side, formerly known as Old Allegheny. E. E. S.

est appearance of trouble will alleviate the trouble somewhat. C. W.

PROPAGATING SHRUBS.

When is the proper time to propagate hardy shrubs, such as weigela, spiraea, hydrangea, philadelphus, ribes, etc? What care do they need and how large should the cuttings be? C. B.—O.

Half-ripened wood of all the shrubs named will root readily if put in at once. Take small cuttings, preferably with heels, and remove all leaves but top ones; the latter can be half removed. Put the cuttings in sand or sandy loam. Use a coldframe, which

must be kept shaded, and frequently give light sprayings until the cuttings are rooted, when more light and air can be gradually admitted. Later the sashes can be removed. Bunches of ripened shoots can also be taken in early winter, packed in damp sand over winter and lined out in spring in nursery rows, burying the cuttings two-thirds their depth and firming them well. Cuttings an average of eight to nine inches long are desirable for mature wood; much shorter ones with two or three eyes are more desirable to use now. C. W.

Atchison, Kan.—H. A. Karraseh intends to enlarge his greenhouse next fall.

CHRYSANTHEMUMS

PINCHING CHRYSANTHEMUMS.

Should chrysanthemum plants be pinched to make them branch and be stocky?
L. E. B.—N. Y.

You do not state whether the chrysanthemums are large-flowered varieties or pompons, or for what purpose the plants are intended. If it is your intention to grow bush plants in pots, pinching can be carried on until about August 1 to keep the plants dwarf and stocky. For bench growing for cut blooms the shoots can be pinched back until July 1. Then three of the strongest shoots should be allowed to go on to produce the blooms and the rest removed. Three blooms are all a plant should be allowed to develop. The same plan can also be followed with the pompon varieties. Pinch back the growth until July 1; then allow the plant to develop four or five sprays of flowers.
M. P.

MUMS FOR THANKSGIVING.

I should like some information regarding chrysanthemums. Could you give me the names of three good late varieties to bloom at Thanksgiving and later, in white, yellow and pink? I want to grow two or three flowers per plant. I should like also to have the names of three good pot mums in white, yellow and pink, to grow in the field and pot about September and bloom October 15 to November 1. I do not want Caprice, as it blooms too late here. Is it true that if white and pink dahlias are planted in the same patch, the white get pinkish?
A. L.—Mo.

The following varieties of chrysanthemums are the most largely grown for late blooming: Pink and White Seidewitz, Jeanne Nonin, Maud Dean, Hamburg Late Pink; Pink, White and Yellow Chadwick. The Pink and White Seidewitz are perhaps more largely grown than any others for the New York market, although in some sections of the country Chadwicks are the standby for Thanksgiving and later.

Regarding the varieties for pots, since Caprice is too late, the following can be lifted from the field and potted September 1: Belle Mauve, pink; Source d'Or and Cranfordia in yellow, and Alice Day in white.

It is not true that planting pink and white dahlias in the same bed or near each other will cause the white varieties to show pink. Like chrysanthemums or any other flower of this type, when dahlias get too old or are left on the plants too long, a white variety will show pink from age. This is possibly the reason you heard that white varieties turn pink when planted near pink varieties. Fundamentally, white dahlias are white and pink dahlias are pink and, no matter how near they are grown together, one will not affect the other. The only time that dahlias change in color or type is when they are developed from seed. This is the way new varie-

ties are secured, by crossing the old varieties and planting the seed produced from this crossing.
C. H. T.

SNAPDRAGONS FOR EASTER.

Will you kindly give me some information on growing snapdragons under glass for Easter forcing?
W. C. S.—Ill.

Easter is early in 1921. The date, I believe, is March 27. Growers of lilies, snapdragons and other crops have to make preparations some time ahead and in your case it would be advisable to sow the seeds or take cuttings from August 15 to September 10. Seedlings possess the greater vigor and are freer from rust and other diseases than cuttings. When the seedlings are of sufficient size, prick off into flats; later pot them off singly in 3-inch pots, let the plants run up to flower and then pinch back fairly close to the ground. Do not pinch the growths while soft, or the result will be weak breaks which will flower little, if at all. This is an important point and one which many have not yet grasped.

Any good soil, such as mums, carnations or roses will grow in, will answer for snapdragons. You can use them as a crop to follow mums, giving the soil a top-dressing of well rotted manure, sheep manure or bone. Plant 8x10 inches apart. I prefer to use plants of the intermediate strain, which are of medium height. These are obtainable

in separate colors. There are also some named sorts. Clear, bright pink is far the best seller. A moderate call exists for white, yellow and red. For Memorial day all bright colors are in great demand.

A temperature of 45 to 50 degrees at night suits snapdragons. To prevent rust, be careful to wet the foliage as little as possible, particularly during dark weather, and keep a moderately dry atmosphere. Plants will grow well in either raised benches or solid beds. For midwinter flowering benches are preferable. For spring, flowering beds give the better results. Run the plants somewhat on the dry side during midwinter. As spring advances an occasional dose of liquid manure or a surface dressing of old manure will be found stimulating.
C. W.

SCALE ON FERNS.

I appeal to you for advice on how to fight the tiny white insects that are infesting my Boston and Roosevelt ferns. Some time ago I had similar trouble and it was said to be scale, but I do not think that this is scale. I am sending you some infested leaves. What can I do to rid the ferns of this pest?
E. R. B.—Tex.

The nephrolepis frond has been examined microscopically and shows plainly the fern scale, Hemichionaspis aspidistræ, the female insect being somewhat oval and yellowish brown in color, while the male scale is white, elongated in shape and with two lines down the back. The males are produced in much larger numbers than the females and are the tiny white insects which are referred to. This insect is troublesome to fern growers and difficult to exterminate, but careful and continued spraying with or dipping in tobacco extract will keep it within limits.
W. H. T.



SOIL FOR CARNATIONS.

We intend to change our soil and repair our benches. We shall put new soil in the benches the first part of July and our carnation plants will not be ready for the benches until the first part of August. If new soil is put in the benches, is there any danger of the soil being damaged in any way by not planting at once? Would it be best to keep the soil slightly watered, or just to let it dry out and when ready to plant to water lightly?

In building new benches, how much space should we leave between the boards on the bottom of the benches if the lumber is a little damp and how much if thoroughly dry, to allow for proper drainage for carnations?
S. B.—Ill.

You will make no mistake in filling your benches any time you get ready to do so. Level them off as though you were going to plant immediately and

then leave them until you are ready to plant. If the soil has become quite dry, water thoroughly three or four days before you intend to plant and be sure the soil is moist to the bottom. By doing this you will be able to have the soil in just the right state of moisture to receive the plants, which should be about the same as you like to have it for potting.

The distance between the bottom boards depends somewhat on how you fill your benches. The more space you can leave between the boards the better, as long as the soil does not fall through the cracks. If you place a layer of strawy manure over the bottom before filling in the soil, the cracks may be anywhere from a half-inch to an inch in width. We consider this layer of manure a good thing. By the time the roots work through the soil and reach the bottom, the plants are in shape to take up the little boost afforded by the manure.
A. F. J. B.

Geraniums

POPULAR GERANIUMS.

I am sending you some geranium blooms. Can you name them? Will you name the salmon, the red and the red and white varieties which would be the most profitable to grow? Which is most profitable to grow, asparagus or geraniums, or is it more profitable to grow lettuce than either of those? We are at present growing vegetable plants.
J. C.—O.

The geranium flowers arrived so dried up that it was impossible to tell the names of them. The six most popular and profitable varieties of geraniums are: Beaute Poitevine, salmon pink; S. A. Nutt, dark red; Alphonse Ricard, scarlet; Mme. Buchner, white; Jean Viaud, rose pink, and Jean Oberle, flesh pink.

The question of which would be the more profitable to grow, geraniums or Asparagus plumosus and Asparagus Sprengeri, depends greatly upon your location and the effort you put into them. Each of the items mentioned is being grown profitably by growers all over the country, but you must be governed entirely by the conditions under which you have to work. The same answer applies to growing lettuce. There are a large number of greenhouses throughout the country operated profitably in the production of lettuce and the same can be said of geraniums.
M. P.

ROOTING GERANIUM CUTTINGS.

Kindly tell me how to strike geranium cuttings successfully. I have propagated many thousands of geranium cuttings in England, but I find conditions different here in Nebraska. Last year I had a nice stock to get my cuttings from, but my strike was not satisfactory. The weather is extremely hot with us at that time. I have reference to fall cuttings.
D. R.—Neb.

Our American autumn is quite hot and if geranium cuttings are taken as early as in England the greater proportion will damp off. All newcomers make mistakes for one or two seasons, until they appreciate the climatic differences of the two countries. Delay putting your cuttings in until the end of September or even October. By that time the excessively hot weather has usually passed and cooler nights are the rule. Trim all cuttings quite bare and leave only small leaves on each. Insert in clear, sharp sand, soak well with water and keep the cuttings in full sun, never shading them. If the cuttings are at all sappy, it is a good plan to let them lie on the potting bench twenty-four hours before putting in sand. Remember that the later you put in cuttings, the better ripened they will be and the smaller proportion will damp off. Of course, in the case of frost, some protec-

tion of stock plants may be needed before the cuttings are taken.
C. W.

DISEASED GERANIUM LEAVES.

I am sending you a few leaves of Geranium S. A. Nutt. Can you tell me what causes the rust on the leaves? It looks as if something had eaten them in spots. This condition exists only on this variety. The others are not affected.
C. B.—Pa.

The geraniums are affected by leaf-spot disease. As you state that the S. A. Nutt variety is the only one affected, it may be that your stock of Nutt is run down or weakened in some way. It would not be wise to propagate from plants so badly affected as the plants must be from which these specimen leaves were taken. I should suggest that you purchase clean stock as a foundation for your next season's supply of plants.
M. P.

MOTT-LY MUSINGS

F. G. Carek, Lorain, O., is installing a new boiler to take care of increased glass area, trusting to good fortune in obtaining the necessary fuel to feed it. A new sign, "Say It with Flowers," is proposed, to be placed in a position where it may be seen from four points. Two retail stores absorb all the stock grown here.

Harry A. Cook, Oberlin, O., in addition to the florists' business, conducts a bicycle establishment, which is found to be a profitable one, as it brings a large number of college students in touch with the greenhouses.

Humm & Jones, Oberlin, O., have plans for rebuilding their range at the first favorable opportunity. Sweet peas, flowering from December 10 until now and at all times selling well, will be replaced with chrysanthemums, which will be in bloom when the college opens in the fall.

L. A. Eaton & Sons, Conneaut, O., are much encouraged with the entire season's business. Weddings are playing an important role and calling for much floral work.

The Ashtabula Floral Co., Ashtabula, O., recently organized with Ernest Tong as the head, has not yet located in Ashtabula, but has several locations in view.

The Silvieus & Silvieus Floral Co., Ashtabula, O., has an offer for its flourishing business, but has not decided to

CALLAS IN SUMMER.
I have a number of callas in the bench and I intend to lift them, change the soil and then replant them in the fall. Kindly tell me how to treat the plants during the summer. Should they be allowed to dry and should they be placed in a cellar, or should they be transplanted to the field during the summer?
I. B.—Mich.

The callas when lifted should be dried off and kept in a dry state until planting time arrives again. When grown in pots the best plan is simply to lay the plants on their sides in a warm, sunny spot. In the case of your lifted plants I should pack them closely in boxes and pack some soil or sand about them, placing the boxes on an unused greenhouse bench or in a shed. It would be better to let them have some sun than to place them in a cellar, which would naturally be rather cool and damp.
C. W.

CALENDULAS FOR CHRISTMAS.

When should calendulas be sown and planted in beds in order to have a good crop for Christmas and midwinter in a carnation temperature?
T. S.—M.—Kan.

Sow the calendulas, preferably in small pots, the first week in September.
C. W.

accept. "The present prosperous conditions make one feel like holding on wherever possible," observed Manager Silvieus.

The Tong & Weeks Floral Co., Ashtabula, O., reports a large increase in the sale of plants.

Butz Bros., New Castle, Pa., have a house of cattleyas and dendrobiums, which furnish blooms almost the entire year. Top prices have been obtained and not a bloom wasted. Weddings and funerals have kept up to previous records. The taste for floral work is decidedly on the increase, in the opinion of the junior member of the firm.

Hennon & Son, New Castle, Pa., have several branches, with headquarters at Wampum, Pa. They find, however, that one may have too many links in a store chain to give each efficient service and so they are concentrating. Excellent business is reported.

C. Merkel & Son, Mentor, O., express conditions in one word, phenomenal. They are cutting heavily of Adiantum Croweanum, which, being scarce, brings a good price. They have given up forcing bulbs, to pay closer attention to carnations and plants.

Carl Hagenburger, West Mentor, O., is having fine success in growing cyclamens on shallow benches. The seed was sown July 1, last year. The plants were transplanted from flats to beds and are

now ready for potting. One hundred were selected for potting in 7-inch pots, bringing \$1 each, as lifted. Two acres planted with hydrangeas and Cleveland cherries and irrigated with the Skinner system, look fine. "It is the only way to try to grow stock during the summer," observed Mr. Hagenburger.

Discussing the all-important subject of publicity, J. V. Laver, Erie, Pa., observed that, while the land upon which the greenhouses are built is too valuable for growing purposes alone, owing to the improvements surrounding his property, he believes that keeping the grounds up to date is the most profitable method of publicity. Business right along keeps far ahead of anything previously recorded.

The Schluraff Floral Co., Erie, Pa., is busy with wedding orders. "No let-up so far this season," remarked Mrs. Schluraff.

"We do not for one moment doubt the sincerity of the writers who are contributing to the current discussion of high prices, but we question whether, if they were placed in a position similar to that of those persons whose methods are under discussion, they would act any differently," said George Haas, of Geo. W. Haas & Son, Meadville, Pa., adding that a return of the old-time mutual confidence between grower and retailer, together with the study and practice of the golden rule, is the sole solution of the problem. He hails the dawn of the happy day when unity will lighten the burden resting upon all.

William Honeysett, manager of the Massassauga Garden, Erie, Pa., has what is possibly one of the oldest graperies in the country under his charge. The prospect of fine crops of Black Hamburg, Muscat of Alexandria and Madresfield Court is seen in the large bunches, which take much time to thin out, but bring top prices when ready for market. Mr. Honeysett's son is assisting him in the management of this range. A considerable number of plants are grown for the local market, with good sales.

Paul A. Timm, Toledo, O., is one of the many who are going to attend the S. A. F. convention in August. "One forgets troubles, or if not entirely, they fade into insignificance," he said, "when one meets another who may be less fortunate from a business viewpoint. You may count on me for sure, and depend upon it, there will be a larger budget to discuss and a larger pile of questions to be answered than ever before at this gathering."

By the passing of Mrs. E. Suder, Toledo, O., the trade loses one of its brightest and fairest members. A pioneer in a lucrative business, by her love for flowers she imparted that gift to all with whom she came in contact. Her admirable manner gained for her the esteem of the traveling salesmen, to many of whom she appeared as a mother. Armin Suder, son and successor to the business, mentioned that the grand old lady breathed her last moments virtually in a garden of flowers.

Schramm Bros., Toledo, O., report funeral work beyond the average. Taken all in all, business is good. W. M.

OBITUARY

Charles Willis Ward.

Charles Willis Ward, for years a conspicuous figure in the florists' trade, died at the age of 63 at his home, in Eureka, Cal., Thursday, June 24, as the result of the culmination of heart trouble of many years' standing. He was thought dying two months ago, but recovered sufficiently to leave the house Saturday, June 19, to visit the nursery. After walking three-quarters of a mile he collapsed and gradually sank. He was unconscious Wednesday, June 23, and died the following day. Mr. Ward is survived by his wife, his son, David Ward, who is head of the Cottage Gardens, at Queens, N. Y., and two daughters.



Charles Willis Ward, at Eureka.

Just before his death he closed a deal for the sale of his Klamath river timber property for over a half million dollars.

Charles Willis Ward was born in a lumber camp, at Mount Pleasant, Mich., in 1857. He received his education in the schools of Worcester, Mass., and Detroit, Mich. From the age of 17 to 27 he engaged in the logging and lumber business. In 1885 he went to Europe to study forestry conditions in Germany in connection with his vocation. Warning from physicians of ill health which might lead to a speedy death compelled him to give up this work. He subsequently took up the florists' business, less as work than as play.

Mr. Ward often told the story of his seeing a bunch of carnations in a Greek peddler's hand on the street in New York city and of being inspired to try to do for that flower what had already been done for the chrysanthemum. The Cottage Gardens, at Queens, N. Y., were established in 1890. Mr.

Ward had been engaged in growing carnations in a small way for three years previously at East Moriches, N. Y. Purchasing the Nicholas Hallock farm, on the Rocky Hill road, near the village of Creedmore, in the fall of 1889, Mr. Ward took possession of the property June 1, 1890, and commenced the erection of a range of carnation houses with the short span to the south. The succeeding year the range of glass was enlarged and for ten years thereafter new glass was added each year. In 1900 the original houses, with the short span to the south, were torn down and replaced with wide steel-frame structures, among the first of their kind to be built, and they were one of the reasons for many visitors at the place.

Carnations were the chief greenhouse product from the beginning at this establishment. In 1889 Mr. Ward joined with the late Fred Dorner, of La Fayette, Ind., in growing and introducing the Dorner seedling carnations. He also began the raising of seedling carnations himself. He later laid plans to enter the nursery business and commenced collecting and accumulating a stock of peonies. In 1901 the growing of nursery stock had progressed to such an extent that nursery sales were begun in a moderate way. The nursery business thereafter grew steadily.

Mr. Ward was awarded many gold and silver medals for seedling carnations of his origination. He won the American Carnation Society's gold and silver medals several times. He was the first winner of the Fred Dorner memorial medal and he was also awarded the Lawson gold medal several times.

Among the numerous seedlings introduced by him the most conspicuous have been Mrs. C. W. Ward, Matchless, Governor Roosevelt, Alma Ward, General Maceo, General Gomez, Glacier, Harry Fenn, Lieutenant Peary, The President, Golden Beauty, Mrs. Theodore Roosevelt, Mrs. Tom Harvey, Howard Gould, Cottage Maid and Crystal White.

In May, 1913, Mr. Ward was called to Eureka, Cal., on legal business in connection with his timber interests there. He had to remain there a year. Taking a liking to climatic and soil conditions, he commenced experimenting just as he had commenced experimenting at East Moriches nearly thirty years before.

At Eureka Mr. Ward organized the Cottage Gardens Nurseries, a corporation of which he became president and general manager. The property comprised a 220-acre stock farm at Carlotta, a nursery of sixty-six acres at Eden, just outside of Eureka, a bulb farm at McKinleyville and a sales office at San Jose. The other officers of the corporation were: Vice-president, William DeGraaff; secretary-treasurer, K. L. Brown; operating manager, G. B. Morris; sales manager, W. B. Clarke.

Mr. Ward bought the entire stock of the Holland Bulb Farm, at Victoria, B. C., consisting of 1,500,000 bulbs, from W. J. Van Aalst, who became superintendent of the bulb farm. There were grown tulips and narcissi, which, it was expected, would compete with the bulbs imported from Holland. At the Eden nurseries the growing of azaleas, rhododendrons, boxwood and conifers was undertaken, in an effort to provide native stock which would

equal that imported from Belgium. Several million plants were in the propagating houses and in the fields at Eden at one time. The magnitude of the undertaking made this work of Charles Willis Ward watched by the whole trade with great interest.

Local difficulties forced the enterprise at Eureka to go into the hands of a committee of creditors in December, 1918, since when it has been run by G. Van den Abeele as receiver, at Eureka, and W. B. Clarke as sales manager, at San Jose. At that time Mr. Ward filed assets of \$1,116,000 and liabilities of \$277,106.47.

Mr. Ward was especially active in the American Carnation Society, American Peony Society and Society of American Florists, serving as president of the first two organizations. He was also a life member of the New York Academy of Science, Brooklyn Academy of Science, Horticultural Society of New York, Massachusetts Horticultural Society, Pennsylvania Horticultural Society and the National Geographical Society, and a member of the California Nurserymen's Association, Pacific Coast Nurserymen's Association, American Pomological Society, California Forest Protection Association, Audubon Society and Rivers and Harbors Congress.

Robert Malcolm Craig.

Robert Malcolm Craig, the eldest son of W. N. Craig, superintendent of Faulkner Farm, Brookline, Mass., and Boston representative of *The Review*, was accidentally drowned in the Charles river at Dedham, Mass., June 26. He planned to pass the night in canoes with some friends and his body was found below his boat in only two feet of water. As he was a good swimmer, it is believed he rolled out of the boat in his sleep and became entangled in the mud and herbage.

He had just completed his first year of study at Northeastern College, where he had taken up chemical engineering. He had just celebrated his eighteenth birthday and was a youth of great promise.

Funeral services were held from his late home at Faulkner Farm, Brookline, June 29. A great wealth of floral tributes came from friends, including many in the florists' trade.

REMOVING DIRT FROM GLASS.

Use of Acids Necessary.

Cleaning greenhouse glass, a job that many growers wish to undertake at this time, is sometimes not an easy task. The cleaning of that which is in the sashes and that which is not are two different problems. There are those who, because of the high cost of everything connected with the erection and maintenance of a greenhouse, are using second-hand materials and a large amount of old glass is being used now. This old glass, for the most part, is dirty, having been taken out of the sashes without thought being given to cleaning it.

There have been many formulas used in getting the dirt off glass, but the basis of most formulas is hydrofluoric acid. It is diluted with water. The method that suits one person may not be suited to another, so several methods that have been used by growers are given. In a case when even lye would



Charles Willis Ward.

(From a photograph made at San Francisco on his fifty-ninth birthday anniversary, December 11, 1916.)

not remove dirt on glass, corrosive sublimate was used. But this, as well as the rest of the "removers," must be handled carefully, as it will burn the hands.

Another formula used successfully by a grower is to slake three pounds of quicklime with water and add one pound of American pearlash, making the mixture about the consistency of thick paint. Apply this to the glass and let it remain twenty-four hours. Then remove it with a stiff brush.

Keep Hands from Acid.

Muriatic acid has been known to "turn the trick" and will not harm the glass, as some acids do. The directions are to mix the acid half and half with water. Put it in some big wooden vessel and put the glass in it for about fifteen minutes, when all dirt will be dissolved and it must then be washed off with a cloth and water. The usual warning is given: Don't get your hands in the solution.

A different method of applying muriatic acid is the following: For loose glass have a wooden trough larger than the glass. Take the pure acid in an earthenware jar and apply it to the glass with a swab, or a piece of stick with a rag tied on the end. Lay the glass on a box or a table, level with the trough. Apply the acid evenly and rub only a little. Turn the glass over by means of another stick and rub the other side. Then slide it into the trough, into which a stream of water is running continuously from a hose. After applying plenty of water, you may then remove the glass with your hands and set the panes on edge to dry off. This acid is said to remove anything.

Care must always be taken, first, with the handling and, secondly, as to the strength of the acid. The operator must use good rubber gloves. If the acid is too strong the glass cleaned will look like frosted glass and will be ruined for greenhouse purposes.

In cleaning glass that is in the roof, the process is more complicated. Care must be taken not to injure the putty or the sashbars. Acetic acid is said to be suitable, especially for the removal of lime. Apply this acid with a brush, going over the glass two or three times if necessary, and the dirt and lime will be softened so that it can be readily scrubbed off.

Chestertown, Md.—Walter L. Elburn, who has one greenhouse, plans to build a larger one.

Elgin, Ill.—J. H. Martin has five acres of peonies, from which by June 14 he had cut 1,500 blooms. His work is all in the field, with peonies, asters, gladioli and strawberries.

Auburn, N. Y.—Auburn's third annual rose show was held Wednesday, June 23. The Conard & Jones Co., West Grove, Pa., cooperated with the officers of the Auburn Rose Society to make the show a success.

Owosso, Mich.—Hermann Thiemann has sold the Owosso Floral Co. to two young men, Marcus Anderson and Joseph Smith, retaining the seed and nursery business in his own name, at 533 East Comstock street. The new proprietors took charge June 15. Mr. and Mrs. Thiemann sailed from Montreal for Europe June 25 and will return in September.

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REMOVING DIRT FROM GLASS.

Use of Acids Necessary.

Cleaning greenhouse glass, a job that many growers wish to undertake at this time, is sometimes not an easy task. The cleaning of that which is in the sashes and that which is not are two different problems. There are those who, because of the high cost of everything connected with the erection and maintenance of a greenhouse, are using second-hand materials and a large amount of old glass is being used now. This old glass, for the most part, is dirty, having been taken out of the sashes without thought being given to cleaning it.

There have been many formulas used in getting the dirt off glass, but the basis of most formulas is hydrofluoric acid. It is diluted with water. The method that suits one person may not be suited to another, so several methods that have been used by growers are given. In a case when even lye would



Charles Willis Ward.

(From a photograph made at San Francisco on his fifty-ninth birthday anniversary, December 11, 1915.)

not remove dirt on glass, corrosive sublimate was used. But this, as well as the rest of the "removers," must be handled carefully, as it will burn the hands.

Another formula used successfully by a grower is to slake three pounds of quicklime with water and add one pound of American pearlash, making the mixture about the consistency of thick paint. Apply this to the glass and let it remain twenty-four hours. Then remove it with a stiff brush.

Keep Hands from Acid.

Muriatic acid has been known to "turn the trick" and will not harm the glass, as some acids do. The directions are to mix the acid half and half with water. Put it in some big wooden vessel and put the glass in it for about fifteen minutes, when all dirt will be dissolved and it must then be washed off with a cloth and water. The usual warning is given: Don't get your hands in the solution.

A different method of applying muriatic acid is the following: For loose glass have a wooden trough larger than the glass. Take the pure acid in an earthenware jar and apply it to the glass with a swab, or a piece of stick with a rag tied on the end. Lay the glass on a box or a table, level with the trough. Apply the acid evenly and rub only a little. Turn the glass over by means of another stick and rub the other side. Then slide it into the trough, into which a stream of water is running continuously from a hose. After applying plenty of water, you may then remove the glass with your hands and set the panes on edge to dry off. This acid is said to remove anything.

Care must always be taken, first, with the handling and, secondly, as to the strength of the acid. The operator must use good rubber gloves. If the acid is too strong the glass cleaned will look like frosted glass and will be ruined for greenhouse purposes.

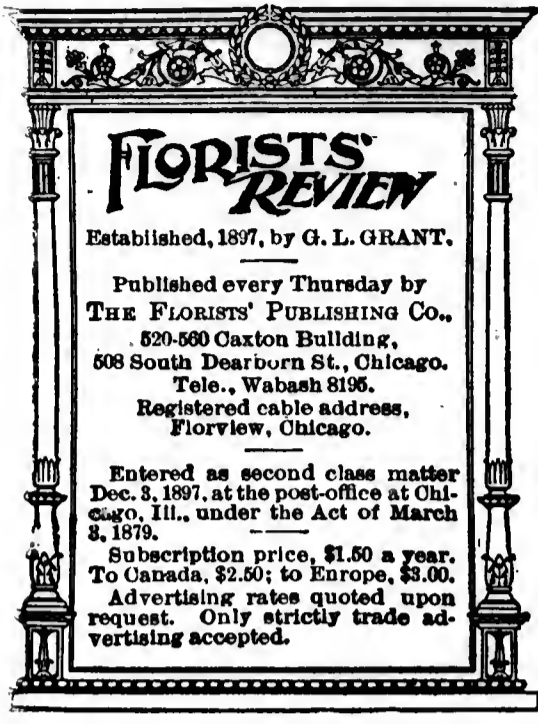
In cleaning glass that is in the roof, the process is more complicated. Care must be taken not to injure the putty or the sashbars. Acetic acid is said to be suitable, especially for the removal of lime. Apply this acid with a brush, going over the glass two or three times if necessary, and the dirt and lime will be softened so that it can be readily scrubbed off.

Chestertown, Md.—Walter L. Elburn, who has one greenhouse, plans to build a larger one.

Elgin, Ill.—J. H. Martin has five acres of peonies, from which by June 11 he had cut 1,500 blooms. His work is all in the field, with peonies, asters, gladioli and strawberries.

Auburn, N. Y.—Auburn's third annual rose show was held Wednesday, June 23. The Conard & Jones Co., West Grove, Pa., cooperated with the officers of the Auburn Rose Society to make the show a success.

Cwosso, Mich.—Hermann Thiemann has sold the Owosso Floral Co. to two young men, Marcus Anderson and Joseph Smith, retaining the seed and nursery business in his own name, at 533 East Comstock street. The new proprietors took charge June 15. Mr. and Mrs. Thiemann sailed from Montreal for Europe June 25 and will return in September.



RESULTS.

We give them. You get them.
We both have them.

It is better to grow a little well than to grow much poorly.

THE Lord & Burnham Co. has discontinued its Montreal office.

BAD check artists are working their old tricks on florists. Be on your guard.

JUNE made a record. The trade never had done so much business in the month.

PERSEVERANCE will get coal; keep at it, with a smile, but don't bid above the market.

DON'T fail to plan a vacation trip that includes the S. A. F. convention at Cleveland, August 17 to 19.

THERE are reports of the postponement of several greenhouse building projects for the reason that banking credit has been withdrawn.

GERANIUM E. G. HILL is the favorite variety in the St. Louis district, large growers reporting the call for Hill is as great as the call for all other sorts combined.

OPPORTUNITIES presented in the Wanted and For Sale columns of The Review receive particular attention under present conditions. Their number has increased notably of late.

THERE are indications that large numbers of florists who grow for their own retail or local wholesale trade, and who have not heretofore forced lilies, will plant some for next Easter.

JUNE unquestionably was an unusually good month for the trade and there is reason to believe that July and August will be better than ever before for all those who continue their personal efforts.

THERE were geraniums left this season, but in practically every case it was stock which showed neglect at some stage of its growth. Many growers propagated more than they were able to care for at critical stages of growth.

SINCE it is said that imitation is the sincerest flattery, reprinting of material from these columns in other trade journals, even without credit, should not, we presume, make the editor feel bad—the editor of The Review, that is, not speaking of the editor who reprints without saying so.

It will, in all probability, cost more to grow flowers before it costs less than now.

GLASS is a problem for those who would build, but pipe is even more difficult to obtain.

THERE are many indications that considerable greenhouse area will be idle during the coming winter, with the probability that the midwinter shortage of cut flowers will send prices even higher than last season.

THE thoughts of large numbers of those in the trade are turned toward the Pacific coast. Rapid as has been the growth there, the next decade seems likely to see far greater development of our trade's interests along the western ocean.

WHITE KILLARNEY on the growers' benches is the sole representative of a former ruling dynasty. All the other members of the large family have been dropped into the discard where quality stock is produced for wholesale markets.

GREENHOUSE building is not the most simple of matters these days. There are delays all along the line, principally due to transportation difficulties, with the result that many growers whose work has scarcely begun are wondering if their houses will be ready in time.

PERIODICAL bulletins of trade organizations are costly undertakings since paper and printing prices have soared so high. To be worth the expense, they must be valuable either as propaganda to secure new members or as mediums of information regarding organization matters.

RED, WHITE AND BLUE.

Heretofore The Review has known only one phase of the paper shortage, that connected with skyrocketing prices, but this week congested transportation facilities have hit the cherished pink part a blow that reminds of Fourth of July, not to say Joseph's coat. There is a six weeks' supply of pink paper in a freight yard not fifteen miles from the pressroom, but there was only two-thirds the necessary quantity in the warehouse when press time came. The Review is printed on sheets almost double the largest stock size in the paper trade, so to buy in the open market, in case of temporary shortage, is next to impossible. A few reams of blue paper of the necessary size were picked up, but the rest of the shortage had to be made up with white. So any reader who finds his pink part variegated this week will know the reason why.

Next week the pink part will be all white unless the New York Central lines dig out that car.

CAN'T INSURE GOOD-WILL.

"You can insure your life and your health; you can insure your home against burglary, your valuables against theft; you can insure your store against fire, your greenhouses against hail, your crops against tornadoes, your shipments against loss and your credit against fraud, but you cannot insure the good-will of your business in any company on earth."

This emphatic way of putting the necessity for fair dealing was used by an advertising man before the convention of the American Association of Nurserymen at Chicago last week. It

is a statement that can be heeded by every branch of business, for it points out that the biggest asset a business has, particularly in the horticultural field, is something that is so slowly built and so easily destroyed that its actual value depends upon continued and uninterrupted attention to the details upon which hinges a firm's reputation for honesty. Good-will established today will be capitalized at greater value in years when business is not so good as now. So it pays to build it on a firm basis today.

UNDER FALSE COLORS.

In a time when help is as scarce as it is now, references of a new employee are not scanned so closely as they sometimes are. Either grower or retailer is apt to put a man in a more or less responsible place upon his own statement of his ability. Often the applicant's allusion to a well known establishment where he has worked is taken as a mark of his ability, without inquiry as to his position or service at that place. So the errand boy or store helper makes pretensions of knowledge for the sake of securing larger wages. And he may get away with it for a time.

There is, however, an unjust reflection upon establishments whose reputation is unrightfully used by applicants in obtaining positions at other places. And the florist who employs such an applicant later learns his inability to fill the place, with much dissatisfaction. To stop such a species of fraud, florists would be wise to investigate promptly all references given as previous employers, especially when the applicant cites them as evidence of his ability in the position he applies for. More care in this particular will save employers from adding to the high cost of doing business by paying undeserved wages to those whose ability is not what is claimed. And it will protect the reputation of those establishments whose names are unrightfully used as references.

GOING SOME.

Going—going—yes, going some—and gone. That's the way it is with stock which is advertised in the Classified section of The Review. And that means that the business is "going some," too, truly a "going concern." You can see the whole picture right in this letter:

Please discontinue my ad for chrysanthemums. The first week the ad sold more than 40,000—that is going some—and now I am all sold out.—W. F. Dunteman, Bensenville, Ill., June 12, 1920.

If you hear a man complain of the cost of advertising you can be pretty certain he spends a good bit of money elsewhere than in The Review.

BRIEF ANSWERS.

H. E. K., La.—Any annual, provided you have glass; otherwise there would be nothing doing, we are afraid.

W. A. H., Ga.—For the second time, nearly every. It is customary to send a stamped, self-addressed envelope when you want a reply by letter.

J. S. M., Pa.—Use one of the standard nicotine extracts according to directions on the can.

H. F. F. T., Utah.—We have record of no other florist of the name of Thorup.

NEW YORK.

The Market.

Last week business was quite active. With peonies practically out of the way and a good demand for flowers for college and school functions, arrivals cleaned up well, and at times there were shortages of some staples. New York has been favored with exceptionally cool weather, which in many ways has been helpful. Now, however, summer has arrived and the temperature is running along in the eighties, with a prospect of a continuance at that level.

Rambler roses, always in demand for weddings, are just beginning to come in, about three weeks late. Dorothy Perkins, of which quantities are usually available at the same season, is only now showing color in this district. These items show how far the season is behind. Northern-grown peonies in small quantity have helped out in wedding decorations, and a wealth of herbaceous material has been moved for similar requirements.

American Beauty roses have been in good demand, with the supply about equal, although the quality has been nothing to boast of. Special grades have been bringing as much as \$40 per hundred for the best, with inferior ones down to \$20, and short-stemmed grades within a range of \$2 to \$15. The supply of hybrid teas has been a little short; consequently, clearances have been easy at prices somewhat in excess of the quotations of the previous week. White varieties have been quite scarce, and short grades have moved at a \$4 minimum.

The supply of carnations is greatly decreased, and arrivals in general are of poor quality. One grower, however, is sending in some Mrs. C. W. Ward and Benora easily of the finest quality seen in recent years at this season and comparing favorably with the quality of early March. Stock such as this brings easily \$4 and \$5, but the remainder cleans up slowly at from \$1 to \$2.

There is a fair supply of cattleyas and only a moderate demand for them. The best *Cattleya gigas* bring as much as \$1.50 per flower, with inferior blooms moving at prices down to 35 cents. White lilies are available in quantity to meet all demands, moving at \$5 to \$8 per hundred. The scarcity of lily of the valley is ended, arrivals having more than doubled and prices having receded to a range of \$4 to \$12, with the demand not exceedingly active.

There continues to be a liberal supply of herbaceous flowers, which seem to move fairly well. Gladioli from outdoor plantings have not yet put in an appearance and, according to one or two of the local growers, it is possible that cutting will not commence much before July 20, early plantings having been kept back by the cold season. There are quantities of delphiniums, gaillardias, careopsis, calendulas, cornflowers, candytuft, gypsophila, centaureas and daisies, and small lots of bouvardia, stocks and myosotis.

Various Notes.

Steamer business is improving every week. At the sailing of several liners last week the package depots on the piers presented an old-time appearance.

C. H. Totty and Mrs. Totty, Madison, N. J., sailed on the steamer France

Thursday, June 24, for Havre, and will return about the middle of August.

Joseph S. Fenrich is commuting now from Asbury Park, where he has located his family for the summer.

Peter Theophine, of the Boulevard Floral Co., Eighty-Eighth street and Broadway, was married Thursday evening, June 24, at the Hotel Pennsylvania, to Miss Nina Stavrianon. James Papadem was best man, assisted by C. Sakalos. There were eighty-four guests present, among them Mr. and Mrs. F. H. Traendly, Geo. D. Nicholas and Nick Laeles.

N. Denis, of the Subway Arcade Florist Store, on St. Nicholas avenue, is receiving congratulations on the arrival at his home, June 23, of a daughter.

A recent visitor was Jelle Roos, the gladiolus grower, of Concord, Mass.

The many friends of Charles Willis Ward, formerly of Cottage Gardens, Queens, N. Y., received with regret news of his death, on the Pacific coast, Wednesday, June 23.

Charles A. Dards has returned from a tour of several months in South America. J. H. P.

The East Coast Hothouse Operators, Inc., whose plans for an extensive range at Millington, N. J., were outlined in these columns some time ago, have applied for an increase in capital stock from \$500,000 to \$2,000,000.

PROVIDENCE, R. I.

The Market.

Business kept up remarkably well in June, some of the stores reporting that their sales for the first half of the month were equal to the sales for the entire month of June last year. The planting season, numerous weddings and an increasing counter trade, with heavy demands for funerals, have made this a particularly busy month.

The quality of stock received is not up to standard. Roses are showing the effect of the weather, while carnations are rapidly going off, as many of the growers are clearing their benches for the season, and sweet peas have practically all gone.

Prices last week were quoted as follows: Roses, \$4 to \$16 per hundred; carnations, \$3 to \$4; sweet peas, \$1 and \$1.50; peonies, \$4 to \$6; lilies, \$1 and \$2 per dozen; gladioli, \$6 to \$10; snapdragons, \$3 to \$5; stocks, \$2 to \$4; valley, \$8 to \$12, and marguerites, \$1.50 and \$2.

Various Notes.

The building occupied by the Eastern Wreath Co., on Valley street, was struck by lightning during the storm Tuesday afternoon, June 22. The young women employed in the factory received slight shocks, but the only damage done was the delaying of the machinery for several hours.

Eugene McCarron, of Hope street, had a big run of business for small weddings last week.

Last week was an unusually busy one for Johnston Bros., because of wedding work.

Thomas A. Galligan is about to join the ranks of the benedicts, his bride-to-be being Miss Pearl M. Blackmar.

Charles W. Grant, for many years superintendent of the Mount Hope

cemetery, North Attleboro, died last week at his home in that town, after an illness of several months. He is survived by his wife and two daughters.

R. A. Foulds, of Fall River, who recently suffered an attack of paralysis, is reported as improving.

M. B. Saunders, on Public street, is doing considerable repairing about his range of houses this season.

Wallace Steere, of the What Cheer Wire Works, and his family have taken a cottage at Narragansett Terrace for the summer.

Maenair has repainted the interior of his recently enlarged store, corner of Chestnut and Broad streets.

James B. Canning and family, of Smith street, have gone to their cottage at Highland Beach for the summer.

Vincent J. Berarducci has been having a big run of funeral work. For one funeral last week he had thirty-nine large designs.

Benjamin Andrews has closed his flower department at the Pawtucket store of the S. S. Kresge Co. for the season.

William A. Bowers has moved into his new suburban bungalow on Shaw avenue, Edgewood.

William Doel, of Broad street, Pascoag, is making extensive repairs at his range.

William H. Buffington is building a new carnation house at his range at Fall River.

Charles Sword, of Attleboro, was married Wednesday evening, June 23. W. H. M.

CHICAGO.

The Market.

The market is much more heavily supplied than was the case a week ago. The increase is principally in roses, which have been forced out again by the return of extremely warm weather. With the rapid-growing varieties of the present day it takes only a few weeks from crop to crop, and under the influence of extremely hot weather only a few days are required to force out the buds on the plants. After a week of the weather that gives Chicago its reputation as a summer resort, only three or four days of southwestern climatic conditions were required to fill the market again with small or open roses. There is a lot of stock in the market that is only fit for department store, or chain store, or peddler's uses. That it should find this outlet cannot possibly do any retailer harm; anyone who buys that class of flowers is almost sure to go to a real florist next time.

Aside from roses, which are plentiful, there is not much else in the market except odds and ends. Carnations are disappearing rapidly. There are large quantities of peonies in cold storage, probably more than ever before on the last day of June, but they have been selling extremely well and are regarded as first-class property. Prices have risen, a most unusual circumstance with peonies in the last days of June. Some of the dealers are taking advantage of the good market to clean up, while others are holding for a cent or two above the market price to stretch their supply through July and into August.

Easter lilies are coming from a large number of new sources. Nearly every wholesale house has them in quantity,

DEPENDABLE ALL-SUMMER

America's Largest

You will find a large supply of Roses at Amling's all able shipping quality. Victor, deep pink, and Golden

American Beauties

We have a large supply grown specially for the summer crop. They are fine and will prove trade winners in any store that carries them in stock

Carnations

Our Carnations are selling briskly because they are well grown — without a superior and with few equals.

Bachelor's Buttons

Our annual crop of double flowers, in many colors, \$4.00 per 100. Single blue, \$2.00.

CURRENT

AMERICAN BEAUTIES

	Per doz.
Long stems.....	\$6.00 @ \$7.50
Stems 30 to 36 inches.....	5.00
Stems 24 to 30 inches.....	4.00
Stems 18 to 24 inches.....	3.00
Stems 12 to 18 inches ..	2.00
Stems 12 inches.....Per 100	4.00 @ 8.00

ROSES

	Per 100
Premier, Russell, special.....	\$25.00
Premier, Russell, medium...\$18.00	@ 20.00
Premier, Russell, select.....	12.00 @ 15.00
Premier, Russell, short.....	6.00 @ 10.00
Columbia, special.....	18.00 @ 20.00
Columbia, medium.....	12.00 @ 15.00
Columbia, select.....	8.00 @ 10.00
Columbia, short.....	4.00 @ 6.00
Milady, medium.....	15.00 @ 18.00
Milady, select.....	8.00 @ 12.00
Milady, short.....	4.00 @ 6.00
Montrose, medium.....	15.00
Montrose, select.....	10.00 @ 12.00
Montrose, short.....	4.00 @ 6.00
Ophelia, special.....	15.00
Ophelia, medium.....	10.00 @ 12.00
Ophelia, select.....	6.00 @ 8.00
Ophelia, short.....	4.00
Dbl. White Killarney, med.,	15.00 @ 20.00
Dbl. White Killarney, select,	10.00 @ 12.00
Dbl. White Killarney, short..	4.00 @ 8.00
Sunburst, special.....	18.00 @ 20.00
Sunburst, medium.....	12.00 @ 15.00
Sunburst, select.....	8.00 @ 10.00
Sunburst, short.....	4.00 @ 6.00

Extra special roses billed accordingly.

E. C. AMLING CO.

Headquarters for Greens

The Largest, Best Equipped and Most Centrally Located Wholesale Cut Flower House in Chicago

ROSES

and Finest Supply

summer, and—most important—they will be of depend-
 Rule, yellow, two fine novelties now in moderate supply.

PRICE LIST

CORSAGE ROSES Per 100
 Cecile Brunner..... \$2.00

CARNATIONS Per 100
 Large and Fancy..... \$3.00
 Average Grade..... 2.00
 Laddie..... 6.00

SWEET PEAS Per 100
 Spencer..... \$1.00 @ \$2.00

PEONIES Per 100
 Select \$4.00 @ \$6.00
 Fancy..... 8.00

MISCELLANEOUS Per 100
 Pond Lilies, colored \$10.00 @ \$12.00
 Bachelor's Buttons, double.. 1.50 @ 2.50
 Bachelor's Buttons, single... 1.00
 Valley 10.00 @ 12.00
 Daisies, white 2.00 @ 3.00
 Gladioli..... 10.00 @ 12.00
 Delphinium Belladonna..... 6.00 @ 8.00

GREENS
 Ferns, new..... per 100, 35c; per 1000, \$3.00
 Plumosus..... per bunch. \$0.50 @ .75
 Sprengeri.... per bunch, .50
 Adiantum, fancy long..per 100, 2.00
 Smilax..... per doz., 4.00
 Galax per 100, \$0.25; per 1000, 2.00

Prices Subject to Market Changes.
 Store Open from 7:30 A. M. to 5 P. M.
 Saturday to 8 P. M. Closed on Sunday

Colored Pond Lilies

The only supply in this market;
 \$10.00 and \$12.00 per 100.

Peonies

Use Amling's Peonies, the flowers
 that make the biggest show for the
 money. All colors, the best grade.

Delphinium

Belladonna and the smaller annual
 varieties in many colors—extremely
 popular for bouquets and baskets.

Fancy Valley

Amling's is headquarters for the
 famous Chicago Market brand.

169-175 N. Wabash Ave.

Long Distance Telephone

Central 1978
 1977
 1975

CHICAGO, ILL.

GEO. C. WEILAND, President
 EDWARD MEURET, Vice-President
 RUDOLPH ELLSWORTH, Secretary
 CHARLES McCAULEY, Treasurer

Our Customers Want—and

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 N. Wabash Avenue

Chicago

L. D. Phone Randolph 631

NOTE:

At our closing hour, 5 P. M., it is 4 P. M. in places that are not saving daylight. ORDER EARLY.

Roses

Specially Choice Special and Extra Special Russell and Milady

Lilies

Gladioli

Carnations

Roses

The rose is one of the most dependable flowers for shipping in warm weather and we have arranged for a large supply of specially grown roses for summer cutting. Crops now ready.

Lilies

These are the flowers which make the most show for the money. We have fine stock in quantity. Can fill all orders. You can have them shipped in bud for stock, or open for immediate use.

Gladioli

A large supply of the best varieties and popular colors. Show your trade this fine stock now, ahead of the man who waits for his local crop.

Get—the Best There Is

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 N. Wabash Avenue

Chicago

L. D. Phone Randolph 631

CURRENT PRICE LIST

NOTICE Retailers who want the Longest and Finest Mrs. Russell Roses to be found in America this month, order our Extra Special grade and give a day's notice if possible.

	Per 100
Premier	
Extra Special..	\$25.00
Special.....	\$15.00 to 20.00
Long	10.00 to 12.00
Medium.....	8.00
Short.....	6.00

Russell	
Special.....	\$25.00 to \$30.00
Long	15.00 to 20.00
Medium.....	10.00 to 12.00
Short.....	8.00

Dunlop	
Special.....	\$25.00 to \$30.00
Long	15.00 to 20.00
Medium.....	10.00 to 12.00
Short.....	8.00

Milady	
Special.....	\$25.00
Long	\$15.00 to 20.00
Medium.....	10.00 to 12.00
Short.....	4.00 to 6.00

Columbia	
Extra Special..	\$25.00
Special.....	\$15.00 to 20.00
Long	10.00 to 12.00
Medium.....	6.00 to 8.00
Short.....	4.00

	Per 100
Ophelia	
Special.....	\$15.00
Long	\$10.00 to 12.00
Medium.....	6.00 to 8.00
Short.....	4.00

Sunburst	
Special.....	\$15.00
Long	\$10.00 to 12.00
Medium.....	6.00 to 8.00
Short.....	4.00

White	
Special.....	\$15.00
Long	\$10.00 to 12.00
Medium.....	8.00
Short.....	6.00

Mrs. Ward	
Medium	\$8.00 to \$10.00
Short	4.00 to 6.00

Brunner	
Corsage Buds...	\$2.00 to \$3.00

Miscellaneous Flowers

	Per 100
Carnations	
Good stock	\$ 2.00 to \$ 3.00
Fancy stock.....	4.00
Laddie.....	8.00 to 10.00
Valley	10.00 to 12.00
Daisies, white or yellow.....	2.00 to 3.00
Gladioli, large flowering.....	10.00 to 12.00
Cornflower, blue	1.50 to 2.00

Candytuft, colored, per bunch.....	35c
Larkspur, per bunch.....	75c to \$1.50
Feverfew, per bunch.....	25c
Giganteum Lilies, per dozen.....	\$1.50 to \$2.00

Decorative Greens

Ferns, new	\$3.00 per 1000
Adiantum.....	\$2.00 per 100
Plumosus.....	50c bunch

Sprengerl.....	35c to 50c bunch
Smilax.....	\$6.00 doz.
Galax.....	\$2.00 per 1000

Prices Subject to Change Without Notice

NO ORDER TOO LARGE FOR US TO FILL

Excellent Summer Roses

In Large Supply

Fine Quality in All Leading Varieties

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Killarney, Richmond, besides Nesbit and Brunner, the Miniature Roses

CARNATIONS—Red, White, Deep Pink and Light Pink.

Easter Lilies, Peonies Snapdragons, Sweet Peas, Daisies, Valley, Larkspur, Gladioli, Calendula, Gypsophila

and all other seasonable Cut Flowers, including Greens of all kinds.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House

J.A. BUDLONG CO.

WHOLESALE CUT FLOWERS AND GREENS

Roses, Valley and Carnations our Specialties

184-186 North Wabash Ave.

CHICAGO

WE ARE CLOSED ALL DAY SUNDAY

SHIPPING ORDERS GIVEN CAREFUL ATTENTION

**QUALITY
SPEAKS
LOUDER
THAN
PRICES**

**PRICES
AS
LOW
AS
OTHERS**

We are in constant touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

a condition which has not existed for years. The price is lower than for a long time. Thus far gladioli have been from indoors, but the large growers in the open say they will cut within the next few days and prices are falling in anticipation of the midsummer supply. Valley is decidedly scarce. Some of the wholesalers have been unable to fill orders taken days in advance, the demand proving to be much heavier than the supply. Cattleyas, too, are short of the demand and as much as \$3 apiece is obtained for fine gigas.

Delphinium in several varieties continues in good supply and sells well. Sweet peas are practically gone. There are candytuft and feverfew, also coreopsis, gaillardias and Shasta daisies. Statice and gypsophila are being bought and dried.

June's New Record.

It has been a surprise to a good many of those in this market that June should have made a new record. At the beginning of the month there was an unwieldy surplus and in the latter part of the month stock turned short. Both supply and demand were influenced

TOTTNER

**Wholesale
Cut Flowers
and Supplies**

30 E. Randolph St.
CHICAGO
Telephone Central 6284

Local Peonies

We offer *High Grade Locally Grown Peonies* — white, pink, red — the result of years of concentrated effort for a *superior grade*.

All seasonable cut flowers in quantity.
Brides' Muffs, Bridal Bouquet Holders, Corsage Shields.

adversely by weather conditions, but the end of the month sees most of the wholesale houses with sales totals ex-

ceeding those of any other June. It develops that even during the worst of the glut flowers brought as good prices

Summer Roses

“Randall’s for Roses” is as true in summer as in winter

We have a large supply of Roses grown specially for July and August cutting. These crops will enable YOU to do a profitable Rose business all summer.

Premier	Columbia	Dunlop	Hoosier Beauty
Russell	Sunburst	Ophelia	Milady

Giganteum Lilies, \$12.00 and \$15.00 per 100

We have a large supply of the very finest quality, cut in various stages of development. During warm weather we ship in whitening bud stage unless open Lilies are ordered.

Choice Peonies

We offer a very large supply of the best quality—the big showy flowers for baskets and decorations. **\$6.00 and \$8.00 per 100.**

Cornflower

Double Bachelor’s Buttons in several colors, a popular novelty.
\$2.00 and \$3.00 per 100

Fancy Valley

A steady supply of the best quality. You can, of Randall’s, get all you need.
\$15.00 per 100

Carnations

Push them—the supply is large and prices quite reasonable, offering a fine chance for profit.

Gladioli

A steady supply of the most popular varieties, fine quality, greenhouse grown. **\$1.50 and \$2.00 per doz.**

Delphinium in Four Colors

These Larkspurs are among the best sellers in Retail Stores which do high-class Basket and Table Work.
50c to \$1.50 per bunch

And a full supply of all other flowers in season. Order all you need. In ordering of Randall you have the assurance that you have back of you the largest supply of cut flowers in America.

A. L. Randall Co.

180 N. Wabash Ave.

CHICAGO

L. D. Phone Central 7720

WIETOR BROS.

30 East Randolph Street

Phone
Randolph 2081

CHICAGO, ILLINOIS

CURRENT PRICE LIST

Subject to change
without notice

Premier	Per 100	Columbia	Per 100	Sunburst	Per 100
Special.....	\$16.00	Special.....	\$16.00	Select	\$8.00 to \$12.00
Select	12.00	Select	12.00	Medium	6.00 to 8.00
Medium.....	8.00	Medium.....	8.00	Short.....	4.00 to 6.00
Short.....	5.00	Short.....	5.00		
Russell		Ophelia		Carnations	
Special.....	16.00	Select	\$8.00 to 12.00	Good and Fancy	\$4.00
Select	12.00	Medium.....	6.00 to 10.00	Ferns, per 1000.....	\$4.00
Medium.....	8.00	Short	4.00 to 8.00	Galax, per 1000.....	2.00
Short.....	5.00			Sprengeri, per bunch..	\$0.50 - .75

ROSES, our selection, \$5.00 per 100

as they did last June, while during the part of the month that stock was scarce prices averaged much better than last year. Roses did especially well; average rose prices were at least double those of June, 1919, and during the third week of the month this year some growers received three or four times as much for their stock as they did in the same week last year.

When the wholesalers and growers do well it is a certainty that the retailers are having brisk business.

First Car from Palm Factory.

A matter of more than usual interest engaged attention at Morton Grove June 28. It was the opening up of the first car of palms shipped to Chicago from Bassett & Washburn's kentia factory at Sierra Madre, Cal. The car contained 2,400 plants and came through by express at a cost of a little more than \$1,000. Packing charges were only 5 cents per plant. The palms had been knocked out of the pots and each ball of soil had been sewed in burlap. Wet sawdust a foot deep had been put on the floor of the car and the plants stood on it so close together that they could not shift. After five days on the road they opened up in perfect condition. C. L. Washburn was there to see the car opened and had as his guest Roy F. Wilcox, of Montebello, Cal., who also is in the palm business but who is not yet ready to ship finished kentias in carload lots.

Greenhouse Builders Luncheon.

In the management of a large business one of the greatest difficulties is to obtain proper coöperation between the different departments. This President P. L. McKee, of the American Greenhouse Mfg. Co., secures by means of monthly meetings of department heads and other principal employees; everybody gets a thorough knowledge of everything that is going on, so nobody works in the dark. The meetings conclude with a luncheon, that of June 26 being served in a private dining room at the Hotel Randolph. There were twenty present, including Mr. Brown, of the New York office, Mr. Dolan, of the Kansas City office, and Mr. Andrews, superintendent of the Pana factory.



You can have in your store, like these,

ROSES

All varieties—All lengths—
Best quality

We also offer Gladioli, Lilies, Larkspur, Yellow Daisies and all other stock in season in large supply for you.

New Ferns and other Greens

A. T. Pyfer & Company

Our Motto: "Nothing is too much trouble to please a customer."

164 NORTH WABASH AVENUE

CHICAGO, ILLINOIS

Mention The Review when you write.

ROSES

RUSSELL, SUNBURST, OPHELIA, KILLARNEY and WHITE KILLARNEY

Not only PLENTIFUL, but of QUALITY; also a fine grade of CARNATIONS

Buy Direct From the Grower

Current Price List

Subject to change without notice

MRS. CHAS. RUSSELL and PREMIER

	Per 100
Specials	\$25.00
Select	\$15.00 to 20.00
Medium	10.00 to 12.00
Short	5.00 to 8.00

OPHELIA, MILADY and SUNBURST

	Per 100
Specials	\$15.00
Select	\$10.00 to 12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

CARNATIONS—

	Per 100
All Colors	\$3.00
Sweet Peas	\$1.00 to 2.00

COLUMBIA

	Per 100
Specials	\$18.00 to \$20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

Killarney.....

	Per 100	
White Killarney... } Specials	\$15.00	
Killarney Brilliant } Select	\$10.00 to 12.00	
Champ Weiland... } Medium	6.00 to 8.00	
	Short	4.00 to 5.00

ROSES, OUR SELECTION..... 4.00

Adiantum, per 100	\$2.00
Asparagus, per bunch	\$0.50 to .75
Ferns, per 1000.....	4.00
Galax, bronze and green, per 1000.....	2.00

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

PETER REINBERG

WHOLESALE GROWER OF CUT FLOWERS

30 E. Randolph St., PHONES: Central 2846 and 601 CHICAGO, ILL.

SUMMER ROSES

and all other Seasonable Flowers for particular buyers.

JOSEPH FOERSTER CO.

Wholesale Dealers in Cut Flowers

160 North Wabash Ave.

CHICAGO

With the coffee and cigars there were a number of talks. Mr. Lyndahl, of the Universal Portland Cement Co., presented facts tending to show that there will be general business activity for years to come. H. B. Howard cited figures as to the glass area in the United States and the value of products, comparing them with the population to show the opportunity for long continued expansion of the florists' business. Adolph Nielsen, the well known Pana grower, talked on the merits of various

types of greenhouses for different purposes and answered a volley of questions from his great store of experience.

It was not known until after the pre-arranged schedule for the meeting had been completed that the mother of President McKee had died in the morning of June 26.

Various Notes.

C. J. Michelsen returned June 25 from a brief vacation trip on which he spent a week end, from Friday evening

until Tuesday morning, with E. C. Amling and family at Sawtelle, Calif. With Harold Amling as driver, the Amling Packard was on the go about as long as there was light and it is safe to say no visitor ever saw more in so short a time. Most of the florists' establishments in the vicinity of Los Angeles were inspected and Mr. Michelsen became greatly impressed by the present scope and possibilities for future expansion of the trade's interests there. He was particularly pleased

USE **OUR EASTER LILIES** IN YOUR WORK

We have a large supply of fine quality

ROSES OF GOOD QUALITY **PEONIES** All through July

Delphinium, Coreopsis, Gaillardias, Shasta Daisies

You will find this a good source of supply.

ZECH & MANN
Wholesale Cut Flowers

30 East Randolph Street

CHICAGO, ILLINOIS

with the establishment of Howard & Smith, which he characterized as complete in every detail, and with Bassett & Washburn's palm production prospects. He said he never had seen finer kentias and that Ned Washburn looked as strong and healthy as the stock. While Mr. Michelsen was there the second carload to leave the place started east by fast freight. It was on an order from Poehlmann Bros. Co. Another car had been sent a few days before, by express, to Henry A. Dreer, Riverton, N. J. Mr. Michelsen says taking two carloads of plants out of the slat houses left no hole a visitor would notice. Mr. Michelsen says Mr. Amling has made good progress in developing the 33-acre tract he recently bought at Sawtelle.

First in the market with the new pink rose, Frank W. Dunlop, were Amling Bros., of Des Plaines. They began cutting about June 24.

Paul Klingsporn spent a day at St. Paul last week and C. L. Sherer was in Cleveland. Peter Baumann and Herman Franks, of the Flower Growers' staff, have opened the vacation season.

The articles of incorporation of the Weiss-Spandikow Co., Maywood, have been amended, changing the name to Premier Rose Gardens, Inc. Paul Weiss continues at the head of the institution. The two big Lord & Burnham houses, doubling the capacity of the place, are completed and planted.

George C. Weiland, Fred Stielow, Charles McCauley and Paul R. Klingsporn, with their families in their cars, drove to Crystal Lake June 27, for a basket picnic and for the inspection of the old and new greenhouses of Frank Schramm, whence are coming Mrs. Russell roses which last week wholesaled for as much as 50 cents per flower.

Golden Rule is the name of a new yellow rose planted by the Dramm Greenhouse Co., Elmhurst. It was a seedling raised by E. G. Hill, of which the entire stock was purchased. It may never

"ROSES
ALL
SUMMER"

"WE DO
AS WE SAY"

MONEY

"IT TAKES little MONEY for the RETAIL FLORIST to BUY CUT FLOWERS, compared to the capital required for the GROWING of them."

KENNICOTT BROS. CO.

174 N. Wabash Ave.,

CHICAGO'S

Largest Exclusive Wholesale Commission House "Under Growers' Supervision"

H. B. KENNICOTT, Pres.
J. E. POLLWORTH, Sec'y. & Mgr.



PROTECTION

Buy Direct from the Grower

Supreme Quality Russell, Columbia, Premier, Richmond, Milady, Ophelia, Killarney, White Killarney, Killarney Queen, Cecile Brunner, New Pink Radiance and Champ Weiland.

Our quality Carnations are recognized as the best on the market.

Subject to market change		PRICE LIST		Open Days, Nights and Sundays	
Mrs. Chas. Russell and Premier		Per 100		Columbia, Milady, Richmond	
Specials		\$30.00		Specials	\$20.00 to \$25.00
Select	\$20.00 to	25.00		Select	15.00 to 18.00
Medium	10.00 to	15.00		Medium	10.00 to 12.00
Short	6.00 to	8.00		Short	6.00 to 8.00
Ophelia, Radiance, Killarney, White Killarney, Killarney Queen, Champ Weiland		Per 100		Cecile Brunner	
Specials		\$15.00		Roses—Our selection	2.00 to 3.00
Select	\$10.00 to	12.00		Carnations—Fancy	2.00 to 3.00
Medium	6.00 to	8.00		Daisies—Per 100.....	1.50 to 2.00
Short	4.00 to	5.00		Asparagus—Per bunch.....	.50
				Ferns—Per 1000	4.00

W. E. TRIMBLE GREENHOUSE CO.

Wholesale Growers PRINCETON, ILL.

MEMBERS F. T. D. Write for Price List on Rooted Cuttings, Potted Plants and Vegetable Plants.

Roses, Lilies, Peonies

Larkspur, Coreopsis, Gaillardia, Daisies

AND ALL OTHER FLOWERS IN SEASON

Our Prices Never Are Higher than Others Ask for an Equally Good Grade of Stock.

ERNE & COMPANY

30 E. Randolph St.

WHOLESALE FLORISTS
L. D. Phone Randolph 6578

CHICAGO

JOHN KRUCHTEN

HENRY KRUCHTEN

JOHN KRUCHTEN CO.

(NOT INCORPORATED)

Wholesale Florists

30 East Randolph Street,

CHICAGO, ILL.

L. D. PHONE, CENTRAL 8016-8017-8018

be disseminated, but it looks as though it would give Sunburst a run. It has Ophelia blood and should be an easy doer.

Bassett & Washburn have added Crusader to their list of roses for next season and from the behavior of the plants to date and the characteristics

of the early flowers they believe the variety will prove a winner.

E. Wienhoeber says the quarantine hit the trade no harder blow than

PINEHURST FLORAL CO.

Successors to Geo. M. Kellogg Floral Co.

1121 Grand Ave.

Wholesale Florists

Kansas City, Mo.

CURRENT PRICE LIST

Roses

Russell.....	Per 100,	\$6.00 to \$25.00
Columbia.....	Per 100,	5.00 to 20.00
Ophelia.....	Per 100,	4.00 to 15.00
Killarney.....	Per 100,	4.00 to 15.00
Sunburst.....	Per 100,	4.00 to 15.00
Richmond.....	Per 100,	4.00 to 15.00
Kaiserin.....	Per 100,	4.00 to 15.00

Hardy Peas.....	Per bunch,	.35 to .50
Gypsophila.....	Per bunch,	.50 to .75

Miscellaneous

DAISIES.....	Per 100,	\$ 1.00 to \$ 2.00
EASTER LILIES.....	Per 100,	12.00 to 20.00
GLADIOLI.....	Per 100,	12.00
Snapdragon.....	Per 100,	6.00 to 10.00
Delphinium.....	Per bunch,	.75 to 1.00
Adiantum.....	Per 100,	2.00
Sprenger, Plumosus.....	Per bunch,	.50
Smilax.....	Per dozen,	3.00
Ferns.....	Per 1000,	3.00

Home Phone Main 2765
Bell Phone Grand 2765

Store closed all day Sunday. Open weekdays until 5:00 p. m.
Sunday shipping orders accepted at Greenhouses:
Pleasant Hill, Mo., Phone 18

OVER 500,000 FEET OF GLASS

through the exclusion of boxwoods. The E. Wienhoeber Co., which formerly used large quantities in filling window boxes, has been hard put to it to find a substitute.

R. T. McKeen has joined the staff of Kennicott Bros. Co., as statistician and assistant to Treasurer F. R. Ellis.

A. Miller, president of the A. B. C., is driving a new Cadillac.

P. J. Foley and wife celebrated their twenty-eighth wedding anniversary with appropriate ceremonies June 29.

The John C. Moninger Co., while reporting difficulty in getting material and empty cars, nevertheless is making rapid shipments. Two cars dispatched last week contained material for seven houses, 25x292, for Joseph Vestal & Sons, Little Rock, Ark. The houses are to be erected complete, equipped with the Moninger vacuum system of heating.

W. J. Smyth and family have taken up their residence for the summer at their home on Lake Marie, Antioch, Ill. Mr. Smyth motors in to the store for a day each week.

Sales Manager Galavan, of the A. L. Randall Co., now has a staff of fifty-four salesmen outside the store, covering the entire United States. The country has been divided into four districts, with an assistant sales manager in charge of each district.

Eric Johnson spent several days at Cleveland last week.

Albert Koehler, secretary of the A. B. C., reached home June 27 after a trip to Europe which occupied four months and nine days. He covered Europe with a thoroughness not often equaled by horticultural trades' representatives. His tour included France, Belgium, Germany, Holland and England and in each country he visited all the principal trade centers. He has many interesting tales to tell of conditions over there.

Henry Arnold, of the Tonner staff, and Miss Anna Ahlborn were married June 26 and are on a motor trip in Wisconsin.

The Palmer House is closing the State street entrance, the Monroe street ladies' entrance becoming the only means of getting in and out of the hotel. It happens that John Mangel occupies the store just west of this entrance, with a door and several windows on it. It makes that astute retailer smile to note the diversion of the crowds to his door.

A. J. Zech thinks the supply of peonies in the Western Cold Storage

Cut Flowers Florists' Supplies

Everything New

We can furnish the goods at the right prices. Plenty of room now to carry a larger selection of everything for Florists' use.

July and August we close at 5 p. m. Not open on Sunday.

T. J. NOLL FLORAL CO.

1117-1119 McGee St. KANSAS CITY, MO.

Special Notice

From June 15th to Sept. 15th our store will close at 5 o'clock on week days, 12 o'clock Saturday, all day Sunday. Get your orders in early and be sure you have our latest price list of supplies.

Geo. H. Angermueller Co.
Wholesale Florists
1324 Pine St., St. Louis, Mo.

Mention The Review when you write.

CHOICE VALLEY

Per 100, \$8.00
Leave your order with us for regular shipments
C. A. KUEHN WHOLESALE FLORIST
1312 Pine St., St. Louis, Mo.

Warehouse is larger than it ever was before at this date. Mr. Zech, who is an Elk, looks forward to a big business, particularly for the downtown retailers, during the Elks' convention July 5 to 10.

L. A. Tonner notes that the Humei peony was selling readily at 75 cents per dozen June 28, the best price ever recorded. Fresh cut flowers were still coming in that day, from fields not fifteen miles from Chicago.

Ed Goldenstein became an Elk June 24.

H. KUSIK & CO.

Largest Shippers of
Fresh Cut Flowers
at Kansas City.

Florists' Supplies
Manufacturers of Wire Designs

1018 McGee Street
KANSAS CITY, MO.

Cut Flowers

OUR SPECIALTY

H. G. BERNING

1402-4 Pine St., ST. LOUIS, MO.

WM. C. SMITH Wholesale Floral Co.

WHOLESALE FLORISTS

1316 PINE ST. (Both L. D. Phones) ST. LOUIS

Supplies and Everything in Season Always on Hand

Growers would be repaid for a visit to the Elmhurst greenhouses of the

Double Gypsophila

The kind you can dry

Will have a Big Crop of

GLADIOLI, Fancy Varieties

Best Shipping Roses in this market.

Flowers we are able to supply you with NOW

FANCY CARNATIONS The kind that will ship and give satisfaction

Delphinium, or Larkspur - Cornflowers, all colors - Candytuft
Easter Lilies - Sweet Williams

GREEN GOODS—Flat Ferns. Best Smilax in the Country. Asparagus.

Florists' Supplies Our new stock is nearly complete—shipments coming in daily.

Kansas City Wholesale Cut Flower Co.

L. R. BOHANNON—at your service.

1108-10 Grand Ave.

KANSAS CITY, MO.

GOLD LETTERS—SPECIAL PRICES



No. 1
In Gold and Purple, per 1000, \$5.50



No. 4
In Gold Only, per 1000, \$5.00



No. 6
In Gold Only, per 1000, \$4.50

Letters packed 25 to each package
Numerals in same colors and price.

The kind that will stick, STICK and STICK, and won't come off.

B. E. and J. T. COKELY,

201 N. 7th Ave., SCRANTON, PA.

Established 25 years

Manufacturers and Importers of Florists' Supplies

ABOVE PRICES ARE POSTPAID

PAPER SCRIPT LETTERS

Can be had in the following inscriptions in Gold and Purple

Father	Rest	Darling
Mother	Our	Dear
Brother	My	Too Soon
Sister	Asleep	Grandpa
Husband	Baby	Grandma
Wife	Sleeping	Friend
Mamma	Cousin	Aunt
Comrade	Peace	Uncle
Nephew	Niece	Papa
At Rest	Daughter	Son

Ten Words to Each Package
Per 100 words.....\$2.50

Always state what color is wanted, otherwise gold will be sent.

Wendland & Keimel Co. Since replanting, the houses have been repainted inside and out. The job has been done in a thorough fashion and an inspection of the place will result in many a grower deciding that so marked an improvement is worth making in his own establishment.

At the iris and peony show of the North Shore Horticultural Society at Lake Forest June 19 and 20 Peterson Nursery showed a large collection of iris and peonies. C. Fabri, of Norwood Park, displayed a fine collection of peonies. An interesting display of sweet peas was made by Charles Elliott, of Park Ridge.

Visitors.

Among last week's visitors were O.

F. McKee and T. S. Porter, the gentlemen who now own the John A. Evans Co., the well known ventilating apparatus concern at Richmond, Ind. Mr. Porter was associated with Mr. Evans for a number of years, but Mr. McKee was new to the business when he made the investment. They were here simply to enlarge their acquaintance by meeting a few of those with whom they do business.

L. R. Bohannon, the former Chicago retailer and present head of the Kansas City Wholesale Cut Flower Co., was here from Kansas City this week on a brief business trip.

Walter Bertermann, of Indianapolis, spent June 28 in this market, his trip combining business and pleasure.

Mr. Kemble, of Mason City, Ia.,

spent a few days in Chicago while on his way by automobile to Charlevoix, Mich. He was accompanied by his wife and family.

Roy Wilcox, of Montebello, Cal., spent June 28 in Chicago and Morton Grove, leaving the same night for Council Bluffs.

J. S. Wilson, of Des Moines, is in town for a rest. He has had a busy season, the best in his experience, and has laid aside his cares for a few days.

DULUTH, MINN.

The Market.

June weddings were the feature of the business last week and there was a big demand for first-class stock. Roses

were in excellent condition. White Killarney, Columbia, Ophelia and American Beauty were mostly used. Carnations are plentiful, although the stock is hardly up to standard. There are plenty of good peonies arriving and they sell well. Good sweet peas are scarce, most of them having short stems and small flowers. Snapdragons, daisies and forget-me-nots complete the list of sundry flowers.

Various Notes.

J. J. Le Borious had charge of the Keyes wedding, which was quite elaborate. The bride carried a shower bouquet of valley and cattleyas. The matron of honor and the maid of honor carried shower bouquets of Sunburst roses. Four bridesmaids carried bouquets composed of yellow and white daisies. The church was decorated with palms and ferns.

The Duluth Floral Co. had the bouquets for the Stevenson wedding. This was the largest wedding of the season and a large amount of stock was used. The bride carried a large shower bouquet composed of valley and maidenhair fern. The bride's mother carried a shower bouquet of cattleyas, which was quite elaborate. The maid of honor carried an arm effect of American Beauty roses. Three bridesmaids carried bouquets of Columbia roses and pale blue larkspurs. The church was decorated with evergreens, cibotiums and Easter lilies, with a candle effect.

Visitors in Duluth last week were F. A. Longren, of the Burlington Willow Ware Shops, Burlington, Ia., and Max Schultz, of the Ove Gnatt Co., Laporte, Ind. J. E. S.

PHILADELPHIA.

The Market.

Everybody thinks that June has been a most satisfactory month in the flower market. This was not generally expected. When the peonies missed Memorial day most people thought they would depress the market throughout June. This proved true for a short time, but business was so good that the market soon rallied. As the supply decreased the market grew stronger, until the month is closing with a strong market, a most unusual occurrence.

June has been a great month for weddings, the greatest that this cut flower market has ever known. Great quantities of fine flowers have been used for these happy occasions. Then there have been the commencements and an unusual amount of entertaining. The prosperous condition of the country is reflected in the quantities of flowers used.

There are marked changes in the character of the supply. The great wave of Easter lilies has passed and the market is slowly recovering from the deluge, with prospects of more satisfactory prices. One grower alone sent in 11,000 lilies the second week in June, quite unexpectedly. There were other heavy shipments from growers who do not ship lilies regularly to this market. These special shipments have ceased now. The market is being supplied by the regular shippers in more moderate quantities. *Lilium candidum* has arrived; so have a few asters. Peonies from cold storage are over. Most of the wholesalers consider them as

The Supply of Indoor

grown flowers is getting less, which is naturally to be expected at this season of the year.

Until we have more outdoor flowers, we are not likely to have a big supply. If you need flowers let us suggest to you--

EASTER LILIES

GLADIOLI

FEVERFEW

CANDYTUFT

GYPSOPHILA

CORNFLOWERS

DAISIES

GAILLARDIA

and

ROSES

RUSSELL

HADLEY

COLUMBIA

OPHELIA and MARYLAND

We expect to have plenty of good Roses during the summer months.

During the summer months it is much more difficult to fill orders, and for that reason you must have a reliable source of supply. Let us fill your next order.

Business Hours 7 A. M. to 4 P. M.

THE LEO NIESSEN CO.

Wholesale Florists

Branches:

BALTIMORE
WASHINGTON

1201-3-5 Race St.

PHILADELPHIA

Mention The Review when you write.

BERGER BROTHERS

PREMIER, COLUMBIA, and other Good Roses

CARNATIONS DELPHINIUMS

LILIES

VALLEY

CORNFLOWER

All Seasonable Cut Flowers

1609 Sansom Street

PHILADELPHIA

Roses
Cornflower
Centaurea
Gladioli

CHARLES E. MEEHAN

5 South Mole Street,

PHILADELPHIA, PA.

PLUMOSUS
Strings and Bunches
ADIANTUM
and Greens
of all kinds

treacherous. They come out of cold storage in what appears to be good condition, they are carefully packed and shipped and they sometimes prove disappointing. This has not always been the case. Where the proper varieties

were known and conditions could be controlled regular shipments have been made for several hundred miles with entire satisfaction. Well, peonies are over now; so, to return to the available stock, rambler sprays have been and



PREMIER ROSE

THE SUMMER TRIO Russell, Premier and Columbia



in shorts, mediums and longs, mostly the better grades, really wonderful quality.

Mrs. Chas. Russell		Premier		Columbia	
	Per 100		Per 100		Per 100
Special.....	\$30.00	Special.....	\$25.00	Special.....	\$20.00
Fancy.....	25.00	Fancy.....	20.00	Fancy.....	15.00
Extra.....	20.00	Extra.....	12.00	Extra.....	12.00
First.....	12.00	First.....	10.00	First.....	10.00
Second.....	8.00			Second.....	6.00
Shorts.....	6.00				

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies
Send for Price List

BUSINESS HOURS: Commencing June 21st, 7. a. m. to 4 p. m.; closed all day July 5th, Saturdays 1 p. m. after July 1st.

S. S. PENNOCK COMPANY

1608-20 Ludlow St., PHILADELPHIA, PA.

NEW YORK
17 West 28th Street.

BALTIMORE
Franklin and St. Paul Sts.

WASHINGTON
1216 N Street, N. W.

Good Gladioli Good Roses

and all Seasonable Flowers

Philadelphia Cut Flower Co.

GEORGE AEUGLE, Prop.

1517 Sansom Street, PHILADELPHIA, PA.

EDWARD REID

OFFERS FOR JULY

Columbia, Premier, Victory (Kaiserin) and Ophelia Roses, White Carnations, Snapdragons and all Seasonable Flowers

Remember—When They're Reid's They're Right

1619-21 Ranstead St., PHILADELPHIA, PA.

All Seasonable Cut Flowers

WM. J. BAKER

Wholesale Florist

12 South Mole Street, Philadelphia, Pa.

Sweet Peas

ROSES, CARNATIONS and other stock of the finest quality.

JERRY BROOKINS & SON

Orchard Park, N. Y.

Valley, Roses, Carnations,

Outdoor Sweet Peas—pink, white and lavender.

Feverfew and all Greens

We want your business.

THE PHILADELPHIA WHOLESALE FLORISTS' EXCHANGE

1615 Ranstead Street, PHILADELPHIA

GRAVE MARKERS

Stein's Floral Supply Mfrs. 2223 N. Front St., Philadelphia.

Mention The Review when you write.

Redeemer, at Bryn Mawr, and at the home of the bride's parents, at Rosemont, were in the best style of Pennock Bros. Sprays of Dorothy Perkins roses and Delphinium Belladonna added liveliness and grace to trellis and arch. The bride's bouquet was made in colonial style, entirely of lilies of the valley, with some of dear grandmamma's cherished lace as a finishing touch. The bridesmaids' bouquets were made of the dainty bluet, or cornflower. This is the German national flower, grown, as it happens, by the French. A fabu-

THE HOUSE OF MERIT

FLORISTS' SUPPLIES

JOS. G. NEIDINGER CO.

1309-11 N. Second Street

PHILADELPHIA, PA.

Mention The Review when you write.

lous number were used. There were handsome baskets of flowers on the many tables at which the guests were seated. All in all, it was a fine affair.

From "In Civilian Clothing."

"I thought you were engaged."

"So I was, but the girl broke it off."

"How did that happen?"

still are extremely useful in decoration work. Roses are better than usual at this season. They are likely to be the mainstay of the market for a while. Gladioli, mostly pink and white, are just commencing from outdoors as the last indoor flowers arrive. There are some orchids, but valley is hard to obtain. The miscellaneous outdoor flowers are plentiful and of excellent quality.

A Smart Wedding.

One of the handsomest weddings of the season was that of the youngest daughter of the president of the Baldwin Locomotive Works, which took place Saturday afternoon, June 26. The decoration at the Church of the



Make an even stronger appeal to the artistic sense of your customers—use this Jardiniere

for cut flowers, potted plants, ferns, baskets and the like. Made of wood fiber, waterproofed. Handsomely decorated in classic designs and Wedgwood colors. Inexpensive—practical—flower pot shapes 4, 5 and 6-in. sizes.

We make wood fiber basket liners that are better than tin

MONO SERVICE CO., Newark, N. J.

“Well, you see I went west on business. When I got back it was awfully hot. I scribbled a few lines on my card and sent it with some flowers from a florist’s. I heard that night that her father died while I was away and that the funeral occurred that day. I thought that the flowers were timely for the funeral, showing I thought of her, but I forgot the card. It read, ‘Hoping these will help you through the heat.’ She broke our engagement.”

Various Notes.

Edward Reid and his friend, John L. Ratcliffe, of Richmond, Va., will sail for Europe July 15. Mr. Reid’s greeting to the Statue of Liberty, on his return from England at the breaking out of the war, is historic.

George Heintz, of Terre Haute, Ind.; Julius Baer, of Cincinnati, O.; Otto Lang, of Dallas, Tex., and R. Hibberd, of Durham, N. C., have been with us.

William Berger’s Sons executed one of the handsomest wedding orders of the season June 26. It was an outdoor wedding, with much larkspur and some original touches in Edward Berger’s best style.

The Florists’ Club’s publicity campaign has closed for the season with a balance on hand that will meet all expenses. The committee feels that a good beginning has been made. The intention is to resume work this fall.

George Aeugle has returned from the seashore feeling like himself again.

Robert Craig came up to the city from Ocean Grove, N. J., June 26.

The Florex Gardens are pushing on with their rebuilding. Freight embargoes have delayed this work.

Much interest is felt in the future of the large greenhouse of J. Stephenson’s Son, at Oak Lane, since the death of the owner, Marcus Stephenson. It is stated on reliable authority that the greenhouse will be run under the management of Harold Roberts until the property can be sold for building lots. The ground on which the house stands is so valuable that florists are barred from buying.

Berger Bros. have received many compliments on their well appointed new quarters.

Robert B. Bragg is away on his vacation.

C. U. Liggit has returned from Richmond, Va., where he found it more difficult to get things done than here.

W. C. Dieroff says that peonies can be kept for a week or more in good condition in a cellar by laying a damp

Write for our 32-page 1920 booklet

“Modern Flower Shops”

Refrigerators and Store Fixtures

A. L. Randall Co., COMPLETE FLORISTS’ OUTFITTERS **Chicago, Ill.**

Mention The Review when you write.



REFRIGERATORS for all Purposes
Send for Catalogue
McCray Refrigerator Co., 2088 Lake St., Kendallville, Ind.

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REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 N. Clark St., CHICAGO

sheet on the floor, then piling the peonies in bud form as you would lumber and covering with a damp sheet.

Phil.

BOSTON.

The Market.

Until June 26 business in cut flower circles was extremely good, nearly all lines being well cleaned up and more particularly roses, peonies, carnations and sweet peas. With the passing of school graduations, college commencements and weddings, prices took a decided drop June 26 and 28. Real summer is at last our lot and the warmer weather is having a visible effect on both the quantity and quality of supplies.

White roses have been and are decidedly scarce, but colored varieties are in ample supply at prices mostly from \$1 to \$10, few going above those prices. Carnations, which held up to \$4 for some days, have dropped to \$1 and \$2,



Write for Catalogue

BUCHBINDER BROS.

11 S. La Salle St., CHICAGO
Room 731

GLOEKLER FLOWER REFRIGERATORS.....
 Send at once for Catalogue F, illustrating and describing flower homes.
BERNARD GLOEKLER CO., Pittsburgh, Pa.

and the quality is getting quite low. Arrivals are smaller, as the growers are now, in many cases, pulling out their stock. Sweet peas have been in good demand. Few outdoor flowers of these are yet arriving and most of those coming in have short stems.

There are large supplies of peonies. They sold well last week, but are lower now. Delphiniums are in demand at \$8 per hundred. Some outdoor Spanish

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Special Offer
SCARLET IMMORTELLS
At One Dollar a Pound

There are five bunches of Immortelles in a pound. This price is rock bottom—it will be the same rate for one pound or one thousand pounds.

BASKETS

We offer a choice collection of stylish vase and tumbler baskets for summer flowers. Try our \$25.00 or our \$50.00 assortment of vase and tumbler baskets.

A SEASONABLE OFFER

Our standard **Cycas Leaves.** **Fresh Statice.** **Uva Leaves** in all colors.
Chiffons, 4-inch, 6-inch, 10-inch. All colors.
Fine Silk Netting, very choice.

SEND FOR OUR FOLDER

H. Bayersdorfer & Co.

1129-1133 Arch St.

PHILADELPHIA, PA.

Branch Factory, 709 First Ave., New York City, Telephone Vanderbilt 4976



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Ever Ready Flower Pot Cover....

Dresses your plants in a smart style quickly and without work. Write for sample and price list today.

Send 10c Postage.

The Ever Ready Flower Pot Cover Co.
 146 Hughes Avenue, BUFFALO, N. Y.

iris is seen and a variety of hardy herbaceous flowers. Cattleyas continue scarce and dear. Asparagus, smilax and ferns, for which there has been a good call, are now in little demand.

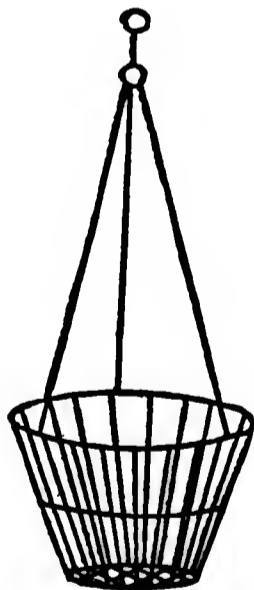
Florists' Outing.

Perfect summer weather favored the second annual picnic of the Boston Florists' Association, at Suntaug lake, in Lynnfield, June 26. About 100 persons, including many ladies, attended, making the trip in automobiles from Massachusetts avenue opposite Hoffman's store. The usual high-class dinner was served, to which all did ample justice. Short speeches were made by Messrs. Steckel and Penn and some dancing was indulged in between the courses.

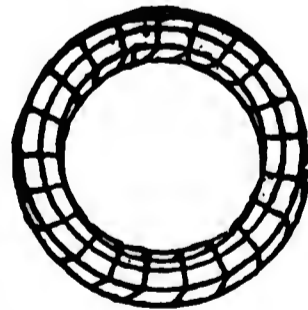
More athletic events were held than a year ago. In the baseball game Sidney Hoffman's team of retailers beat the wholesalers 6 to 5, after a keen contest. J. M. Cohen and Roman J.

Wire Hanging Baskets

The Wise Florist
 Will Buy NOW!



JUST ASK
 for
 OUR PRICES
 on
 WIRE DESIGNS



No. 1

Size	Per 100
10-inch.....	\$14.00
12-inch.....	16.25
14-inch.....	23.00
16-inch.....	26.00

B. E. and J. T. COKELY

Everything in Florists' Supplies Established 25 Years
 201 N. Seventh Ave. SCRANTON, PA.

Irwin, of New York, umpired the game efficiently. There was a strong entry and desperate struggle in the fat men's race, the prize, a bottle of real whisky, proving a potent magnet. Edward Welch won, with W. R. Nicholson close behind him. Mrs. Sidney Hoffman and Mrs. A. Rogers won the married ladies' race, Miss Freida Thommen and Miss

Ethel Leibson coming out ahead in the single ladies' event.

The 100-yard race for men drew a good field, the winners being Stanley Rogers and Albert Meddy. In the ladies' potato contest, Mrs. Arthur Carr came in just ahead of Miss Silverman. The last-mentioned lady and her partner won the prize for the best dancing

CHICAGO CARTON COMPANY

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1526 Blake St.
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and Factory**
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CHICAGO

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Lawndale 906

For Violets and Corsages

Size	Per 100
7 x 4 x 4 2-inch Top.....	\$ 5.00
10 x 6 x 5 1/2 2-inch Top.....	6.00
12 x 8 x 5 1/2 2-inch Top.....	7.65
14 x 10 x 8 2-inch Top.....	12.60

For Cut Flowers

18 x 5 x 3 2-inch Top.....	\$ 6.10
20 x 4 x 3 2-inch Top.....	6.05
21 x 5 x 3 2-inch Top.....	7.25
24 x 5 x 3 1/2 2-inch Top.....	7.70
24 x 8 x 4 2-inch Top.....	10.80
28 x 8 x 4 2-inch Top.....	12.10
28 x 8 x 5 2-inch Top.....	13.05
30 x 5 x 3 1/2 2-inch Top.....	9.25
36 x 8 x 5 2-inch Top.....	16.20

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT

CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago. When printing is wanted there will be a charge of \$9.00 per color for printing 500. \$12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

Mention The Review when you write.

For Sprays, Designs and Cut Flowers

Size	Per 100
16 x 16 x 8 Telescope	\$29.25
20 x 20 x 8 Telescope	38.95
21 x 5 x 3 Telescope	7.25
24 x 5 x 3 1/2 Telescope	8.90
24 x 24 x 10 Telescope	55.75
30 x 12 x 6 Telescope	30.25
32 x 32 x 8 Telescope	63.75
36 x 10 x 5 Telescope	25.20
36 x 12 x 6 Telescope	36.25
36 x 14 x 8 Telescope	46.55
40 x 10 x 6 Telescope	44.00

couple. The day proved a delightful one. The beautiful lake made the picnic spot one which appealed to all. It was quite late ere the gathering separated, nothing having happened to mar its pleasures.

Flower Exhibition.

June weather has proved notoriously fickle this year and it has been difficult to arrange proper dates for the various summer shows of the Massachusetts Horticultural Society. The exhibition of roses and strawberries scheduled for June 26 and 27 was almost a minus quantity, there being but two exhibitors of roses and one of strawberries, the date being eight or ten days too early for each. There was, however, a wonderful display of peonies. The most notable, from T. C. Thurlow's Sons Co., filled half the main exhibition hall and contained over 200 named varieties, charmingly arranged, and received the rare distinction of a gold medal. About every standard, new and annual variety was represented in this fine display. There was a good contest in the classes for twelve specimens each of named varieties, of white, pink, salmon and red colors, T. C. Thurlow's Sons Co., Arthur H. Fewkes and Mrs. J. McKissock being the leading prize-winners. Fine miscellaneous displays came from Messrs. Fewkes, Chase and others.

The Blue Hill Nurseries won no less than three silver medals, one for the finest collection of hardy perennials from a trade exhibitor, another for Thuja occidentalis, Guynne's variety, a fine novelty which won the S. A. F. silver medal here in 1919, and a third

Climax Manufacturing Co.
High Grade
FLORISTS' BOXES
Castorland : : New York

Cut Flower Boxes
All Sizes
C. C. POLLWORTH CO.,
Milwaukee, Wis.

"DURO"
FOLDING FLOWER BOXES
For Prices Write
Duro Paper Products Co., 729 S. Wabash Ave., Chicago, Ill.
Mention The Review when you write.

medal for a meritorious collection of new, rare and unusual conifers in sixty varieties. W. N. Craig secured first prize for twenty-five varieties of herbaceous perennials and eighteen vases of sweet williams. A. C. Burrage showed a handsome new hybrid cattleya, which was awarded a first-class certificate. There were several thousands of visitors to the show, attesting

FLORISTS' BOXES
Made in Dayton, Ohio
We are not profiteering. Our prices are low but we give you a heavy, high-grade material and good workmanship. Convince yourself by sending us a sample order. We satisfy our customers.

Write for Samples.	Mist Gray or Manila Shallow Cover Prices per 100	Mist Gray or Manila Full Telescope Price per 100
3 x 20x 4.....	\$ 2.50	\$ 2.70
3 x 18x 5.....	3.50	3.90
3 1/2 x 24x 5.....	5.30	6.30
3 1/2 x 30x 5.....	6.30	7.30
5 x 24x 8.....	7.50	10.00
5 x 28x 8.....	9.70	12.00
5 x 36x 6.....	11.70	14.20
5 x 38x 8.....	14.00	16.50
5 x 30x 10.....	15.00	17.00
6 x 28x 12.....	15.50	18.30
5 x 35x 10.....	16.50	18.30
6 x 36x 12.....	20.50	24.00
6 x 20x 20.....	21.60	27.50
7 x 24x 24.....	32.70	37.00
8 x 42x 12.....	37.50
8 x 48x 14.....	45.50

GRAY CORSAGE AND VIOLET
With Shallow Fluted Edge Lid
5 1/2 x 9x 6..... \$5.00 6x9x18..... \$7.70
6 x 7x14..... 7.00 7x9x 9..... 7.70
Printing in black ink, \$2.00 per 1000, or less quantity; printing in colored ink, \$3.00 per 1000, or less quantity, in assorted sizes. All f. o. b. Dayton, Ohio.
No order printed less than 50 of each size.
We allow a discount of 5 per cent when remittance accompanies the order.
We reserve the privilege of substituting other color.

The Aull Bros. Co., Dayton, O.
Established 1890.

H. & D. Design Boxes
Are made of light, strong Corrugated Fiber-board and can be furnished with K. D. lock-corner covers, safe and convenient.
Write for full particulars.
THE HINDE & DAUCH PAPER CO.
SANDUSKY, OHIO

F L O R I S T B O X E S

High-grade, heavy, thoroughly moisture-proofed stock.

Moisture-proofed Boxboard is hard to obtain and the railroads cannot deliver promptly. Keep your stock ordered well ahead of your requirements. In ordering always specify whether "S" or "AA" grade is wanted.

STANDARD or "S" GRADE

Well made from standard weight, well moisture-proofed board. Prices reasonable, considering quality and workmanship.



Corner Lock Style

Mist Gray Corsage and Violet Boxes

Made of high grade moisture-proofed stock.

Table with 3 columns: Size, Lid, Per 100. Rows include 7x4x4, 8x5x5, 10x6x5 1/2, 12x8x5 1/2, 15x6x5, 16x8x6 1/2, 14x10x8.

Mist Gray Square Design

"S" grade, or regular Lindley heavy standard weight, well moisture-proofed. All full telescope.

Table with 2 columns: Size, Per 100. Rows include 12x12x8, 14x14x8, 16x16x8, 18x18x7, 20x20x6, 20x20x8, 20x20x10, 24x24x8, 24x24x10, 28x28x8, 32x32x8.

White Boxes

Made from genuine patent white plated stock. A beautiful box, but not as nice as our white enameled.

Corsage and Violet

Table with 3 columns: Size, Lid, Per 100. Rows include 8x4x8 1/2, 15x8x6 1/2.

For Cut Flowers

Table with 3 columns: Size, Lid, Per 100. Rows include 18x5x8, 21x5x8, 24x5x8 1/2, 30x5x8 3/4, 34x6x8 1/2, 21x8x4, 24x8x4, 28x8x5, 28x8x5, 86x8x5.

Mist Gray "S" Grade

Lindley standard - weight, well moisture-proofed stock. For Cut Flowers, etc.

Table with 3 columns: Size, Lid, Per 100. Rows include 16x4, 20x4, 18x5, 21x5, 24x5, 30x5, 36x5 1/2, 18x6, 28x6, 21x7, 22x7 1/2, 21x8, 24x8, 28x8, 24x8, 28x8, 86x8, 42x8.

Mist Gray Design "S"

Oblong "S" grade, or regular Lindley standard heavy weight, well moisture-proofed. All full telescope.

Table with 2 columns: Size, Per 100. Rows include 80x10x5, 86x10x5, 86x10x6, 40x10x6, 42x10x6, 48x10x6, 80x12x6, 86x12x6, 80x12x7, 20x12x8, 86x12x8, 86x14x6, 84x16x5, 24x14x8, 80x14x8, 86x14x8, 40x14x8, 42x17x8.

Green Boxes

Made from high grade moisture-proof stock. A very appropriate color.

For Cut Flowers

Table with 3 columns: Size, Lid, Per 100. Rows include 18x5x8, 21x5x8, 24x5x8 1/2, 30x5x8 3/4, 34x6x8 1/2, 21x8x4, 24x8x4, 28x8x5, 86x8x5, 12x12x8, 28x22x8.

"AA" or ARNOLD BRAND



Absolutely the highest quality, stiffest, best waterproofed Florist Box obtainable.

Mist Gray "AA" Grade

Our AA grade, or Arnold grade, is extra heavy and thoroughly moisture-proof. An excellent box for shipping.

Table with 3 columns: Size, Lid, Per 100. Rows include 16x4, 20x4, 18x5, 21x5, 24x5, 30x5, 36x5 1/2, 18x6, 28x6, 21x7, 21x8, 24x8, 28x8, 24x8, 28x8, 86x8, 42x8.

Mist Gray Design "AA"

Oblong "AA" grade, or Arnold extra heavy weight, well moisture-proofed—all full telescope.

Table with 2 columns: Size, Per 100. Rows include 80x10x5, 86x10x5, 86x10x6, 40x10x6, 42x10x6, 48x10x6, 80x12x6, 86x12x6, 80x12x7, 20x12x8, 86x12x8, 86x14x6, 84x16x5, 24x14x8, 80x14x8, 86x14x8, 40x14x8, 42x17x8.

Mist Gray Square Design

AA grade, or Arnold extra heavy thoroughly moisture-proofed stock. All full telescope.

Table with 2 columns: Size, Per 100. Rows include 12x12x8, 14x14x8, 18x18x8, 18x18x7, 20x20x6, 20x20x8, 20x20x10, 24x24x8, 24x24x10, 28x28x8, 32x32x8.

White Enameled Corsage

The finest enameled clay-coated stock obtainable.

Table with 3 columns: Size, Lid, Per 100. Rows include 7x4x4, 8x5x5, 8x6x5 1/2, 10x6x5 1/2, 11x8x5 1/2, 12x8x5 1/2, 14x10x8.

Basket Boxes

Made of special jute stock. Regular shipping case style.

Table with 2 columns: Size, Per 100. Row includes 15x15x20.

ECONOMY OR THRIFT CARTONS

One Piece Style

Made of mist gray light weight stock. Just the box for small local delivery packages.

Table with 2 columns: Size, Per 100. Rows include 20x4 1/2, 24x4 1/2, 24x5, 80x5.



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All prices per 100, f. o. b. Marion, Ind.; 3% extra discount if cash with order. Printing black or colored ink, \$3.50 per thousand extra or less quantity.

Chicago phone, Franklin 5450—A. V. Z. Jennings. New York phone, Audubon 2860—Geo. L. Hoopla. St. Louis phone, Olive 1340—H. F. Seigneur. Louisville phone, 2669—J. Raymond Clark. Detroit phone—Cadillac 4178—A. A. Fordon.

LINDLEY FLORIST BOX CO., QUALITY BOX MAKERS Marion, Ind.



Magnolia Leaves

Prepared under our new process, in cases or cartons.
Brown, Green or Purple.

Oak Sprays in Green, Brown or Red, packed in cases of 100 sprays to case.

Beech Sprays, same color as Oak and same pack.

Fadeless Sheet Moss, in bags of 10 lbs. net.

Natural Sheet Moss, in bags of 10 lbs. net.

Natural Evergreen Smilax Substitute—
Huckleberry Foliage, standard Smilax cases.

Lyrata Foliage, same pack as Huckleberry.

All orders for the above goods will have our personal attention and satisfaction guaranteed.

THE RUMBLEY CO., Evergreen, Ala.

the great educational value of summer exhibitions.

Various Notes.

The Boston local of the National Flower Growers' Association held a well attended meeting at the American House last week, William C. Stickel presiding, and voted to accept the constitution and by-laws as drawn up by the executive committee. The same committee was appointed to attend the convention at Cleveland as representative of the Boston branch. The meeting was enthusiastic and harmonious.

Elijah S. Gorney is mourning the death of his mother, who passed away June 26. Mr. Gorney, who is secretary of the Florists' Association, is at present absent on a trip to California, where W. H. Elliott, the vice-president, is still sojourning.

Charles Evans, of Watertown, is handling an average of 150 dozen peonies of fine quality daily, grown at his Watertown farm.

The executive committee of the Gardeners' and Florists' Club met June 25 and drew up the sports program and made other arrangements for the annual picnic, to be held in Cunningham park, East Milton, July 22. There are some twenty-four sporting events and fine weather only is needed to secure a record attendance.

The annual exhibition of sweet peas given jointly by the Massachusetts Horticultural Society and the American Sweet Pea Society will be held in Horticultural hall July 10 and 11. The season here is unusually late, but outdoor sweet peas should be in good condition on the dates named.

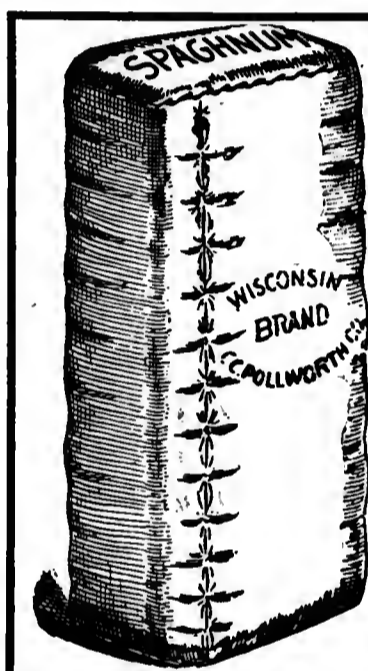
Account of the death of Robert Malcolm Craig, son of W. N. Craig, appears in the obituary column this week.

W. N. C.

NASHVILLE, TENN.

The Market.

Midsummer has not proved to be a dull season thus far this year. Funerals and weddings have served to keep everything cleaned up that is fit to sell. There were some days that showed some surplus stock, but they were few. There



Sphagnum Moss

10 bales.....\$1.50 per bale
25 to 30 bales..... 1.35 per bale
50 bales..... 1.25 per bale

Order Now and Save Money

C. C. Pollworth Co.
Milwaukee, Wis.

New Crop Dagger Ferns

Extra Good Quality

\$2.00 per 1000

Natural Green Sheet Moss

\$1.50 per bag

THE WOODS-KRAFT CO.

P. O. Box 202, ERIE, PA.

LAUREL, MOSS

Laurel Branches, 2x2x4 ft. case, \$8.00 per case.

Laurel Stems, large bag, \$1.25.

Green Sheet Moss, large bag, \$1.75.

Peony Roots, for fall delivery.

W. Z. PURNELL, Snow Hill, Md.

NEW CROP, FANCY AND DAGGER FERNS Write for Prices

Laurel Festooning, 6c and 8c per yard. Fresh stock supplied on short notice; use it for your weddings and other similar decorations; nothing better.

Bronze Galax, fine quality, \$1.25 per 1000; \$11.00 per case of 10,000; extra fine leaves.

Sphagnum Moss, \$5.00 per large bale.

Ground Pine, 12c per lb.; made up, 10c and 12c per yd.

Branch Laurel, large bundles, 50c.

Hemlock, large bundles \$1.00.



Telegraph Address, New Salem, Mass.
Post Office and L. D. Phone Address
MILLINGTON, MASS.

have been no weddings that demanded decorations on so elaborate a scale as some did last June, but there have been a larger number of weddings this year. The spring was so backward and cold

and the summer so hot and dry that outdoor flowers have not cut the figure they often do. Even the city parks are a month behind normal seasons. Nowhere in the city can be seen the dis-

**"Superiora"
Maidenhair Ferns**

Adiantum Formosum

IN ALL SIZES

Recognized by the leading wholesale florists as the best on the market.

Beware of Imitations.

There is no substitute for transparent Maidenhair Ferns (Adiantum).

One trial will convince you.



"Superiora"

Magnolia Leaves

Are today more in demand than ever on account of their far superior quality. We have over 58 endorsements from the largest Florists' Supply Houses.

"Enough said."

DR. H. DUX CO.,

Jacksonville, Fla.

LIKE LEATHER - ALWAYS PLIABLE

MAGNOLIA LEAVES

**PREPARED
Beech or Oak Sprays**

Green, Tan or Red
100-lb. Cases..... \$16.00

Short Oak or Beech Sprays
Per Carton, \$1.25

Prepared by

REEVES

Colors: Brown, Green or Purple

\$1.25 PRICE PER CARTON

25 lbs. of leaves.... \$ 4.50
50 lbs. of leaves.... 8.00
100 lbs. of leaves.... 15.00
If Red is wanted add 15 per cent

Southern Decorative Evergreens

IMMEDIATE DELIVERY

FRESH

HUCKLEBERRY FOLIAGE

MOUNTAIN LAUREL FOLIAGE

WATER OAK FOLIAGE

STANDARD
Cases-60 lbs.
\$2.50
per case

REEVES FOLIAGE CO., Inc., Brewton, Ala.

WILL NOT MOLD

GLOSS FINISH

SURE TO PLEASE



FANCY FERNS

Finest stock in the country

\$2.50 per 1000

\$2.50 per 1000

Subject to Change Without Notice.

- Green Leucothoe**, 100.....\$1.50; 1000.....\$10.00
- Magnolia Leaves**, green and bronze, per carton..... 1.50
- Galax Leaves**, green and bronze, per case of 10,000..... 15.00
- GREEN SHEET MOSS**, very fine for basket work, trimming pots, etc., per bag, 15 lbs. to the bag..... 2.00
- Sphagnum Moss**, per bale 2.50



FULL SUPPLY CUT FLOWERS AT ALL TIMES

MICHIGAN CUT FLOWER EXCHANGE, 264-266 Randolph St., Detroit, Mich.

Mention The Review when you write.

play of flowers expected at this season. Gladioli are just beginning to come into bloom. Strange to say, those that were left in the ground all winter are not blooming so early as those that were planted after the weather had become settled this spring. The same thing seems to be true of dahlias this season.

Carnations have held on later than usual this summer. They are practically gone now, however. Lilies are in fair supply. Sweet peas are still plentiful and of good quality and roses are in good supply and of excellent quality. Valley is appearing again in a small way. A good many perennials are being used in design work and in similar ways, but for some reason this type of flowers has never proved popular with the public for other uses.

Various Notes.

June 17 Miss Marian Alice Joy was married to Richard Farnsworth Castner. The ceremony was performed at the Joy home, adjoining the Joy greenhouses. The rector of St. Ann's Episcopal church officiated. The wedding was a quiet affair, attended only by a few relatives of the two families and a few close friends. The decorations consisted of an altar of ferns and palms, interspersed with stands of lilies and flanked with cathedral candelabra. Quantities of lilies and Columbia roses were used in decorating the room, as well as the rest of the house. The bride's bouquet was a shower of valley. After the ceremony an informal reception was given. That evening the bride and groom left for Chicago on their wedding tour, after which they will go to River Falls, N. D., where they are to reside. Miss Joy is a daughter of the late T. C. Joy and a sister of T. H. and Harold Joy, the present active heads of the Joy Floral Co.

Since moving their store to the new location, Haury & Sons report that business has increased over twenty-five per cent. They are rebuilding their benches and giving their greenhouses a general overhauling this summer.

Charles Tritschler is still doing a good business selling pot and bedding plants. He cleaned up his general stock, but found it necessary to crowd along all the late propagated stock he could get into shape for sales that just will not let up.

THE NEW CROP of Hardy Cut Ferns is now ready to ship.

May we suggest that you place your regular orders for the coming season?

High quality stock and prompt shipment assured.

L. B. BRAGUE & SON
Established 1867
HINSDALE, MASS.

HUCKLEBERRY

Ready—\$2.50 per case

- PERPETUATED MOSS**.....\$3.50 per bag
- NATURAL MOSS**..... 1.75 per bag

Wire, Write, Phone

E. A. BEAVEN, Evergreen, Ala.

Mention The Review when you write.

New Crop Fancy Ferns

now ready. We ship daily direct from woods, all fresh stock; nothing carried over. Write for prices.

Cash or reference. Rates to Jobbers.

NORTHERN FERN CO., Schofield, Wis.

Mention The Review when you write.

CHICAGO PRINTED STRING CO.
Advertising String and Ribbon Specialties
2411 Clybourn Ave., Chicago, Ill.

FANCY FERNS Per M \$5.00
(Special Picked)

Leave your order with us for regular shipments
C. A. KUEHN WHOLESALE FLORIST
1312 Pine St. St. Louis, Mo.

Mention The Review when you write.

Fancy Cut Ferns and Leaf-Mold—Evergreen Decorations, Christmas Trees, Trees, Shrubs, Plants, Seeds and Seedlings. Write for descriptive pricelists.
AMERICAN FORESTRY CO., Pembine, Wisconsin.

Ferns Galax Moss

Asparagus Plumosus Sprays	per bunch, 35c-50c
Smilax	per string..... 25c
Adiantum.....	per 100.....\$1.00

NEW FANCY FERNS
Per 1000.....\$2.50

HUCKLEBERRY
Fifty Pound Cases
Per Case.....\$5.00

BRONZE GALAX LEAVES
Per 1000.....\$ 1.50
Per case of 10,000 12.50

CHIFFON, ALL COLORS
4-inch, per yard10c
6-inch, per yard..... 14c

SPHAGNUM MOSS
Per bale.....\$ 2.50
Per 10 bales..... 20.00

GREEN SHEET MOSS
Per bag.....\$ 1.75
Per 10 bags16.00

SPECIAL PRICES ON LARGE QUANTITIES

Brown, Green and Purple Magnolia Leaves\$1.50 per carton; 10 cartons, \$14.00

Everything in Florists' Supplies

FULL LINE OF CUT FLOWERS AND OTHER GREENS AT ALL TIMES

Orders from unknown parties must be accompanied with cash or shipments will be made C. O. D.

C. E. CRITCHELL, Wholesale Commission Florist, **Cincinnati, Ohio**
15 East Third Street,

Mention The Review when you write.

Green Sheet Moss

Any quantity—\$1.75 per bag
10 bags, \$16.00

New Fancy Ferns, \$3.00 per 1000

THE WILLIAM MURPHY COMPANY

329 Main Street
WHOLESALE COMMISSION FLORISTS
Phones Main 980-981
CINCINNATI, OHIO
Largest Shippers of Home-Grown Cut Flowers in the Cincinnati Market

JULY SPECIAL

**6-inch Chiffon,
13c**

Mention The Review when you write.

NOTICE

We are transferring our business to
NEWARK, NEW JERSEY
51 LAFAYETTE ST.

Will be open with a new line of
Dagger and Fancy Ferns
and all kinds of Cut Greens.
P. S. PULOS & BRO.

Mention The Review when you write.

Huckleberry

Immediate Shipment—\$2.50 per case

NATURAL SHEET MOSS..... \$1.75 per bag
PERPETUATED SHEET MOSS.... 3.50 per bag

Caldwell the Woodsman Company
EVERGREEN, ALA.

Mention The Review when you write.

EMIL SCHLOSS,
Pres. and Treas.

MILTON SELINKA,
Secretary

THE RIBBON HOUSE

SCHLOSS BROS., RIBBONS, INC.

31 and 33 East 28th Street,

NEW YORK

HEADQUARTERS

For Florists' Ribbons, Chiffons and Novelties

Floyd Bralliar purchased land just out of the city of Chattanooga last week, where he expects to grow bulbs of various kinds. He has for more than ten years been experimenting with hundreds of varieties of bulbs and their requirements. W. C. Boynton is to have charge of the place, Mr. Bralliar remaining where he is, at least for the present. Geny Bros. had an attractive window display last week. F. B.

CLEVELAND, O.

The Market.

Until this week there has been plenty of stock of all kinds on the market, but this week found stock rather scarce, especially wedding flowers, such as white roses and lilies of the valley, which have been scarce. The supply was not nearly enough to take care of the big demand. Peonies are just about over and there are few in storage this year. Gladioli seem to be coming in slowly this season, as only a few have made their appearance. Larkspur is arriving, good in quality as well as quantity. Bachelor's buttons are gradually disappearing. Coreopsis and other outdoor flowers are making their debut. Water lilies are coming in regularly at present and have been cleaning up fairly well, but have not been bringing the price they should.

Various Notes.

A. J. Saywell has bought a lot on the lake shore, east, where he intends to erect a cottage and spend his summers in the future.

C. M. Wagner has moved to his new store, at 2037 Euclid avenue.

Carl Lee and Mr. Borger, of the Floral Service Co., have contracted to do the delivering for the McCallum Co.

The wholesale houses have agreed to be open a short time Sunday morning, July 4, and remain closed all day Monday, July 5.

The delivery truck of the wholesale store of the J. M. Gasser Co. met with an accident June 25 and was out of commission for several days.

The son of William Bramley was married last week.

Miss Fannie Evans, of the Cleveland Cut Flower Co., has just returned from a two weeks' vacation.

EAGLE "MIKADO"

PENCIL No. 174



Regular Length, 7 inches

For Sale at your Dealer.

Made in five grades

Conceded to be the Finest Pencil made for general use.

EAGLE PENCIL COMPANY, NEW YORK

GOLDFISH

Large, Healthy Fish at
"Rock Bottom" Prices

Owing to the length of time it now takes to get goods by freight, we would advise placing your order for Globes, Ornaments, Food, etc., at once, so that fish can be shipped promptly, when the season opens.

Ashborne Goldfish & Supply Co.,
Agency Street BURLINGTON, IOWA

GOLDFISH 1,500,000

(Plain and Fancy)

Ready for market at rock bottom prices.

Ship anywhere in U. S. or Canada

Write for our illustrated catalogue.

ORIENTAL GOLDFISH & SUPPLY CO.
3757 to 3761 Cottage Grove Ave., CHICAGO, ILL.

Goldfish Buy from the Breeder.

107 Acres of Ponds this Season.

Write for Big, New Catalogue.

Globes, Aquariums, Aquarium Supplies, etc.

BERT J. PUTNAM, Scientific Aquarist,
462 Washington Street, Buffalo, N. Y.

Walter Priest, of the Cleveland Plant & Flower Co., is spending his vacation in St. Joseph, Mo., visiting his mother and family.

Charles Bramley is displaying a new Overland coupe.

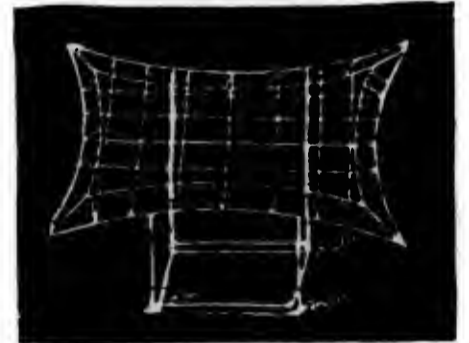
Stephen Berthold, of the Cleveland Plant & Flower Co., reports the arrival of an 8-pound boy, on which he is receiving congratulations.

New York Wire Lamp Frame Co.

1132-34 South Wabash Avenue

CHICAGO, ILLINOIS

Phone Harrison 3568



Leading Manufacturers of
FLORISTS' WIRE DESIGNS

And Wire Lamp Shade Frames

OUR BOOSTERS:

Service — Quality — Satisfaction

Natural Green Sheet Moss

Per 10-lb. bag, \$1.75

Dyed Green Sheet Moss

Per 10-lb. bag, \$3.50

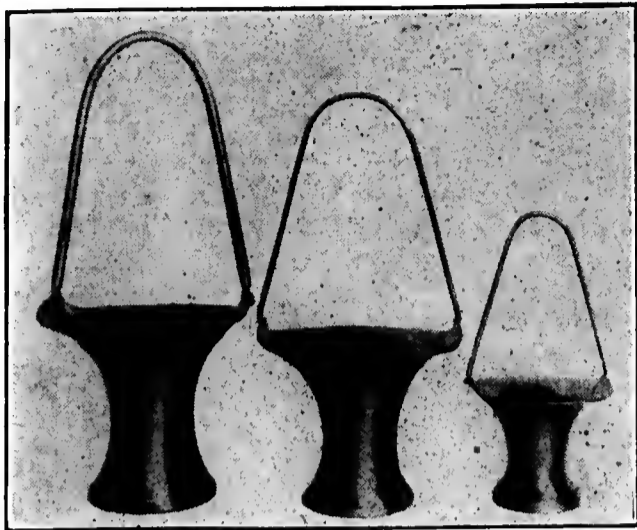
KNUD NIELSEN

EVERGREEN, ALA.

Karl Witthuhn was married to Miss Marjorie Christie June 30. They intend to go honeymooning to Buffalo, Niagara Falls and probably New York.

W. A. R.

Walter F. Felton, president of Felton's for Flowers, bears a name famous in retail flower selling and is a brother of R. F. Felton, senior member of the



Brushed Brass Baskets

A "McCallum" Novelty

Something new—something different—all brass baskets in antique brushed finish. Very strong and substantial — will last a lifetime. A very handsome receptacle for cut flowers. They need no liner, as they are water-tight and, being made of brass, they will not rust. Send for a trial order now at these special introductory prices.

<p>LARGE, No. 134 Opening, 8½ inches; body depth, 7 inches; entire height, 16 inches. Price each, \$2.00; per doz., \$22.00</p>	<p>MEDIUM, No. 133 Opening, 7¼ inches; body depth, 5¾ inches; entire height, 13 inches. Price each, \$1.50; per doz., \$16.50</p>	<p>SMALL, No. 132 Opening, 4¾ inches; body depth, 4 inches; entire height, 9 inches. Price each, \$1.00; per doz., \$11.00</p>
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The McCallum Company

DETROIT BRANCH . . . 34 W. Elizabeth Street
CLEVELAND BRANCH 421 High Avenue
CINCINNATI BRANCH . . . 112 E. Third Street
SAN JUAN, P. R., BRANCH . . 15 Luna Street

MAIN OFFICE AND
FACTORIES
PITTSBURGH, PA.

celebrated firm of Felton & Sons, which has been in the business fifty years in London. Mr. Felton has a nephew, C. R. Felton, who has done credit to the name in flower selling at Buffalo, where he has operated two stores for five years. Felton's for Flowers is incorporated under the laws of Ohio with \$250,000 authorized capital stock. It is the purpose to engage in the retail end of the florists' business in a more or less extensive way through the operation of a chain of stores. The general office is at 300 Erie building and the plans have progressed so satisfactorily that a third store has been acquired through the purchase of Paul C. Hahn's place at 10515 Superior street, carrying with it a mem-

bership in the F. T. D. The two other stores are at 8510 Hough avenue and 12505 St. Clair avenue.

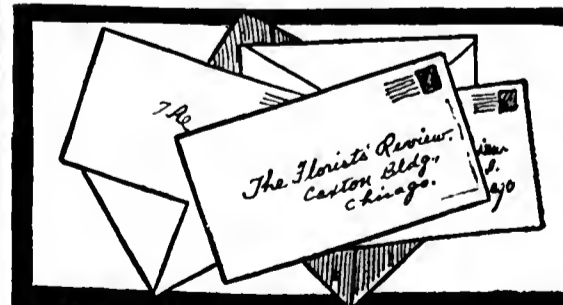
The United Floral & Nurseries Co., which advertised ambitious plans from offices in the Hippodrome building, may now be found at 7514 Lexington avenue. "Jack" Keck is still at the helm.

Westman & Getz will welcome the quiet of July, trusting that it will bring a breathing spell after the rush of June weddings. Miss Dorothy Baley, who has been associated with this firm for the last eight years, sailed for England with her mother June 26. They will make an indefinite stay, visiting friends and relatives. Mr. Van Fish, a well

known decorator, has been a welcome addition to the force during the month of June.

Among last week's visitors were representatives of two Chicago wholesale houses, Eric Johnson, manager of the cut flower department of the A. L. Randall Co., and C. L. Sherer, who has charge of the out-of-town orders for the Chicago Flower Growers' Association. The house of Randall has a resident representative here in the person of J. E. Quallich.

New Port Richey, Fla. — The Palm Products Co. is just starting the manufacture of artificial palm leaves and palms.



Wanted and For Sale Department

Advertisements under this head 16 cents per line, cash with order from all who do not do other advertising. In sending remittance count six words to the line.
Display advertisements in this department \$1.75 net. for one inch space.
When answers are to be sent in our care, add 10 cents for forwarding.
Plant advertisements not admitted under this head



HELP WANTED—A good grower, capable of taking charge; good wages. Mealy the Florist, Colorado Springs, Colo.

HELP WANTED—Salesman, calling on florists and seedsmen to sell fertilizer. Address No. 101, care Florists' Review, Chicago.

HELP WANTED—An experienced rose grower; none but the best need apply; salary no object for right man. Geo. Helm & Co., Blue Island, Ill.

HELP WANTED—Experienced rose grower, highest wages to right party; state where employed and how long. Atwell Florist, Ft. Dodge, Iowa.

HELP WANTED—Good grower of potted plants and cut flowers for retail store. Write at once, F. G. Carek, Lorain, Ohio.

HELP WANTED—All-around grower, 15,000 sq. ft. glass; furnish references and state wages expected. Hauge Flower & Plant House, Fairmont, W. Va.

HELP WANTED—An experienced landscape gardener, with knowledge of bees and mushrooms; will pay well. Address No. 118, care Florists' Review, Chicago.

HELP WANTED—Experienced grower of potted plants and cut flowers for the retail trade; must be well recommended. Address H. E. Reimers, Spokane, Wash.

HELP WANTED—Two good gardeners; steady work and good pay. Apply Waldheim Cemetery Office, Forest Park, Ill.

HELP WANTED—Good all-around grower and designer; 1,200 ft. glass; give references and salary; full particulars. Address No. 415, care Florists' Review, Chicago.

HELP WANTED—An experienced grower of roses; none but a man who can give results need apply; southeastern Ohio. Address No. 76, care Florists' Review, Chicago.

HELP WANTED—We have a good opportunity for a live salesman calling on the retail florists west of the Mississippi. For information write No. 120, care Florists' Review, Chicago.

[TURN THE PAGE.]

HELP WANTED

Rose, carnation and cyclamen growers; \$35.00 weekly to start.
ROLF ZETLITZ CO.
 Dayton, Ohio

HELP WANTED

Fireman; must be a reliable and steady man; good wages.
BATAVIA GREENHOUSE CO.
 Batavia, Illinois

HELP WANTED

Experienced rose grower.
WIETOR BROS.,
 2133 Devon Ave. Chicago, Ill.

HELP WANTED

Buyer for Tool and Sundry Department of an eastern Seed House; must be competent to manage department; give age and experience. Address No. **85**, Florists' Review, Chicago.

HELP WANTED

Experienced rose grower; highest wages to right party; give references.
McCALLUM COMPANY
 Evans City, Pa.

HELP WANTED

Man familiar with the work in rose houses; permanent position; state wages wanted and experience.
JOSEPH KOHOUT
 Libertyville, Illinois

HELP WANTED

Grower with some knowledge of ferns and orchids; give references with answer.
STATE NURSERY & SEED CO.,
 Helena, Mont.

HELP WANTED

A thoroughly experienced plant grower; must furnish best of references; permanent position.
WRIGHT'S FLOWER SHOP
 224 W. 4th Street
 Los Angeles, California

HELP WANTED

Rose grower; must be experienced and willing to attend strictly to his work; good wages and good chances for advancement to the right man; greenhouses located near Chicago. Address No. **115**, care of Florist's Review, Chicago.

HELP WANTED

Man who has a thorough knowledge of growing a general line of potted plants, for retail establishment in southeast; doing a good business, and will show appreciation of man who can and will help us push it along. Address No. **105**, care Florists' Review, Chicago.

HELP WANTED

We need several good growers in our rose and carnation sections; give references, experience and wages expected.

W. J. & M. S. VESEY,
 Fort Wayne, Ind.

HELP WANTED

We need several good commercial Rose Growers and Section men; houses all planted up and in fine shape; call or write, stating age, nationality and where formerly employed.

POEHLMANN BROTHERS COMPANY, Morton Grove, Ill.

HELP WANTED

Rose and carnation growers; wages \$25 to \$30 per week; also store man for greenhouse office; central Illinois.

Address No. **123**, care Florists' Review, Chicago.

HELP WANTED

About September 1st, floor man and designer for high-class retail flower store in Salt Lake City; to qualify for this position, one must have had three or four years' experience in some high-class store, must be energetic, of good appearance, pleasant disposition and have artistic ability; \$50.00 per week.

MILLER FLORAL COMPANY,
 Farmington, Utah.

HELP WANTED

Lady designer capable of turning out first-class work; must be good on window decorations. State full particulars, age, salary wanted, etc.

ERIC BUCHHOLZ,
 Muncie, Indiana.

HELP WANTED

Growers and potters; good positions for reliable men.

J. F. WILCOX & SONS,
 Council Bluffs, Ia.

HELP WANTED

Good man for general greenhouse work.

A. WIEGAND'S SONS CO.,
 1610-20 N. Illinois St.,
 Indianapolis, Ind.

HELP WANTED

Gardener who understands both greenhouse and outside gardening; good wages; no children preferred. Address No. **412**, care Florists' Review, Chicago.

HELP WANTED

Man capable of handling first-class store trade and good maker-up; good position for right party.

A. WIEGAND'S SONS CO.
 1610-20 N. Illinois St., Indianapolis, Ind.

HELP WANTED

Several experienced men for general greenhouse work; good wages to right men.

THE HAMMOND CO., Inc.,
 109 E. Broad St., Richmond, Va.

HELP WANTED

Practical grower for retail place; roses, carnations, mums, Christmas, Easter and bedding plants; capable of first-class designing and waiting on trade; able to speak good English; permanent position; references required; state salary expected.

W. E. F. WEBER, Sault Ste. Marie, Mich.

HELP WANTED

A-1 grower, roses, carnations, mums and pot plants; man who can take full charge and run it as his own; in Virginia; will give an interest to the right party; references and state wages and when can come. Address No. **125**, care Florists' Review, Chicago.

HELP WANTED

A-1 rose grower to take charge of section rose houses in Virginia; give references. Address No. 283, care Florists' Review, Chicago.

HELP WANTED

Experienced all-around greenhouse man, single preferred; good stock expected; good wages paid.

H. E. REIMERS,
P. O. Box 255 Spokane, Wash.

HELP WANTED

Rose grower and also man experienced in potting plants.

HOLTON & HUNKEL CO.,
Milwaukee, Wis.

HELP WANTED

Middle-aged man for pot plants, in one of the best educational towns of the west; state experience, wages wanted, including 6-room cottage.

JOSEPH BANCROFT & SONS,
Cedar Falls, Iowa.

HELP WANTED

We have openings for several good rose growers, to work in our modern, new houses; good wages; none but the best men need apply.

THE PREMIER ROSE GARDENS, Inc.
Maywood, Illinois

HELP WANTED

At once, working foreman for retail place, growing general line of stock; must be thoroughly reliable; steady employment for a good man; house furnished.

B. C. JOHNSON,
Sterling, - Colo.

HELP WANTED

Capable, experienced gardener, with knowledge of greenhouse work, wanted for private estate 20 miles from Boston; state age, nationality, previous experience and wages required. Address P. O. BOX 2091, BOSTON, MASS.

WANTED

Glass, double thick, 14x16 and 16x24, good and clean, second-hand; how many boxes have you and at what price?

HUGH SEALES
Birmingham, Ala.

WANTED

Irish Fireflame Rose, either bench plants or small stock. What have you to offer? Address No. 121, care Florists' Review, Chicago.

WANTED

One 7-Section Burnham or American Boiler, hot water heat, with attachments, not over five years old; must be in perfect shape, for heating dwelling. Two greenhouses 40 x 120 feet, all material in good shape, with steam boiler and piping for same. Must have immediate delivery. Write GEORGE F. WOLF, Florist, Elkins, W. Va.

HELP WANTED

Greenhouse builders; only men who know the business thoroughly and who can do first-class work will be considered; must have their own hand tools. Address

SUPT. OF CONSTRUCTION,
AMERICAN GREENHOUSE MFG. CO.,
Room 900, Masonic Temple, Chicago.

FOR SALE

Greenhouse plant of 53,000 sq. ft., modern trussed frame steel gutter construction, 6 and 8 years old; hot water forced circulation, 3 boilers, 3 pumps all in working order; on 5 acres land at city limits of Toledo, O.; paved street, city water, electricity, gas, sewer; two houses on place; price \$50,000; \$10,000 down, balance 6%; for further particulars, address

FRED T. JOHNSON,
R. F. D. No. 3. Toledo, O.

FOR SALE

The machines and patent rights of the Binley Cut Flower Holder, capacity 3000 per day; this business has grown to such proportion that it needs the care of a manufacturer separate from a Florists' business, which we cannot give it and we will dispose of it at a reasonable price.

BINLEY, Florist,
Glens Falls, N. Y.

FOR SALE

100 hotbed sash, 3 x 6, with 3 rows 10 x 12 glass, in perfect condition, \$3.50 each.

F. BLONDEEL, Oak Park, Ill.

FOR SALE

85,000 sq. ft. of glass, steam heated and in good condition, on 10-acre plot 3/4 mile from town, on brick pavement; wholesale and retail business. Write for information.

W. FRANK & SONS,
Portland, Indiana.

FOR SALE

30,000 feet of glass; downtown flower store; 1 5/8 acres land in city limits; everything fully stocked and a fine paying business. For further information write

PAUL KOPANKA,
118 E. Arch St.,
Mansfield, Ohio.

FOR SALE

Boilers---two 125 H. P. Tubulars, 85 lbs. working pressure; one No. 11 Kewanee type fire-box boiler; one 70 H. P. horizontal tubular; one 45 H. P. Tubular; one 20 H. P. Scotch Marine; one 20 H. P. fire-box portable; one 15 H. P. horizontal Tee boiler; one 80 H. P. economic firebox boiler; vertical boilers, all sizes; one pressure tank 48 in. x 16 ft. CASEY BOILER WORKS, Springfield, Ohio

FOR SALE

Good second-hand pipe in all sizes running from 3/4-inch to 10-inch; also second-hand boilers. Write for prices.

MAX ZEIGLER & BROS.
Muncie, Indiana

FOR RENT

Twelve greenhouses, over 45,000 feet of glass, in good condition and well stocked, located in the northwest side of Chicago; with large up-to-date store established in 1898; good paying retail and wholesale business. Address No. 112, care Florists' Review, Chicago.

FOR SALE

Five greenhouses, each 27 1/2 x 250 ft., complete as they stand, \$800.00 each, purchaser to remove them from the land. PETER REINBERG,
5450 N. Robey St., Chicago, Ill.

WANTED

To buy greenhouse of from 8,000 to 12,000 feet of glass in first-class condition; give full description in first letter. Address No. 103, care Florists' Review, Chicago.

FOR SALE

Retail and wholesale florists' business situated in western New York; five greenhouses 12,500 feet of glass; steam heat, cement walks electric lights, two Ford trucks, 200 sash and frames 3x6; house, barn, sheds and two acres of land. Write WM. F. KASTING CO., Buffalo, N. Y.

WANTED

To lease greenhouse of 30,000 or more feet of glass for term of five years, with option of buying. Address No. 79, care Florists' Review, Chicago.

FOR SALE

Five Lord & Burnham greenhouses, consisting of two 33x150 ft. each, one 20x150, one 19x100 and two connected houses 28x75 each; this plant is in excellent condition, glass all 16x24 double thick; galvanized iron eaves and posts; separate heating plant for every house; will dismantle soon as possible. I. SUESSERMAN,
104 Ridgewood Ave. Newark, N. J.

FOR SALE

Bound Volumes of the Florists' Review. We have the following surplus copies, bound in substantial half leather binding, in style uniform with those prepared for preserving The Review in its own bookcases. Being in need of room, these SURPLUS copies (and these only) are offered at

\$2.00 PER COPY, f. o. b. Chicago,

Which is less than the present cost of binding. Books offered are:

No. copies	Vol. No.	Date
2	1 and 2	Nov. 2, 1897, to Nov. 24, 1898.
2	3 and 4	Dec. 1, 1898, to Nov. 23, 1899.
2	5 and 6	Nov. 30, 1899, to Nov. 22, 1900.
1	7 and 8	Nov. 29, 1900, to Nov. 21, 1901.
1	9 and 10	Nov. 28, 1901, to Nov. 20, 1902.
2	11	Nov. 27, 1902, to May 21, 1903.
2	12	May 28, 1903, to Nov. 19, 1903.
2	13	Nov. 28, 1903, to May 19, 1904.
2	14	May 26, 1904, to Nov. 17, 1904.
3	15	Nov. 24, 1904, to May 18, 1905.
3	16	May 21, 1905, to Nov. 16, 1905.
3	17	Nov. 23, 1905, to May 17, 1906.
3	18	May 24, 1906, to Nov. 15, 1906.
3	19	Nov. 22, 1906, to May 16, 1907.
3	20	May 23, 1907, to Nov. 14, 1907.
2	22	May 21, 1908, to Nov. 12, 1908.
1	23	Nov. 19, 1908, to May 17, 1909.
1	24	May 20, 1909, to Nov. 11, 1909.
1	26	May 19, 1910, to Nov. 10, 1910.
1	27	Nov. 17, 1910, to May 11, 1911.
2	28	May 18, 1911, to Nov. 9, 1911.
1	29	Nov. 16, 1911, to May 9, 1912.
1	30	May 11, 1912, to Nov. 7, 1912.
1	38	May 11, 1916, to Nov. 2, 1916.
1	41	Nov. 8, 1917, to May 2, 1918.

Offered subject to being unsold.
FLORISTS' PUBLISHING CO.,
 508 S. Dearborn St., Chicago, Ill.

FOR SALE

70,000 square feet of glass in good condition, fully stocked and equipped; Kroeschell boilers, 5-room modern bungalow, seven acres good soil, fine garage, good barn; cheap fuel, city water supply at cheap rate, electric lights; 1/2 mile to pottery; will sell at much less than invoice; flourishing, established business; will be pleased to have you make a thorough investigation.

PETERS & SONS

Spokane, Washington

FOR SALE

One of the most modern greenhouse plants around Chicago; 21 houses containing about 200,000 ft. of glass; practically all replanted since last year to the newest varieties; 34 acres good, fertile land; large 10-room house, also large barn, with all necessary equipment; private switch direct to coal bin; located on railroad near two towns, assuring plenty of labor; this is a splendid opportunity for a live man to acquire a large, going, profitable business; must be seen to be appreciated; for further particulars address No. 20, care Florists' Review, Chicago.

FOR SALE

Greenhouse; 7,000 square feet glass; 1 1/2 acres of land; 7-room dwelling in good condition; greenhouses iron construction; two blocks from square of thriving town of 3,000 inhabitants; no competition and the trade of a large section, including several towns of 1,000 inhabitants; this is a rare chance for a hustler to make good; you will have to investigate to appreciate; good reason for selling; price \$8,000; stock at invoice; terms, \$5,000 cash; balance, easy payments.

Address No. 89, care Florists' Review, Chicago.

FOR SALE

70,000 square feet of glass in central Indiana; stocked with roses, carnations, mums and Boston Ferns; direct shipping points to Chicago, St. Louis, Toledo and Indianapolis; owner is interested in other business and will offer this at a real bargain; everything is in fine shape to make money; 1/4 cash, balance on good terms. Address No. 109, care Florists' Review, Chicago.

FOR SALE

NURSERY AND 100 ACRES VERY CHOICE NURSERY LAND

Fourteen miles west of Portland, Oregon, near paved highway.

**60 ACRES IN GRAIN AND HAY
 40 ACRES IN NURSERY STOCK**

estimated as follows:

Seedlings planted this spring, ready for budding this summer:

20,000 Apple	20,000 Pear
20,000 Cherry	20,000 Myrobolan
150,000 Peach	

Seedlings from seed, estimated:

250,000 Apple	600,000 Pear
250,000 Cherry	

50,000 Privet Cuttings.

10,000 Carolina Poplar Cuttings.

Fifteen acres Strawberries, ten best varieties, planted spring of 1920, from which to raise plants. (If any orders for seedlings are booked before sale is made, they will be turned over to the buyer.)

Price, including land, \$100,000.00; or I will sell the nursery stock as it stands and include a two years' lease of the 100 acres of land for \$60,000.00. Terms cash.

JOHN HOLMASHAN, Beaverton, Oregon.

FOR SALE

Flower store doing a thriving business in a growing town in Colorado, with a good shipping trade in a large surrounding territory; this is a bargain and a fine opportunity; good reasons for selling; for full particulars address

No. 116, care Florists' Review, Chicago.

FOR SALE

Five acres fenced around; garage, horse and cow barn; milk house and other buildings; 5-room cottage, all nearly new; 6 minutes' walk from city car and interurban; just outside limits of large city in Ohio; owner experienced florist and nurseryman; might trade for established business or interest in good firm. Address No. 119, care Florists' Review, Chicago.

FOR SALE

Five houses, 9000 feet, to be dismantled; purchaser to remove same; glass 10 x 12 and 16 x 18; No. 5 Kroeschell boiler, 5 years old; 3200 feet of 4-inch heating pipe; what is it worth to you?

F. BLONDEEL, Oak Park, Ill.

FOR SALE

Greenhouses, 22,000 feet glass, planted to carnations; concrete benches; heated with steam; large tubular boilers; motor truck; garage for two cars; 10 room dwelling; two acres of land or more; eight miles from New York; a good paying establishment; price, \$30,000; easy terms. E. L. ENGGREN, Aqueduct, L. I., N. Y.

FOR SALE

Boilers: 90 H. P. high pressure tubular; 150 H. P. high pressure tubular; 45 H. P. high pressure tubular; 14x54 tubular water boiler; 10x54 return tube water boiler; 14x48 flat greenhouse boiler; 21 4-inch flues; smokestacks, all sizes; Field's storage pipe.

C. B. ISETT & SON,

Boilers and Iron Works,

1701-7 Winnebago Ave.

CHICAGO, ILL.

FOR SALE

Florists' business and fruit farm in Illinois; ten acres good land with 4,000 feet of modern glass; water system; new 9-room dwelling and everything complete; doing a profitable and growing business; good reason for selling; \$6000.00 cash required.

Address No. 90, care Florists' Review, Chicago.

FOR SALE

Three greenhouses; cement sills and posts; 15,000 feet of glass; house, barn, sheds, electricity, private water system; 1 1/2 acres, facing Lincoln Highway; interurban stop; best built and finest location in northern Indiana; good market for anything and all you can grow. Immediate possession.

B. E. SASSAMAN, Elkhart, Ind.

FOR SALE

The Lehigh Avenue Greenhouses, Cranford, N.J.; about 5,000 ft. of glass, with new, modern, up-to-date dwelling house; gas, electricity and city water; price, \$11,000; \$5,000 cash.

FOR SALE OR RENT

33,000 feet glass, 4 acres good garden lot, dwelling house, in New York state, city of 65,000 inhabitants, suburbs 25,000; no wholesale place near; local market for everything grown; wonderful opportunity for either vegetables or flowers. Address No. 122, care Florists' Review, Chicago.

FOR SALE

Small greenhouse, 100 ft.; 5-room dwelling in connection; located in southwestern Oklahoma; doing a nice business; owner to old to continue; \$6000.00 buys the place. Address No. 81, care Florists' Review, Chicago.

FOR SALE

Sixty-acre farm, of which 40 acres is free from stone and stumps and is growing crops; 7-room house; barn 24 x 34; horse and cattle barn; ice house, wood shed, etc.; 1/4-mile from Kelly station on C. & N. W.; 1 1/2 miles from Schofield on C. M. & St. P. Ry.; 5 miles to Wausau on macadam and concrete road; price \$6500; with some brand-new machinery; good terms given for quick sale. **NORTHERN FERN CO.,** Schofield, Wis.

NEWS OF THE SEED TRADE

Reports of small crops are causing a rapid advance in the prices of freesia bulbs.

The seed trade reports June sales of insecticides as much below those of other years. Apparently weather conditions have been unfavorable for the bugs. Business is said now to be picking up.

For storing seed and onion sets, the Everett R. Peacock Co., Chicago, has purchased a building at New Rochelle, Ill. The warehouse is a large brick structure opposite the St. Paul station and is valued at \$15,000.

While indications are reported good for this season's French bulb harvest, it is said that among Roman hyacinths there has been a good deal of disease and in some quarters a heavy proportion have had to be destroyed. This suggests that Romans will again be expensive, and, of course, so far as all other bulbs are concerned, the French, like the rest of us, have had to face increased cost of labor and requisites to production, so that the first quotations prepared are high all around.

THE MILWAUKEE CONVENTION.

Officers Elected.

At the closing session Thursday, June 24, of the American Seed Trade Association convention, which received its preliminary report in *The Review* June 24, the following officers were elected and installed:

President—H. G. Hastings, of the H. G. Hastings Co., Atlanta, Ga.

First vice-president—L. L. Olds, of the L. L. Olds Seed Co., Madison, Wis.

Second vice-president—Alexander Forbes, of Alexander Forbes & Co., New York.

Secretary-treasurer—C. E. Kendel, of A. C. Kendel, Cleveland, O.

Assistant secretary—E. C. Dungan, of Wm. Henry Maule, Inc., Philadelphia.

Executive committee—Kirby B. White, of D. M. Ferry & Co., Detroit, Mich.; C. E. Massie, of Northrup, King & Co., Minneapolis, Minn.; John L. Hunt, of the Jerome B. Rice Seed Co., Cambridge, N. Y.; Leonard H. Vaughan, of Vaughan's Seed Store, Chicago; E. C. Dungan, of Wm. Henry Maule, Inc., Philadelphia.

Membership committee—Alexander Forbes, of Alexander Forbes & Co., New York; Robert W. Pommer, of D. I. Bushnell & Co., St. Louis, Mo.; George S. Green, of the Illinois Seed Co., Chicago; L. B. McCausland, of the Ross Bros. Seed Co., Wichita, Kan.; W. P. Stubbs, of Wood, Stubbs & Co., Louisville, Ky.

Improving the Industry.

Though much business along various lines was taken care of Wednesday in both the morning and the afternoon, each session had a single subject around which the warmest discussion centered. In the morning it was nomenclature. In the afternoon it was publicity and the

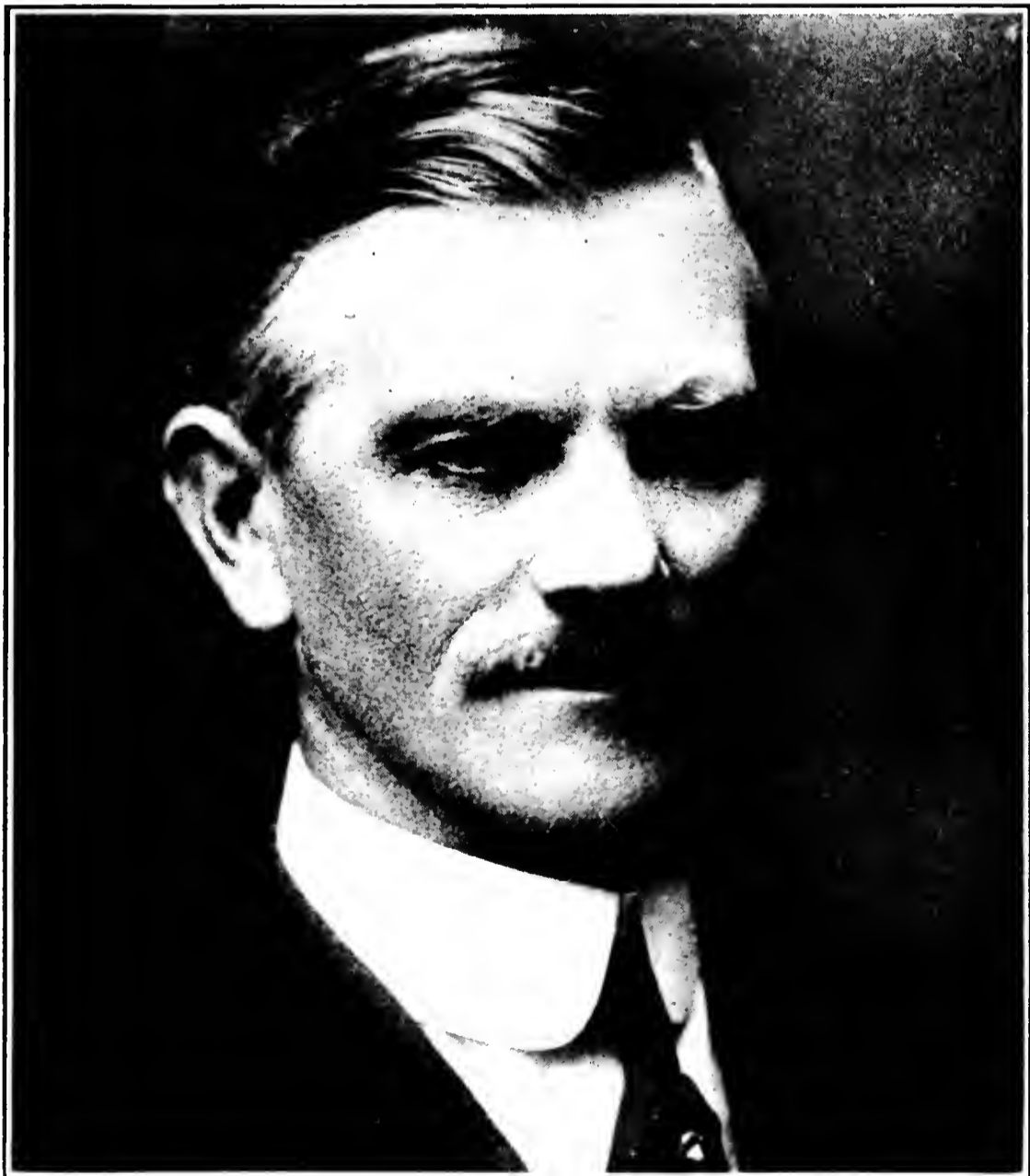
garden campaign; this was taken up rather late in the afternoon and required further consideration the next morning.

The first subject was opened Wednesday morning by Francis Stokes, of the Stokes Seed Farms Co., Moorestown, N. J., with a resolution that the association should appoint a nomenclature committee of five to cooperate with the varietal names committee of the Vegetable Growers' Association of America. He suggested that the association might request Secretary E. T. Meredith to allow Dr. W. W. Tracy, of the United States Department of Agriculture, to take charge of the preparation of the standard list of varieties, since Dr. Tracy would be unbiased and highly competent and would have the facilities of the Arlington trial grounds. Watson Woodruff offered the name of Lester L. Morse as another expert on nomenclature and H. G. Hastings called attention to the fact that the American Society of Agronomy was undertaking much the same task. C. E. Kendel, Kirby B. White and Frank Bolgiano also shared in the discussion. The resolu-

tion, put as a motion, with an amendment appropriating \$250 for the use of the committee, was passed.

The American Joint Committee.

Then J. Horace McFarland, chairman of the American Joint Committee on Horticultural Nomenclature, read a stimulating and often humorous paper on "Horticultural Nomenclature." After fortifying himself with definitions, he showed, with abundant illustration, the need of having definite common names, as well as definite scientific names, "to make buying easier," and described the plans and the present achievements of the American joint committee. Copies of the 1920 prospectus of the official catalogue of plant names were provided for inspection by the members of the association. Mr. McFarland said that the official catalogue would be completed by October or November of this year and would be published by the end of the year, unless subvarietal names were added, in which case a little more time would be required. He said also that it was planned to continue the American joint



H. G. Hastings.

(Newly Elected President of the American Seed Trade Association.)

committee indefinitely, revising the official catalogue every five or ten years. He emphasized both the great assistance which the association could render to the committee and the fact that that association was the only large trade organization in the industry which had not yet participated financially in the committee's efforts. It is probable that the association's nomenclature committee, to be appointed by President Hastings, will cooperate with the American joint committee.

The reading that morning of the interesting paper on "Seed Testing Experiences" by A. L. Stone, of the state department of agriculture, Madison, Wis., was followed by a brief discussion of scarification as a remedy for hard clover seeds and of various difficulties which arose, at least in less fortunate states than Wisconsin, between state boards of agriculture and the farmers. Dick O'Bannon, of Claremore, Okla., offered heartfelt testimony on this latter point. Both Mr. McFarland and Mr. Stone were given rising votes of thanks.

The National Garden Bureau.

The question of publicity and the national garden bureau was introduced by the report of Leonard H. Vaughan, of Chicago, for the special advertising committee on home gardens; this report chiefly told what had been accomplished in cooperation with the bureau in carrying out the plans outlined in the bureau's prospectus. He said that the first story had been sent out to 1,500 newspapers all over the country except in the south, where the right season was then past. When an order for regular service was received from a newspaper, all other papers in that city were eliminated, with a mailing list of 450 as a result. Through 263 papers they had reached about 4,000,000 readers, frequently securing better positions for the garden stories than money could have bought for advertising matter. The association voted to continue the garden committee for another year, as a new committee to be appointed by the incoming president.

Coöperative Publicity.

Publicity for the home garden movement was treated from another angle by J. R. Hamilton, of the J. R. Hamilton Advertising Agency, Chicago, who said that conferences with bankers and manufacturers in various parts of the country showed a strong desire for the spread of this movement, in order that more food might be raised and that more people might gain that sense of stability which comes with an active interest in land. He suggested a plan to raise a coöperative advertising fund of \$500,000 by levying an assessment of one-tenth of 1 cent per packet on seed merchants and one-half of one per cent of sales on seed growers. What arrangement was to be made for the participation of grass seed dealers was not made clear, although that point was raised in the discussion.

When this subject was brought up again the next morning, W. F. Therkildson commended highly the work of the garden publicity committee, but stated emphatically that before the association undertook any coöperative publicity campaign it should be certain of the necessary funds and not put an undue burden on whatever agency might have charge of the work. Axel Setterberg,

Tested Proven Seeds



Early View of Our Trial Grounds

Did you ever sow Peacock's Flower Seeds? If not—why not? Other florists do.

Please see full list of Florists' and Market Gardeners' Seeds in the 16-page Green Section, pages 117 to 132 of The Review for January 29.

Everette R. Peacock Co.

SEED GROWERS AND IMPORTERS

4011-15 Milwaukee Avenue,

CHICAGO, ILL.

BUY BOOT'S BULBS

Boot's Bulbs, Dutch and French, bring best business to buyers. Book 'Bout Boot's Bulbs being mailed to all who ask for it. Write for yours today.

Specialists in growing Single Narcissi, Bicolor, Victoria.

BOOT & CO., Voorhout, Holland

Address care G. W. HAMPTON CO., 17 Battery Place, New York, N. Y.

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Experiment Station Reports.

Another interesting feature of Wednesday afternoon was the reading by L. L. Olds of the report of the committee on experiment stations. Interesting suggestions contained in the replies from seventeen states—more had been received than were read—included the adoption by the American Seed Trade Association of a gentlemen's agreement to show on the label where the seeds were grown, the use of an order of crop rotation which would prevent plants bearing related diseases from following in direct succession, the regulation of interstate seed traffic by a federal seed law and the registration of seed fields coming up to a certain standard. Maryland reported satisfaction with its uniform seed law, in effect since October, 1918; New York's uniform seed law becomes effective July 1, 1920, and Massachusetts, with New England pride, reported that it had no seed law because there was no demand for it from anyone.

A further feature of that afternoon session was the reading by George Edler, of the bureau of markets of the United States Department of Agriculture, Washington, D. C., of the paper on "The Fine Turf Grasses, with Special Reference to the Seed Supply," by R. A. Oakley, of the Department of

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C. J. SPEELMAN & SONS, 470 Greenwich Street, New York City
ESTABLISHED 1868

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M. Veldhuyzen Van Zanten & Sons

Established 1870.

Wholesale Bulb Growers Lisse, Holland

Catalogue Free on Application

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1133 BROADWAY
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Members of the American Seed Trade Association in Attendance at the

Lilium Giganteum

FOR IMMEDIATE SHIPMENT

F. O. B. Denver		F. O. B. New York		F. O. B. London (Ont.)		F. O. B. New York	
Per Case	Per Case	Per Case	Per Case	Per Case	Per Case	Hardy Lily Bulbs	
6 to 8-inch.....400.....	\$42 00	7 to 9-inch.....300.....	\$49.50	7 to 9-inch.....300.....	\$49 50	Per Case Per Case	
7 to 9-inch.....300.....	49.50	8 to 10-inch.....250.....	47.50	8 to 10-inch.....250.....	47.50	RURRUM - 7 to 9-inch..220..	\$29.00
8 to 10-inch.....250.....	47.50	9 to 10-inch.....200.....	50 00	9 to 10-inch.....200.....	50.00	AURATUM-11 to 12-inch..90..	25.00
9 to 10-inch.....200.....	50.00	10 to 11-inch.....150.....	49.50	10 to 11-inch.....150.....	49.50	ALBUM - 7 to 9-inch 220..	30.00
F. O. B. Chicago		11 to 12-inch.....180.....	47.50			" 8 to 10-inch..170..	30.00
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Bamboo Canes—Natural and Dyed Green—all sizes. Raffia—Three grades and colored.

FOR FALL SHIPMENT

Dutch Bulbs—Hyacinths, Tulips, Narcissus, Crocus, etc. French Bulbs—Paper White Grandiflora, T. Major, Soleil d'Or, etc. Valley Pips—for forcing, 2500 per case.

Write for prices, specifically stating your requirements.

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McHUTCHISON & CO. : 95 Chambers Street : NEW YORK

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In connection with the report of the membership committee, H. G. Hastings read the resolutions prepared by Curtis Nye Smith, one amending the association's constitution to allow the inclusion in the membership of regional and state associations of the United States and Canada and the other amending the by-laws to admit such associations to a restricted membership, exempting them from dues and giving them no voting privileges. The amendment to the constitution was carried. Since the discussion, particularly the remarks of L. B. Reuter, New Orleans, La., a member of the Southern Seedsmen's Association, indicated that these associations would be glad to pay the regular dues, the amendment to the by-laws was changed to admit to full

JOHN H. ALLAN SEED CO.

GROWERS OF CHOICE VARIETIES OF

PEAS AND BEANS

SHEBOYGAN, WISCONSIN

Mention The Review when you write.

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Thirty-eighth Annual Convention, held at Milwaukee, June 22 to 24, 1920.

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the Cockley Milling Co., Lexington, O., to the Lexington Elevator & Mill Co., Lexington; from the Pacific Seed Co., Caldwell, Ida., to the Pacific Seed House, Salt Lake City, Utah.

In Memoriam.

The closing session Thursday included the reading of the report of the obituary committee on the following members who had died during the past year and to whom President Dungan had referred in his address: James C. Tait, president of Geo. Tait & Sons, Norfolk, Va.; A. J. and H. A. Simmers, of J. A. Simmers & Sons, Toronto, Canada; W. Frank Jones, of Caldwell & Jones, Hartford, Conn.; Nathan Dickinson, of the Albert Dickinson Co., Chicago; Patrick O'Mara, of Peter Henderson & Co., New York city; Jacob and La Fayette Funk, of the Funk Bros. Seed Co., Bloomington, Ill.; F. W. Bruggerhof, of J. M. Thorburn & Co., New York city, and Charles W. Crosman, of Crosman Bros. Co., Rochester, N. Y.

Letters were read from W. W. Gilbert, pathologist of the United States Department of Agriculture, and F. A. Vickers, secretary of the National Pickle Packers' Association, asking that the seedsmen discontinue listing in their catalogues the seed of the wild cucumber, used as an ornamental vine, because of its tendency to spread the disease of cucumber mosaic. Though individuals expressed themselves as willing to comply with this request, the association deferred action upon it.

Where Do We Go from Here?

Clifford Corneli, of the Schisler-Corneli Seed Co., St. Louis, Mo., read, adding his own persuasive comment, invitations from the mayor and various commercial organizations of St. Louis to the association to hold its next convention in that city. Invitations from New York, Chicago and Portland, Ore., were also announced. The choice will be made later by the executive committee. The auditing committee, consisting of R. F. Lyon, of the H. G. Hastings Co., Atlanta, Ga., Francis C. Stokes and H. L. Holmes, Jr., of the Holmes-Letherman Seed Co., Canton, O., placed its customary O. K. on the treasurer's report. Because of lack of time, the reading of the crop reports was dispensed with.

For Health and Wealth.

In the final moments of the session, after E. C. Dungan had handed the gavel to the new president, H. G. Hastings, Theodore Cobb, of D. M. Ferry & Co., Detroit, showed himself as facile with presentation speeches as with castanets. First, in order to facilitate the return of the retiring president, E. C. Dungan, to full health and normal weight, Mr. Cobb tendered him, on behalf of the association, a pumpkin pie. Then, with the pleasing assistance of a quite young lady in yellow, Mr. Cobb further presented the ex-president with an exceedingly handsome diamond ring.

The Banquet.

The annual banquet of the association was held in the Fern room of the Hotel Pfister Wednesday evening, July 23. About 450 ladies and gentlemen were present. The entertainment, in addition to that placed upon the tables, consisted of singing, music by a small orchestra and speaking. The community

singing, led with melodious vigor by Frederick Carberry, the solos by members of the association—and Theodore Cobb's castanets should be included—and the solos by a young lady who

Zvolanek's Winter Sweet Pea Seed



For other varieties
send for price list.

Seed will be ready
about July 15th.

Xmas Pink Orchid

1 oz., 75c; 1 lb., \$9.00

Zvolanek's Rose Zvolanek's Orange

1 oz., \$4.00; 1 lb., \$40.00

Miss L. Gude

Watchung Orchid

Mrs. M. Spanolin

Bridal Veil

Mrs. Chas. Zvolanek

Zvolanek's Blue

1 oz., 75c; 1 lb., \$10.00

Sim Orchid or Rose Queen

1 oz., 50c; 1 lb., \$5.00

Zvolanek's Beauty

Zvolanek's Red (best red)

1 oz., \$1.00; 1 lb., \$10.00

Ant. C. Zvolanek & Sons
Lompoc, Cal.

P. Vos & Son

Growers of
New and Choice

Mt. Clemens, Mich. **GLADIOLI**

Hyacinths Tulips
Narcissus Crocus

Catalogue and
special prices
on application

J. M. THORBURN & CO.,
53 Barclay St., NEW YORK

GLADIOLI

Please send for my quotations on large or
small quantities of all the leading varieties.

JELLE ROOS

GLADIOLUS SPECIALIST

Dept. A CONCORD, MASS.

Mention The Review when you write.

United Bulb Co.

THE HOME OF CHOICE GLADIOLI.

Box A, Mount Clemens, Mich.

Ask for our prices on Tulips, Hyacinths,
Daffodils, Etc.



Selected Seed of
Solanum Melvinii
and
Bird's Eye Peppers
50c per trade packet
PETER PEARSON
5732 Gunnison Street, CHICAGO

Mention The Review when you write.

THE STANDARD BULB CO.
BENTON HARBOR, MICH.

Holland Bulbs, Paper Whites,
Gladioli, Dahlias, etc.

"Quality Best, Prices Right"

Ask Quotations

Mention The Review when you write.

WING'S Iris, Peonies,
Dahlias, Gladioli

"Specialists to the Connoisseur"

THE WING SEED CO., Mechanicsburg, Ohio

Write for wholesale price lists

DANISH SEED IMPORT

Import of all kinds of Seeds direct from seed
growers in Denmark. Please send for price list.
Chr. Moebjerg, 216 7th St. N., Minneapolis, Minn.

Seasonable Stock

Here are a few things you are sure to require, which we have arranged to procure from the very best sources in order to serve you to your entire satisfaction.

SWEET PEAS

Early winter-flowering Orchid Spencer.

Strictly hand picked, well matured and true to name.

	Oz.	¼ Lb.	Lb.		Oz.	¼ Lb.	Lb.
Asta Ohn, lavender	\$0.75	\$2.50	\$8.00	Songster, lavender	\$0.75	\$2.50	\$8.00
Apricot Orchid, buff pink.....	.75	2.50	8.00	The Beauty, dark fiery rose.....	.75	2.50	8.00
Blanche Ferry Spencer, extra select.....	.75	2.50	8.00	Venus, white, edged pink, orange blossom			
Fordhook Pink75	2.50	8.00	fragrance75	2.50	8.00
Fordhook Rose75	2.50	8.00	Watchung, orchid, black seeded white.....	.75	2.50	8.00
Heather Bell, mauve lavender.....	.75	2.50	8.00	Wedgwood, bright blue.....	.75	2.50	8.00
Hercules, mammoth rosy pink.....	.75	2.50	8.00	White Orchid, pure white.....	.75	2.50	8.00
Miss Louise Gude, brilliant pink.....	.75	2.50	8.00	Yarrowa, bright rose pink with light wings..	.75	2.50	8.00
Mrs. Chas. Zvolanek, fine lavender.....	.75	2.50	8.00	Zvolanek's Blue, bright blue.....	.75	2.50	8.00
Mrs. Spanolin, black seeded white.....	.75	2.50	8.00	Zvolanek's Rose, fine dark shell pink, large			
Mrs. A. A. Skach, fine pink.....	.75	2.50	8.00	flower	2.00	7.00	25.00
Mrs. Sim, apricot pink.....	.75	2.50	8.00	Pink and White Orchid.....	.75	2.50	8.00
Pink Beauty, rose pink, white ground.....	.75	2.50	8.00	Rose Queen, greenhouse grown.....	3.00	10.00	85.00
Red Orchid75	2.50	8.00	Rose Queen, dark sport of the well known			
Snowstorm, pure white.....	.75	2.50	8.00	Rose Queen, a decided acquisition.....	5.00	15.00	50.00
Songbird, pale blush pink.....	.75	2.50	8.00				

Lest you forget, we say again, the varieties mentioned are strictly dependable Early Winter-flowering Sweet Peas.

SNAPDRAGON

Keystone, per pkt., \$1.00; per 6 pkts., \$5.00; per 13 pkts., \$10.00.
Silver Pink, per pkt., \$1.00.
Phelps' White, Phelps' Yellow, Garnet, Light Pink, Nelrose, per pkt., 50c.

CYCLAMEN SEED

German strain, all colors, including Wonder of Wandsbek, \$12.00 per 1000.

CINERARIA HYBRIDA

Semi-Dwarf, magnificent strain, per pkt., \$1.00.

PANSIES

Especially Selected, Florists' Prize Mixture. This mixture we can recommend to any florist. It contains only the Giant Pansies and richest colors of red, copper, bronze, also the most delicate rose and lilac shadings; also includes the newest and most attractive sorts. ¼ oz., \$1.00; ½ oz., \$1.75; oz., \$6.00.

MIGNONETTE

S. S. S. Giant Greenhouse Strain, selected, per pkt., 50c; oz., \$8.00.

CALCEOLARIAS

Hybrida Grandiflora, choice mixed, per pkt., \$1.00.
Hybrida Compacta, choice mixed, per pkt., 60c.

CALENDULA

Orange King, per pkt., 15c; per oz., 25c.
Prince of Orange, per pkt., 15c; per oz., 25c.

DAISY (Bellis Perennis)

Monstrosa, pink, per pkt., 50c; per ¼ oz., \$2.00.
Monstrosa, white, per pkt., 50c; per ¼ oz., \$2.00.
Monstrosa, mixed, per pkt., 50c; per ¼ oz., \$1.75.
Snowball, white, per pkt., 40c; per ¼ oz., \$2.00.
Longfellow, pink, per pkt., 40c; per ¼ oz., \$2.00

SCHIZANTHUS WISETONENSIS

Mixed, per pkt, 30c; per oz., \$1.50.

BEGONIA PRIDE OF NEW CASTLE

A genuine red sport of the well known Begonia Gloire de Chatelaine. Those who grow Begonia Chatelaine know full well its merits. A real red Chatelaine as a Christmas plant is especially desirable. Strong, 2¼-inch pot plants, \$15.00 per 100; \$150.00 per 1000. Stock ready. Deliveries on the principle of "First come, first served."

PRIMULA OBCONICA AND CHINENSIS

Excellent strain. Strong, 2¼-inch plants, \$6.00 per 100; \$55.00 per 1000.

POINSETTIAS

2¼-inch pots, \$8.00 per 100; \$75.00 per 1000.

GENISTA JOHNSTONII (New)

Stock limited. Compact grower, golden yellow, holds flowers well. Strong 4-inch plants to be fit for a shift to a 6-inch pot, ready in October, \$60.00 per 100.

Write us for prices on Liliun Giganteum and Formosum, Paper Whites, Freesias, Dutch stock, Calla Lilies and anything in the plant line, including field-grown Carnation plants.

It is our aim to please.

**S. S. SKIDELSKY & CO., 50 PARK PLACE
NEW YORK CITY, N. Y.**

passed among the tables, all were exceptional. The instrumental music was so good that many remained to dance to it after the tables had been cleared away. As to the speaking—Kirby B. White was toastmaster and thus had an opportunity to set free some of the humor which could not always be released in the Red room. J. H. Puelicher, president of the Marshall & Ilsley bank, Milwaukee, gave a truly eloquent talk, not only on trade acceptances, but on the nation's present financial condition and the seed trade's opportunity for national service. Then the Rev. William T. Dorward spoke on "The Master Key," with a constant stream of wit and humor, Scotch and otherwise, which enforced the moral aspects of his talk and gave morality an after-dinner aptness of which one might not have suspected it.

MOTT-LY GLEANINGS.

At Milwaukee.

The gathering of the American Seed Trade Association, at Milwaukee, June 22 to 24, as viewed either from a business or a social angle, was a big success. Many regrets were heard from those members who were absent. George Thomson, of Northrup, King & Co., Minneapolis, Minn., said, "There is much that is 'entre nous' and unpublished, but which is often of the greatest value."

The social features were conceded perfect, according to Lawrence R. Payn, of Simon Louis Freres, France, who compared Milwaukee to his gay Patee, whither, doubtless, his parental thoughts were diverted, mindful of the little ones anxiously awaiting papa's return. Which reminds us that Lyons H. Williams, of Norfolk, Va., whispered the fact of the arrival of a son and heir to aid in conducting his flourishing business. Mr. Williams was the recipient of many congratulations.

"Glad to be present," observed W. T. Phillips, of Toledo, O. "Those absent do not know what they are missing. True, some things are hidden from us, as, for example, the meeting of the wholesale grass seed dealers, held behind closed doors, but perhaps, since grass seed contains the greatest amount of dust and foul seed, it is proper to confine the cleaning process as much as is possible."

The boxing exhibition was compared to the buffeting which the "powers that be" are continually handing the seedsmen. "It is often too one-sided," observed C. H. Anderson, of the Platt Seed Co., New Haven, Conn., who was the sole representative of the retail trade from New England and proud of the honor.

John Degnan, one of the best known seedsmen in Chicago, looked in at the convention, reminiscing with James Currie and other veterans in the trade. He was en route to the Golden Gate and it is highly probable that he will reside there with the host of luminaries who have preceded him.

R. B. Howe, of the W. W. Barnard Co., Chicago, called attention to the model combination kitchen and flower garden arranged in the window of Currie Bros. Co., incidentally adding that he was passing into the thirty-ninth period of the garden of life.

Superintendent of Parks James Cur-

Lily Bulbs

Now in storage awaiting your order.

GIGANTEUM

6 to 8-inch.....	\$45.00 per case
7 to 9-inch.....	49.50 per case
8 to 10-inch.....	52.00 per case
9 to 10-inch.....	55.00 per case

Shipment any time you say.



American Bulb Co.
172 North Wabash Avenue, Chicago

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has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

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Specialties: GARDEN SEEDS and FARM ROOT SEEDS
KELWAY & SON, Wholesale SEED GROWERS, LANGPORT, ENG.

For Vegetable, Flower and Farm Seeds of the highest quality, try the pedigree strains

Grown by

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HELLER & CO.
Montpelier, Ohio

Tomato Seed and Sweet Potato Plants

Pleased to quote you prices on quantities and varieties wanted for present or future delivery.

H. AUSTIN Felton, Del.

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BOLGIANO'S "BIG CROP" SEEDS

"Tested and Trusted" Over a Century
Special Price List to Florists and Market Gardeners.
Write for a copy at once--it will save you money.

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Seed Growers and Dealers

Office and Warehouse, Growing Station,
Fremont, Neb. Rocky Ford, Colo.

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WATERLOO, NEB.
ROCKY FORD, COLO.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed, Sugar, Flint and Field Seed Corn.

THE KIMBERLIN SEED CO.

Wholesale Seed Growers San Jose, Cal.

GROWERS OF

ONION, LETTUCE, RADISH, ETC.

Correspondence Solicited

The C. Herbert Coy Seed Co.

VALLEY, Douglas County, NEB.

Wholesale Growers of High-grade Seeds

Cucumber, Muskmelon, Squash and Pumpkin; Sweet, Flint and Dent Seed Corn

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

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Fitchburg, Mass., U. S. A.

An Experience of Half a Century IN PRODUCING HIGH GRADE

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

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Specialties: Beet, Carrot, Endive, Lettuce, Onion and Radish. Correspondence Solicited.

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in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

Peas, Beans, Corn and Vegetable Seeds

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery

Jerome B. Rice Seed Co., Cambridge, N. Y.

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YOU will be satisfied with the products of Burpee's "Seeds that Grow"

Better write to Burpee, Philadelphia,—for new Complete Catalogue

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LEONARD SEED CO.

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BEANS
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Write for Prices

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Growers for the Wholesale Trade Only. Onion, Lettuce, Carrot, Parsnip, Parsley, Celery, Endive, Salsify, Named and Mixed Grandiflora and Spencer Sweet Peas and Sunflower.

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Branch Houses in Wisconsin, Colorado, Montana, Idaho and Washington

Beans, Peas, Sweet Corn, Onion, Beet, Turnip, Tomato, Spinach

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Pepper, Eggplant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn, Vine Seeds.

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PEDRICKTOWN, N. J.

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—AT WHOLESALE—

438 Market St., PHILADELPHIA, Pa.

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TOMATO SEED

Pepper, Eggplant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn, on contract.

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Get the benefit of our 71 years' experience

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SPECIALTIES

Alyssum Verbenas
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Sweet Peas

LOS ANGELES

EL MONTE

CALIFORNIA

Send for 1920 Contract List



MICHELL'S GIANT PANSY SEED

Our strain is procured from the leading Pansy Specialists and cannot be excelled for size and form, beautiful markings and brilliancy of colors.

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; tr. pkt., 50c; 1/4 oz., \$1.25; oz., \$7.00.
Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; oz., \$2.50.
Triumph of the Giants, Mixed. Produces on long stems flowers of immense size; many beautiful, rich and rare shades. Half tr. pkt., 60c; tr. pkt., \$1.00; 1/4 oz., \$2.25; oz., \$8.00.

	Tr. Pkt.	Oz.
Bugnot, Odier and Cassier.		
Superb mixture	\$0.50	\$4.00
Mme. Perret. Especially rich in red shades.....	.50	3.00
Masterpiece. Choice colors..	.50	5.00
Odier or Blotched. A fine strain50	3.00
Parisian Large Stained50	3.00
Finest English Mixed25	1.50

	Tr. Pkt.	Oz.
Giant Strain in Separate Colors.		
Azure Blue	\$0.40	\$3.50
Black Blue40	3.50
Emperor William, blue40	3.50
Hortensia Red40	3.50
King of the Blacks40	3.50
Lord Beaconsfield, purple violet40	3.50
Peacock, blue, claret and white40	4.00
Snow Queen, pure white40	3.50
Striped and Mottled40	3.50
White with Eye40	3.50
Pure Yellow40	3.50
Yellow with Eye40	3.50

Also Regular Strains in Separate Colors.

Also all other reasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO.
 518 MARKET ST., PHILADELPHIA.

rie received much praise from the visitors for the splendid arrangement in the larger parks and also in the many smaller spaces. Mr. Currie observed that while now Pabst exists in name only, it being only a dark shadow of its former self, floriculture can and undoubtedly will continue to make Milwaukee famous. W. M.

On the Road.

"Cleaning up a bit," observed W. T. Phillips, of the W. T. Phillips Seed Co., Toledo, O., who was going through the cabinet drawers and filling a basket with matter that cost money to produce, but which could be counted as so much waste or spent air. "Most of this stuff pours in during the busy season, when one has scarcely time to run over the trade papers," he continued, "and loose literature is either shot into the waste basket or laid aside, often too late to be of any use when one, as now, has some leisure time to look it over. Depend upon it, the only effective way to reach the business man today is through the medium of his trade paper." The seed business, taken as a whole, is satisfactory, gradually winding up after several rushes and pauses.

Harry Holmes, of the Holmes-Letherman Seed Co., Canton, O., is positive that by the variety of garden seeds sold patrons are yearly becoming better posted and that models, as seen in some of the old established houses, will not be necessary to teach the younger generation of gardeners. Following the spring rush, Mr. Holmes took an active part in a Y. M. C. A. drive, with gratifying results.

Manager Rotherham, of Wood & Co., East Cleveland, O., believes that a longer inventory than usual will be required this year and probably more stock will be left on hand, but the average will be satisfactory. W. M.

SMALL CREDITORS TO MEET.

A meeting will be held at Evansville, Ind., Friday, July 2, of the creditors of W. H. Small & Co., which made an assignment June 14 to the Mercantile Commercial Bank of Evansville. J. C. Johnson, a stockholder of the company and an officer of the Great Lakes Trust Co., of Chicago, said June 29 that he believed the company's assets exceeded

Do You Grow Pansies?

The Hampton Mastodon Beauties

Plant your seed in the open before July 15th; transplant later. No frames; no glass; means no expense. Will stand 30 degrees below zero.

SEED, Select Stock per ounce, **\$8.00**
GENERAL RUN, Excellent Stock..... per ounce, **5.00**
SEEDLINGS—after September 1st..... per 1000, **5.00**

DO IT NOW

S. C. HAMPTON, 3870 Zenobia Street, Denver, Colo.

SEEDS
Stump & Walter Co
 30-32 Barclay St., New York City

ST. LOUIS SEED CO.
 The Home of "Pure and Sure" Seeds
 411-413 WASHINGTON AVENUE
 ST. LOUIS, MO.

its liabilities by \$300,000; in addition to which there was real estate to the value of \$150,000. This is a more hopeful view than was at first taken of the situation.

Lewis E. Steffee, who was formerly treasurer of the company and was appointed trustee, and G. M. Purcell, who was formerly vice-president and general manager, are still active in the affairs of the company, though Mr. Purcell has severed his official connection with it and is continuing there now simply for a limited period of time.

RAINFALL CUTS SEED CROPS.

"We have had anything but a satisfactory season for planting and growing seed crops," state John Bodger & Sons Co., Los Angeles, Cal. "The months of January and February and a part of March were entirely without

SEED PACKETS THAT SELL THE SEED

LITHOGRAPHED IN COLORS TRUE TO NATURE AND VARIETY

SEED PACKETS FOR ALL VARIETIES OF VEGETABLE AND FLOWER SEEDS...

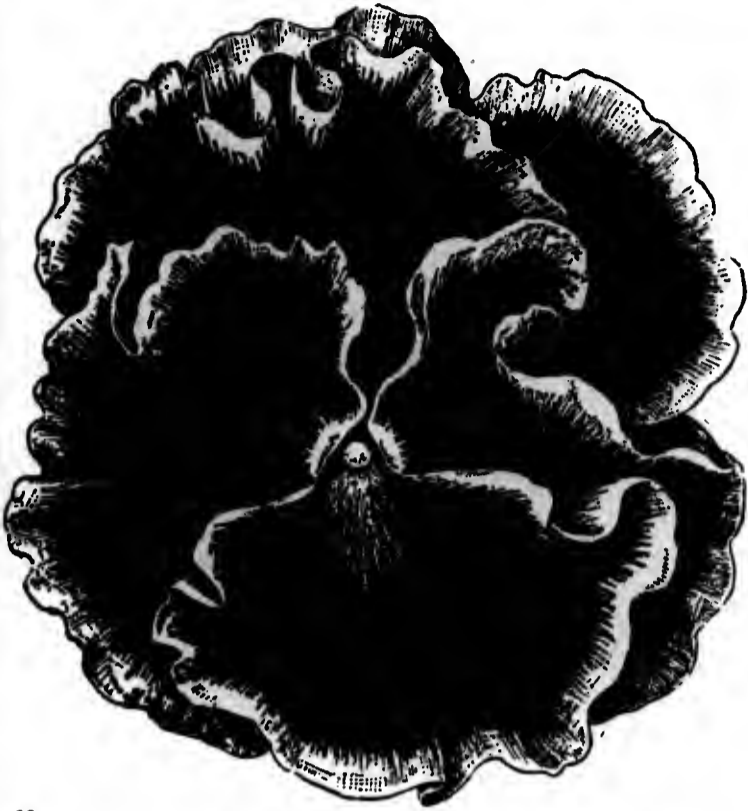
We also make a Specialty of Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

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rain, and such crops as are usually planted in the latter part of December to make a good winter growth did not sprout until the latter part of March. Late rains also delayed working the land until the spring was too far advanced for us to plant out our usual large acreage in good season. These conditions will inevitably have a bad effect upon the harvest.

"The total rainfall for the season varies greatly in different parts of the state and, where we have had a fair amount of rainfall during the spring,

The KENILWORTH Giant Pansy Seed



- No. 26. **GIANT KENILWORTH CUT FLOWER MIXTURE.** Is a distinct class by itself, surpassing all other strains as a cut flower for inside or outside growing; the large flowers are carried erect above the foliage on heavy stems, 6 or 7 inches long, in the most graceful manner, and stand the hot, dry weather well, 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; ¾ oz., \$3.75; 1 oz., \$7.50.
28. **GIANT MASTERPIECE.** A remarkable type, the curled wavy petals giving the flower a double appearance; large flowers of great substance, on long, strong stems, and its ability to stand the hot, dry weather, makes it a favorite for cut flowers. 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; ¾ oz., \$3.75; 1 oz., \$7.50.
30. **GIANT THREE AND FIVE BLOTCHED PANSIES.** A superb mixture. Flowers large and of circular form and of great substance. The display of coloring is unsurpassed. A combination of almost every shade of rich, velvety colors; reds are particularly conspicuous, the petals being distinctly marked with three or five large, dark blotches. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.
32. **GIANT PARISIAN.** The flowers are of enormous size and beautifully marked, mostly five dark blotches on white and yellow ground; an unusually showy mixture. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.
36. **TRIUMPH OF GIANT.** Remarkably beautiful. The imposing five-spotted flowers on long, vigorous stalks surmount the foliage in the most graceful manner, are of enormous size, perfectly round and of unusual substance. The individual petals are very broad and cover each other in such a manner as to make the flowers appear almost double, the border of every petal being conspicuously curled. The plants are of a robust growth and form compact bushes of a round shape. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.
70. **ORCHID-FLOWERED, Mixed.** A dwarf, free bloomer, with a range of delicate colors that do not exist in any other Pansies; a remarkable combination of light rose, shell pink, blush mauve, fawn, light brown, orange and chamolis. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.

- No. 10. **KENILWORTH GIANT EXHIBITION** is the very finest complete mixture ever sent out. Seed carefully saved only from marked plants of the best varieties, with the largest and best shaped flowers and richest coloring. It is impossible to convey an adequate idea of the delightful variations in color and markings of this unrivaled mixture. 500 seeds, 30c; 1000 seeds, 50c; ¼ oz., \$1.35; ½ oz., \$2.50; 1 oz., \$10.00.
12. **KENILWORTH GIANT PRIZE.** The enormous flowers are of perfect form and of great substance. Petals overlapped and undulating. The rich colorings and markings are widely varied, some flowers being almost self-colored. 500 seeds, 30c; 1000 seeds, 50c; ¼ oz., \$1.35; ½ oz., \$2.50; 1 oz., \$10.00.

New Early-Flowering or Winter-Blooming

An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering. Sown at the same time as other Pansies, they begin flowering the early part of March or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant.

- | | |
|--|--|
| <p>No. 4. JOVE. Lower petals violet, upper ones almost white.</p> <p>5. MARS CORNFLOWER. Blue.</p> <p>6. NORTH POLE. Pure snow white.</p> <p>7. WORDEN. Quite black.</p> <p>8. HELIOS. Pure yellow.</p> <p>14. WINTER SUN. Golden yellow, with dark eye.</p> | <p>No. 15. ICE KING. Silvery white, with dark eye.</p> <p>16. CELESTIAL QUEEN. Light or sky blue.</p> <p>17. CHARM OF MARCH. Dark velvety blue.</p> <p>18. A mixture of the nine preceding colors and other shades.</p> |
|--|--|
- 500 seeds, 25c; 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; 1 oz., \$7.50.
19. **TRIMARDEAU GIANT PANSIES.** Very showy class of vigorous, compact growth, flowers of enormous size, a fine mixture, 1000 seeds, 30c; 4000 seeds, \$1.00; ¼ oz., \$1.35; ½ oz., \$2.50; 1 oz., \$5.00.
22. **GIANT KENILWORTH STRAIN.** The flowers are of perfect form and substance; many of the immense flowers are 3-inch. It is a striking collection of beautiful colors and markings, rich with shades of red, brown, bronze, mahogany and many others too numerous to mention. Light, medium or dark mixtures. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.
24. **GIANT KENILWORTH SHOW** is undoubtedly the largest flowered Pansy in the world; the immense flowers are of circular form. A beautiful collection of colors and markings. 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; ¾ oz., \$3.75; 1 oz., \$7.50.

Giant Pansy Seed

- In Separate Colors
1000 seeds, 30c; any 4 packets \$1.00; ¼ oz., \$1.30; ½ oz., \$2.50; 1 oz., \$5.00.
38. **Mme. Perret.** Red and wine shades.
42. **Adonis.** Light blue, dark center.
44. **Black.** Almost coal black.
48. **Lord Beaconsfield.** Purple, shaded white.
50. **Gollath.** Large, curled yellow, blotched.
54. **Pres. Carnot.** White, five blue blotches.
56. **Light Blue Shades.**
58. **Indigo Blue.** Deep, velvety blue.
60. **Hortensia-Red.** Light rose.
62. **Prince Henry.** Dark blue.
64. **Snow Queen.** Beautiful satiny white.
66. **Almond Blossom.** Delicate rose.
68. **Andromeda.** Curled apple blossom.
72. **Mammoth.** Greenish yellow shades.
74. **Sunlight.** Yellow, with brown blotches.
78. **Bridesmaid.** White, shading rose.
80. **Purple.** Large, rich deep color.
84. **Mercury.** New. A deep blackish purple.
86. **Pres. McKinley.** Yellow, dark blotched.
88. **Emp. Franz Joseph.** White, blotched blue.
90. **Vulcan.** Dark red, with five blotches.
92. **Victoria.** Blood red, violet blotches.
94. **Red.** A collection of rich red shades.
98. **Psyche.** Curled white, with five blotches.
100. **Yellow.** With dark blotch.
102. **Yellow.** Large golden yellow.
104. **White.** With violet blotch.
106. **White.** Large satiny white.
108. **Emp. William.** Ultramarine blue.
110. The preceding 29 colors mixed.

Chas. Frost
Kenilworth, N. J.

Mention The Review when you write.

prospects are good for vegetable seed crops. The late showers have made it possible to get good stands of beans and we are looking forward to a normal yield in the greater portion of our acreage. Lettuce and radish are the two crops that have suffered most from lack of rain in January and a considerable acreage will be light if not an entire failure.

"The fluctuating market, together with unfavorable weather conditions, caused a great reduction in the acreage of vegetable seeds and this, coupled with the poor prospects for harvest, makes us anticipate a greater shortage

on vegetable seeds than in past years.

"As a consequence of scanty rainfall, sweet peas are three months behind and cannot possibly make a normal crop. We are looking for a small yield, especially in Spencer types, named varieties, which seem to be suffering the most. The early-flowering types of Spencers look better, but the demand is good and the crop will not yield more than enough to fill orders. Prospects on mixtures of all kinds of sweet peas are better than on the named varieties and, judging from conditions today, we expect to be able to fill all orders and have a small surplus. Grandiflora named

varieties are also suffering and the crop will not be large."

SEED CROPS AT NASHVILLE.

The situation in Nashville, Tenn., this season is interesting to many of the trade. The Seven Top turnip seed crop is practically nil. Because of the poor yield and the low price last year, little acreage was sown. Then the winter proved hard on the crop. In the spring the demand for turnip tops for salad was so great, and the price so high, being as much as 25 cents per pound by the wagonload, that only the few who

had contracted their seed beforehand allowed any to stand. Dealers have paid as high as 50 cents per pound for seed within the last week.

A lesser acreage of Siberian kale is grown here, yet the crop grown in this vicinity is an important feature of the market. So far as known, only one acre was allowed to seed this year. This made only 300 pounds of seed.

Everything points toward a smaller acreage of both cow peas and soy beans this year than for a long time previous. Of course it is still too early to report what the crop will be, but it cannot be heavy, because of the reduced acreage. Crimson clover is ripe and the crop is about an average one or perhaps better.

F. B.

CATALOGUES RECEIVED.

Steele's Pansy Gardens, Portland, Ore.—A well printed folder, containing a wholesale list of both seeds and seedlings of the Mastodon strain of pansies. Both distinct varieties and mixtures are offered, with the suggestion, "to save you money," that "for ordinary market purposes separate colors are not necessary." A page is devoted to instructions on the germination of the seeds and the cultivation of the plants.

L. Daehnfeldt, Ltd., Odense, Denmark.—"Daehnfeldt's Guide through Garden and Field," a fully illustrated, clearly printed catalogue of vegetable, flower and agricultural seeds; 136 unusually large pages, in a strong and tasteful gray cover, embossed in red. The book contains concise descriptions and cultural directions, but no prices. The company states, however, that supplementary lists will be issued from time to time, quoting prices and stating terms of sale. Among the illustrations are several full-page plates, two of them colored.

Henry F. Michell Co., Philadelphia, Pa.—Illustrated wholesale catalogue of seeds, bulbs, plants, tools and miscellaneous supplies; forty good-sized pages, besides two inserts and a colored cover. One of the inserts contains a special list of seeds of perennials; the other is devoted to Easter lilies and bears a finely colored full-page picture. The cover shows sweet peas, primulas, cyclamens and other flowers in their natural colors.

CINCINNATI, O.

The Market.

Exceptionally cool weather prevailed last week, making stock a little scarce, especially roses. Lilies seem to be about done, but a few stragglers are still hanging on. Good stock is not to be had. A large amount of outdoor stock, such as snapdragons, sweet peas and calliopsis, has arrived and has relieved the market somewhat. Carnations are now so small that they would almost pass for hardy pinks and the color is poor.

Gladioli are arriving in fairly good condition and, owing to the shortage, clean up readily. Valley is scarce and the amount that is arriving is so meager that one man can use all of it and not be overstocked. The first rubrum lilies arrived last week and cleaned up readily. Pond lilies are also arriving in larger numbers now and are selling well at \$4 to \$6 per hundred.

Feverfew is now arriving and is a welcome flower, as other items are slowing up. Greenhouse smilax is arriving much better than it has for some time and cleans up well.

Various Notes.

T. W. Hardesty has had some fine window displays during the last week.

C. E. Critchell is getting some fine Gladiolus America from L. Pfeiffer.

Sam Urlage, of the Thaden Flower Shop, reports a brisk business.

The Cincinnati Cut Flower Exchange is receiving some good eastern ferns.

H. W. Sheppard has been busy with wedding decorations and reports busi-

CANNAS

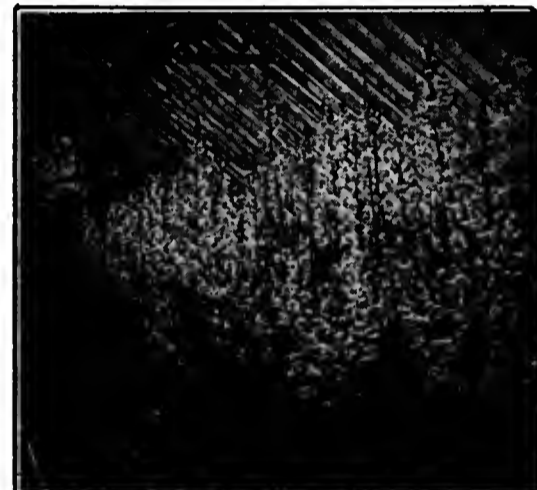
OHIO GROWN

Fresh 2 and 3-eye divisions

	Per 100	Per 1000		Per 100	Per 1000
City of Portland.....	\$12.00	Gustav Gumpper	\$3.50	\$30.00
Eureka	12.00	Louisiana	3.50	30.00
The Gem	12.00	Queen Charlotte	3.50	30.00
Mrs. Conard	8.00	Souv. d'Antoine Crozy.....	3.50	30.00
Panama	6.00	Venus	3.50	30.00
King Humbert	5.00	\$45.00	Wyoming	3.50	30.00
Orange Bedder	5.00	45.00	Alemannia	3.00	25.00
Colossal	5.00	45.00	A. Bouvier	3.00	25.00
Maros	5.00	45.00	J. D. Eisale	3.00	25.00
Oriole	5.00	45.00	David Harum	3.00	25.00
Uncle Sam	5.00	45.00	Mlle. Berat	3.00	25.00
Favorite	3.50	30.00	Pennsylvania	3.00	25.00
Taram	3.50	30.00	Pillar of Fire.....	3.00	25.00

1000 our choice, including Humbert, \$30.00.
Cash. Special rate on large lots.

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Snapdragons

the past year have made growers more money than ever. Be sure you have plenty for next season. Time to sow seed for fall blooms.

Seed of our famous Silver Pink, \$1.00 per pkt.; 8 for \$2.50; 7 for \$5.00.

Seed of our new Hybrid Pink and of our new Golden Pink Queen, same price.

Seed of Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton and Fancy Mixed, 85c per pkt.; 8 for \$1.00.

Free cultural directions. All orders cash.

G. S. RAMSBURG, SOMERSWORTH, N. H.

XXX SEEDS

Chinese Primrose—Finest grown, mixed, 350 seeds, \$1.00; 1/2 pkt., 50c; 100, \$2.00.

Primula Obconica—Finest Giants, pkt., 50c.

Primula Malacoides—Giant Baby, pkt., 25c.

Primula Kewensis—New Dwarf, yellow, 25c.

Cineraria—Large Flowering Dwarf, finest grown, all colors, mixed, pkt., 50c; 1/2 pkt., 25c.

Cyclamen Giganteum—Choicest Giants mixed, 150 seeds, \$1.00; 1/2 pkt., 50c.

Pansy—Finest Giants, 4000 seeds, \$1; 1/2 pkt., 50c.

Bellis Monstrosa (Daisy)—Monstrous Giant Rose, white and mixed, pkt., 25c.

Calceolaria Hybrida Grandiflora, very finest, 20 choicest spotted varieties, mixed, pkt., 50c.

JOHN F. RUPP, Shiremanstown, Pa.

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J. K. RUGOWSKI SEED CO., Inc.
MANITOWOC, WIS.

—Enough said

Chas. Schwake & Co., Inc.

LILY OF THE VALLEY

Japanese Lilies, French and Dutch Bulbs

90-92 West Broadway NEW YORK

Mention The Review when you write.

ness good. He had the order for the Werk wedding, in Westwood. The dining room for this wedding was decorated as a woodland scene. G. H. K.

Boonville, Mo.—Hillard Brewster has gone into business for himself and has opened the Brewster Flower Shop on Morgan street.

Orlando Offerings

GODFREY CALLA BULBS

LEATHER-LEAF FERN

See classified ads.

F. W. FLETCHER,

Orlando, Florida.

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Florists' seed's, plants and bulbs. A complete stock of all the leading varieties.

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10% discount on five-case lots

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<table border="1"> <tr><td>CLASS & REVIEW</td><td>DESTINATION</td></tr> <tr><td>Time</td><td></td></tr> <tr><td>Day Letter</td><td></td></tr> <tr><td>Night Letter</td><td></td></tr> <tr><td>Message</td><td></td></tr> <tr><td>Special</td><td></td></tr> </table>	CLASS & REVIEW	DESTINATION	Time		Day Letter		Night Letter		Message		Special		<h2>WESTERN UNION TELEGRAM</h2>	<table border="1"> <tr><td>Number</td><td></td></tr> <tr><td>Code</td><td></td></tr> <tr><td>Time</td><td></td></tr> </table>	Number		Code		Time	
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Number																				
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Time																				
<p>NEW YORK JUNE 15 2 P M</p> <p>THE ROSARY FLOWER SHOP LOS ANGELES CALIF</p> <p>MRS JAMES WILLIAMS HOTEL ALEXANDRIA 3 P M</p> <p>PROMPT 12 CHOICE RED ROSES FIVE DOLLARS ATTACH</p> <p>CARD LOVE FROM JIM CHARGE</p> <p style="text-align: right;">MAX SCHLING INC</p>																				

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For SAN FRANCISCO the Bay Cities and all Central California

PELICANO, ROSSI & Co.

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123-125 Kearny Street

OFFER UNEXCELLED FACILITIES FOR HANDLING YOUR ORDERS

Index by Towns of Florists Represented in This Department

City	Page	City	Page	City	Page	City	Page	City	Page	City	Page	City	Page	City	Page		
ABERDEEN, S. D.	96	Milady's Flor. Shop	96	BOWLING GREEN, Ky.	81	Gobby's Flower Sh'p	81	CHICAGO—Cont'd		DOUGLAS, Ariz.	85	Travis Flor. Shop	85	GENEVA, N. Y.	77	Cass, W. & T.	77
AKRON, O.	90	Grossberg & Cahill	90	BOZEMAN, Mont.	96	Langohr, M.	96	Schiller	87	DOVER, N. J.	86	Herrick, Alonzo D.	86	GIBSON CITY, Ill.	86	Peterson Flor. Co.	86
ALBANY, N. Y.	78	Danker	78	BRIDGEPORT, Conn.	75	Horan & Son	75	CHICKASHA, Okla.	84	DOWAGIAC, Mich.	88	ReShore & Son	88	GLASGOW, Scotland	69	Leighton	69
ALEXANDRIA, La.	71	Bium & Son, E.	71	BROOKLINE, Mass.	74	Merrill, Alice	74	CHILLICOTHE, Mo.	73	DUBUQUE, Ia.	92	Harkett's Flor. Nura.	92	GOLDSBORO, N. C.	82	Goldsboro Flo. Co.	82
ALLIANCE, O.	92	Miller, H. T.	92	BROOKLYN, N. Y.	78	Jahn, Hugo H.	78	CINCINNATI, O.	70	DULUTH, Minn.	96	Alpha Florist	96	GRAND FORKS, N. D.	96	McElroy's Flor. Shop	96
ALTON, Ill.	88	Krug Floral Co.	88	BUFFALO, N. Y.	78	Anderson, S. A.	78	CLARKSBURG, W. Va.	70	DURHAM, N. C.	82	Durham Floral Co.	82	GRAND ISLAND, Neb.	85	Williams the Florist	85
AMARILLO, Tex.	73	Cunningham's Flor. S'p	73	CAMBRIDGE, Mass.	74	Becker's Conserv.	74	CLEVELAND, O.	91	EAST ORANGE, N. J.	76	Smith & Sons	76	GRAND RAPIDS, Mich.	85	Crabb, Arthur F.	85
ANN ARBOR, Mich.	88	Rlu Maize Bl. Shp	88	CANTON, O.	90	Johnston Flor. Shop	90	COLUMBIA, Me.	73	ELGIN, Ill.	86	Souster, Geo.	86	GREEN BAY, Wis.	89	Meier-Schroeder	89
ASHEVILLE, N. C.	82	Dickinson, E. C.	82	CASPER, Wyo.	88	Casper Flor. Co.	88	COLUMBUS, Ga.	82	ELMHURST, N. Y.	78	Rawson the Florist	78	GREENVILLE, Miss.	71	Idle Hour Flor. Co.	71
ATCHISON, Kan.	92	Groves Floral Co.	92	CHARLOTTE, N. C.	82	Flower Shop	82	COLUMBUS, O.	90	EL PASO, Tex.	73	Potter Flor. Co.	73	GREENVILLE, S. C.	70	Rodgers Flor. Shop	70
ATLANTA, Ga.	82	Deans, Ralph	82	CHARLESTON, S. C.	70	Carolina Floral Str.	70	COLUMBUS, Ga.	82	ELYRIA, O.	90	Elyria Flor. Shoppe	90	GRINNELL, Ia.	92	Kemble's Grhse.	92
ATLANTIC CITY, N. J.	76	Edwards Flor. Hall	76	CHARLESTON, W. Va.	70	Capital City Flor. Co.	70	COLUMBUS, O.	90	ENGLEWOOD, N. J.	76	Burrows, Edw. G.	76	GUTHRIE, Okla.	84	Furrow & Co.	84
ATTICA, Ind.	79	Attica Floral Co.	79	CHARLOTTEVILLE, Va.	83	Lankford, W. A.	83	COLORADO SPRINGS, Colo.	88	ENID, Okla.	84	Enid Flo. Co.	84	HACKETTSTOWN, N. J.	78	Herrick, Alonzo D.	78
AUGUSTA, Ga.	82	Stuib's Nursery	82	CHATTANOOGA, Tenn.	83	Joy Floral Co.	83	ERIE, Pa.	81	FAIRMONT, W. Va.	70	Weber & Sons Co.	70	HAGERSTOWN, Md.	84	Beater & Sons	84
AUGUSTA, Ky.	81	Thomas, Victor H.	81	CHEYENNE, Wyo.	88	Underwood, The	88	EVANSTON, Ill.	87	FALL RIVER, Mass.	74	Warburton	74	HAMILTON, Ont.	84	Cannon Co.	84
AURORA, Ill.	86	Aurora Greenhouse	86	CHICAGO	87	Alpha Flor. Co.	87	EVANSTON, Wyo.	88	FITCHBURG, Mass.	74	Leaure, Florist	74	HARRISONBURG, Va.	83	Wetzel Seed Co.	83
AUSTIN, Minn.	96	Kinsman, A. N.	96	CHICAGO	87	Blome, Paul, & Co.	87	EXCELSIOR SPR'GS, Minn.	72	FLINT, Mich.	85	Evans the Florist	85	HARTFORD, Conn.	78	Brodrick, J. Albert	78
BALTIMORE, Md.	84	Feast & Sons	84	CHICAGO	87	Bruns, H. N.	87	FAIRMONT, W. Va.	70	FLINT, Mich.	85	Hasselbring, Flo.	85	HARTFORD, Conn.	78	Coombs, John	78
BATAVIA, N. Y.	78	Stroh & Sons, L. C.	78	CHICAGO	87	Central Floral Co.	87	FALL RIVER, Mass.	74	FORT COLLINS, Colo.	88	Espellin Flo. Co.	88	HELENA, Ark.	73	Ball Floral Co.	73
BATON ROUGE, La.	71	Roseland Florist	71	CHICAGO	87	Clody's	87	FALL RIVER, Mass.	74	FORT DODGE, Ia.	92	Nordwall, E. E.	92	HELENA, Mont.	96	State Nurs. Co.	96
BATTLE CREEK, Mich.	85	Coggan, S. W.	85	CHICAGO	87	Fisher & Bros.	87	FALL RIVER, Mass.	74	FORT SMITH, Ark.	78	Rye, George	78	HOLLYWOOD, Cal.	93	Hollywood Flor. Shp.	93
BELLINGHAM, Wash.	96	Ratcliffe, Louis G.	96	CHICAGO	87	Frauenfelder, C.	87	FALL RIVER, Mass.	74	FORT WAYNE, Ind.	79	Blossom Floral Co.	79	HONOLULU, Hawaii.	93	Honolulu Florist	93
BERKELEY, Cal.	93	Norton, Florist	93	CHICAGO	87	Friedman, O. J.	87	FALL RIVER, Mass.	74	FORT WORTH, Tex.	78	Baker Bros.	78	HORNELL, N. Y.	78	James & Son	78
BIRMINGHAM, Ala.	82	American Flor. Sh.	82	CHICAGO	87	Johnson & Chronis	87	FALL RIVER, Mass.	74	FREMONT, O.	90	Horn Floral Co.	90	HIGHLAND PARK, Ill.	87	High'd Pk. Grhse.	87
BLOOMINGTON, Ind.	79	Morris & Ellis	79	CHICAGO	87	Kidwell Co., J. F.	87	FALL RIVER, Mass.	74	FREEMONT, O.	90	Kerr, R. C.	90	HIGHLAND PARK, Ill.	87	Vavrou Sons	80
BLUEFIELD, W. Va.	70	Fallon, Florist	70	CHICAGO	87	Lange, A.	87	FALL RIVER, Mass.	74	FREEMONT, O.	90	Horn Floral Co.	90	LIVINGTON, Mont.	96	Quality Flor. Shop	96
BOONE, Iowa.	82	Kemble's Grhse.	82	CHICAGO	87	Mangel	87	FALL RIVER, Mass.	74	FREEMONT, O.	90	Horn Floral Co.	90	LONDON, Ont., Can.	84	Dicks Flower Shop	84
BOONTON, N. J.	78	Herrick	78	CHICAGO	87	Muir	87	FALL RIVER, Mass.	74	FREEMONT, O.	90	Horn Floral Co.	90	LONDON, Ont., Can.	84	Gammage & Sons	84
BOSTON, Mass.	74	Beacon Florist	74	CHICAGO	87	O'Leary, Florist	87	FALL RIVER, Mass.	74	FREEMONT, O.	90	Horn Floral Co.	90	LONG BEACH, Cal.	93	Lowe's Flor. Shop	93
BOSTON, Mass.	74	Carbone	74	CHICAGO	87	Peacock Flor. Shop	88	FALL RIVER, Mass.	74	FREEMONT, O.	90	Horn Floral Co.	90	LORAIN, O.	90	Carek, F. G.	90
BOSTON, Mass.	74	Conley, Henry B.	74	CHICAGO	87			FALL RIVER, Mass.	74	FREEMONT, O.	90	Horn Floral Co.	90	LORAIN, O.	90	Hecock Floral Co.	90
BOSTON, Mass.	74	Galvin, Inc., T. F.	74	CHICAGO	87			FALL RIVER, Mass.	74	FREEMONT, O.	90	Horn Floral Co.	90	LORAIN, O.	90	Hecock Floral Co.	90
BOSTON, Mass.	74	O'Brien, John J.	74	CHICAGO	87			FALL RIVER, Mass.	74	FREEMONT, O.	90	Horn Floral Co.	90	LORAIN, O.	90	Hecock Floral Co.	90
BOSTON, Mass.	74	Penn	74	CHICAGO	87			FALL RIVER, Mass.	74	FREEMONT, O.	90	Horn Floral Co.	90	LORAIN, O.	90	Hecock Floral Co.	90
BOSTON, Mass.	74	Wax Bros.	74	CHICAGO	87			FALL RIVER, Mass.	74	FREEMONT, O.	90	Horn Floral Co.	90	LORAIN, O.	90	Hecock Floral Co.	90

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

City	Page	City	Page	City	Page	City	Page	City	Page	City	Page	City	Page
MOBILE, Ala.		NEW YORK—Cont'd		PATERSON, N. J.		READING, Pa.		SAN ANTONIO, Tex.		STAMFORD, Conn.		VICTORIA, B. C.	
Goodbrad Floral Co.	82	Ramm's Flo. Shop.	77	Scery, Edward....	76	Giles	80	Green, Edward	75	Quality Flr. Shop..	75	Woodward, A. J....	84
Minge Floral Co.	82	Schling, Max	65	PEKIN, Ill.		RED BANK, N. J.		SAN DIEGO, Cal.		STAUNTON, Va.		VINCENNES, Ind.	
Ravier & Sons.....	82	Stumpff, G. E. M....	69	Kuhl, Geo. A.....	82	Kennedy & Sons... 76		Boyle & Darnaud.. 93		Fallon, John	83	Schultz, Paul C....	79
MOLINE, Ill.		Warendorff, A.	77	PENDLETON, Ore.		RICHMOND, Ind.		SAN FRANCISCO, Cal.		STREATOR, Ill.		WACO, Tex.	
Staack & Sons, J.. 86		NIAGARA FALLS, N. Y.		Forshaw	95	Gause, G. B.....	79	Art Floral Co..... 93		Thornton Flor. Co. 87		Wolfe the Florist.. 72	
MONROVIA, Cal.		Harris & Lever..... 78		PEORIA, Ill.		Lemon & Co., F. H. 79		Darbee	93	STROUDSBURG, Pa.		WALLA WALLA, Wash.	
Brunger, C. A..... 93		NORFOLK, Va.		Kuhl, Geo. A..... 85		RICHMOND, Va.		Eppstein, Julius ... 93		Herrick	76	Flower Shop	96
MONTCLAIR, N. J.		George, Inc.	83	Loveridge, Chas. ... 88		Hammond Co. 83		Joseph, B. M..... 93		STURGIS, Mich.		Young & Lester.... 96	
Massmann, Flor.... 76		Grandy the Florist. 85		PERRY, Ia.		Mosmiller, Florist.. 85		MacRorie-McLaren. 93		Vogt's Greenhouse.. 86		WALTHAM, Mass.	
MONTGOMERY, Ala.		NORTON, Va.		Louwerse & Co..... 92		Ratcliffe, John L... 82		Navlet Co.	92	SULPHUR, Okla.		Buane, M. F..... 74	
Rosemont Gardens.. 82		Norton Floral Co... 83		PETERBOROUGH, Can.		RIVERSIDE, Cal.		Pellicano, Rossi ... 86		Nelson, Mrs. B. A. 84		WARREN, O.	
MONTICELLO, Ia.		OAKLAND, Cal.		Peterborough Fl. Co. 84		Hosp, A. M..... 93		Podesta-Baldocchi.. 93		May, Harry O..... 76		Adgate & Son..... 91	
Van Meter, C. L... 92		Clarke Bros.	94	PETERSBURG, Va.		Orange Bloa. Flo. Shop	93	Shellgrain & Bitter 93		SYRACUSE, N. Y.		Park Floral Co.... 91	
MONTREAL, Can.		Hogan & Evers.... 93		Stiles, Mrs. Robt. B. 83		ROANOKE, Va.		Stein, A. O..... 92		Day Co., W. E.... 76		WARREN, Pa.	
Hall & Robinson... 84		Seulberger & Co... 93		PETOSKEY, Mich.		Fallon, Florist ... 83		SANTA BARBARA, Cal.		Hende, M. S..... 76		Crescent Fl. Gar... 80	
McKenna, Ltd. 84		OAKLAND, Md.		Winans, Frank ... 85		Werts the Florist.. 83		Gleaves' Flo. Shop. 93		TACOMA, Wash.		WASHINGTON, D. C.	
MT. PLEASANT, Mich.		Weber & Sons Co. 70		PHILADELPHIA, Pa.		ROCHESTER, Minn.		SASKATOON, Sask.		California Florist.. 94		Blackstone, Z. D.. 79	
Caple, Walter W... 85		OAK PARK, Ill.		Berger's Sons, Wm. 80		Rochester Floral Co. 96		Victoria Nursery .. 84		Smith Flo. Co..... 94		Gude Bros. Co.... 79	
MUNCIE, Ind.		Schneider, A. H... 87		Callahan, M. J.... 80		Rochester Grha. Co. 96		SAVANNAH, Ga.		TAMPA, Fla.		Louise Flower Shop 79	
Buchholz, Eric.... 79		OELWEIN, Ia.		Grakelow's	80	ROCHESTER, N. Y.		Gelschig & Sons... 83		Knall Floral Co... 70		Shaffer, Geo. C.... 79	
MUSKEGON, Mich.		Kemble's Grhses... 93		Habermehl's Sons.. 80		Keller Sons, J. B... 78		Wolf, John	81	TARBORO, N. C.		WATERBURY, Conn.	
Butterworth Fl. Co. 85		OGDEN, Utah		Hastings, Frank B. 86		Wilson, H. E..... 78		SCHENECTADY, N. Y.		Creech	82	Ryan & Powers.... 75	
NASHVILLE, Tenn.		Dumka Floral Co... 83		Krueger Co.	80	ROCKFORD, Ill.		Rosendale Fl. Shop. 76		TERRE HAUTE, Ind.		HEINL & SONS.... 79	
Geny Bros.	83	OKLAHOMA CITY, Okla.		PHOENIX, Ariz.		Buckbee, H. W.... 84		SCRANTON, Pa.		Heinl & Sons..... 79		WATERLOO, Ia.	
Joy Floral Co..... 85		Foster Floral Co... 84		Arizona Flo. Co.... 85		Peterson & Son, S. 86		Besanton & Co.... 86		TEXARKANA, Tex.		Galloway Bros. Co. 92	
NEWARK, N. J.		OKMULGEE, Okla.		Donofrio Flo. Dept. 85		Rockford Flo. Co... 84		Schulthess	89	Majestic Fl. Co... 78		WAUWATOSA, Wis.	
Begerow's	76	Marshall, Geo. W.. 84		ROCK SP'GS, Wye.		Westholder, L. B.. 93		SEATTLE, Wash.		Thermopolis, Wyo.		Hamme, Erwin J... 89	
Philips Bros. 76		OLEAN, N. Y.		RUGBY, N. D.		Roswell, N. Max.		Hollywood Gardens. 95		Thermopolis Fl. Co 88		WEBB CITY, Mo.	
Washington Florist. 76		Herron, D. B..... 76		Rugby Grhses. 96		Alameda Grhses... 93		McCoy, L. W..... 95		TITUSVILLE, Pa.		Melnhart, J. E.... 72	
NEWARK, O.		Oppenheim, Manuel 76		ST. CATHARINES, Ont.		Ruby Bros.	80	Murdoch, Wm. A.. 80		Murdoch, Wm. A.. 80		WELLESLEY, Mass.	
Duerr, Chas. A.... 90		OMAHA, Neb.		Dunn, Robt. L..... 84		ST. CATHARINES, Ont.		Freeman, Mrs. J. B. 90		TOLEDO, O.		Talby & Son..... 74	
Halbrooks, Florist.. 92		Bath, John H..... 96		ST. JOSEPH, Mo.		Quentin Floral Co.. 72		Krueger, Otto P... 90		Freeman, Mrs. J. B. 90		WICHITA, Kan.	
Kent Bros.	93	Donaghue, Alfred.. 96		Quentin Floral Co.. 72		Stuppy Floral Co... 72		Mets & Bateman... 90		SHERMAN, Tex.		Culp & Co., W. H. 92	
NEW BEDFORD, Mass.		Henderson, Lewis.. 96		ST. LAURENT, France		Englemann, C. 60		Schramm Bros.... 90		Hannah & Son.... 73		WICHITA FALLS, Tex.	
Murray	74	Hess & Swoboda... 96		Englemann, C. 60		ST. LOUIS, Mo.		Spanner, Florist... 90		SHREVEPORT, La.		Buchanan Flo. Co.. 73	
NEW BRITAIN, Conn.		Larmon, Lee L.... 96		ST. LOUIS, Mo.		Bentzen Flo. Co... 72		TOPEKA, Kan.		SHREVEPORT, La.		WILKES-BARRE, Pa.	
Vois Floral Co.... 75		Rogers, Louis M.... 96		Bentzen Flo. Co... 72		Blossom Shop	72	Hayes, James	82	Ruch, D. E..... 71		Evans, A. W. B.... 80	
NEW HAVEN, Conn.		ONEONTA, N. Y.		Blossom Shop	72	Grimm & Gorly.... 72		Lord's Flo. Room.. 93		SIOUX CITY, Ia.		Marrin, Ira G.... 80	
Champion & Co.... 75		Derrick	76	Grimm & Gorly.... 72		Mullanphy	72	People's Florists... 84		Rennison Co., J. C. 92		WILLIAMSPORT, Pa.	
NEW KENSINGTON, Pa.		OSKALOOSA, Ia.		Grimm & Gorly.... 72		Ostertag Bros. 72		TRENTON, N. J.		Rocklin & Lehman 93		Evenden Bros. 80	
McRae-Jenkinson .. 80		Kemble's Grhses... 93		Grimm & Gorly.... 72		Weber, Fred C.... 72		Park Floral Co.... 76		ROCKLIN & LEHMAN 93		Evenden's Sons ... 80	
NEW ORLEANS, La.		OSWEGO, N. Y.		Grimm & Gorly.... 72		Weber, F. H..... 72		Ribsam, Florist ... 76		SOUTH BEND, Ind.		WILMETTE, Ill.	
Avenue Floral Co.. 71		Floral Art Studio.. 73		Grimm & Gorly.... 72		Witek, Joseph 72		TRINIDAD, Colo.		Beehier, Adam ... 79		Fifth Ave. Florist.. 82	
Ehle, Chas.	71	OTTAWA, Ill.		Grimm & Gorly.... 72		Young & Sons Co.. 72		Park Floral Co.... 83		Beyer Floral Co... 79		WINNIPEG, Man.	
Metairie Bidge Co.. 71		Lohr's Greenhouses. 80		Grimm & Gorly.... 72		ST. PAUL, Miss.		Trinidad Fl. Store. 83		Williams & Co.... 79		The "King" Flor.. 84	
Scheinuk, Max 71		OTTAWA, Ont., Can.		Grimm & Gorly.... 72		Holm & Olson.... 96		TROY, N. Y.		SACRAMENTO, Cal.		Ormiston, O. B.... 84	
Virgin, U. J..... 71		Scrim's, Florist ... 84		Grimm & Gorly.... 72		Navlet, A.	93	Menand, H. Louis.. 78		NAVLET, A.	93	WORCESTER, Mass.	
NEWPORT, R. I.		OTTUMWA, Ia.		Grimm & Gorly.... 72		SACRAMENTO, Cal.		Truro, N. S., Can.		SALT LAKE CITY, Utah		Lange, H. F. A.... 74	
Smith, Florist 75		Kemble's Grhses... 93		Grimm & Gorly.... 72		NAVLET, A.	93	Suckling & Chase.. 84		SALT LAKE CITY, Utah		Bandall's Flo. Sbp. 74	
NEWTON, Mass.		OWENSBORO, Ky.		Grimm & Gorly.... 72		SAFFRON WALDEN, England		TUCSON, Ariz.		SALT LAKE CITY, Utah		XENIA, O.	
Cotton the Florist.. 74		Nana Floral Co.... 81		Grimm & Gorly.... 72		Engelmann, C. 69		Tucson Floral Co.. 85		SALT LAKE CITY, Utah		Engle Floral Co.... 91	
NEW YORK CITY		OWOSSO, Mich.		Grimm & Gorly.... 72		SAGINAW, Mich.		TULSA, Okla.		SALT LAKE CITY, Utah		YAKIMA, Wash.	
Boston Florist 77		Owosso Floral Co.. 85		Grimm & Gorly.... 72		Goetz Sons, J. B.. 85		Boston's Flo. Store 84		SALT LAKE CITY, Utah		Annavee Flr. Sbp.. 96	
Bowe, M. A..... 77		PADUCAH, Ky.		Grimm & Gorly.... 72		Grohman Florist .. 85		TUPELO, Miss.		SALT LAKE CITY, Utah		State Floral Co... 96	
Brown, Chas. H.... 77		Van Aart, John.... 81		Grimm & Gorly.... 72		SALINA, Kan.		Tupelo Floral Co... 71		SALT LAKE CITY, Utah		YANKTON, S. D.	
Bunyard, A. T.... 77		PARKERSBURG, W. Va.		Grimm & Gorly.... 72		Leighton Floral Co. 92		UNIONTOWN, Pa.		SALT LAKE CITY, Utah		Gurney Grhse. Co.. 96	
Burns, H. H..... 77		Dudley & Sons.... 70		Grimm & Gorly.... 72		SALT LAKE CITY, Utah		Barton, W. E..... 80		SALT LAKE CITY, Utah		YONKERS, N. Y.	
Clarke's Sons 76		PASADENA, Cal.		Grimm & Gorly.... 72		SALT LAKE CITY, Utah		Stenson & McGrall 80		SALT LAKE CITY, Utah		Broderick, R. T.... 77	
Darda, Chas. A.... 76		Eldred Flr. Shop.. 94		Grimm & Gorly.... 72		SALT LAKE CITY, Utah		UPPER SANDUSKY, O.		SALT LAKE CITY, Utah		YOUNGSTOWN, O.	
Galvin, T. F..... 76		Orchid, The	94	Grimm & Gorly.... 72		SALT LAKE CITY, Utah		Constien, B. E.... 90		SALT LAKE CITY, Utah		Park Floral Co.... 91	
Guido, Inc.	75	Siebrecht, Jr., H.A. 94		Grimm & Gorly.... 72		SALT LAKE CITY, Utah		UTICA, N. Y.		SALT LAKE CITY, Utah		Posy Shoppe	96
Hart, Inc., Henry.. 77		PASSAIC, N. J.		Grimm & Gorly.... 72		SALT LAKE CITY, Utah		Utica Floral Co... 78		SALT LAKE CITY, Utah		Ryan & Culver.... 80	
Kottmiller, A. 76		Scery, Edward.... 76		Grimm & Gorly.... 72		SALT LAKE CITY, Utah		VANCOUVER, B. C.		SALT LAKE CITY, Utah		Walther, Harry C.. 90	
Malandre Bros. 76		PATERSON, N. J.		Grimm & Gorly.... 72		SALT LAKE CITY, Utah		Brown Bros. & Co. 84		SALT LAKE CITY, Utah		ZANESVILLE, O.	
Meyer, Adolph 77		Scery, Edward.... 76		Grimm & Gorly.... 72		SALT LAKE CITY, Utah		Van Meter Fl. Shop 91		SALT LAKE CITY, Utah		Humphrey, C. L.... 91	

LOS ANGELES

Seventeen modern greenhouses full of fine stock for our exclusive retail business

Wright's Flower Shop

224 W. Fourth St.

MEMBER F. T. D.

Los Angeles, Calif.

RETAIL STORE MANAGEMENT

WHAT THE LEADERS IN THE TRADE ARE DOING

PUSH TELEGRAPH DELIVERY.

Many Obstacles Overcome.

Telegraph delivery, like every new enterprise, at first met with a great many obstacles. Florists there were who could see no good in such a service, only flashy, catchy notoriety, which would do more harm than good. The practical workings of such a system were not understood. However, the persistent efforts of a few pioneers and the gradual awakening of the public to the great benefits of such a system have brought about a feeling of coöperation among the florists such as nothing else has ever been able to effect. The recent great strides of this kind of business have been demonstrated by the records of florists who have sent over 500 orders by telegraph in a single day and of florists who have thousands of orders throughout the year. These records, combined with the injection of young blood into the business, have resulted in the conversion of many of the skeptics, pessimists and back numbers. But, as yet, far too few florists are pushing telegraph delivery; far too few people comprehend the workings of the system. What is more, many of the pushers are too lukewarm in their efforts, too careless in the execution of orders and too slow in paying their bills.

Observe Principles.

To make this a preëminently successful proposition, the commonest of business principles need only to be observed. The orders should be filled as if they were your own. Acknowledgment should be made to the sending florist. As little substitution should be practiced as possible. Above all, reciproca-tion is essential. A complete record of orders incoming and outgoing will readily indicate the florists who are best to deal with, and will eliminate confusion and misunderstanding and produce the harmony and coöperation so badly needed in our business. The worst blow that a new effort of this sort can receive is to find the recipient complaining of the poor quality of material sent out.

But how can this business be built up? It may be done largely through advertising and through education of the public in many ways. No one method is perfect and no two concerns will follow in the same beaten track. A few illustrations as to how a campaign may be conducted might be useful, though naturally many variations of these methods will suggest themselves in different localities.

Getting the Business.

If situated in a prominent location, window displays featuring telegraph delivery are probably the greatest single asset. The effectiveness of the window depends upon its simplicity and its clear exposition of the objects it is intended to portray. As an instance of this, a coun-

try road was staged in a window with the proper effects in scenery, including houses nestling in the hills, trees, fences and the like, the main feature being, however, a representation of a florist's shop with telegraph wires running from the roof to poles along the road, the wires terminating upon numerous points of a globe. A suitable inscription upon a placard indicated the purpose of the window. A surprising number of people showed inclination either to try the method or at least to be shown its minute workings.

Another window serving the same purpose was staged for Mothers' day, showing a large book with a picture of a mother on the one side and on the other a brief explanation of Mothers'

all means that may be readily employed in boosting the business.

On the whole, it might be said that the expense and effort required to do a good telegraph business are so small as to recommend the plan strongly to any progressive florist, regardless of his location or the size of his town. The undoubted increase in the flower business may be partly laid to this ingenious method. It has influenced the sending of flowers on occasions when gifts of other natures were the rule. But it is only through thorough reliability of one florist upon another, honest coöperation and proper recognition of business and ethical principles involved that success may be achieved in the long run.

Alex Lurie.

The Editor is pleased when a Reader presents his ideas on any subject treated in

THE
FLORISTS'
REVIEW

As experience is the best teacher, so do we learn fastest by an exchange of experiences. Many valuable points are brought out by discussion.

Good penmanship, spelling and grammar, though desirable, are not necessary. Write as you would talk when doing your best.

**WE SHALL BE GLAD
TO HEAR FROM YOU**

day and the workings of telegraph delivery. It proved quite effective. The Review on several occasions has indicated other window displays of a similar nature.

Advertisements in the motion picture theaters, either in the form of animated films or of slides, present a suitable medium of bringing before the public the great idea. Such advertisements are particularly valuable, as theatergoers are bound to read what is on the screen and, if nothing else, interest and curiosity are created. Both the films and slides should contain as little reading matter as possible and yet be perfectly clear.

On Special Occasions.

The installation of a telegraph operator for special occasions has answered its purpose well. It has been tried by some florists and has always resulted in an increased volume of business. The psychological effect of sending a telegram direct without any intervening agencies is a great asset in inducing people to buy. Folders, newspaper advertising and street car advertising are

THAT LITTLE BLUE PORCELAIN.

Do florists comprehend the value of pottery and other ware as side lines in their store? Not as accessories or something to pick up a few odd pennies' profit, but as a genuine aid to their flower sales.

"Why don't you carry any receptacles for flowers in your store?" asked a lady of the proprietor of a flower store the other day. "I'm sure they'd help your sales. I know they would from my own case."

"A friend sent me a lovely gift of flowers in a little blue porcelain piece, which I prized a great deal. Indeed, I just had to keep flowers in it all the time, though I never before had bought flowers at all frequently. Now I've broken it and not wanting to hunt up an art shop, I naturally came in here. I'm so disappointed."

Just one case? There would be many more like her if florists would use this means of creating the custom of keeping flowers in the home. The lines are quite rich in both novelties and staple styles. A small selection invariably leads to the florist's increasing the size of his stock after he sees the response from his patrons.

THE SHOP ON THE AVENUE.

The difference between the dressmaker on the side street and the modiste's shop on the avenue is the difference between merchandise plus labor and merchandise plus art. The former takes a few yards of material and makes a dress; the latter takes the same few yards of material and the result is what is called a creation. The dressmaker gets \$10 for her work; the modiste receives \$100.

There is a lesson in that difference for florists, if they have not harkened to it already. Between the mere merchandiser of flowers, not far above the street peddler, and the skillful creator of floral effects is a world of difference. The retail florist who would advance in his trade can best do so by giving thought to the artistic, the creative part of his business. He need not sell greater

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

FOREIGN SECTION

C. ENGELMANN

Member American Florists' Telegraph Delivery Association.
Life Member S. A. F.
Member American Carnation Society.
Member New York Florists' Club.

Orders for England, Scotland and Ireland taken care of by

C. ENGELMANN, Florist, Saffron Walden, Essex, ENGLAND.

Cables: Engelmann, Saffronwalden (2 words only)

Orders for the French Riviera and Monte Carlo taken care of by

C. ENGELMANN, Etablissement Horticole "Carnation," Saint-Laurent-du-Var, near Nice, FRANCE.

Cables: Carnation, Saint-Laurent-du-Var (2 words only)

Liverpool, England
DINGLEYS, Ltd., Florists

SHEFFIELD, ENGLAND
WM. ARTINDALE & SON
FLORISTS SEEDSMEN NURSERYMEN

Manchester, England
DINGLEYS, Ltd., Florists



SCOTLAND SEND YOUR ORDERS NOW TO
LEIGHTON, Florist, GLASGOW
Scotland's Only Member F. T. D.

quantities of flowers to receive a greater personal return; he may, indeed, sell fewer. But the knowledge and skill which he adds to those flowers will demand a greater return from his customers. For, in reality, since people buy flowers because of their love of beauty, their artistic sense is more gratified by the arrangement of flowers than by the blooms themselves. Flowers may be arranged in an unlovely manner; all florists know that. Then the greatest degree of beauty in arrangement should be the aim of the retailer—so that he will be in a class with the specialty shops on the avenue and not with the places on the side street. Pains and study are necessary, but there is ample reward—in satisfaction and in remuneration, as you wish.

NATIONAL PUBLICITY CAMPAIGN.

Billboards Can Be Shipped.

Our promotion bureau is advised by the manufacturers of the slogan billboard signs that immediate shipment can be made of billboards over any route not affected by the freight embargo, which is still holding up shipments to some points. Florists whose establishments present opportunities for the display of one of these signs are reminded that not only do they help the campaign, but these signs give splendid publicity to the establishment on which they are displayed. A supplementary sign showing a florist's connection may be affixed underneath or above the big

Business Building With Blurbs and Blunders

Sending a funeral wreath to a bride, by mistake, is a *blurb*.

Mixing the cards of a \$3.00 bunch of Carnations with one for a \$25.00 box of Beauties, each intended to "Say With Flowers" to a fair lady what two admirers' hearts were too full to say in words, is a *blunder*.

Similar things happen to all of us.

Both of them recently happened to us.

On first thought, it looks like carelessness, and bad business.

It is some of one; but not a bit of the other.

We turned both the blurb and the blunder into the best of business building.

Just how we did it, we are not publishing broadcast.

However, next time you are in New York, drop in and see me and I'll make a little sketch of it on the back of an old envelope.

New York's
Favorite Flower Shop

G. E. M. Stumpff

Fifth Avenue at 58th Street

sign, carrying any announcement desired. Every florist should have a sign on his place. The public is interested, always, in knowing whose place of business they are viewing and a billboard will not only fill this requirement, but spread the gospel of "Say It with Flowers." The cost of a board, \$50, is not any more than one would expect to pay

for a decent sign. A similar sign, outside of the arrangement made by our committee, would cost \$100. Iron, paint and labor are expensive items today, as all of us know, and these signs at \$50 each are bargains really and truly.

A Touch of Color.

Another thing, they ornament a place.

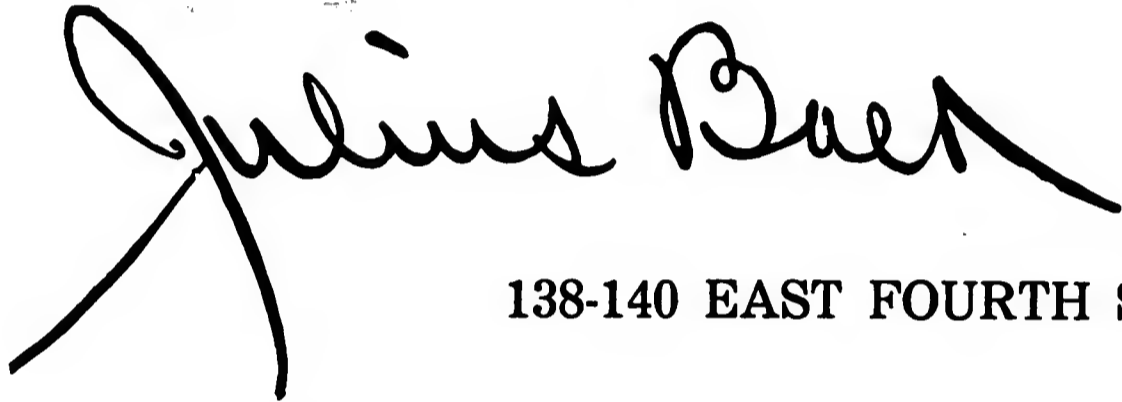
Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

QUALITY plus SERVICE!

In CINCINNATI

To mention Flowers is to think of



138-140 EAST FOURTH STREET

CLARKSBURG, W. VA.

Order your flowers on any occasion for delivery in this section from the leading Florists in the State.

HAYMAN GREENHOUSE CO.
CLARKSBURG, W. VA.

J. W. Dudley Sons Co.

PARKERSBURG, W. VA.
CLARKSBURG, W. VA.
MARIETTA, OHIO.

Orders Carefully Executed

SPARTANBURG

AND ALL SOUTH CAROLINA
CHARLES A. MOSS
Member Florists' Telegraph Delivery Assn.

WEST VIRGINIA
WESTERN MARYLAND
The H. Weber & Sons Co.
Fairmont, W. Va. Clarksburg, W. Va. Oakland, Md.
Commissions Promptly Executed.
QUALITY EXCELLENCE ABILITY
Members Florists' Telegraph Delivery Association

A sign nicely located sometimes gives a touch of color to a rather dreary expanse of glass. It conveys the idea that flowers, not vegetables, are grown under that glass and that, thus grown, they cost money. We have never been able to impress upon the public the fact that the production of flowers under glass is costly and there is nothing in the big stretches of glass houses seen along the highways in all parts of the country to link them with the flowers of the florist. These signs will do just that and every florist who has a place for one should invest \$50 and see that a sign ornaments his establishment.

MILLS THE FLORIST, Inc.

36 West Forsyth Street
Jacksonville, Fla.
We reach all
FLORIDA AND SOUTH GEORGIA POINTS

We are pleased to note a little response now to our appeals for subscriptions which the publishers of the trade papers courteously allow us to place in their columns every week. True, the subscriptions are small, but we welcome them equally with the large. A florist who sends in \$5 with his best wishes for the campaign is a good fellow—he has his profession at heart and sends what he feels he can afford to send. It was never intended that a contribution should be a tax. It must be purely voluntary. In this respect our campaign is different from the campaigns

CHARLESTON, W. VA.

Capital City Floral Co., Successor to **ALEXANDER'S**
FOR ALL SOUTHERN WEST VIRGINIA

CHARLESTON, W. VA.

Look at your map. We cover many towns.
WINTER FLORAL CO.

ORDERS FOR CHARLESTON, W. VA.

are given prompt and careful attention by the
Charleston Cut Flower and Plant Co.

Huntington, W. Va. Member F. T. D.

McClure-Coffman Successors to **J. W. Dudley Sons Co.**

BLUEFIELD, W. VA.

FALLON, Florist.

Miami Floral Co.

Orders Promptly Filled
MIAMI, FLORIDA

Carolina Floral Store Member F. T. D.

King and George Sts., Charleston, S. C.
Nurseries at Saxon, S. C.

GREENVILLE, S. C. OTTARAY HOTEL

RODGERS FLOWER SHOP
Supplies the Piedmont Section of South Carolina

TAMPA, FLA. KNULL FLORAL CO.

Member F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

F. T. D. MEMBERS

—who wish to insure the greatest satisfaction will send their CHICAGO orders to—

THIS NAME ON THE BOX IS A



GUARANTEE OF SATISFACTION

MEMBER
FLORISTS'
TELEGRAPH
DELIVERY

**CHICAGO'S
LEADING FLORIST**
RAILWAY EXCHANGE BUILDING

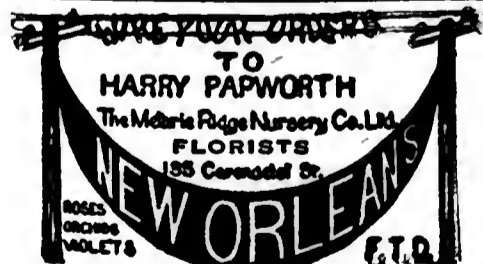


FLOWERS THAT ARE DIFFERENT

LOUISIANA — TEXAS — ARKANSAS
SHREVEPORT, LA.

Quality and
Promptness
Members
F. T. D.

NEW ORLEANS, LA.
The
Avenue Floral Co.
842 ST. CHARLES AVENUE



CARE YOUR ORDERS
TO
HARRY PAPWORTH
The Marie Ridge Nursery Co. Ltd.
FLORISTS
135 Canard St.
NEW ORLEANS, LA.
ROSES
ORCHIDS
VIOLETS

U. J. VIRGIN
838 Canal St., NEW ORLEANS, LA.

BATON ROUGE, LA.
THE ROSELAND FLORIST
MEMBER F. T. D.

ALEXANDRIA, LA.
E. BLUM & SON
For all Points in Central Louisiana.

NEW ORLEANS

MEMBER
OF THE
F. T. D.



Scheinuk
The Florist

We Cater
to the
Best Trade

2600 ST. CHARLES AVENUE

inaugurated by other industries, which create funds through a process of assessment. Our committee believed they could make a success of the voluntary plan and still have confidence in it. You can help them, if you have not already subscribed, by sending in your little check to the secretary—not tomorrow, or next week, but today, when you read this. John Young, Sec'y.

ST. LOUIS, MO.

The Market.

With the passing of June the summer dullness is now upon us. Reports from the leading florists indicate that this June was the best they have ever had. Now that weddings, class days, school commencements and society functions are at an end, the retailers can only look to funeral work for business and the employees are each taking a week or two of vacation, so that the boss can prepare for the trip to Cleveland to attend the S. A. F. convention in August.

The wholesale market is in fairly good condition as to supply, but quality is missing in the present consignments.

NEW ORLEANS, LA.

CHAS. EBLE

OLDEST FLORIST SOUTH
121 BARONNE STREET
Member Florists' Telegraph Delivery.

JACKSON, MISS.

THE CAPITOL FLORAL CO.

THIRTY YEARS OF FLORAL PROGRESS
Greenhouse and Retail Store
PROMPT ATTENTION. OUR MOTTO
218 E. Capitol St., P. O. Box 313

TUPELO, MISS.

Member F. T. D. **TUPELO FLORAL CO.**
At Your Service

MRS. J. E. WATTS

Cut Flowers for All Occasions **MERIDIAN, MISS.**

MISSISSIPPI

STEMME & SONS :: HATTIESBURG

GREENVILLE, MISS.

IDLE HOUR FLORAL CO.
Mrs. W. A. Craft, Designer. 701 Percy Street

LAKE CHARLES

AND SOUTHWEST LOUISIANA
Member F. T. D. **CHAS. D. OTIS**

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NO BRANCH STORES MEMBER F. T. D.

FRED WEBER

4326 Olive Street ST. LOUIS, MO.

Red C Says: He is fully prepared to take care of all your orders for the summer. Store closed on Sundays.

ST. LOUIS, MO. Send Your Orders to **F. H. WEBER**
Taylor Avenue and Olive Street

EVERYTHING SEASONABLE. PLANTS OR CUT FLOWERS.
ALL ORDERS CAREFULLY EXECUTED UNDER MY PERSONAL SUPERVISION.

Member Florists' Telegraph Delivery Association. Flowers Delivered in City or State on Short Notice.

ST. LOUIS, MO.
GRIMM & GORLY
Leading Downtown Florists
Members Florists' Telegraph Delivery.

SAINT JOSEPH MISSOURI  **Floral Company**
225,000 Feet of Glass

Members Florists' Telegraph Delivery Association

ORDERS FOR
ST. LOUIS, MO.
YOUNG'S :: 1406 Olive St.

Samuel Murray
KANSAS CITY, MO.
1017 GRAND AVE.
Member of the Florists' Telegraph Delivery Association

Kansas City, Mo.

MEMBER F. T. D.
1106 GRAND AVENUE

ST. LOUIS, MO.
Wire or Phone Your Orders to the
HOUSE OF FLOWERS
OSTERTAG BROS.
The Largest Retail Supply House in the West
JEFFERSON AND WASHINGTON AVES.

ST. JOSEPH, MO.
QUENTIN FLORAL CO.
Orders for
Iowa, Nebraska, Kansas and Missouri
ST. LOUIS, MISSOURI
THE BLOSSOM SHOP
Up-to-Date Service. 4110 Manchester Ave.

KANSAS CITY

MEMBER F. T. D. Eleventh and McGee Sts.

ST. LOUIS, MO.
Wire your orders to
MULLANPHY FLORISTS, Inc.
8th and Locust Streets
— Both Long Distance Phones —
Member Florists' Telegraph Delivery Ass'n.

WEBB CITY, MO.
J. E. Meinhart, 416 S. Pennsylvania Ave.

Kansas City, Mo.
MUEHLEBACH
FLOWER SHOP
HUGO R. NEFF, Manager

ST. LOUIS, MO.


Member Florists' Telegraph Delivery Association
4744-4748 McPherson Ave.

Joplin, Mo. AMERICAN FLORAL SHOP
J. E. MEINHART, Prop., 216 W. 4th St.

ST. LOUIS, MO.
BENTZEN
FLORAL COMPANY
3118 North Grand Avenue
FACILITIES SECOND TO NONE

KANSAS CITY
WE STRIVE TO PLEASE

Member of the F. T. D.
205 WALNUT - FOUNDED 1896

 **KANSAS CITY, MO**
38th St. and Euclid Ave
Established 1890
No order too large or small. Member F. T. D.

KANSAS CITY, MO.
We are members of the F. T. D.
J. E. MURRAY & CO., 212 E. 10th Street

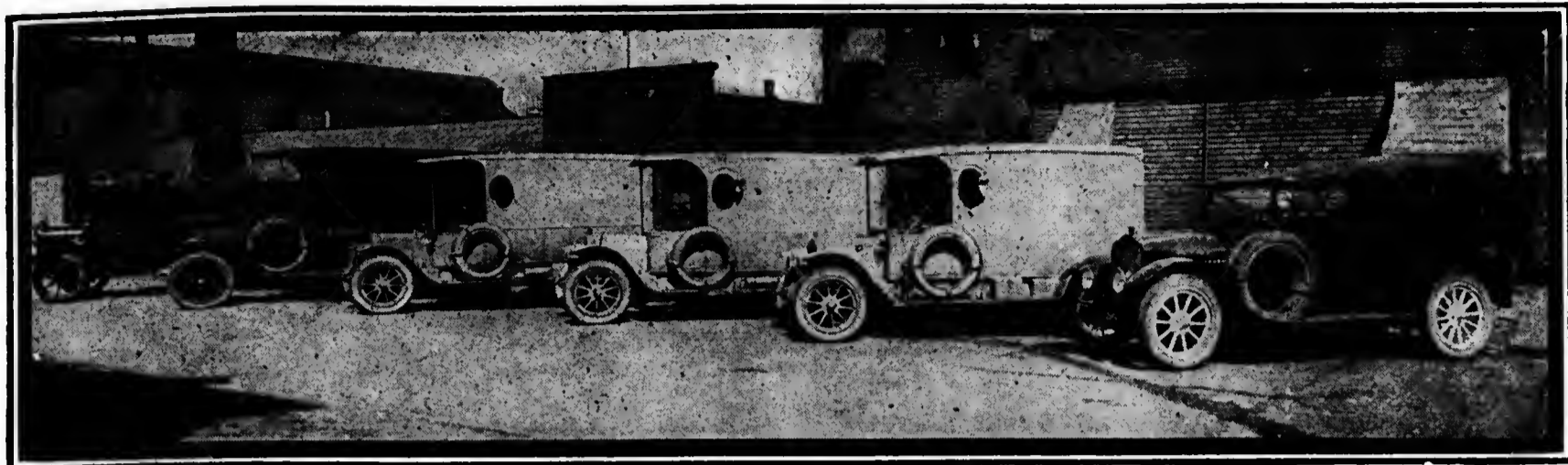
The hot weather is proving too much for the rose stock. Premier is holding its own and has the call, while Columbia, Russell and Ophelia are pale in color. White Killarney is a good seller, but not enough are coming in for the demand. Carnations are becoming fewer each week and the few that come in are small and much off color.

Indoor gladioli are coming to an end; there was a scarcity last week and outdoor spikes are looked for daily in large numbers.

Lilies, callas, valley and orchids had

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.



This Fleet of Automobiles is
AT YOUR SERVICE

(White Trucks Insure Dependable Delivery)

I N C L E V E L A N D

Send Your Orders to
The F. T. D. Florist

KIRCHNER'S FLOWERS, 6701 Quincy St., Cleveland, Ohio

Phone 1367
Stokes FLORAL SHOP
"WE STRIVE TO PLEASE"
205 E. Walnut St., Springfield, Mo.
Members F. T. D.

SPRINGFIELD SEED CO.
SPRINGFIELD, MO.
FLORAL DEPARTMENT OPEN DAY AND NIGHT
Members Florists' Telegraph Delivery Association

Excelsior Springs, Mo.
EXCELSIOR GREENHOUSES

COLUMBIA, MO.
COLUMBIA FLORAL CO.
Halfway between St. Louis and Kansas City

CHILLICOTHE, MO.
ISHERWOOD GREENHOUSES
We Strive to Please

ARCHIAS FLORAL CO., Sedalia, Mo.
Choice Cut Flowers and Designs on short notice.
Prompt attention to telegraph and telephone orders
Members Florists' Telegraph Delivery Ass'n.

Helena, Ark. NEAREST FLORIST
IN STATE
150 MILES
BALL FLORAL COMPANY

PINE BLUFF, ARK.
DAVIS FLORAL CO. MEMBER
F. T. D.

GEORGE RYE, Some Florist
THE PLAZA Ft. Smith, Ark.
F. T. D.

EUREKA SPRINGS, ARK.
C. I. POOR, 27 Hilton St.

HOT SPRINGS, ARK.
The Flower Shop 366 Central
Avenue

TEXARKANA, ARK. TEX.
MAJESTIC FLORAL COMPANY

El Paso, Texas POTTER
FLORAL CO.
Members Florists' Telegraph Delivery

a great demand last week, but the supply was not equal to the demand. A great deal of outdoor stock is coming in now and is in good demand daily, especially calendulas, cornflowers, larkspurs and snapdragons. Splendid shipments of flat ferns came in last week; these and other greens have large demand daily.

Club Banquet.

The celebration of the thirty-fourth anniversary of the St. Louis Florists' Club was held at the Planters' hotel June 24 in the large banquet room, which was handsomely decorated for the occasion. The attendance was large, over 150 being present.

FOR WEST AND CENTRAL TEXAS
AND THE OIL FIELDS
Phone, wire or write Brownwood Floral Co.
BROWNWOOD, TEXAS
We are prepared to fill your orders
Members F. T. D.

SHERMAN, TEXAS
H. O. HANNAH & SON
Service up to-date. Northern Texas-Southern Oklahoma.

WACO in the heart of Texas
Member F. T. D. **WOLFE THE FLORIST**

AMARILLO, TEXAS
West Texas, Western Oklahoma, Eastern New Mexico, CUNNINGHAM
FLOWER SHOP

Lang Floral & Nursery Co., Dallas, Tex.
Write or wire headquarters for flowers for Texas Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

FORT WORTH, TEXAS
Baker Bros. Members Florists' Telegraph Delivery

Orders for TEXAS
KERR The Florist, Houston, Tex.
Member Florists' Telegraph Delivery

WICHITA FALLS, TEXAS
LEADING FLORIST
BUCHANAN FLORAL CO. :: 603 1/2 Indiana Ave.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Boston—O'BRIEN

67 Beacon Street
Deliveries
To All Suburbs

QUALITY AND SERVICE

Member Florists' Telegraph Delivery Association

CARBONE, 342
Boylston Street,
BOSTON

Member Florists' Telegraph Delivery Ass'n.

The Beacon Florist
7 Beacon Street, **BOSTON**

J. EISEMANN, Manager, 14 years head decorator and designer for Penn's.
PROMPT, EFFICIENT SERVICE GUARANTEED.

Worcester, Mass.
Randall's Flower Shop
Member Florists' Telegraph Delivery

H. F. A. LANGE
Worcester, Mass.

Delivers to All Points in New England
125,000 Square Feet of Glass
Member Florists' Telegraph Delivery Ass'n.

New Bedford, Mass.
and all parts of CAPE COD, MASS.
MURRAY, Florist

232 Union Street
GREENHOUSES: FAIRHAVEN, MASS.
National Florist. Member F. T. D.

Warburton

Member F. T. D.

FALL RIVER
MASS.
33 N. Main Street
Orders Executed for
Southeastern Mass., Newport
and Rhode Island Points.

FITCHBURG, MASS.

LESURE The Florist
EVERYTHING IN FLOWERS

CAMBRIDGE, MASS.

ROBBINS BROS., 636 Massachusetts Avenue
Near All Colleges Members F. T. D.

WELLESLEY COLLEGE

Dana Hall, Walnut Hill, Rockbridge Hall Schools
TAILBY, Wellesley, Mass.
Long Distance Tel., Wellesley, 44-1, 44-2, 44-3

Newton, Mass. | COTTON
Also BOSTON, BROOKLINE | The Florist
CAMBRIDGE, WELLESLEY

I should like to write a
little essay on

"The Sweet Perfume
of Courteous Service"

but actions speak louder
than words. Flowers are
my hobby and my business.
If you have orders for de-
livery in N. E., wire us.

BOSTON, MASS.

Penn The Florist

"Penn, the Telegraph Florist."

Member of Florists' Telegraph Delivery Association.
124 TREMONT STREET

War Brothers Boston, Massachusetts
44 TEMPLE PLACE
The Centrally Located Florist Shop
We cover all points in New England.
Members Florists' Telegraph Delivery.

Yours for Reciprocity.

Brookline, Mass.

1314 Beacon St. Alice B. Merrill
Member F. T. D.

BOSTON 9, MASS.

HENRY R. COMLEY, Florist, 6 Park Street
50 years' experience in the florist business guarantees
efficiency to take care of all orders. 20 per cent allowed.

All arrangements for the event were
in the hands of the members of the
publicity committee, which did its work
with great success.

August H. Hummert, president of the
club, was the toastmaster of the eve-
ning. With him at the head table were
seated all the officers of the club and
the ex-presidents.

A fine string band, led by Arthur
Beyer and hidden behind a bank of
palms, played popular airs while a splen-
did menu was served.

President Hummert welcomed the
guests in behalf of the club with a few
well chosen remarks and called upon
the guests of the evening. H. J. Seel,
of Milwaukee, Wis., gave a splendid
talk on publicity, outlining the Milwau-
kee plan and telling how it started and
what great success they were having.
He said that the success was due to the
fact that they had 100 per cent of the
retailers, growers and wholesalers
working in harmony and that he hoped
to see these conditions prevail in St.
Louis and in other cities. At the con-
clusion of his remarks Mr. Seel was
given a rising vote of thanks.

J. F. Ammann responded to the re-
marks of Mr. Seel with a talk that held
all spellbound; he pleaded with the
local trade to follow the Milwaukee
brothers and make St. Louis 100 per
cent. Anyone who was present and is
not paying his share will no doubt do
so in the immediate future, as an epi-
demic called the publicity fever is
spreading all over the country and it
is better for all to come in at once.

L. Jules Bourdet, chairman of the
local publicity committee, was next

BOSTON—BECKER'S

Send us your telegrams. Prompt service IN
and ROUNDABOUT BOSTON. Our con-
servatories are in Cambridge, only 8 minutes
from the heart of Boston.

BECKER'S CONSERVATORIES
CAMBRIDGE MASS.
Members Florists' Telegraph Delivery

Waltham, Mass.

1st CLASS STOCK
FACILITIES
SERVICE

M. F. RUANE

Member F. T. D. 121 Moody St.

Brookline, Mass.

220 Washington Street

F. E. PALMER, Inc.

Established 1886
Members Florists' Telegraph Delivery Ass'n.

Cambridge, Mass.

Largest Retail Conservatories near the heart
of Boston. Deliveries in all suburbs.

HAROLD A. RYAN, Inc.

Opposite Mount Auburn Cemetery.

MALDEN, MASS.

J. WALSH & SON
Members Florists' Telegraph Delivery Ass'n.

Lynn, Mass. MEMBERS
F. T. D.

GIBBS BROS., 231-233 Union St.

BROCKTON, MASS.

Belmont Flower Shop. MEMBER
F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

SAN ANTONIO, TEX. MEMBER F. T. D.

GREEN, The Florist
 Avenue C at 8th Street

YOUR CREDIT IS GOOD WITH US FOR
 CUT FLOWERS AND FLORAL OFFERINGS

HARTFORD, CONNECTICUT
 Welch's Flower Shop
 197 Trumbull Street
 A. W. Welch Mrs. E. M. Welch

Coombs
 LEADING FLORIST
 Member Florists' Telegraph Delivery Association.

Orders solicited for all parts of Connecticut
 Stores: 741 Main St. 364 Asylum St.
 Greenhouses: Benton St. Hartford, Conn.

Hartford, Conn.
GEORGE G. McCLUNIE
 165 Main Street
 Established 1897 Member F. T. D.

Hartford, Conn.
George F. Lane
 SUCCESSOR to *Welch*
 THE FLORIST
 180 Asylum Street Member F. T. D.

Hartford, Conn.
J. Albert Brodrib, Store, 639 Main Street
 Deliveries to New Britain, Meriden, Middletown, Manchester, Rockville, Farmington, Willimantic.
 Member Florists' Telegraph Delivery Association

Waterbury, Conn.
RYAN & POWERS
 80 Center St.
 Special attention Westover and St. Margaret School Orders.
 Members F. T. D. and Rotary Florist.

STAMFORD, CONN.
QUALITY FLOWER SHOP
 Member F. T. D. 43 ATLANTIC ST.
 Prompt delivery to
NOROTON, DARIEN, NORWALK, GREENWICH

NEWPORT, R. I.
SMITH Est. 1864 Greenhouses
 JAMESTOWN, R. I.

PORTLAND, ME.
 THE FLOWER SHOP
 M. E. McGunigle 47 Oak Street

ESTABLISHED 1847
F. T. D. THE NAME PROTECTS YOU

Thos. F. Gabrin INC.
BOSTON
 1 PARK STREET
 799 BOYLSTON STREET
NEW YORK
 561 FIFTH AVENUE

Steamers are Again Sailing on Schedule Deliveries made on board

Morse & Beals, LOWELL, MASS.
 Nearest Shipping Point to
NEW HAMPSHIRE and VERMONT
 Members Florists' Telegraph Delivery Association

New Haven, Conn. Yale College

J. N. CHAMPION & CO.
 The F. T. D. Artists
 Covering All Connecticut

MANCHESTER, N. H.
H. C. STACHE. L. D. PHONE 1281-R.

called upon and explained local publicity and the work of the members of the local committee.

After this the floor was given over to the younger folks for dancing until midnight. All present declared this to be one of the best affairs ever given by the club in its thirty-four years of existence.

Publicity Committee Meets.

The publicity committee held its regular meeting Tuesday evening, June 22, at headquarters, 1316 Pine street, and transacted a large amount of business.

The various committees in charge of the banquet reported that arrangements were complete. Then the secretary's report on the financial standing of the committee, which was pleasing, was read.

The matter of arranging a florists' night at the open-air opera in Forest park, to be known as the "Say It with Flowers" night, at which 5,000 roses would be distributed during the evening, came up for discussion. Then the chair appointed a committee of four, consisting of Frank A. Windler, D. S. Geddis, Nat Kingsley and Frank X. Gorly, to make all arrangements for a night during July and report at the Florists' Club meeting July 8.

The "Say It with Flowers" baseball team was given an additional sum of money for expenses on balls and bats.

Providence, Rhode Island
Johnston Brothers
 LEADING FLORISTS
 38 DORRANCE STREET
 Member Florists' Telegraph Delivery Ass'n.

Orders for Vermont and Northern N. Y. filled to your entire satisfaction at right prices.

Love the Florist
 BURLINGTON, VT.

BRIDGEPORT, CONN.
James Horan & Son
 943 MAIN STREET
 Largest Growers in this District.
 MEMBERS FLORISTS' TELEGRAPH DELIVERY.

PROVIDENCE, R. I.
 AND ALL NEW ENGLAND POINTS
T. J. Johnston & Co., 107 Washington St. PROVIDENCE

New Britain, Conn.
VOLZ FLORAL CO.

Bridgeport, Conn.
John Reck & Son, 985 Main Street

Telegraph Delivery Department

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NEW YORK DARDS 341 Madison Avenue

Member of Florists' Telegraph Delivery
LET US FILL YOUR STEAMER ORDERS

Leading Florist
Regular European Sailings Now Established

Guaranteed Satisfaction
Nearly 50 Years



WE CARRY THE HIGHEST GRADE OF CUT FLOWERS

SEND US YOUR NEW YORK ORDERS

ADJACENT TO THEATRICAL AND HOTEL DISTRICTS

Member F. T. D.

EAST ORANGE, N. J.

George Smith & Sons

557 Main Street
EAST ORANGE

Maplewood, Glen Ridge
and Bloomfield

We are located in the center of these cities

South Orange East Orange
West Orange ORANGE

ENGLEWOOD

Bergen County and Northern Jersey

Meadowbrook Nurseries, Inc.

F. T. D. Member

275 Grand Ave., Englewood, N. J.

Telegraph orders promptly and carefully filled.

ABUNDANTLY PREPARED
AT ALL TIMES

Edwards Floral Hall Company

1716 Pacific Avenue
Atlantic City, New Jersey

Nurseries: Mediterranean
and South Carolina Aves.

Member Florists' Telegraph Delivery Ass'n.

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Members F. T. D.

PATERSON PASSAIC New Jersey

EDWARD SCEERY

Member Florists' Telegraph Delivery Assn.

ATLANTIC CITY, N. J.

Atlantic City Flower Shop

1519 Pacific Avenue

Always a big stock on hand of all kinds of flowers and plants. Personal attention. F. T. D. Member

NEWARK, N. J.

WASHINGTON FLORIST

577 Broad Street

Member F. T. D.

Open 7 a. m. to 10 p. m. every day

All Middle State and Seashore
NEW JERSEY POINTS
and Northeastern Pennsylvania towns
are best reached from

TRENTON

MARTIN C. RIBSAM, Florist
Member F. T. D. Broad and Front Sts.

Red Bank, N. J.

W. W. KENNEDY & SONS
FLORISTS

MEMBERS F. T. D.

41 BROAD STREET

Stroudsburg, Pa. Boonton, N. J.
Dover, N. J. Hackettstown, N. J.

Store in each town. Flowers fresh from our own greenhouses. Immediate delivery all Eastern Penna. and Northern New Jersey.

HERRICK, Florist Member Florists' Telegraph Delivery

Englewood, N. J. Camp Merritt
EDWARD G. BURROWS
Member F. T. D.

Summit, HARRY O. MAY,
PROPRIETOR
New Jersey The Rose Shop

TRENTON, N. J.

PARK FLORAL CO. R. ABBOTT
Greenhouses--Buchanan, Lafayette and Schiller Ave.

NEWARK, N. J. F. T. D. Member
BEGEROW'S 946 Broad St.
FRESH FLOWERS AND BEST SERVICE

JERSEY CITY, N. J.

WEIDEMANN'S FLOWER SHOP

222 MONTICELLO AVE.
Member F. T. D.

The team is drawing large crowds in Forest park every Sunday and flowers are distributed at each game to all ladies who attend, creating plenty of publicity; many in the trade are in attendance each Sunday.

The next meeting of the committee will be held July 13.

Various Notes.

Olean, N. Y. HERRON
The Florist
WE GROW OUR OWN FLOWERS

OLEAN, N. Y.
Member Florists' Telegraph Delivery
Manuel Oppenheim

HOBOKEN, N. J.

J. GRULICH & SONS
Members F. T. D. 616 Washington Street

The St. Louis Florists' Club will hold its monthly meeting Thursday afternoon, July 8, in Edwardsville, Ill., at the home of J. F. Ammann. The officers of the club are to meet July 1 and arrange for an attractive program. Notices will be sent to all members and Mr. Ammann is looking forward to the largest attendance of the year.

ONEONTA, NEW YORK

DERRICK, Florist, MEMBER F. T. D.

MONTCLAIR, N. J.

MASSMANN
Member Florists' Telegraph Delivery

SYRACUSE, N. Y.

MILES S. HENCLE, 118 Harrison St.
Telegraph or mail orders receive my personal attention.

Atlantic City, N. J.

EGG HARBOR FLOWER SHOP
4811 Pacific Ave. Crane & Hill, Props. Members F. T. D.

The St. Louis County Growers' Association will meet at the Eleven Mile House July 7. Secretary Deutschmann says that arrangements will be dis-

For SYRACUSE, N. Y.

W. E. Day Co., Onondaga Hotel Bldg. F. T. D.

Telegraph Delivery Department

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WE DELIVER TO ALL PARTS OF
BROOKLYN ——— and ——— **NEW YORK CITY**
JOSEPH TREPEL
 LARGEST INDIVIDUAL FLORIST IN THE UNITED STATES
ELEVEN STORES
 TELEGRAPH YOUR ORDERS TO THE MAIN STORE
LEWIS AVENUE Corner **HANCOCK STREET**, BROOKLYN, N. Y.
 AND RECEIVE MY PERSONAL ATTENTION

Kottmiller
 ... FLORIST ...
 426 Madison Ave.—and 49th Street
 Also Vanderbilt and Ritz-Carlton Hotels
 Telephone Murray Hill 783
 Highest award at the International Flower Show,
 April 11, Grand Central Palace.
 Location Central. Personal Attention.
 Member Florists' Telegraph Deliver. Association.

RAMM'S Flower ...Shop
 350 Madison Avenue
 Prompt and Efficient Service. In the Heart of **NEW YORK**

THE BOSTON FLORIST
 Personal selection. Satisfaction guaranteed.
 In the heart of New York City.
 Close to Theaters and Steamships.
 Established 1902.
 135 E. 34th St., - NEW YORK

M.A. Rowe
 IN HEART OF NEW YORK CITY
 332 FIFTH AVE., NEAR 33rd ST.
 Opposite the Waldorf-Astoria. Phone Mad. Sq. 358-359
 OUR MOTTO—THE GOLDEN RULE.

NEW YORK Telephone Lenox 3822
HENRY HART, Inc.
 1000 MADISON AVENUE
 In the heart of most exclusive residential section

YONKERS, N. Y. MEMBER F. T. D.
 3 MANOR HOUSE SQ. **R. T. BRODERICK**

BUNYARD 413 Madison Avenue **NEW YORK CITY**
 Member F. T. D. SUMMER SEASON, Bellevue Ave., NEWPORT R. I.

NEW YORK, N. Y.
 QUALITY SERVICE
Charles H. Brown
 2366 Broadway, New York City
 CHOICE FLOWERS

David Clarke's Sons
 2139-2141 BROADWAY
 Tel. 1552, 1553 Columbus
NEW YORK CITY
 Out-of-town orders for delivery in New York carefully and promptly filled at reasonable rates

"Where Roses and Lilies and Violets Meet."
GUIDO, Inc.
 Florist
 PHONES: Plaza 7570; Night call, South 1125
 595 Lexington Ave., Corner 52nd St. **NEW YORK**

cussed as to sending a delegation to the Cleveland S. A. F. convention and reports will be heard from any of the members who will attend the Missouri growers' meeting at Pleasant Hill, Mo., July 5. All members are requested to be present.
 George Kuehner, manager for H. G. Berning and captain of the Roses bowling team, received a severe scalp wound while attending the baseball game June 20 at American League park; a board fell from the top of the grand stand. Mr. Kuehner was in company with F. A. Windler, A. W. Gumz and Joseph Krager, who took good care of him after the accident. He is about again, attending to business.
 Vincent Gorly, of Grimm & Gorly, has returned from Atlantic City, where

NEW YORK CITY
A. WARENDORFF
 F. T. D. Member
 TWO STORES { 325 Fifth Avenue
 { 1193 Broadway
SPLENDID SERVICE

NEW YORK CITY
ADOLPH MEYER
 In center of the **BON TON** residential district
 1062 Madison Avenue
 Near the great Art Museum and Cleopatra's Needle
 WE COVER LONG ISLAND
 JERSEY and CONNECTICUT
 Phones: 2352-7019 Lenox.

NEW YORK
 Orders Sent to **H. H. BURNS** 509 Madison Av.
 will receive prompt and careful attention.
 LONG ISLAND BROOKLYN JERSEY CITY NEWARK

W. & T. CASS
Geneva, N. Y.
 Telegraph Orders Promptly Filled in Western New York

Malone, N. Y. Member F. T. D.
 L. G. RENNIE, 51 East Main Street

MEDINA, N. Y., White Bros.
 Members Orders for Western New York F. T. D. handled with promptness

Telegraph Delivery Department

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BUFFALO COLONIAL FLOWER SHOP

230 DELAWARE AVENUE

Personal Attention to F. T. D. Orders

S. A. ANDERSON
440 Main St., BUFFALO, N. Y.

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

Member of the Florists' Telegraph Delivery.

BUFFALO

L. H. NEUBECK
MAIN AND HIGH STS.

Member Florists' Telegraph Delivery

Scott The Florist

MEMBER OF THE F. T. D.
BUFFALO, NEW YORK

F. T. D.

Stroh's

Greenhouses ATTICA, N. Y. 379 Main Street, Buffalo, N. Y.



Niagara Falls, N. Y.

HARRIS & LEVER

Florists

Members of Florists' Telegraph Delivery

Wm. H. Grever Formerly manager Palmer's.
77 Allen Street, BUFFALO, N. Y.
F. T. D.

HUGO H. JAHN, 710 Nostrand Ave. BROOKLYN, N. Y.
Tel. 1952 Bedford. Will deliver to Steamships, Theaters, anywhere within 20 miles of New York. Artistic work. Personal attention. Special care of telegraph orders.

Elmira, N. Y. SHIPMENTS Southern New York Northern Pennsylvania
Member F. T. D. The Rosery Garden Shop 182 N. Main Street

WILSON 3 and 5 Greene Ave. Main Store: Cor. Fulton St.

BROOKLYN

PHONE 6900 PROSPECT NEW YORK

BROOKLYN, N. Y.

JAMES WEIR, Inc.

324 Fulton St., cor. Pierpont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main

The Rosendale Flower Shop

126 JAY STREET

Schenectady, N. Y.

No order too large for us to fill, none too small for consideration.

Member F. T. D.

UTICA, N. Y.

Utica Floral Co.

MEMBERS F. T. D.

TROY, N. Y. MEMBER F. T. D.

33 Fourth St. H. LOUIS MENAND

FLORAL OSWEGO, N. Y.

ART STUDIO E. KENDIG, Prop.

Member F. T. D. At Your Service. Personal Attention.

ROCHESTER, N. Y. J. B. KELLER SONS Florists

25 CLINTON AVENUE, N

Roch. Phone Stone 506 L. D. Bell Phone Main 2189

Members Florists' Telegraph Delivery

Batavia, N. Y. L. C. STROH & SONS

Flowers delivered to all nearby towns.

ALBANY, N. Y. THE CAPITAL DISTRICT and all Eastern New York

WILLIAM GLOECKNER

WE GUARANTEE ABSOLUTE SATISFACTION

Member F. T. D. and N. F.

he attended the meeting of the Rotarians. Mr. Gorly visited Philadelphia and New York before returning home and had a most enjoyable trip.

William Dee, for many years store manager for C. Young & Sons Co., is now one of the stockholders of the company and is stationed in Olivette, Mo., as manager of the company's

Jamestown, N. Y.

LAKEVIEW ROSE GARDENS

1,500,000 ft. of glass

CAPABLE RETAIL SERVICE

INSTANT SERVICE TO

Mayville N. Y. Fredonia, N. Y.
Brocton, N. Y. Chautauqua, N. Y.
Randolph, N. Y. Lakewood, N. Y.
Bemus Point, N. Y. Cassadaga, N. Y.
Other Principal Western N. Y. towns

Danker
Albany, N. Y.

Albany, New York

The Rosery 28 STEUBEN STREET
FLOWER SHOP
Best service Send your orders to us
Members Florists' Telegraph Delivery Ass'n

WETTLIN FLORAL CO. HORNELL, N. Y.

For quick service to Avoca, Addison, Andover, Arkport, Almond, Angelica, Bath, Corning, Cuba, Canisteo, Castile, Cansarga, Cohocton, Friendship, Wellsville, Wayland, Warsaw, Danville, Nunda and other Western New York towns.

ROCHESTER, N. Y.

Wilson F. T. D.
THE FLORIST
88 E. MAIN ST
We reach all Western N. Y. Points

HORNELL, New York

C. G. JAMES & SON

Prompt Deliveries to Elmira, Corning and Wellsville.

Elmira, N. Y. THE FLORIST

Deliveries to Ithaca Binghamton, Hornell, Corning and other points.

JAMESTOWN, N. Y.

Heelas Flower Store

For all Chautauqua County

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Send us your orders for
Washington, D. C.

and the surrounding country

GUDE BROTHERS CO.,

1214 F Street, N. W.
WASHINGTON, D. C.

MEMBER F. T. D.

WE OWN and operate 400,000 feet of glass for the cultivation of high class cut flowers and decorative plants in our retail store.

REMEMBER, every customer must be satisfied. If not, either the order will be duplicated or no pay accepted.

Established 1859
A. WIEGAND'S SONS CO.
1610 to 1620 North Illinois Street
INDIANAPOLIS, IND.
Indiana's oldest, largest and most complete retail establishment
Member Florists' Telegraph Delivery Ass'n.

Indianapolis, Ind.
241 MASSACHUSETTS AVENUE
Bertermann Bros Co.
LEADING FLORISTS
Members Florists' Telegraph Delivery Assn.

INDIANAPOLIS, IND.
GREENE'S FLOWER SHOP
Board of Trade Building
Members Florists' Telegraph Delivery Ass'n
Not Open on the Sabbath, except when a holiday falls on Sunday.

ERIC BUCHHOLZ
MUNCIE INDIANA
Member Florists' Telegraph Delivery
80,000 square feet of modern greenhouses
18 acres of outdoor cultivation
SATISFACTION ON ALL ORDERS ASSURED

VINCENNES, IND.
PAUL C. SCHULTZ
Member Florists' Telegraph Delivery.

GARY FLORAL CO. GARY
118 W. 5th Ave. Ind.
Always a complete stock and prompt service
MINIMUM ORDER, \$2.00

Attica, Ind. and all Surrounding Cities
ATTICA FLORAL CO.
Free daily delivery to Mudlavia Hotel,
Kramer, Ind.

BLOOMINGTON, IND.
Morris & Ellis
Members F. T. D.

TERRE HAUTE, IND.
129 SOUTH SEVENTH STREET
JOHN G. HEINL & SON

Send Orders for
WASHINGTON, D. C.
and vicinity to



EVERYTHING
FIRST-CLASS

Member F. T. D.

14th and H. Streets

ORDERS IN OR AROUND
Washington, D. C.
MEMBER F. T. D.
GEO. C. SHAFFER
900 Fourteenth Street

WASHINGTON, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, - - Proprietress
Phones - Franklin 3579, 3841, 3842.
Member Florists' Telegraph Delivery.

BEYER FLOWER SHOP
SOUTH BEND, INDIANA
Daily deliveries to Notre Dame University and St. Mary's Academy. Also close Connections with
NILES, BERRIEN SPRINGS, ST. JOSEPH, MICH.,
NEW CARLISLE, MICHIGAN CITY, LA PORTE,
ELKHART, GOSHEN, WARSAW, IND.

Ft. Wayne and Northern Ind.
DOSWELL'S
QUALITY FLOWERS
Store: 301 W. Main and Lindenwood Cemetery

SOUTH BEND, IND.
Adam Beehler
Williams & Co. South Bend, Ind.
Florists
For Northern Indiana and South'n Michigan
138 S. MICHIGAN ST.
Members F. T. D.

FT. WAYNE, IND.
FLICK FLORAL CO.
The Largest Store in the State
207-209 WEST BERRY STREET

greenhouse range at that place, where many improvements are to be made this summer.
Fred M. Frow, of Normandy, motored to Cleveland last week and returned home driving a handsome new Chandler car. Mr. Frow says that the roads were good all the way and anyone who contemplates a motor trip to the S. A. F. convention should consult him for a direct route.
Charles J. Young, who was formerly one of the principal stockholders and is the uncle of the present owners of the C. Young & Sons Co., is now living at Charlotte, N. C., and paid the trade a visit last week, looking the picture of health. Mr. Young is not connected with the trade at present.
Mrs. A. Stewart, formerly with F. J. Foster and the Arcade Floral Shop, is

FORT WAYNE, IND.
Blossom Floral Co.
MEMBER F. T. D.
QUALITY-SERVICE-ART
110 W. Wayne St.

FORT WAYNE, IND. MEMBERS F. T. D.
W. J. & M. S. VESEY
Prompt Service 2602 Thompson Ave.

RICHMOND, INDIANA
FRED H. LEMON & CO.
Florists and Decorators Send us your orders

RICHMOND, INDIANA
AND VICINITY
Member F. T. D. G. R. GAUSE

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

PITTSBURGH
AND VICINITY

F. T. D.
Service

A. W. Smith
Flower Stores Company

Keenan Building, PITTSBURGH, PA.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 PENN AVENUE Member F. T. D.

THINK! Everything in Flowers
GRAKELOW'S

Member Florists' Telegraph
Delivery Association

Broad Street at Cumberland, PHILADELPHIA, PA.

PITTSBURGH



E. C. LUDWIG
FLORAL CO.
710 E. Diamond St.
Members F. T. D.

UNIONTOWN, PA.

W. R. BARTON

44 Morgantown Street

Fine flowers and efficient service have distinguished this house for forty years.

J. J. Habermehl's Sons

The finest floral arrangements, flowers and plants furnished on telegraphic orders.

The Bellevue-Stratford Philadelphia Broad and Walnut Streets

Pittsburgh, Pa.

RANDOLPH & McCLEMENTS
Floral Experts

5936 PENN AVENUE

Members of the Florists' Telegraph Delivery

UNIONTOWN, PA.

STENSON & McGRAIL, "The Leading Florists"

11 Morgantown Street

FRESH HOME-GROWN CUT FLOWERS AND PLANTS at all times

PHILADELPHIA

Germantown and Chestnut Hill
Orders carefully filled in first-class style and on time

WILLIAM BERGER'S SONS
5522 Germantown Ave., Philadelphia, Pa.

PITTSBURGH, PA.

Ludwig Floral Co.

502 FEDERAL STREET

UNIONTOWN, PA.

GILES, The Florist
READING, PENNA.

Member F. T. D.

ORDERS FOR
PHILADELPHIA

AND SUBURBS CAREFULLY FILLED
We are in close touch with all the suburbs by railroad service and can make quick delivery.

CHARLES F. KRUEGER CO.
Reading Terminal Flower Shop. Philadelphia

HARRIS BROS.
610 Market St.

PITTSBURGH

BEST
SERVICE

Williamsport, Pa.

W. J. EVENDEN'S SONS
THE LEADING FLORISTS

Members Telegraph Delivery Association

Germantown and Chestnut Hill

ORDERS Carefully executed with taste and promptness.

FRANK R. HASTINGS
8 West Chelton Avenue, GERMANTOWN,
PHILADELPHIA, PA.

SCRANTON, PA.

A. L. BESANCON & CO.
Florists and Decorators

Adams Ave. and Spruce St., SCRANTON, PA. LIFE BLDG.
BOTH PHONES

You can depend on us. Order your flowers on any occasion for delivery in Scranton and vicinity

SCHULTHEIS, Florist

117 Chorch Street, 612 Linden Street,
DUNMORE, PA. SCRANTON, PA.
Members of the Florists' Telegraph Delivery Ass'n.

New Kensington, Pa.

McRAE-JENKINSON CO.
Member Florists' Telegraph Delivery

TITUSVILLE, PA.

WM. A. MURDOCH, MEMBER
F. T. D.

WARREN, PA.

Crescent Floral Garden, SHERM OFFERLE,
Proprietor

Members Florists' Telegraph Delivery Ass'n
EVENDEN BROS.

Largest Growers in
Central Pennsylvania. Williamsport, Pa.

now with the Aurora Floral Co., at Grand and Florissant avenues. Fred Koenig has sold his interest in the company to Anton Horn. A good season is reported by this establishment.

Mr. and Mrs. H. Blixen, Mr. and Mrs. J. F. Ammann, of Edwardsville, Ill.; George Madsen and Miss Willis, of Alton, Ill.; M. F. Widmer, of Highland, Ill.; Mr. and Mrs. Adolph G. Fehr, Matthew Shoenberger and W. J. Ogle, of Belleville, Ill.; Edwin Denker, of St. Charles, Mo., and H. J. Seel, of Milwaukee, Wis., were the out-of-town florists attending the florists' banquet June 24 at the Planters' hotel.

Mrs. Hattie Wray, until recently with the C. Young & Sons Co., is now connected with the Arcade Floral Shop. Mrs. Wray is one of our leading lady artists in the local trade. Mrs. Turk,

ORDERS FOR
PHILADELPHIA

Carefully and Promptly Executed
with Good Flowers and Good Taste by

M. J. Callahan, 3924 Market St.,
PHILADELPHIA

Wilkes-Barre and near-by
Pennsylvania Towns

Member F. T. D. 14 N. Main St. **A. W. B. EVANS**

Wilkes-Barre, Pa.

Member F. T. D. Ira G. Marvin, 23 So. Franklin St.
53 No. Main St.

LANCASTER, PA.

B. F. BARR & CO., Leading Florists

LEBANON, PA. Member
F. T. D.

J. F. VAVROUS SONS
Orders for central Penna. handled with promptness.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Louisville, Ky.

F. T. D. orders taken for Louisville and placed with
EDITH V. WALKER & BROS.
 636 FOURTH AVENUE

NEW MEMBERS OF THE F. T. D., BUT OLD AT THE TRADE

will be filled according to our reputation, which is the best

LEXINGTON, KY.

MEMBERS F. T. D.

MICHLER BROS. CO.

Will take care of all orders for Central Kentucky.

LEXINGTON, KY.

John A. Keller Co.

INCORPORATED

Main St., Opposite Phoenix Hotel
 Member Florists' Telegraph Delivery Ass'n.

LEXINGTON, KY.

HONAKER, The Florist

Largest Cut Flower Grower in the State
 160 West Main Street

Member Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.

MARRET & MILLER

J. E. MARRET J. S. MILLER

Established 1878

At Cave Hill Cemetery

814-822 CHEROKEE ROAD

J. V. LAVER

ERIE, PA.

Write, Phone or Wire Member Florists' Telegraph Delivery



Baur Floral Co.
ERIE, PA.

Erie, Pa. Charles G. Offerle
 2408 Poplar Street

PITTSTON, PA.

Bell Phone 110-J
MARTHA HUNTLEY
 Member F. T. D. 81 South Main Street

HUNTINGDON, PA.

J. LESLIE LAIRD GOOD SERVICE GUARANTEED

PITTSBURGH, PA.

Open Sunday. Quick Service.
DAVE HILL & CO.
 Fifth Ave. and Wood St.

In **KENTUCKY** where prestige counts for much, let your customers be represented by a concern whose progressiveness is combined with the dignity of forty-six years of distinguished service.

Jacob Schulz Co.
INCORPORATED EST. 1874
 550 FOURTH AVENUE - LOUISVILLE
 Members F. T. D. Association.

LYNCHBURG, VA.

J. J. FALLON CO.

PROMPT SERVICE

Member Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member Florists' Telegraph Delivery Ass'n

LOUISVILLE, KY.

E. G. REIMERS & SON CO.

Established 1880

Incorporated 1912

Paducah, Ky.

LEADING FLORIST

JOHN VAN AART
 50,000 Feet of Glass and Retail Store

the president of the company, reports a fine business season.

J. F. Ammann says he was compelled to cancel his Baltimore engagement, much to his sorrow, owing to a spell of sickness, from which he has now recovered; he will be at Pleasant Hill, Mo., July 5 to meet and talk to the growers of Missouri. He is looking for a large number to accompany him from St. Louis.

Mrs. T. Diemer, of the Diemer Floral Co., South Broadway, reports a heavy business for weddings all last month.

Mrs. Oscar Heile says that last month was good in all lines.

The Skinner irrigation system is working overtime these hot days out in the county among the various establishments and the outdoor crop of roses and gladioli is expected to be the largest for many summers.

Fred Pape, park commissioner, and Ernest Strehle, superintendent of parks, both members of the Florists' Club, have their hands full at present. The

LOUISVILLE KENTUCKY

Fine Flowers and Efficient Service have distinguished this house for nearly forty years.

Send us your particular orders.

William Walker Co.
 Incorporated

Home-grown Flowers

615 SOUTH FOURTH AVENUE

Members Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

AUGUSTA, KY.

Victor H. Thomas, Deliveries to Georgetown and Ripley, Ohio

COVINGTON, KY.

Good Stock. Prompt Delivery.

MILLER, "THE FLORIST," Grower

Covington, Ky.

Member F. T. D.

ROBERT D. RUTTLE
 THE MADISON AVENUE FLORIST

Kentucky — Owensboro

TAPSCOTT, Florist MEMBER F. T. D.

Owensboro, Ky.

Members F. T. D. **NANZ FLORAL CO.**

BOWLING GREEN, KY.

COBBY'S FLOWER SHOP

Cut Flowers and Designs Corsages a Specialty

Telegraph Delivery Department

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JOHN L. RATCLIFFE
209 West Broad Street
"FLOWERS OF QUALITY"

RICHMOND
— VIRGINIA —

BRANCH STORE:
Hotel Greenbrier
WHITE SULPHUR
SPRINGS, W. VA.

GOLDSBORO, N. C.
Gate City to Eastern North Carolina
GOLDSBORO FLORAL CO.
Modern Greenhouses - Retail Store
Members F. T. D. 20 years' experience

Birmingham, Ala.

Tutwiler Flower Shop
FRASER NURSERY CO. Best attention given your orders.

Charlotte, N. C.
Louis G. Ratcliffe
322 S. Tryon Street

Mobile
MEMBER F. T. D.
C. RAVIER & SONS
Ala.

Savannah, Ga.
JOHN WOLF
The Largest Grower of Cut Flowers in the South

Charlotte, N. C. AND VICINITY
Scholtz, THE FLORIST INC.
Member Florists' Telegraph Delivery Ass'n.

MOBILE, ALABAMA
GOODBRAD FLORAL CO.

S A V A N N A H
A. C. Oelschig & Sons
FLORISTS and for all South Georgia
MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Charlotte, N. C.
AND VICINITY
THE FLOWER SHOP
203 N. TRYON ST.
Member F. T. D.

MONTGOMERY, ALA.
Alabama's Leading Florists
Rosemont Gardens
Member F. T. D. Correspondence Solicited

COLUMBUS, GA.
J. T. KEHELEY,
Columbus' Leading Florist
MEMBER F. T. D.

DURHAM, N. C.
J. J. FALLON CO.
LEADING FLORISTS
Member Florists' Telegraph Delivery Ass'n

Mobile, Alabama
Member F. T. D. **The Minge Floral Co.**

GEORGIA — CAROLINA
Orders Executed by *Stull's Nursery* MEMBER F. T. D.
AUGUSTA'S LEADING FLORIST
AUGUSTA, GA.

HIGH POINT, N. C. MEMBER F. T. D.
FRANK H. FORD, Greenhouses

shortage of good help has caused them to take off their coats and help at the open-air opera in Forest park each night.

Roger Derby and Harry Schlechter, who have charge of the wooden easel factory of the W. C. Smith Wholesale Floral Co., are working overtime in order to meet the heavy demand. Orders are held up by scarcity of material.

L. Baumann and John Houlihan, landscape gardeners, say this has been one of their best seasons in years, with plenty of orders for work still coming in daily. J. J. B.

ATLANTA, GA.

DEAN'S
FLORIST

Creech, TARBORO, N. C. FLORIST
WANTS YOUR ORDERS FOR ALL EASTERN NORTH CAROLINA

KANSAS CITY, MO.

ATLANTA, GA.
Lawrence Floral Co. Supply Flowers for all occasions in Georgia.

GREENSBORO, N. C.
VAN LINDLEY CO.

S. Bryson Ayres is cutting some good crops of Chinese poppies, larkspurs, gypsophila and cornflowers.

The W. L. Rock Flower Co. began July 1 to take in the 40,000 carnation plants it has in the field. Mr. Rock says that conditions have been just right for carnations since planting and they have never looked better. William Fitzhugh and John Kelly are on vacation this week.

L. G. Brown has had an unusually

American Flower Shop
319 N. 20th St. BIRMINGHAM, ALA.
BIRMINGHAM, ALA.
PARKER'S FLOWER STORE

DURHAM, N. C.
Durham Floral Co. HIBBERD Proprietor

WILMINGTON, N. C.
Fifth Avenue Florist Member F. T. D.

ASHEVILLE, N. C.
E. C. DICKINSON, Florist

Telegraph Delivery Department

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RICHMOND, VA.
and all
Nearby Points

Mosmiller
FLORIST
115 E. Main St.

OUR FACILITIES
are unexcelled in this
section of the country.
Member Florists' Telegraph Delivery Ass'n.

NORFOLK
PROMPT SERVICE
FIRST-CLASS STOCK

VIRGINIA
Grandy
THE FLORIST
269 GRANDY ST.
NORFOLK, VA.
NORFOLK'S TELEGRAPH FLORIST

Fortress Monroe, Va.
Special messenger service to above city, \$1.00
Member Florists' Telegraph
Delivery Association.


KNOXVILLE, TENN.
BAUM'S
HOME OF FLOWERS, Inc.
Member Florists' Telegraph Delivery.
Personal attention given to orders for KNOXVILLE
and EAST TENNESSEE.

NORFOLK, VIRGINIA
GEORGE, Inc.
Member Florists' Telegraph Delivery Association

Charlottesville, Va.
LANKFORD'S Orders solicited for
University of Va.

**Nashville and
Chattanooga**

Member
Florists'
Telegraph
Delivery



Knoxville, Tenn.
CROUCH, Florist
Member Florists' Telegraph Delivery
LARGEST AMOUNT OF GLASS DEVOTED
TO CUT FLOWERS IN THE SOUTH

heavy season on bedding plants. He has a wagon at the city market and it has been quite profitable.

The Hanley Plant Co. cleaned up on growing plants and vegetable plants in pots. It sold 10,000 begonias and between 15,000 and 20,000 geraniums among other things. Mrs. J. R. Hanley has returned home from the hospital, where she has been for several months as a result of the flu.

The Kansas City Wholesale Cut Flower Co. had heavier business last week than earlier in the month. Stock has been good and there has been just about enough.

E. A. O'Connell, deputy county clerk, and William A. Finnucane, alderman from the Ninth ward, will open a flower store near the county courthouse.

Since June 28 Henry Kusik & Co. close at 5 p. m. every day and 1 p. m. Saturday for the summer.

The W. L. Rock Flower Co. had a wedding order Wednesday, June 23, which was one of the biggest of the season and on the scale of before-the-war times. The quaint styles of 1830 prevailed in the affair. There were 300 lilies and 300 gladioli used. White orchids, lilies of the valley and sweet peas composed the bride's shower bouquet. The three bridesmaids' bouquets were of roses and combinations of flowers, each bouquet a different color. The matron of honor carried a large colonial bouquet of pink and white sweet peas and rosebuds. W. L. Rock has bought a carload of New Mexico yearling wethers for Rock's Flower Gardens.

Last week cleaned up the carnation crop of the Pinehurst Floral Co. The roses are arriving fairly well and there is a good crop of miscellaneous flowers.

Mrs. T. A. Moseley left June 26 for Chicago to attend the wedding of her nephew, W. T. Blackwell, and Miss Fanny Marion, held June 30. Mr. Blackwell was awarded the British military medal for bravery in the recent war.

The Rosery had three funerals Friday, June 25. As two of them were

Geny Bros. LEADING
FLORISTS
Members Florists' Telegraph Delivery
212 Fifth Avenue North
NASHVILLE, TENN.

Richmond, Va.
THE HAMMOND COMPANY, Inc.
LEADING FLORISTS
109 EAST BROAD STREET

Send all **MEMPHIS** Orders to
THE FLOWER SHOP
84 Madison Avenue
MEMPHIS, TENNESSEE

ROANOKE, VA.
FALLON, Florist
Member Florists' Telegraph Delivery Assn.

"WE NEVER SLEEP"
Idlewild
Greenhouses **Memphis, Tenn.**
89 South Main Street
"Up-to-the-minute" Service and Execution
Member Florists' Telegraph Delivery

ORDERS FOR **ROANOKE, VA.**
are given prompt and careful attention by
WERTZ, FLORIST, Inc. MEMBER
F. T. D.

Memphis, Tenn.
JOHNSON'S GREENHOUSES
153 MADISON AVE.
Established 1888
Member Florists' Telegraph Delivery Assn.

Portsmouth, Va.
Cotton The Florist, 333 High St.

JACKSON, TENN.
Between Nashville and Memphis
SANDS THE FLORIST

PETERSBURG, VA.
MRS. ROBT. B. STILES, Florist
Phone 910 1202 W. Washington St.

HARRISONBURG, VA.
PROMPT SERVICE
WETSEL SEED CO., Inc.

Norton, Va. Flowers delivered promptly to all parts of Southwest Virginia.
NORTON FLORAL CO.

LYNCHBURG, Va.
MISS McCARRON Member Florists' Telegraph Delivery

STAUNTON, VA.
Central Ave. and Lewis St. **JOHN FALLON**

Telegraph Delivery Department


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BALTIMORE **Samuel Feast & Sons**
 and all Maryland Members F. T. D. Established 1832
 Charles and Pleasant Streets

FURROW & Co.
 Service unexcelled
 for central and northern
 Oklahoma
Guthrie, Oklahoma

Baltimore, Md. 
 Guilford Forest Park
 Mt. Washington Roland Park
 Walbrook Catonsville
 1731 HARFORD AVENUE
 Johns Hopkins Hospital Church Home and Infirmary Hebrew Hospital
 Mercy Hospital Md. General Hospital St. Joseph's Hospital
 St. Agnes' Hospital **SEND ME YOUR SUBURBAN ORDERS**

Oklahoma City, Okla.
THE FOSTER FLORAL CO.
 Member Florists' Telegraph Delivery

 Member
F. T. D. Ass'n.
**WESTERN
ONTARIO'S
FLORIST
LONDON,
ONT., CAN.**

CANADA
JOHN CONNOR CO., Limited
 HAMILTON, ONT.
 Members Florists' Telegraph Delivery Association.

OKMULGEE, OKLA.
 GEO. W. MARSHALL, 108 N. Grand Ave.
 MEMBER F. T. D.

CANADA'S FLORIST
 8-10 W.
Adelaide
Street
Toronto
Member Florists' Telegraph Delivery Association

 Largest
Retailers
in
Canada
Cor. St. Catherine and Guy Streets
9 St. John St., QUEBEC, CAN.
Member Florists' Tel. Delivery **Montreal**

TULSA, OKLAHOMA
 Boston's Flower Store. O. O. Boston
 Member Florists' Telegraph Delivery.

WINNIPEG, MANITOBA Member
Florists'
Telegraph
Delivery
R. B. Ormiston
 96 Osborne Street

VANCOUVER, B. C.
BROWN BROS. & CO., Ltd.
 48 HASTINGS STREET, E.
 FOR ALL BRITISH COLUMBIA ORDERS
 Members Florists' Telegraph Delivery Assn.

Hornaday Greenhouse, LAWTON, OKLA.
 can fill your orders for Walter, Temple, Burk-
 burnett, Altus, Snyder, Grandfield, Apache,
 Anadarko and Fort Sill.

ENID, OKLA. Largest growers
 in northern Okla.
 MEMBER F. T. D. **ENID FLORAL CO.**

Winnipeg, Man., Can.
THE "KING" FLORIST
 Member F. T. D. Ass'n. 270 Hargrave St.

London, Ont., Can.
J. GAMMAGE & SONS, LTD.
 "The House of Flowers"
 All Orders Carefully Executed
 Members Florists' Telegraph Delivery Ass'n.

FOR ALL TOWNS IN SOUTHERN OKLAHOMA
 AND NORTHERN TEXAS
 Mrs. B. A. Nelson Sulphur, Okla.

CHICKASHA, OKLA.
 Mrs. Stella Johnson Member F. T. D.

People's Florists Members
 F. T. D.
 836 Queen St., west and 92 Queen St., east **TORONTO**

HAGERSTOWN, MD.
 HENRY A. BESTER & SONS
 Members Florists' Telegraph Delivery Ass'n.

ENID, OKLAHOMA, Oklahoma Floral Co.
 Will fill your orders for Designs
 and Cut Flowers in Oklahoma
 Member F. T. D., Elks Bldg., 109 E. Broadway

Central and Eastern ONTARIO
 Orders carefully executed
THE PETERBOROUGH FLORAL CO.
 Peterborough, Canada

MARY JOHNSTON, Florist
 Nee Paterson
 221-223 W. Madison Street Baltimore, Md.
 Member Florists' Tel. Delivery

SCRIM'S, FLORIST
 OTTAWA, CANADA

Montreal, Que., HALL & ROBINSON
 825 St. Catherine St., W. MEMBER F. T. D.

VANCOUVER, B. C. VICTORIA, B. C.
 A. J. WOODWARD
 BON VOYAGE ORDERS my specialty

St. Catharines, Ont.
 Robt. L. Dunn 104 Queenston Street
 Member F. T. D.

TRURO, NOVA SCOTIA, CANADA.
 Member F. T. D. **SUCKLING & CHASE, Ltd.**

early, Mr. Thomas was up at 4 o'clock working on orders.
 One of the most elaborate weddings of the season was that of Miss Lucile Robinson and Lieutenant Richard W. Wright, Thursday, June 24, for which the Muehlebach Flower Shop had the decoration. The house was decorated in smilax and pink and white roses, twined in trellises that covered the walls. The wedding party passed through an aisle of pink and white candles and ribbon leading to an altar in the living room. The ceiling of this room was covered with a spider web of pink and white ribbon and electric bulbs, the wires

Saskatoon, Sask., Can.
 Victoria Nursery The Quality Florists in the Center of the west.

Telegraph Delivery Department

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MICHIGAN
 ORDERS WILL BE CAREFULLY
 CARED FOR BY
HENRY SMITH
GRAND RAPIDS
 WHOLESALE AND RETAIL FLORIST.
 Member F. T. D.
 200,000 FEET OF GLASS DEVOTED TO
 FLOWERS AND PLANTS.

GRAND RAPIDS
 ARTHUR F. CRABB
 F. T. D. Member. 13 Jefferson Ave., S.
 Serving all West Michigan Towns

FLINT, MICH. *Hasselbring*
FLORIST
 MEMBER F. T. D.

DETROIT, MICH.
Peter F. Reuss & Co.,
 56 BROADWAY

MT. PLEASANT, MICH.
 Member F. T. D. **Walter W. Caple**

MIDLAND, MICH.
 PERCIVAL F. PENFOLD

Saginaw, Michigan
 GROHMAN THE FLORIST
 Member F. T. D. Ass'n. 117 NORTH FRANKLIN ST.

J. B. GOETZ SONS
SAGINAW, MICH.
 OR ANY CITY IN MICHIGAN

Ann Arbor, Mich. Member F. T. D.
BLUMAIZE BLOSSOM SHOP

Flint, Mich. **EVANS**
 THE FLORIST
 House of Personal Service

PETOSKEY, MICH.
 AND NORTHERN MICHIGAN RESORTS.
 Member Florists' Telegraph Delivery Association. **Frank Winans**

Muskegon, Mich.
 F. T. D. Member **BUTTERWORTH FLORAL CO.**

CHICAGO DETROIT
Central Floral Co.
 "FLOWERS THAT LAST LONGER"
 35-37 Broadway, Detroit, Mich.
 132 N. State St., Chicago, Ill.
 CENTRALLY LOCATED
 OPEN EVENINGS AND SUNDAYS
 Members F. T. D.

VAN AKEN BROS.
 LEADING FLORISTS
COLDWATER, MICH.
ELKHART, IND.
 COVER MICHIGAN and INDIANA POINTS
 Orders promptly and carefully taken care of

PHOENIX, ARIZ.
Arizona Seed & Floral Co.
 28 and 30 So. Central Ave. Member F. T. D.

PHOENIX, ARIZONA
Donofrio Floral Dept.
 CHAS. E. MORTON, Mgr.
 Wire your orders to us for delivery in
 Arizona and New Mexico.

Flowers for all ARIZONA
Tucson Seed & Floral Co., TUCSON, ARIZONA

DOUGLAS, ARIZ.
TRAVIS' FLOWER SHOP For all points in Arizona

STURGIS, Mich. *Veget's* Coldwater, Mich.
 Member F. T. D. All So. Mich. points

HILLSDALE, MICH.
 Southern Michigan Points **O. A. STOLL** F. T. D. Member

Battle Creek, Michigan
S. W. COGGAN, Florist, 25 E. Main St.
 Member of Florists' Telegraph Delivery

twined with smilax. The bride's bouquet was of orchids and lilies of the valley and the six bridesmaids and maid of honor carried bouquets of Ophelia roses, gypsophila, and snapdragons. Around the base of a 75-pound wedding cake was a wreath of roses and garden flowers.

Within the last two weeks Boyd's Greenhouse disposed of the last of 40,000 geraniums for the season.

The Alpha Floral Co. is mailing duplicate cards to a large list of names asking for the date of birthday, wedding anniversary or other special occasion of wife or relative. These replies will be filed and, within a week to ten days be-

DETROIT MICHIGAN
 Orders given best of care by these five
 F. T. D. Members
J. Breitmeyer's Sons
 Broadway and Gratiot Ave.
Fetter's Flowers
 17 Adams Avenue E.
Scribner Floral Co.
 604 East Fort St.
G. H. Taepke Co.
 WALTER G. TAEPKE, 95 Gratiot Ave.
The L. Bemb Floral Co.
 ALBERT POCHELON, 153 Bates Street
 Yours For More Co-operation

DETROIT, MICH. BEARD FLORAL CO.
 1617 Grand River Avenue

Kalamazoo, Michigan
G. VAN BOCHOVE & BRO.
 F. T. D. Orders Satisfactorily Filled.

GRAND RAPIDS, MICH.
 GRAND RAPIDS FLORAL CO.
 WENDEL L. CUKERSKI will fill your orders for
 Designs and Cut Flowers in Michigan.

LANSING, MICH.
J. A. BISSINGER Established 25 Years
 Member F. T. D.

IONIA, MICH. Member Florists' Telegraph Delivery
 Flowers for Ionia and Montcalm counties **Byron L. Smith, Florist**

OWOSSO, MICH.
 OWOSSO FLORAL CO.
 Anderson & Smith, Props. Members F. T. D.

PORT HURON, MICH.
ASMAN, LEADING FLORIST
 Prompt Delivery

DOWAGIAC, Mich.
 Also for Cassopolis, Decatur, Niles **ReSHORE & SON**

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

CHICAGO Send Your Orders to WILLIAM J. SMYTH

Member Florists' Telegraph Delivery Association

3101 to 3109 Michigan Ave.

DECATUR, ILLINOIS

DAUT BROS.

F. T. D. 120 E. Prairie St.

PEACOCK'S FLOWER SHOP

HERBERT STONE, Mgr. Member F. T. D.

CHICAGO

4013 Milwaukee Avenue,

CHICAGO

Paul Blome & Co.

Member F. T. D. 1361 N. Clark St.

JOLIET FLORAL CO.

507 E. Jefferson Street JOLIET, ILL.

All points in Will Co. and Vicinity

STORES IN
DECATUR
and GIBSON CITY, ILL.

Railroad Centers. Excellent facilities for filling orders for all Central Illinois towns.

PETERSON FLORAL CO.

Member Florists' Telegraph Delivery Assn.

PONTIAC, ILLINOIS

Members F. T. D.
Flowers of all kinds in their season

W. J. MILLER & SON

fore the date given, follow-up cards or letters will be sent to the list, suggesting a box of flowers as a graceful remembrance.

The Bennett Greenhouse is specializing in ferns, having several varieties, but more Boston than any other.

William Wade, local manager of the Pinehurst Floral Co., spent Sunday, June 20, fishing at Baldwin's lake, Pleasant Hill, Mo.

Miss Wally Bauer, daughter of Mr. and Mrs. Peter Bauer, and John Klaus were married Saturday afternoon, June 26, at Graceland Farm, Greenwood, Mo. A number of florists from here went down for the event.

The T. J. Noll Floral Co. building is completed and ready for the installation of the Lipman automatic refrigerating machine which has been ordered.

The Muehlebach Flower Shop has received the second shipment of South American paupas grass, painted with an air brush in shades of blue, green and lavender. The sprays are from four to six feet long. Another novelty that is selling fast is corsages made of organdy flowers. They are made by a Kansas City woman who started the work to raise money for a church and now has all she can do. The flowers are on the order of the wool boutonnières worn last winter, but are larger and designed for summer use.

Mr. and Mrs. John Furrow, Guthrie, Okla., and Mrs. Nellie McDowell, Garnett, Kan., were recent visitors.

J. C. Lambert, of the Ove Gnatt Co., Laporte, Ind., called on the trade last week. J. E. K.

H. C. Pfeiffer, of Mount St. Mary's Greenhouses, has the California fever and plans following other florists' footsteps westward.

Fredonia, N. Y.—Miss Minnie Honert grows perennials and cut flowers.

QUINCY, ILL.

H. A. GENTEMAN

Member Florists' Telegraph Delivery Association
For Northeastern Missouri and Central-western Illinois.

FREEPORT, ILL.

JOHN BAUSCHER, Prop.
Established 1868.

We are the largest growers in the Northwest.
100,000 square feet of glass. All orders receive careful attention and prompt delivery.

OTTAWA, ILL.

LOHR'S GREENHOUSES

Fancy Cut Flowers and Blooming Plants.

Good R. R. Service. Orders filled promptly.

ELGIN, ILL.

MEMBER F. T. D.

158 DuPage Street GEORGE SOUSTER

AURORA GREENHOUSE CO.

AURORA, ILL.

Our service is the best.

Aurora, Ill., and Vicinity

JOS. M. SMELY

PHONES 147

SPRINGFIELD, ILL.

Hembreiker & Cole, Springfield's largest retail florists
Members Florists' Telegraph Delivery Association

Springfield's Best Florist

ILLINOIS

MEMBER F. T. D. A. C. BROWN
217 S. 5th Street

MOLINE, ILL.

Orders for Western Illinois and Iowa handled with *care* and *dispatch*.

J. STAACK & SONS

CENTRALIA, ILL.

J. W. ROSS We serve the following Illinois towns, direct train service: Mt. Vernon, Wayne City, Fairfield, Sesser, Christopher, Herrin, Ashley, Carbondale, Nashville, Oakdale, Coulterville, Sparta, Salem, Odin, Sandoval, Carlyle, Patoka, Kinmundy, Farina.
F. T. D. Member.

ROCKFORD, ILL., and Vicinity

ROCKFORD FLORAL CO.

103 West State Street

Prompt Deliveries to CAMP GRANT

ROCKFORD, ILL., and Vicinity

SWAN PETERSON & SON

Members F. T. D.
Corner E. State and Longwood Streets.

Rockford, Ill., and Camp Grant

H. W. BUCKBEE

Member Florists' Telegraph Delivery

JACKSONVILLE, ILL.

JOS. HEINL & SONS

Largest Growers in Central Illinois

BRINKERHOFF GREENHOUSES

SPRINGFIELD and CENTRAL ILLINOIS

Member Florists' Telegraph Delivery Association
Best and Prompt Service Always

CENTRALIA AND SOUTHERN ILL.

THE WEBSTER GREENHOUSES

Member Florists' Telegraph Delivery


Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

MEMBER FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Alpha Floral Company
146 S. Wabash Avenue
CHICAGO

Send your telegraph orders to us for Chicago and vicinity.
No orders for less than \$4.00 can be delivered.



THE UNEXCELLED FACILITIES OF THE
E. WIENHOEBER CO.
22 E. ELM ST., CHICAGO
Are available to the trade in filling all orders.
MEMBER F. T. D.

CHICAGO
2132-2134
Michigan Avenue
Member F. T. D.

Samuelson Florist

Orders Carefully Executed

EVANSTON, ILL. WILMETTE, ILL.
1614 Sherman Ave. JOHN WEILAND 1161 Wilmette Ave.
TWO STORES Catering to the best trade in Chicago's Rich North Shore Suburbs. MEMBER F. T. D.

FRIEDMAN, Flowers
CHICAGO, ILL.
522 So. Michigan Ave., Congress Hotel
Courtesies Extended to all Florists.

H. Lange Florist
CHICAGO
77-79 E. MADISON ST.

CHICAGO
4701 to 4705 Lake Park Ave.
Johnson & Thomas Florists
Our service covers the city and suburbs as with a blanket
"The Home of Flowers"

CHICAGO
We are growers of Cut Flowers and Potted Plants
J. F. Kidwell Co.
(NOT INC.) Member F. T. D.
3530 Michigan Avenue

BALTIMORE, MD.
The Market.
The supply and the demand were about equal last week; that is, for good stock. The usual supply of inferior summer stock is already beginning to make its appearance.

E. Mangel Florist CHICAGO
THE PALMER HOUSE FLORIST
17 EAST MONROE ST.
Member F. T. D.

SCHILLER'S
TWO CHICAGO STORES cover every part of city and suburbs
GEORGE ASMUS, Mgr.
4509 Broadway :: 2221 W. Madison St.
Member Florists' Telegraph Delivery Ass'n.

Flower for a? Occasions
Clody's Flower Shop
Tel. Lake View 1121
3912 North Clark St., CHICAGO

MEMBER F. T. D.
Travis
We cater to those who require the best. Prices reasonable
CHICAGO ESTABLISHED 1865
4647 GRAND BL VD.

GEORGE FISHER & BRO.
183 N. WABASH AVE.
CHICAGO

CHICAGO
C. Trauelfelder Florist
3343 W. Madison St.

CHICAGO
O'LEARY—Florist
369 East 47th Street
Member F. T. D.

OAK PARK
and all western suburbs of Chicago
A. H. SCHNEIDER
Member F. T. D. 1048 Lake Street. OAK PARK, ILL.

Send Your CHICAGO Orders to
H. N. BRUNS
Best Equipped Retail Store on the West Side
3040 W. Madison St., CHICAGO, ILL.

Streator, Ill. THORNTON'S FLOWER SHOP
MEMBER F. T. D. - Quality is Our Hobby

A Note of Interest.
The Baltimore Wholesale Florist & Supply Co., which has been without a head since early spring, when J. L. Towner resigned, will be managed by W. F. Ekas. The directors had determined to take their time and secure the best man available and when they determined on William F. Ekas everyone felt that they had been successful in obtaining what they set out to find. For the last four or five years he has been associated with the Leo Niessen Co. in

Highland Park, Ill.
HIGHLAND PARK GREENHOUSES
Established 1894 Members F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

DENVER, COLORADO

MEMBER FLORISTS' TELEGRAPH
DELIVERY ASSOCIATION

PARK FLORAL COMPANY

CASPER, WYOMING CASPER FLORAL CO.

We deliver to all of
Central and Northern Wyoming
Western Nebraska and South Dakota.
Members F. T. D.

We own and operate the
TWO LARGEST FLOWER STORES
IN WYOMING
Evanston, Wyo. Rook Springs, Wyo.
LOUIS B. WESTHOLDER

Cheyenne, Wyo.
"THE UNDERWOOD"
FOR PROMPT AND FAITHFUL
SERVICE

SHERIDAN, WYO.
SHERIDAN GREENHOUSE CO.
Plants and Flowers

THERMOPOLIS, WYO.
THERMOPOLIS FLORAL CO.
A. SCHULENBERG, Proprietor

GALESBURG, ILL.
I. L. PILLSBURY — For Central Ill.
Member Florists' Telegraph Delivery Association

GALESBURG, ILL.
H. F. DRURY
All Orders Filled Promptly and Carefully.

J. L. JOHNSON
NORTHERN ILLINOIS
SOUTHERN WISCONSIN
De Kalb, Ill.
YOUR ORDER WILL RECEIVE OUR
PROMPT AND CAREFUL ATTENTION.

KRUG FLORAL CO.
ALTON, ILLINOIS
Branch Store
Granite City, Ill.

PEORIA, ILL. 423 Main St.
Member F. T. D.
LARGE GREENHOUSES
CHAS. LOVERIDGE

DIXON, ILL., and NORTHERN ILL.
We can and will be
glad to serve you
Member F. T. D.
Dixon Floral Co.

PRINCETON, ILL.
W. E. TRIMBLE
GREENHOUSE CO.
For Central and
Northern Illinois
Members F. T. D.

PEKIN — PEORIA
All Orders Receive Personal Attention
GEO. A. KUHL, Pekin, Ill.

DENVER and all COLORADO and WYOMING

Established 1880
The Mauff Floral Co. 1225 Logan Street
Member Florists' Telegraph Delivery Association

SALT LAKE CITY Ship whole of UTAH, Central part
of NEVADA and IDAHO
MILLER FLORAL CO., 10 East Broadway

MEMBER F. T. D.
250,000 sq. ft. of modern glass. Unexcelled facilities. Prompt and courteous service always.

Colorado Springs, Colo.

ORDERS CAREFULLY EXECUTED
PIKES PEAK FLORAL CO.
Wholesale and Retail
Member Florists' Telegraph Delivery.

SALT LAKE CITY

AND CONTRIBUTING TERRITORY
BAILEY & SONS CO. Member
F. T. D.
Est. 1865. 61-63 East Second South
Special consideration given Telegraph Orders.
LARGE STOCK ALWAYS ON HAND.

Salt Lake City

ALSO PARTS OF COLORADO, IDAHO,
MONTANA AND NEVADA
HUDDART FLORAL CO.
56 South Main Street
Member Florists' Telegraph Delivery Ass'n.

SALT LAKE'S LEADING FLORIST

ERNEST LAMBOURNE
67 South Main, Salt Lake City, Utah.

OGDEN, UTAH

Best shipping facilities as
Ogden is a railroad center.
Flowers Fresh From the Greenhouses Dumke
Floral Co.

Denver Bright Spot Greenhouses
Cor. 5th Ave. & Josephine St.
DOWNING & KASK, Proprietor

Colorado Springs, Colo.

Frank F. Crump, Wholesale and Retail
Florist
Member Florists' Telegraph Delivery Ass'n.

FORT COLLINS, COLO.

ESPELIN FLORAL COMPANY
Member Florists' Telegraph Delivery Ass'n.

TRINIDAD, COLO.

J. R. BARKER Trinidad Floral Store
Masonic Bld'g.

Trinidad, Colo. The only Greenhouses
in this section
The Park Floral and Garden Co.
Members F. T. D.

the wholesale end of the business. He is president of the Baltimore Florists' Club, state vice-president of the S. A. F., and identified with every move to advance the interests of the trade. He was one of the original pushers in the Associated Florists' movement in this city.

The Advertising Campaign.

The reorganized committee is arranging to throw some "pep" into the campaign. Tuesday, June 22, it had a fine bride's advertisement in the Evening Sun. If you noted the way it was written, you have an idea of the policy the committee proposes to pursue. The idea, and the committee is strongly backed up in it by the Deatel Advertising Service, is to educate the public; in other words, they intend to take the public into their confidence. If any item of stock is scarce or high, they are going to tell them why this is the case and then offer some practical suggestion to get around this difficulty. They believe that the public is willing to be shown and, if it is done in the proper manner, will understand. The weekend box is becoming a big thing. Last week one of the largest mercantile industries in the city sent six boxes to sick employees in hospitals. This was a hint to the committee.

Various Notes.

Philip B. Welsh has again demonstrated that he is a close student of the market. Whenever there is a marked shortage of any particular item of stock he can always be depended on to be one of the first growers to fill the gap. This time he was on hand with a heavy cut of plumosus just when it was needed most.

Telegraph Delivery Department

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Member F. T. D.

Phone: Canal 1932
1933

H. W. SHEPPARD

FORMERLY HILL FLORAL CO.

FLOWERS OF QUALITY

Service Unexcelled

ARRANGED IN A HIGHLY ARTISTIC MANNER

Your Patronage Solicited

532-534 Race Street, CINCINNATI, OHIO

MILWAUKEE

Member
F.
T.
D.



225 Grand Ave.

MILWAUKEE



Member F. T. D. 750-752 Thrd Street

CINCINNATI

FRANK A. VOLZ

Dina Avenue Sta. L.

Most centrally located to the suburbs

Milwaukee, Wis.

429 Grand Avenue

W. C. Zimmermann

Member F. T. D.

Milwaukee, Wis.

A. CURRIE & CO.,

130-132 Wisconsin Street

Member Florists' Telegraph Delivery Ass'n.

Cincinnati, Ohio

Mickley the Florist

108 West Seventh Street

MILWAUKEE, WIS.

J. M. Fox & Son

437-39-41 Milwaukee Street

Members Florists' Telegraph Delivery Ass'n

MILWAUKEE

EXCLUSIVE FLORAL
ARRANGEMENTS

BAUMGARTEN, Inc.

Member F. T. D. 93 WISCONSIN ST.

La Crosse, Wis.

Send your orders for flowers for delivery
in this city and vicinity to

JOHN A. SALZER SEED CO.

QUALITY AND SERVICE ASSURED

MILWAUKEE

1-3-5 GRAND AVENUE

GIMBELS

A. H. MacDonald, Mgr.

Member Florists' Telegraph Delivery Association

Milwaukee, Wis.

EDLEFSEN-LEIDIGER CO.

419 Milwaukee Street

Members Florists' Telegraph Delivery Ass'n

For WISCONSIN delivery of

"HOME-GROWN FLOWERS"

GET IN TOUCH WITH

J. E. MATTHEWSON

SHEBOYGAN, WIS.

Member Florists' Telegraph Delivery Association

MILWAUKEE WEST ALLIS WAUWATOSA

ERWIN J. HAMME

Greenhouses and Flower Shop

at WAUWATOSA, WIS.

Last week F. W. Reinecke, of Colgate, was sending in about 1,200 Easter lilies a day. Mr. Reinecke certainly struck the market right with his crop, for they all cleaned up well.

William J. Kennedy, of Pikesville, is sending Enchantress and White Enchantress carnations that are nearly as fine as they were in the winter.

John J. Perry was in Philadelphia, June 24, at a meeting of the directors of the S. S. Pennock Co. Tate.

ROCHESTER, N. Y.

The Market.

There was a great shortage last week of all kinds of cut flowers, due to the large demand for graduations and weddings. Peonies are almost at their end, the supply being greatly diminished.

RACINE, WIS.

THE

610-612 Wisconsin Street FLOWER SHOP Member F. T. D.

KENOSHA, WIS.

L. Turner & Sons, 352 Park Ave.

Members Florists' Telegraph Delivery

Racine and Kenosha

Operating large Greenhouse in both these Wisconsin cities P. N. Obertin

GREEN BAY, WIS.

Meier-Schroeder Co. Orders for Cut Flowers and Designs delivered anywhere in Wisconsin and Northern Michigan at right prices.

LA CROSSE, WIS.

La Crosse Floral Co. Member Florists' Telegraph Delivery

MADISON, WIS.

RENTSCHLER FLORAL CO. Member F. T. D.

Telegraph Delivery Department

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Cleveland The **KNOBLE BROS. CO.**,
Flowers and Nursery Products MEMBERS F. T. D.
Well equipped to handle your orders. 1836 W. 25th St.

TOLEDO **MRS. J. B. FREEMAN**
Toledo's Leading Florist
Member F. T. D. 336 Superior Street

Member **TOLEDO, O.** Est
F. 1
T. 8
D. 9
7



AND VICINITY

MARION, OHIO
5 railroads with good connections to all parts of State
A GOOD SELECTION OF FLOWERS
ON HAND AT ALL TIMES.
BLAKE'S, 140 W. Center

EGGERT N. ZETLITZ
THE LEADING FLORIST
209 West Market Street
LIMA, OHIO
Member of Florists' Telegraph Delivery

MEMBERS } **TOLEDO COMMERCIAL CLUB**
TOLEDO RETAIL MERCHANTS
FLORISTS' TELEGRAPH DELIVERY

TOLEDO, OHIO
METZ & BATEMAN,
221 Superior St. Ohio Building

Youngstown, O.
RYAN & CULVER
27 S. Hazel St. Member F. T. D.

HODY & TULEA
Leading Flower Stores at
727 Broadway 378 Broad Street
LORAIN, OHIO ELYRIA, OHIO
Stock is supplied by our range of 30,000 feet of glass

F. T. D.
FLORISTS

TOLEDO, OHIO
SCHRAMM BROS.
1315 Cherry St.

YOUNGSTOWN, O.
HARRY C. WALTHER
Orders receive prompt and careful attention
Member F. T. D.

LORAIN, OHIO
Member F. T. D. **F. G. CAREK** ARTISTIC
Leading Florist WORK
Our Motto: "Anywhere; Any time."

TOLEDO and Vicinity
WHOLESALE AND RETAIL
OTTO P. KRUEGER
427 East Broadway.

YOUNGSTOWN, OHIO
The Hozy Shoppe
624 N. Phelps Street QUALITY AND SERVICE.

AKRON
OHIO
THE HEEPE CO.



Fremont, O.
Horn Floral Co.
912 CROGHAN ST
Member F. T. D.

Elyria, Ohio LORAIN, OHIO
THE L. C. HECOCK FLORAL CO.
Member Florists' Telegraph Delivery Assn.

AKRON, OHIO
GROSSBERG & CAHILL
AKRON'S LARGEST FLORISTS
Prompt and careful attention to all Telegraph Orders
MEMBERS F. T. D.

COLUMBUS, O., and Vicinity
THE MUNK FLORAL CO.. Growers
Can fill all retail orders.

ELYRIA, O. Member F. T. D.
ELYRIA FLOWER SHOPPE

W. P. McFARLAND L. C. McFARLAND
McFARLANDS, Florists
AKRON, OHIO

WILSON'S WE WILL DO IT PROMPTLY
COLUMBUS, OHIO

Upper Sandusky, O.
B. E. CONSTIEN, AT YOUR SERVICE

AKRON, OHIO MEMBERS F. T. D.
HAMMERSCHMIDT & CLARK
12 W. MARKET ST.

Canton, O. JOHNSTON'S Flower Shop
HARRIS ARCADE
Member Florists' Telegraph Delivery Assn.

Columbus, Ohio Members F. T. D. Ass'n
THE FRANKLIN PARK FLORAL CO
Cut Flowers for Central Ohio.

MANSFIELD, OHIO
Mansfield Floral Company

CHAS. A. DUERR
Newark, Ohio Granville, Ohio
Member Florists' Telegraph Delivery

Their scarcity is keenly felt, as they are staple flowers for all occasions. The supply of roses fell off suddenly last week and especially of white roses. Carnations are small and the supply is meager. Baskets of cut flowers were used extensively for graduations this

Telegraph Delivery Department

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NO ORDER TOO LARGE ————— NO ORDER TOO SMALL

CLEVELAND The J. M. Gasser Co.

Member F. T. D.

1006 EUCLID AVENUE

WE ARE THE LARGEST GROWERS OF CUT FLOWERS IN OHIO

Cleveland

people all know that our label on a box of flowers is a guarantee of quality. We solicit telegraph orders.



The Jones-Russell Co.

1284 Euclid Avenue
Cleveland

Members F. T. D.

Bell Main 2809
Cuy. Central 1866

The Smith & Fetter Co.
LEADING FLORISTS
930 Prospect Avenue Cleveland

CLEVELAND, OHIO

A. GRAHAM & SON

5523 EUCLID AVENUE

Members Florists' Telegraph Delivery Assn.

CLEVELAND, O.

5923 EUCLID AVENUE

WESTMAN & GETZ

FLOWERS and SERVICE

Members Florists Telegraph Delivery.

Zanesville, O.

C. L. HUMPHREY

Has the best facilities for filling your orders.
Member Florists' Telegraph Delivery.

XENIA, OHIO

Engle Floral Company

FIVE STORES IN NORTHERN OHIO

CLEVELAND [TWO STORES]	1336 EUCLID AVE. 144 PUBLIC SQ.
YOUNGSTOWN	33 East Federal St.
WARREN	215 East Market St.
AKRON	109 South Main St.

THE PARK FLORAL COMPANY

MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Schneider, Florist

22 EAST HIGH ST.

Largest and Best Store and Greenhouses
Large stock always on hand

Springfield, Ohio

DAYTON, OHIO

16 and 18 W. Third St.

Matthews the Florist

Established in 1883. Member F. T. D.
Greenhouses and Nurseries in Riverdale.

year and colonial bouquets have come back into favor.

Sweet peas are poor, because of the cold, rainy weather at this time of the year. They retail at \$1 per bunch. The new miniature rose, Baby Doll, is a favorite and has good keeping qualities. Japanese iris has made its appearance and is quite serviceable. The shortage of greens is over as a result of the arrival of large quantities of fancy ferns from the east. Asparagus plumosus has also become more plentiful.

Various Notes.

Mr. and Mrs. Robert Havill are rejoicing over the arrival of a daughter at their home June 23. Her name is Fern Aliee Havill.

Herman Zahn, of H. E. Wilson's, executed an artistic wedding decoration June 24, using daisies, syringa and hemlock branches, with groups of palms for a background. The delivery wagon of this firm was damaged June 23 when the horse became frightened and ran away, colliding with several objects.

Peter Hess has gone to the Adiron-

CLEVELAND, OHIO

Wm. H. Temblett

FLOWERS

Member F. T. D. 10313 Euclid Avenue

CLEVELAND and EAST CLEVELAND, OHIO

HAHN, The Florist, 10615 SUPERIOR AVE.
Artistic Floral Work and Fresh Cut Flowers
Member F. T. D.

CLEVELAND, O.

BRAMLEY & SON

Store and Greenhouses, 1181 E. 71st St.

Cleveland, PENN SQUARE FLORISTS

ALWAYS OPEN

DAYTON, OHIO

J. W. RODGERS

Member F.T.D., Elks' Bldg., 3d and Jefferson Sts.

VAN METER FLOWER SHOP

SPRING SPRINGFIELD, O.
and HIGH
BEST FLOWERS FOR EVERY OCCASION

Ironton, Ohio RELIANCE SEED CO.
TRI-STATE FLORISTS
Southern Ohio, Kentucky, West Virginia

WARREN, OHIO

THE F. T. D. ADGATE & SON
FLORISTS
WE GROW OUR FLOWERS

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

San Francisco

OAKLAND, BERKELEY and Vicinity

CHAS. C. NAVLET CO.

THREE STORES:
423 and 427 Market Street.....SAN FRANCISCO, CALIF.
917 Washington Street.....OAKLAND, CALIF.
20 and 22 East San Fernando Street....SAN JOSE, CALIF.



Hutchinson, Kansas
Member Florists' Telegraph Delivery

COUNCIL BLUFFS, IA. J. F. WILCOX & SONS

750,000 FEET OF GLASS
Orders shipped to any part of Iowa or Nebraska on a moment's notice.
Daily Delivery to Omaha.
MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

JAMES HAYES Leading Florist
819 KANSAS AVENUE
TOPEKA, KAN.
Member F. T. D.

Harkett's

For { Eastern Iowa
Western Wis.
N. W. Illinois

FLORAL NURSERY Dubuque, Iowa

MRS. LORD'S FLOWER ROOM
112 W. 8th Ave., TOPEKA, KAN.
Member Florists' Telegraph Delivery.



DAVENPORT, IOWA

AND WESTERN ILLINOIS
G. F. FORBER, 313 Brady Street
Member Florists' Telegraph Delivery Association

SALINA, KANSAS

LEIGHTON FLORAL CO.
Members Florists' Telegraph Delivery Ass'n.

IOWA



Marshalltown, Boone, Center-ville, Oskaloosa, Oelwein, Mason City, Chariton, Grinnell and Ottumwa.
SEND YOUR ORDER TO HOUSE NEAREST PLACE OF DELIVERY

ATCHISON, KAN.

The Atchison Seed and Flower Store Co
MEMBER F. T. D.

CEDAR RAPIDS, IA.

I. N. KRAMER & SON
Members Florists' Telegraph Delivery.

DAVENPORT, IOWA

"Say It with Flowers"
BILLS FLORAL CO.
M. A. TIERNEY, Owner Member F. T. D.

Kansas City, Kansas

L. C. FIELD
Member Florists' Telegraph Delivery

MONTICELLO, IA.

C. L. VAN METER MEMBER F. T. D.

WATERLOO, IOWA

GALLOWAY'S FLOWER STORE
Russel-Lamson Bldg., 211 West 5th Street
Special attention given to out-of-town orders

Atchison, Kan.

GROVES FLORAL CO.
Established 1865. Member of F. T. D.

COUNCIL BLUFFS, IOWA

GARDINER FLORAL CO.
Leading Retail Florist 545 W. BROADWAY

SIoux CITY, IOWA

Supplies western Iowa, southern Minnesota, all of South Dakota and north-eastern Nebraska.
J. C. RENNISON CO.

WICHITA, KANSAS

Shipments for Kansas and Oklahoma
W. H. CULP & COMPANY
Quality Flowers Personal Service Members F. T. D. A.

daeks for his health and will stay all summer.
Bogus check men are again operating among the florists. George Keller was the victim recently. A man came into his store and ordered some flowers, offering a large check in payment, which Mr. Keller cashed. The check was found to be worthless.
E. C. Armbrust spent Sunday, June 27, at Silver lake. E. C. A.

SIoux CITY, IOWA

Members of F. T. D. **ROCKLIN & LEHMAN**

DES MOINES, IA.

GUTHRIE-LORENZ CO.

BRAMPTON, ONT.
The Market.



FT. DODGE, IA.

NORDWALL
E. E. NORDWALL

Cedar Falls, Ia.

BANCROFT'S Beautiful Flowers
55,000 Feet Glass Members F. T. D. Joseph Bancroft & Son

Pocatello, Idaho

Member F. T. D. **ATKIN'S**
We cover Southern Idaho and Western Wyoming

PERRY, IOWA

LOUWERSE & CO.

It is a long time since the greenhouse industry has been able to carry on its summer duties with as much freedom as it enjoys this season. During the earlier

NEWARK, OHIO

Most complete stock in central Ohio
HALBROOKS THE FLORIST

Kent Brothers

FLOWER SHOP
Covers All Ohio Points Newark, Ohio
Members F. T. D.

MANSFIELD, OHIO

STUHLREHER BROS.
Members F. T. D. 82 W. 4th Street

ALLIANCE, O.

Member F. T. D.
522 S. Freedom Avenue **H. T. MILLER**

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

San Francisco and Vicinity

MacRorie-McLaren Company
141 Powell Street
Florists

We grow our own stock and with extensive nurseries to draw from can give unusual values.

RETAIL

WHOLESALE

San Francisco, Calif.
ALBERT O. STEIN
Flower Shop
1150 SUTTER STREET

San Francisco, Cal.
SHELLGRAIN & RITTER
148 KEARNY STREET
Prompt attention given to all telegraphic orders

Monrovia, Cal.
C. A. BRUNGER
You can depend on us for all orders for delivery in this section. 239 Grand Avenue

SAN FRANCISCO
Podesta & Baldocchi
224-226 Grant Avenue
Prompt and careful attention to orders from out-of-town florists.

Oakland, Calif.
J. SEULBERGER & CO.,
418 Fourteenth Street
Est. 1882 Immediate Deliveries in Berkeley and Alameda
Members F. T. D.

SAN DIEGO, CAL.
BOYLE & DARNAUD
 F. T. D. florists. We grow our own flowers. Telegraph orders carefully executed. Usual discount.
Members Florists' Telegraph Delivery.

SAN FRANCISCO
JOSEPH'S
Member F. T. D.
233-35 Grant Ave.
Steamer and train packages our specialty.

OAKLAND, CAL.
HOGAN & EVERS
1439 Broadway
THE BEST SERVICE

Hollywood Flower Shop
HOLLYWOOD, CAL.
ARTISTIC WORK. MEMBER F. T. D.
Telegraph Orders Delivered to
LOS ANGELES OCEAN PARK
SANTA MONICA VENICE

SAN FRANCISCO, CAL.
ART FLORAL CO.
255 Powell Street
Best attention given your orders
Members Florists' Telegraph Delivery

Santa Barbara, Cal.
912 STATE STREET
GLEAVE'S FLOWER SHOP
ARTHUR GLEAVE, Prop.
Choicest Cut Flowers and Floral Designs on short notice.
Both Phones 1013

San Francisco
DARBEE'S
1036 Hyde Street
LARGEST STOCK OF CHOICEST FLOWERS
Members Florists' Telegraph Delivery

part of the year there seemed little hope that labor conditions would improve, but the influx of men recently, particularly from Scotland, has resulted in the work being caught up with to a great extent.

The season for planting out is much later than usual, owing to the dry spring, but the carnations are now all in the field and the chrysanthemums are well established on the benches under glass. The outdoor stock has picked up wonderfully, owing to the recent heavy rains, and the quality is excellent for the time of the year.

Large crops of tomatoes are ripening at present and meet with a ready sale at 45 cents per pound. The demand for both fruit and vegetables is greater this June than ever before. Those who are fortunate enough to have early vegetables have no difficulty in disposing of them.

Orchids still retain their popularity and are quickly used up at 60 and 75 cents per bloom.

Various Notes.

The large new coal sheds at the Dale Estate have just been completed and the coal for next winter is already beginning to arrive. Work on the new heating section is being continued vigorously. The Skinner irrigation system recently installed here is giving most satisfactory results. Six more 300-

RIVERSIDE, CALIFORNIA
Florist to the Glenwood Mission Inn
ORANGE BLOSSOM FLOWER SHOP

RIVERSIDE, CALIFORNIA
A. M. HOSP
Leading Retail Florist. 659 Main Street

LONG BEACH, CAL.
Lowe's Flower Shop, The Pioneer and Leading Florist
Member Florists' Telegraph Delivery

HONOLULU, HAWAII
TAYLOR, FLORIST
Wireless and Cable Address, "FLORIST" Honolulu

ROSWELL, N. MEX.
ALAMEDA GREENHOUSES
Headquarters for Flowers New Mexico and Texas.

POMONA, CALIFORNIA
POOLEY'S FLOWER SHOP
MEMBER FLORISTS' TELEGRAPH DELIVERY

JULIUS EPPSTEIN, FLORIST AND DECORATOR
Flowers for All Occasions Delivery Anywhere
Hotel St. Francis. **SAN FRANCISCO**

Berkeley OAKLAND SAN FRANCISCO
THE FLOWERSHOP
Berkeley's most up-to-date flower establishment.

BERKELEY, CAL. MEMBER F. T. D.
Curtis D. Shoemaker, Prop. **NORTON, Florist**

Sacramento, Cal.
A. NAVLET, 1130 Tenth St. 20 YEARS AT IT

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

LOS ANGELES

414½ SOUTH BROADWAY

SEND YOUR ORDERS TO

**BROADWAY
FLORISTS**

LOS ANGELES, CAL. REDONDO FLORAL CO.

218 West Seventh Street

Members of Florists' Telegraph Delivery
A. KNOPF A. F. BORDEN

WOLFSKILLS' and MORRIS GOLDENSON

FLORISTS AND DECORATORS

We Solicit Telegraph Orders.
Regular Trade Discount.

229 W. Third St., LOS ANGELES, CAL.

Darling's Shop

"FLOWERS FOR HER"

208 West Sixth Street, LOS ANGELES, CAL.

Cut flowers or good design work by best artists and designers delivered anywhere in the west on receipt of mail or telegraph orders.

Members Florists' Telegraph Delivery Association.

LOS ANGELES, CAL.

HOWARD & SMITH

NINTH AND OLIVE STREETS

You can depend on us for all orders for delivery in this section.

The Alexandria Florist

Member of
F. T. D.
and S. A. F.



Hotel Alexandra
Los Angeles,
Calif.

LOS ANGELES, CAL. ATHLETIC CLUB FLORIST

Formerly California Cut Flower Co.

433 West 7th Street

Takes care of telephone and telegraph orders over the whole of Southern California.
Usual trade discount.

LICHTENBERG'S

324 W. Sixth Street

LOS ANGELES

Say It with Flowers. Member F. T. D.

Pasadena, Cal. 342 East Colorado St.

THE ORCHID

PASADENA'S OLDEST FLORIST WILL
EXTEND THE USUAL COURTESIES
Member of F. T. D.

It pays you to
depend on us



FLORAL DESIGNS
Artistic Decorations

The
Occidental
Florists

430 South Hill Street

LOS ANGELES

PASADENA, CAL.

SIEBRECHT'S HOUSE OF FLOWERS

Henry A. Siebrecht, Jr.

Member F. T. D.

Portland ORE.

Tonseth's

287 Washington Street

In the heart of the city

Growers and Retailers F. T. D.
MEMBERS

foot benches have been planted out with asparagus to meet the increasing demand for greens.

The sales tax, originally imposed by the government May 15 as one per cent, has been raised to two per cent and growers are now compelled to add this to their invoices, the retailers taking the tax into account in their costs.

F. K. Prouse is away on his honeymoon trip to Georgian bay.

W. G. Peacock returned last week from a fortnight's trip through the Adirondacks and the Berkshires.

W. G. P.

COLUMBUS, O.

The Market.

Business here is better for this time of the year than it has been in former years. A few outdoor sweet peas are arriving now; also plenty of delphinium, feverfew, roses, etc.

Carnations are poor in quality and

PORTLAND, ORE.

Clarke Bros'
FLORISTS

200,000 Feet of Glass
Established 20 Years

OAKLAND, CAL.

**PORTLAND
ORE.**
Lubliner's
FLORIST 328 & 348
MORRISON ST.

California Florist TACOMA, WASH.

Orders for Cut Flowers and Designs delivered anywhere in the United States and Canada.

TACOMA

SMITH FLORAL Co., 1112 Broadway

PASADENA, CAL.

ELDRED FLOWER SHOP.
Member Florists' Telegraph Delivery.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

SEATTLE

Woodlawn Flower Shop

Member Florists' Telegraph Delivery Association.

1410-1412 2nd Avenue—Beside Clemmer Theater Building
"IN THE HEART OF THE CITY"

Base the Recipient of Your Telegraphic Orders Upon Merit

21 EMPLOYEES

We offer unexcelled facilities. More than 13,000 square feet of store space devoted exclusively to retailing of flowers. Where quality and service reign.

CHARLES E. SULLIVAN, in charge of Telegraphic Service

SEATTLE

HOLLYWOOD GARDENS

SEATTLE'S LEADING FLORIST

1622 SECOND AVENUE

Member Florists' Telegraph Delivery Ass'n.

Walla Walla, Wash. CUT FLOWERS FLORAL DESIGNS

Artistic Work Personal Attention
Quality Right Prices Right

Telegraph orders filled promptly. Good train service to Southeastern Washington, Northeastern Oregon and Idaho.

THE FLOWER SHOP (Formerly JONES')

SEATTLE

1001-1003 Third Avenue

Finest Floral Studio
in the Northwest



Bellingham, Wash.

Telegraph orders delivered anywhere in the northwest country
FLORAL EXCHANGE

SEATTLE

Choice Flowers, prompt and careful
L.W. McCOY 904 3rd Avenue
Established 1900

WALLA WALLA, WASH. YOUNG & LESTER

SOUTHEASTERN WASHINGTON
NORTHEASTERN OREGON
NORTHERN IDAHO orders filled promptly
Members Florists' Telegraph Delivery Association

will not last much longer. They bring \$1.50 per dozen retail at the stores, but some growers are retailing them at 50 cents on the market.

Various Notes.

Florists should be on the lookout for bad check artists. Carl Huber and Underwood Bros. were taken in Friday, June 25, when a man appeared and ordered flowers for an overseas veteran supposed to be buried Friday afternoon. Floral wreaths costing \$15 were ordered and a check for \$25 was tendered, signed F. A. Becker, who in return was given \$10 in change. He ordered a card attached to the wreaths, "From employees of the sheriff's office." When the address could not be found, the florists telephoned the sheriff's office and were informed that no flowers had been ordered.

Rolf Zetlitz is now cutting roses at the Columbus greenhouses.

The opening of the new store of the Electric Sales Co. brought an unusual demand for large baskets. Most of

Spokane, Wash.

Eugene's Flower Shop
PROMPT AND RELIABLE

Yakima, Washington STATE FLORAL CO.

We Grow Our Own Flowers
Telegraph Orders filled promptly and carefully
Members F. T. D. Association.

Spokane, Wash.

A. J. BURT, Florist
Established 20 Years Always on the Job
CLEMMER THEATER BUILDING

YAKIMA, WASHINGTON
ANNAVEE FLOWER SHOP (Formerly Bourn's)
QUALITY FLOWERS Artistic Arrangement
Members Florists' Telegraph Delivery.

FORSHAW, Florist THE ROUND-UP CITY PENDLETON, ORE.

Spokane, Washington

Reimer's Floral Art Shop
RETAILERS AND GROWERS

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Rochester, Minn. **ROCHESTER GREENHOUSE CO.**
 EMIL RIEPLE, Manager
 ROCHESTER'S ONLY STORE HAVING ITS OWN GREENHOUSES
 Member F. T. D. FLOWERS ON SHORT NOTICE 111 2nd Street

ROCHESTER, MINN.
ROCHESTER FLORAL CO.
 114-116 FIRST AVE., S. W.
 Run in connection with Greenhouses.
 Cut Flowers and Plants delivered promptly.
 Under new management.
 H. W. KLEIN, Mgr. Member F. T. D.

ST. PAUL, MINN.
THE LARGEST STORE IN AMERICA
 MEMBER F. T. D. ASS'N
 The finest and largest stock west of Chicago
 Awake night and day looking for orders
HOLM & OLSON, Inc., 20-22-24 W. 5th St.

Swanson's
 Incorporated
 912 Nicollet Avenue, offers the trade its unexcelled facilities for filling orders in
MINNEAPOLIS

SEND ORDERS FOR
Minneapolis and Minnesota
 To **J. J. WEST'S, Inc.**
 3009 4th Ave., South.
TWO STORES—LARGE STOCK

AUSTIN, MINN.
A. N. Kinsman, Inc.
 Competent Service to all Iowa and Minnesota Points.
 Member Florists' Telegraph Delivery.

Duluth, Minn.
 Flowers delivered promptly to any place within 300 miles
THE ALPHA FLORIST

DULUTH, MINN.
 THE ONLY GREENHOUSES IN DULUTH OR SUPERIOR
 Flowers delivered anywhere on the Iron Range
J. J. LEBORIOUS

DULUTH FLORAL CO.
 200 MILES in any direction. Duluth, Minn.
 We are the center of the great Northwest. Daily deliveries to SUPERIOR, WIS.

Lincoln, Neb. Flowers for All Occasions, from Cradle to Grave
CHAPIN BROS., Retail Florists

Yankton and Mitchell, S. D.
 We grow Roses, Carnations and all seasonable flowers. Floral emblems that are right. Give us your northwest orders. 160-page catalogue.
Gurney Greenhouse Company

Mitchell S. D. WM. DETHLEFS
 Leading Florist
 Choice flowers and prompt service
 731 SOUTH MONTANA ST. Member F. T. D.

ABERDEEN, S. D. Member F. T. D.
 Quality Blossoms for all Occasions. **Milady's Flower Shop**

Your Orders to... **North Dakota** TRY US
 RUGBY GREENHOUSES, RUGBY, N. D.
 We are centrally located. Members F. T. D.

GRAND FORKS, N. D.
McELROY'S FLOWER SHOP
 Orders for North Dakota and Northern Minnesota

State Nursery & Seed Co.
Helena, Mont. Cut Flowers for any Part of the Northwest.
 Only the Best. Members F. T. D. Ass'n.

MISSOULA, MONT.
ANDERSON GREENHOUSE
 For all towns in Western Montana

Send your orders for Eastern and Southern Montana to **M. LANGOHR, F. T. D. Florist**
 BOZEMAN, MONTANA.

Livingston, Mont. Quality Flower Shop
 Entrance Yellowstone National Park. Train Bouquets. Flowers for all occasions. Member F. T. D.

these seen at the opening were made of delphiniums and carnations.
 T. J. Ludwig had a big wedding Thursday, June 24. J. W. T.

STEAMER SAILINGS.
 The following sailing list, displayed in a conspicuous place in the window or store or used in advertising matter with the information that you have facilities for filling bon voyage orders on short notice, will aid in developing your telegraph orders for steamer trade:

Steamer	From	To	Sails
Cassandra	Montreal	Glasgow	July 3
Mongolia	New York	Hamburg	July 3
La Touraine	New York	Havre	July 8
Canopic	New York	Genoa	July 6
France	New York	Havre	July 7
Nanking	San Fr'co	Yokohama	July 7
Kashima Maru	Seattle	Yokohama	July 7
Tunisian	Montreal	London	July 8
Olympic	New York	Southampton	July 8
Siberia Maru	San Fr'co	Yokohama	July 8
Emp. of France	Quebec	Liverpool	July 9
Monteagle	Vancouver	Yokohama	July 10
Metagama	Montreal	Liverpool	July 10

Morris, Minn.—O. F. Crane has moved his florists' establishment from Pipestone, Minn., here.

LINCOLN, NEB.
 1338 O Street
FREY & FREY
 WHOLESALE AND RETAIL
 120,000 square feet of glass at your service.
 Trade Discount
 Members of the Florists' Telegraph Delivery

 **C. H. FREY**
 Wholesale and Retail Florist
 1133 O Street, LINCOLN, NEB.
 Will Fill Orders for the West on Short Notice. Trade Discounts. First-class Stock.

OMAHA, NEB.
Alfred Donaghue
 1622 Harney Street Established 1866

MANKATO, MINN.
THE WINDMILLER CO.
 Flowers to all points on short notice
 Member Florists' Telegraph Delivery

OMAHA, NEB. Member F. T. D.
Louis M. Rogers, 319 So. 16th St.

OMAHA, NEBRASKA
Lee L. Larmon Fontenelle Florist, 1814 DOUGLAS ST.

Hess & Swoboda, Florists
 Telephones 1501 and L 1582
 1415 Farnam Street, OMAHA, NEB.

OMAHA, NEBRASKA
John H. Bath, The Careful Florist, 1804 FARNAM STREET
 Member Florists' Telegraph Delivery

Lewis Henderson, Florist
 1519 Farnam Street OMAHA, NEBRASKA
 Member Florists' Telegraph Delivery Ass'n

FOR ALL NEBRASKA ORDERS USE
ED. WILLIAMS, Grand Island
 Competent Florist Railroad Center

E. F. WINTERSON CO., 166 N. Wabash Avenue Chicago
 L. D. Phone Central 6004
 ESTABLISHED 1892

DAILY SHIPMENTS of the finest stock in ROSES, CARNATIONS, VIOLETS and BULBOUS FLOWERS. Headquarters for WILD SMILAX, FANCY FERNS, ADIANTUM and all green goods. DON'T FORGET—Our Supply Department is complete—RIBBONS, CHIFFONS, BOXES, CREPE PAPER AND WIRE DESIGNS.

Mention The Review when you write.

Wholesale Cut Flower Prices.

Chicago, June 30, 1920.

	Per doz.	
Beauty, Special	\$6.00	
Beauty, 30 to 36-in. stems	5.00	
Beauty, 24 to 30-in. stems	\$3.00 @ 4.00	
Beauty, 20 to 24-in. stems	2.50	
Beauty, 12 to 20-in. stems	1.50 @ 2.00	
Beauty, Short	.50 @ 1.00	
Per 100		
Columbia	\$4.00 @ \$25.00	
Mrs. Russell	6.00 @ 35.00	
Premier	6.00 @ 25.00	
Milady	4.00 @ 20.00	
Montrose	4.00 @ 15.00	
Sunburst	4.00 @ 20.00	
Ophelia	4.00 @ 15.00	
Killarney	4.00 @ 12.00	
White Killarney	4.00 @ 12.00	
Double White Killarney	4.00 @ 15.00	
Killarney Brilliant	4.00 @ 12.00	
Champ Welland	4.00 @ 12.00	
Nesbit	2.00 @ 3.00	
Cecile Brunner	2.00 @ 3.00	
Carnations	2.00 @ 3.00	
Peonies	6.00 @ 8.00	
Valley	12.00 @ 15.00	
Cattleyas, doz.	\$18.00 @ \$36.00	
Easter Lilies, doz.	1.50 @ 2.00	
Sweet Peas	1.00 @ 2.00	
Daisies, Yellow	1.50 @ 3.00	
Gladiol	10.00 @ 12.00	

Pittsburgh, June 30, 1920.

	Per doz.	
Beauty, Special	\$6.00	
Beauty, Fancy, 24 to 30-inch	4.00	
Beauty, Shorter, 18 to 24-inch	2.50	
Beauty, Firsts, 12 to 18-inch	1.50	
Per 100		
Beauty, Seconds	\$4.00	
White Killarney	6.00 @ \$15.00	
Richmond	6.00 @ 15.00	
Ophelia	6.00 @ 15.00	
My Maryland	6.00 @ 15.00	
Mrs. Charles Russell	6.00 @ 25.00	
Premier	6.00 @ 25.00	
Columbia	6.00 @ 20.00	
Orchids	75.00 @ 125.00	
Carnations	3.00 @ 4.00	
Sweet Peas	.75 @ 1.50	
Snappedragons	8.00	
Lilies	20.00	
Callas	15.00	
Panicles	1.00	
Peonies	3.00 @ 6.00	
Iris	3.00 @ 8.00	

St. Louis, June 30, 1920.

	Per doz.	
Beauty, Specials	\$8.00 @ \$10.00	
Beauty, Extra	5.00 @ 6.00	
Per 100		
Columbia	6.00 @ \$10.00	
Premier	8.00 @ 15.00	
White Killarney	4.00 @ 10.00	
Killarney	4.00 @ 5.00	
Ward	4.00 @ 5.00	
Milady and Ophelia	6.00 @ 10.00	
Russell	8.00 @ 10.00	
Carnations	2.00 @ 3.00	
Easter Lilies	10.00 @ 12.00	
Snappedragons	3.00 @ 4.00	
Daisies	.50 @ 1.00	
Valley	6.00 @ 8.00	
Orchids, per doz.	\$12.00 @ \$18.00	
Sweet Peas	.25 @ .40	
Callas	8.00 @ 10.00	
Gladiol	8.00 @ 15.00	

Cincinnati, June 30, 1920.

	Per doz.	
Beauties, 36-inch	\$5.00	
Beauties, 30-inch	5.00	
Beauties, 24-inch	4.00	
Beauties, 18-inch	\$1.50 @ 2.00	
Beauties, Short	1.00	
Per 100		
Columbia	\$4.00 @ \$10.00	
Premier	6.00 @ 15.00	
Killarney	4.00 @ 8.00	
Ophelia	4.00 @ 8.00	
Russell	6.00 @ 15.00	
Carnations	1.00 @ 4.00	

Greenville, S. C.—Harold E. Rodgers, formerly manager of the Mauldin Flower Shop, in the Ottaray hotel, has bought the business as a going concern and has changed the name to Rodgers Flower Shop.

GEORGE B. HART

Cut Flowers, Plants,
Florists' Supplies

49.55 Stone Street Rochester, N. Y.

Mention The Review when you write.

Cut Flowers Greens Supplies

Everything a Florist Needs

CINCINNATI CUT FLOWER EXCHANGE

Wholesale Commission Florists 14 E. Third St., Cincinnati, Ohio

Mention The Review when you write.

Asparagus Plumosus Sprays

LET US QUOTE YOU PRICE ON YOUR WANTS

GREEN SHEET MOSS FOR HANGING BASKETS

5 Bales to Bundle, Price per Bundle.....\$1.50

E. G. GILLETT, Wholesale Commission Florist 131 E. 3rd St., Cincinnati, O.

Wholesale Cut Flower Prices.

Buffalo, June 30, 1920.

	Per 100	
Beauty, Special	\$40.00 @ \$50.00	
Beauty, Fancy	25.00 @ 35.00	
Beauty, Extra	15.00 @ 20.00	
Beauty, First	6.00 @ 10.00	
Columbia	8.00 @ 20.00	
Killarney	4.00 @ 12.00	
White Killarney	4.00 @ 15.00	
Double White Killarney	6.00 @ 15.00	
Richmond	6.00 @ 12.00	
Maryland	6.00 @ 15.00	
Russell	8.00 @ 15.00	
Ophelia	6.00 @ 15.00	
Mrs. Ward	3.00 @ 6.00	
Sunburst	6.00 @ 15.00	
Bon Silene	3.00 @ 4.00	
Cecile Brunner	2.00 @ 3.00	
Carnations	2.00 @ 4.00	
Cattleyas	100.00 @ 150.00	
Easter Lilies	10.00 @ 15.00	
Rubrum Lilies	8.00 @ 10.00	
Snappedragons	8.00 @ 15.00	
Calla Lilies	12.00 @ 20.00	
Calendula	2.00 @ 5.00	
Valley	10.00 @ 12.00	

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street,
CHICAGO

Mention The Review when you write.

GEO. REINBERG

Wholesale Grower of **Cut Flowers**

Milady, Columbia, Sunburst, Ophelia, White Killarney and Russell

30 E. Randolph St., CHICAGO, ILL.

A HALF-INCH ADVERTISEMENT

here will keep your name and specialty before the whole trade, at a cost of only 55c per week on a yearly order.

Many Florists Add New Department to Their Business

A decided trend in recent enrollments in our Correspondence School has developed the fact that Florists are awakening to the great possibilities in Landscape Architecture and Gardening. Let us tell you how you can start a complete, well equipped department to handle this business.

American Landscape School
11 K, NEWARK, NEW YORK

School of Horticulture

(18 MILES FROM PHILADELPHIA)

AMBLER, PA.

Offers to women attractive courses in Floriculture, Vegetable Gardening and Canning for the month of August.

Write for Circular

ELIZABETH LEIGHTON LEE, Director

WEILAND-RISCH & CO.
FLOWER GROWERS

TELEPHONE CENTRAL 279 154 N. WABASH AVE. CHICAGO ILLINOIS

FLORISTS' SUPPLY CO., Inc.
WHOLESALE FLORISTS

618-620 Duquesne Way

PITTSBURGH, PA.

Consignments Solicited

BOSTON FLORAL SUPPLY & SNYDER CO.

15 Otis—96 Arch St.

WHOLESALE FLORISTS
BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the East. We manufacture artificial flowers, baskets, wire frames, etc., right in our own factory. We preserve our own cycas leaves. Try us out in one way or another.

HOLTON & HUNKEL CO.

462 Milwaukee Street, Milwaukee, Wis.

**GROWERS AND SHIPPERS OF
CUT FLOWERS,
GREENS and
PLANTS**

Wholesale Cut Flower Prices.

Philadelphia, June 30, 1920.

	Per 100	
Beauties, Long	\$40.00 @	\$ 50.00
Russell, Hadley, Long	15.00 @	20.00
Russell, Hadley, Short	4.00 @	8.00
Double White Killarney, Long	6.00 @	8.00
Double White Killarney, Short	4.00 @	5.00
Maryland, Long	8.00 @	10.00
Maryland, Short	4.00 @	6.00
Premier, Long	8.00 @	12.00
Premier, Short	4.00 @	6.00
Columbia, Long	8.00 @	12.00
Columbia, Short	4.00 @	6.00
Kaiserin, Long	8.00 @	10.00
Kaiserin, Short	4.00 @	6.00
Ophelia, Long	8.00 @	10.00
Ophelia, Short	4.00 @	6.00
Cattleyas		100.00
Carnations, Laddie		6.00
Carnations, Select	4.00 @	5.00
Carnations, Ordinary		2.00
Sweet Peas, Ordinary	.50 @	.75
Sweet Peas, Ordinary		.75
Daisies	1.00 @	1.50
Snappdragons	4.00 @	6.00
Easter Lilies	10.00 @	15.00
Asparagus, bunch	\$0.45 @ \$0.50	
Delphiniums	6.00 @	8.00
Gladioli	8.00 @	12.00
Cornflower		1.00
Pyrethrum, bunch	\$0.35 @ \$0.50	
Valley		10.00
Pink Lilies		10.00
Candidum		12.50

Boston, June 30, 1920.

	Per 100	
American Beauty	\$ 2.00 @	\$25.00
Shawyer, Ruasell	2.00 @	12.00
Killarney	1.00 @	6.00
Milady, Miller	1.00 @	8.00
Francis Scott Key, Radiance	1.00 @	8.00
White Killarney	2.00 @	8.00
Double White Killarney	2.00 @	8.00
Killarney Brilliant	1.00 @	8.00
Mrs. Aaron Ward, Sunburst	1.00 @	8.00
Hadley	2.00 @	12.00
Ophelia	2.00 @	10.00
Premier	2.00 @	10.00
Columbia	2.00 @	10.00
Maryland, Hoosler Beauty	1.00 @	8.00
Cattleyas	100.00 @	150.00
Sweet Peas	.75 @	2.00
Carnations	1.00 @	2.00
Margueritea	.50 @	2.00
Calendulas	1.00 @	2.00
Easter Lilies	8.00 @	10.00
Gladioli	8.00 @	16.00
Peonies	6.00 @	10.00
Delphiniums	6.00 @	8.00

Milwaukee, June 30, 1920.

	Per 100	
Columbia	\$ 8.00 @	\$20.00
Premier	8.00 @	20.00
Killarney	4.00 @	12.00
White Killarney	4.00 @	12.00
Hoosler Beauty	4.00 @	12.00
Mrs. Ward	4.00 @	6.00
Ophelia	4.00 @	15.00
Carnations, assorted	2.00 @	3.00
Cattleyas, per doz.	\$18.00 @ \$24.00	
Callas, per doz.	\$1.50 @ \$2.00	
Easter Lilies, per doz.	1.50 @ 2.00	
Sweet Peas	1.00 @	2.00
Snappdragons	4.00 @	8.00
Daisies, Yellow	1.00 @	3.00
Gypsophilla, per beh.	\$0.50 @ \$0.75	
Peonies	4.00 @	6.00
Gladioli, per doz.	\$1.50 @ \$2.00	
Larkspur, per bunch	.50	

Burley, Ida.—R. O. Sanders has disposed of the Sanders Floral Co. and is now in Salt Lake City, Utah.

RAEDLEIN BASKET CO.

DESIGNERS AND MANUFACTURERS

715 - 717 — MILWAUKEE — AVENUE.
CHICAGO ILLINOIS



Mention The Review when you write.

Artificial Flowers

We have just received an import shipment of best quality

Valley, Lilac, Pansies
and Forget-me-nots

LOTOS MFG. CO.
1566-68 Clybourn Ave., CHICAGO

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FLORISTS'

CARDS : ENVELOPES : LABELS : TAGS
Add 20% to our 1920 Catalogue prices.

THE JOHN HENRY CO.,
Lansing, Mich.

Florists' Supply House

Everything in Florists' Supplies

105 East Ohio St. Main 831
INDIANAPOLIS, IND.

Mention The Review when you write.

WESTERN FLORISTS

can depend on getting prompt service
on rush orders from

COLORADO SEED CO.
FLORISTS' SUPPLY DEPT.
1515 Champa St., DENVER, COLO.

Mention The Review when you write.

Announcement

J. E. KOPPELMAN

Wholesale Florist and
Florists' Supplies

Removed to

26 CUSTOM HOUSE ST.
PROVIDENCE, R. I.

The Anita Brand Goods

Everything in the Paper Line
FOR FLORISTS

ANITA SPECIALTY CO., Inc.
77 Summer St. P. O. Box 2376 Boston, Mass.

The Denver Wholesale

Florists' Company

1433-1435 California St.
DENVER, COLO.

Mention The Review when you write.

GUST. RUSCH & CO.

Wholesale Florists

444-446 Milwaukee St.,

MILWAUKEE, WIS.

Cut Flowers and Florists' Supplies

RICE BROTHERS

Wholesale Florists and Supplies

MINNEAPOLIS, MINN.

SEND LIST FOR QUOTATIONS

Mention The Review when you write.

C.C. POLLWORTH CO.

CUT FLOWERS,
PLANTS - BULBS
Florists' Supplies
MILWAUKEE, WIS.

FRANK H. TRAENDLY

CHARLES SCHENCK

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange
436 6th Avenue, between 26th and 27th Streets, NEW YORK

Phones 797, 798 and 799 Farragut

CONSIGNMENTS SOLICITED

N. Y. Florists' Supply Co., Inc.

103 West 28th Street, NEW YORK CITY

Wholesale and Retail Dealers in all kinds of

EVERGREENS AND ALL KINDS OF FLORISTS' SUPPLIES

Telephones 2144-2145-2146 Farragut

J. K. ALLEN, NEW YORK

31 to 43 W. 18th St.,
ESTABLISHED 1897

ROSES, CARNATIONS

And All Seasonable Flowers

ASPARAGUS PLUMOSUS—fresh every day. Let us have your standing order for regular shipments.

Fancy and Dagger Ferns, Galax, Leucothoe, Wild Smilax, Boxwood, Mexican Ivy, Roping, Etc.

Largest Stock and Assortment of Florists' Decorative Evergreens in America

FLORISTS' SUPPLIES—WIRE DESIGNS—RIBBONS

The Kervan Co., 119 W. 28th St., New York

M. C. FORD
Wholesale Florist
American Beauties and Carnations
31 to 43 W. 18th St., NEW YORK CITY
Telephone 3870-3871 Farragut

I. GOLDSTEIN
Wholesale Florist
31 to 43 W. 18th St., NEW YORK CITY
Telephone Chelsea 6925
In the exact center of the Wholesale Cut Flower Section. Prompt and careful attention to your interests.
CONSIGNMENTS SOLICITED

REED & KELLER
122 W. 25th St., NEW YORK
Florists' Supplies
We manufacture all our Metal Designs, Baskets, Wire Work and Novelties

BONNET & BLAKE
WHOLESALE FLORISTS
130 Livingston Street, BROOKLYN, N. Y.
Tel. Nos. 1298-1294 Main
THE BUSY BEES
Headquarters for all kinds of top-grade stock, from the BEST Eastern Growers.
Established 1903 Prompt Payments

Florists' Supplies, Baskets,
Willow Ware and Sundries
Yours for Service
S. HANFLING CO.,
131-133 W. 28th St., NEW YORK

S. H. RUSSIN
Importer and Manufacturer
Baskets, Novelties and Florists' Supplies
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.
Specialties: Wheat Sheaves, Flower Baskets and Novelties.

A. L. YOUNG & CO., Inc. WHOLESALE FLORISTS
54 West 28th St., NEW YORK
CONSIGNMENTS SOLICITED
Mention The Review when you write.

Wholesale Cut Flower Prices.

New York, June 28, 1920.

	Per 100	@ \$
Beauty, Specials	\$15.00	@ \$ 40.00
Beauty, Fancy	10.00	@ 15.00
Beauty, Extra	8.00	@ 10.00
Beauty, No. 1	5.00	@ 8.00
Beauty, No. 2	2.00	@ 5.00
Prima Donna	2.00	@ 15.00
White Killarney	3.00	@ 15.00
Francis Scott Key	10.00	@ 30.00
Premier	2.00	@ 15.00
Mrs. Aaron Ward	2.00	@ 15.00
Russell	3.00	@ 25.00
Ophelia	2.00	@ 15.00
Columbia	2.00	@ 15.00
Hadley	3.00	@ 15.00
Sunburst	2.00	@ 15.00
Orchids—Cattleyas	25.00	@ 150.00
Sweet Peas50	@ 1.50
Carnations	1.00	@ 2.00
Lilies of the Valley	4.00	@ 12.00
Lilies	5.00	@ 8.00

GEORGE C. SIEBRECHT
WHOLESALE FLORIST
109 W. 28th St., NEW YORK
Phones 608 and 609 Farragut
Consignments of QUALITY Stock Solicited
Mention The Review when you write.

WM. KESSLER
WHOLESALE FLORIST
113 W. 28th Street, NEW YORK
Mention The Review when you write.

UNITED STATES CUT FLOWER CO.
Wholesale Growers
ELMIRA, NEW YORK
Mention The Review when you write.

ORGO BROS.
FLORISTS' SUPPLIES
235 Eighth Ave., NEWARK, N. J.
Manufacturer and Dealer in
Artificial Flowers, Leaves and Designs
SEND FOR PRICE LIST
Mention The Review when you write.

How

did the proceeds of that last shipment of flowers please you—was it up to your expectations?

If not, consign that next shipment to us.

We are in close touch with the best buyers, give every shipment, no matter how small, our personal attention, and remit promptly.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co., Inc.
111 WEST 28th STREET, NEW YORK CITY
Mention The Review when you write.

JOHN YOUNG & CO.
Wholesale Florists
Choicest Stock in America
31 to 43 W. 18th St., NEW YORK
Telephone 4336 Farragut

Futterman Bros.
Wholesale Florists
101 W. 28th St., NEW YORK
"The House of Novelties"
Consignments solicited Phone Watkins 9761

JOHNSON BASKET WORKS
2535 Milwaukee Avenue
CHICAGO

ORCHIDS, GARDENIAS, Etc.
PAUL MECONI, Wholesale Florist, NEW YORK
Telephones No. 3864 and 836 Mad. Sq. 57 W. 26th Street
Mention The Review when you write

PACIFIC COAST DEPARTMENT

San Diego, Cal.—Chris Westergaard has bought the establishment of Boyle & Darnaud and is operating it as the Rose Court Floral Co., doing a wholesale business. Mr. Westergaard has been in Europe since he left the employ of the Miller Floral Co., Farmington, Utah.

LOS ANGELES, CAL.

Charles Morton, of Phoenix, Ariz., is in the city, taking a much needed rest. Mr. Morton recently bought the floral department of the Donofrio Confectionery Co., Phoenix, which will for the present continue under the name of Donofrio Floral department.

The committee of the florists' club on coöperative advertising reports that it is progressing well with the subscriptions and hopes soon to report that the full amount of \$10,000 has been subscribed.

C. J. Michelsen, manager of the E. C. Amling Co., Chicago, spent last week visiting E. C. Amling, at Sawtelle.

Martin Reukauf, of H. Bayersdorfer & Co., Philadelphia, and Robert Newcomb, of the Burlington Willow Ware Shops, Burlington, Ia., are in the city calling on the trade.

Daniel MacRorie, of San Francisco, was in the city last week calling on his friends.

P. Brown has sold his store to S. Seki, possession being given July 1.

Judging from the attractive new Dodge delivery car of the Hollywood Flower Shop, business must be good.

Royce Chezem, of the shipping department of Walter Armacost & Co., was married to Miss Muriel Tait, of Watts, Cal., June 20. Mr. and Mrs. Chezem are spending their honeymoon at Big Bear lake.

Andrew Bruce, of Alexandria Florist, was married last week to Miss Neumeyer.

Roy Wilcox left for a two weeks' business trip to Council Bluffs, Ia.

P. C. Miller Co., having had trouble through the similarity of its name and that of other concerns here, has decided to change its corporate title to California Floral Co. There will be no other change, management, location, etc., remaining the same. It is expected the use of the distinctive name will result in more prompt mail, telegraph and express service.

SAN FRANCISCO, CAL.

The Market.

Extremely hot weather over the weekend June 20 played havoc with the cut flower business here. Roses suffered a little more than most other kinds of stock, but nothing escaped. The daily receipts opened up and died about as fast as they came in. Both wholesalers and retailers experienced great difficulty in handling their orders. Stock that has arrived since the weather cooled off shows some improvement. The demand has improved also, as the week has advanced, which augurs well for increased business during the Democratic national convention. Values are already stiffening up a little.

Good carnations seem to be in particularly good demand and the same may be said of the better grades of roses. Of the latter, Columbia seems to be gaining in popularity, although Russells continue to have a strong call.

Gladioli are having a satisfactory season, the demand being about equal to the supply. They will be followed closely by asters and chrysanthemums, as both of these flowers, which figure prominently in California shipping business, are early this year. A few chrysanthemums put in an appearance during the last week and asters are due almost any time now. Shipping orders are already being booked and all indications point to a heavier movement of both chrysanthemums and asters this year than ever before, provided the weather conditions are favorable for the successful development of the large acreage under cultivation.

Sweet peas are plentiful and there is an abundance of gaillardias, coreopsis, stocks, strawflowers and other season-

able offerings. Orchids are sufficient for requirements and gardenias are in about the same position. Lily of the valley comes in nicely for the June wedding season.

Various Notes.

Louis Picetti, manager of the Charles C. Navlet Co. store in this city, reports business holding up well for this time of the year, the seed, nursery and garden supply trade sharing activity with the demand for cut flowers. The Oakland store, which was opened recently at 917 Washington street, is doing nicely also, Mr. Picetti says. It is under the management of Mr. Lombardo, formerly of San Jose. The San Jose headquarters have had an especially busy week on account of school closings, graduation exercises being a week later there than in the bay district.

The busiest June in the history of the business is the report at Albert O. Stein's place, on Sutter street, near Polk. The record of a wedding a day

Service that Advertises

GEORGE J. HALL & CO.

WHOLESALE
FLORISTS

423 East 5th St.

Los Angeles, Cal.

WE NEVER FAIL

Asters Gladioli, Statice Yellow Daisies

AND OTHER SUMMER FLOWERS

We are known for special care in selection and packing of stock for hot weather shipping.

L. A. FLORAL CO.

236 EAST FOURTH ST.,

LOS ANGELES, CALIF.

BUY QUALITY STOCK

Poor stock does not pay. Order a box of our special Gladioli and Baby Gladioli. Now shipping Asters, Shastas, African Marigolds, Gypsophilas and all summer flowers—also Roses and Valley.

IN PLANTS WE OFFER:

- AMERICAN BEAUTY, 3-inch, \$20.00 per 100.
- CLIMBING CECILE BRUNNER, 3-inch, \$15.00 per 100.
- PRIMA DONNA, 3-inch, \$10.00 per 100.
- MILADY, 3-inch, \$15.00 per 100.
- HYDRANGEA OTAKSA, 3-inch, \$10.00 per 100.
- KENTIA BELMOREANA and FORSTERIANA, 4-inch, 50c each.
- KENTIA FORSTERIANA, \$1.00 each.
- KENTIA BELMOREANA and FORSTERIANA, 6-inch, made up, \$2.00 each.

Packing at cost

WALTER ARMACOST & CO.

321-323 East 4th Street

LOS ANGELES, CALIF.

WE CLOSE SUNDAYS

PRICE LIST

EFFECTIVE JULY 1, 1920.

Subject to change without notice	Short	Medium	Long
ROSES			
Hoosier Beauty.....	\$.08	\$0.15	\$0.20
Columbia.....	.08	.15	.20
Ophelia.....	.06	.12	.15
Shawyer.....	.06	.12	.15
White Killarney.....	.06	.12	.15
CARNATIONS, Best.....			.0
Shorts and Splits.....			.04
Gladioli.....	\$1.50	per dozen	
Cecile Brunners.....	.25	per bunch	
White Baby Roses.....	.25	per bunch	
Feverfew.....	.25	per bunch	
Delphinium Belladonna.....	.25	per bunch	
Gypsophila.....	.25	per bunch	
Gallardia.....	.25	per bunch	
Coreopsis.....	.25	per bunch	
Shasta Daisies.....	.25	per bunch	
Sprenger!.....	.75	per bunch	
Hardy Ferns.....	.25	per bunch	
Calendula.....	.25	per bunch	

Miller Floral Co. UTAH
FARMINGTON,

has been kept up through the entire month, with several good-sized decorations crowded into the last few days. In addition, there is much work booked in connection with the Democratic national convention. As a preliminary affair, Mayor Rolph gave a luncheon at his home for some of the delegates arriving before the convention, for which the Stein decorators carried out an effective scheme of decoration with a combination of seasonable flowers. Mr. Stein is expected home from an extended automobile tour next week, at which time Patriek Orr will leave on his vacation. He also will take an automobile trip, in the course of which he will visit Lake Tahoe and then proceed into Nevada. Mrs. Copeland has no complaints to make about business, as June has been

Everybody Knows Our Motto

"We Never Miss"

EVERYTHING IN

Cut Flowers and Supplies

S. MURATA & CO.

Oldest and Most Experienced Shippers in Southern California

380-386 S. Los Angeles St., LOS ANGELES, CAL.

BULBS

- FREESIA PURITY
- FREESIA SPLENDENS
- PAPER WHITES
- EMPEROR DAFFODILS
- YELLOW CALLAS
- BABY GLADIOLI (The Bride)

A reliable source of supply.

LOS ROBLES, Santa Cruz, Calif.

Carnations

2-inch Plants
\$7.00 per 100

- White Enchantress, white.
- Victory, red.
- Mrs. Ward, pink.
- Belle Washburn, red.

H. N. GAGE CO.,
Montebello, Calif.

J. A. AXELL

Wholesale Commission Florist

463 BUSH STREET

SAN FRANCISCO, CALIFORNIA

a good month at her establishment. She is now making arrangements with an interior decorator to brighten up the appearance of the store a little.

A. E. Mauff, of the Mauff Floral Co., Denver, Colo., paid the trade a visit in San Francisco on his way home, after visiting relatives at Los Angeles.

About half of the Podesta & Baldocchi force is on vacation, which makes it rather a rush time for those on duty. Dan Baeigalupi is one of the next to leave. He is looking forward to an outing in the Calaveras big tree section. N. F. Baldocchi reports business active for this time of the year. Just now his attention is largely taken up with the decoration of the auditorium for the Democratic national convention.

Joseph's was busy last month with weddings and has a good many table decorations booked for the convention period.

A good many of the florists' establishments in the downtown business district have posters in the windows saying, "This store will close at noon Sundays from June 20 to September 26."

A fire at the nursery of Ferrari Bros. might have done serious damage had it started during the night instead of the early morning, when it was readily discovered and soon brought under control. The blaze started from an overheated boiler in one of the buildings. Some plants were destroyed, but the entire loss will probably not exceed \$1,000.

Henry Avansino, who has purchased what was known as the small nursery of the E. W. McLellan Co., at San Leandro, plans to erect two more greenhouses if he can get the glass. On the place now there are three houses of roses, one devoted to American Beauty and two to Russell. One of the new ones he would plant to Russell and the other to Columbia roses. Two and a half acres of land constituted the sale and Mr. Avansino hopes to be able to get more of an acreage in the vicinity before long and eventually erect a nice home on the property.

J. A. Axell has had a bad case of oak poisoning, which was particularly annoying since he did not even have the satisfaction of an outing in the country in connection with it. He contracted the poisoning by handling huckleberry or other greens brought in from some poison oak section.

Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, was a recent visitor to the local trade.

S. Enomoto, of Enomoto & Co., is

Imported Plant Tubs
12-inch Diameter



60c Each

Excellent Crop of
Roses of all kinds

Spring Flowers

WOODWARDIA
and OTHER GREENS

ENOMOTO & CO., Inc.

Wholesale Growers and Shippers

35 St. Anne Street, SAN FRANCISCO, CAL.

Mention The Review when you write.

Summer Flowers

Roses, Carnations, Sweet Peas, Baby Roses, Statice, Gladioli and many other seasonable flowers ready for shipment—also Adiantum and Plumosus

F. C. JAEGER & SON

152 Powell Street

OUR SLOGAN:

"Right Price, Quality and Service" SAN FRANCISCO, CAL.

Mention The Review when you write.

PLUMOSUS

Tulips, Roses, Freesias, Gypsophilas, Spring Flowers

ADIANTUM

GEN. A. J. GOOCH

537 PINE STREET. SAN FRANCISCO. CALIFORNIA

Mention The Review when you write.

FREESIA PURITY

$\frac{1}{2}$ to $\frac{3}{8}$ -inch, \$10.00 per 1000. 7-16-inch, \$7.00 per 1000.

By parcel post, prepaid—Immediate delivery.

Special prices on 5000-lots.

HARRY BAILEY, R. F. D. No. 6, Box 354, Los Angeles, Cal.

Mention The Review when you write.

P. C. Miller Company Announcement

ON AND AFTER AUGUST 1, 1920
 The P. C. Miller Company, Los Angeles, California
 WILL BE KNOWN AS

California Floral Company

We have experienced a great deal of trouble in mail service, owing to the fact that there are other firms in our city under the name of P. C. Miller. This has resulted in our mail, in many instances, being delivered to the wrong address, thus causing disappointments to our customers through delayed orders. We will continue business under the same management and will retain our motto:

"The Best in the West"

IN THE FUTURE KINDLY ADDRESS US

California Floral Company

Wholesale Dealers in Cut Flowers

217 Winston Street :: :: Los Angeles, California

Freesia Purity

	Per 1000
3/8-inch to 1/2-inch.....	\$ 6.00
1/2-inch to 5/8-inch.....	10.00
5/8-inch to 3/4-inch.....	13.00
3/4-inch and over.....	19.00

Paper White Narcissus

	Per 1000
Large size.....	\$28.00
Emperor Daffodils.....	40.00
Trumpet Majors.....	40.00

Calla Aethiopica (White)

	Per 1000
1-inch to 1 1/2-inch.....	\$ 35.00
1 1/2-inch to 2-inch.....	85.00
2-inch and over.....	150.00

C. KOOYMAN & CO., Inc.

*Wholesale Florists
 and Importers of Bulbs*

431 BUSH ST., SAN FRANCISCO, CALIF.

Mention The Review when you write.

Primula Obconica

Gigantea and Grandiflora

In 2 1/4-inch pots, ready for shifting

My well known strain. Giant Flowers, many measuring over 1 1/2 inches in diameter. In separate colors or mixed.

\$6.00 per 100; \$57.50 per 1000

These make good Christmas plants.

Write for Price List of Ferns, Palms and Foliage Plants

H. PLATH—"The Ferneries"

Cor. Lawrence and Winnipeg Aves., SAN FRANCISCO, CAL.

California Flowers and Greens

of all kinds are being used generally
 by Eastern Florists.

DARBEE'S

for best quality and service

1036 HYDE STREET,

SAN FRANCISCO, CALIF.

spending several days at the nursery at Redwood City. Upon his return, T. Honda, vice-president of the firm, will pay the place a visit. The workmen are busy changing the carnation plants and drying up some of the roses.

The United Flower & Supply Co. has found a ready market for a limited supply of Golden Glow chrysanthemums, which are starting to come in unusually early this year. They expect asters in a week or ten days and will have white chrysanthemums about the same time.

John R. Sievers, of the Conservatory, has been away on vacation most of the last month. At the store business is re-

ported all that can be expected for a new firm at this time of the year.

Domoto Bros. have a fine lot of rubrum lilies, which they expect to start cutting in about two weeks.

M. M.

SPOKANE, WASH.

The Market.

The supply now is chiefly made up of outside stock and is sufficient in quantity to meet the demand. Some fine gladioli are to be had in greenhouse stock and they clean up daily. Wedding and graduation work has kept most of the stores busy.

Club Meeting.

Monday, June 14, the regular meeting of the Spokane Florists' Club was held at the Spokane hotel. The guest of honor was Mrs. Ruth Day, president of the Pacific Coast Association of Nurserymen. The speakers of the evening were S. Yonkin, A. Rahn and H. Hill.

Mr. Hill spoke on the necessity of keeping the price of flowers down on Mothers' day, as stock at that time is always plentiful and the florist reaps a good harvest with prices normal. Mr. Yonkin spoke on the needs of Memorial day, saying that it was one day that the growers do not plan ahead for, as they should, especially regarding potted plants. Mr. Rahn spoke on how and when to buy, speaking mainly for the growers.

The attendance was the largest in many months and all present expressed satisfaction with the year's business.

Various Notes.

The Davenport Flower Shop had a nice wedding decoration in the Davenport hotel for a prominent wedding which took place June 14.

C. Enis, who for the last year has had charge of A. J. Burt's greenhouses, has accepted a position with H. L. Olsson Co. Mr. Burt intends to close his greenhouses, the ground being quite valuable.

H. H.

SEATTLE, WASH.

The Market.

Ideal growing conditions have existed all over the Pacific northwest for the last week and have caused an almost complete reversal of the stock situation from the close of the previous week. Peonies, violets and Spanish iris are plentiful and the prices on the last two offerings have been lowered by growers to partly offset the oversupply. Carnations are also in liberal supply and will continue to increase for some time, as the outdoor stock is arriving. These almost cause a glut some days.

Business has been generally good, partly due to graduations. Baskets were apparently the most popular item with those who were buying for the graduates, although a large amount of cut flowers went to the same affairs. There has been plenty of work on weddings and several of the larger retailers state that the average expenditure shows a greater increase than would be necessary to keep even with the high cost of flowers. Funeral business has been about the average.

Outdoor offerings have assumed practical control of the market and promise

FREESIAS

Fischerii and Splendens

Fischerii This is the magnificent White Freesia that sold for \$10.00 and \$12.00 per 100 in the leading flower centers of the country last winter. It is the result of many years of painstaking labor to produce a Freesia of extra quality for commercial use. The flowers are of snowy whiteness (very rarely is a touch of yellow seen), are of very large size, have long, strong stems, are of great keeping quality and very fragrant; an extremely beautiful Freesia.

PRICE . . . \$6.00 per 100, \$50.00 per 1000

Cash with order from unknown parties.

Splendens The beautiful commercial lavender, like the above, is a combination of very fine varieties, as nearly alike in color as possible with all the fine qualities of Fischerii in size of flower, strength of stem and good keeping quality. It is highly fragrant, an extra fine Freesia, which will delight all growers.

PRICE . . . \$5.00 per 100, \$40.00 per 1000

We have a large stock of these two fine sorts now ready for delivery. Dealers allowed liberal discount. Bulbs are sent direct to purchasers.

RUDOLPH FISCHER

SAN GABRIEL, CALIF.

PORTLAND ROSES
EVERGREENS
HARDY PERENNIALS
 Price List on Request
Mountain View Floral Co., Portland, Oregon

LOS ANGELES GERANIUM CO.
 CULVER BROS., Props., Wholesale Growers of
California Sunshine Geraniums
 For the Trade. Leading Standard Varieties.
 Strongly Rooted Cuttings \$20.00 per 1000
SAWTELLE, CAL.

Mention The Review when you write.

ASPARAGUS
 Plumosus, 3-in. \$ 6.00 per 100
 Sprengeri, 4-in. 12.00 per 100
CINERARIAS
 Dwarf strain, 2 1/4-in. \$4.00 per 100
PETUNIAS
 Grohe's large-flowering double, 2 1/4-in. \$6.00 per 100
FRED GROHE CO.,
 R. F. D. 4, Box 367. Cash please. Santa Rosa, Cal.

to hold it for some time. Among the novelties are Belladonna larkspur, Nelrose snapdragon, several varieties of Spanish iris, Canterbury bells and delphinium. Nelrose snapdragon is easily the best stock shown here and has com-

CHRYSANTHEMUMS
STANDARDS
 Chas. Rager White Chadwick
 Marigold Golden Chadwick
 Yellow Jones Early Frost
 Maud Dean
POMPONS
 Frank Beu Godfrey
 Hilda Canning Lydia Thomas
ROOTED CUTTINGS
 \$25.00 per 1000 \$8.00 per 100
 From 2 1/2-inch pots, \$5.00 per 100
STUBER & RICHARDSON,
 Bryn Mawr, Wash.

Berberis Darwinii Per 100
 Out of 2-inch pots \$ 6.00
Diosma alba
 Out of 2-inch pots 10.00
Erica Melanthera
 Out of 2-inch pots 15.00
 Cash with order, please.
PACIFIC NURSERIES, Colma, San Mateo Co., Calif

CHRYSANTHEMUMS
 Rooted cuttings, the best standard varieties and pompons, clean, healthy stock, no midge, at \$3.50 per 100; \$30.00 per 1000. Chadwicks and White Seidewitz, \$5.00 per 100.
 Primula Obconica, 2-inch, best strain, separate colors, no white, at \$6.00 per 100.
PETERS & SONS, HILLYARD, WASH.
 We ship from Spokane, Wash.



IMPORTED HINOKI PLANT TUB

No. 1—13 in. x 13 in. diameter, 10 for....\$6.00 100 for....\$50.00.

**California
Asters**

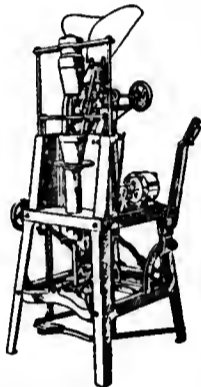
**Seasonable Flowers
and Greens**

UNITED FLOWER & SUPPLY CO., Inc.

Wholesale Florists, Shippers and Growers

448 Bush Street SAN FRANCISCO, CAL.

**Save 75%
On Your Flower Pots**



Make your own with our Concrete FLOWER POT MACHINE.

Send for free descriptive booklet.

A large grower says: "Many kinds of plants do better in concrete pots than they do in clay pots."

Spokane Concrete Flower Pot Machine Co., Inc.

P. O. Box 255. SPOKANE, WASH.

**Easter Lilies, Calla Lilies, Roses,
Cecile Brunners, Strawflowers,
Gypsophilas, Gladioli, Marguerites,
etc. All kinds of Cut Greens.**

DOMOTO BROS.

440 Bush Street SAN FRANCISCO, CAL.

Mention The Review when you write.



**FIELD
GROWN**

1920-21

List Now

**We Grow Only Own-
Root Roses**

HOWARD ROSE CO., Hemet, Calif.

Mention The Review when you write.

ASTER SEED

YOU CAN ALWAYS DEPEND ON FOR GROWING
CUT ASTERS

THE HOME OF ASTERS

Herbert & Fleishauer

Aster Specialists, McMinnville, Ore.

Mention The Review when you write.

See our Price List

Page 57, issue of May 6

WILSON-CROUT-GEHR CO.

East 62nd and Ankeny St., Portland, Ore.



Get Catalogue or Description and Prices of Separate Colors from Last Week's Review.

SEED

Steele's Mastodon Greenhouse, special mixed, O. K. Outside, 1/8 oz., \$1.00; oz., \$7.00; 1/2 oz., \$3.75.

Steele's Mastodon Private Stock, mixed, 1/8 oz., \$1.00; oz., \$6.00; 1/2 oz., \$3.25.

STEELE'S PANSY GARDENS

PORTLAND, ORE.

Mention The Review when you write.

Your inquiries for anything you may need
WILL BE APPRECIATED

H. L. OLSSON CO., Inc.

Growers of Quality Plants for the Trade

Box 494 SPOKANE, WASH

Mention The Review when you write.

W. H. HAWKINS

Cyclamen - SEEDS - Primula

EVERYTHING FOR THE GREENHOUSE
1206 N. 47th Street, SEATTLE, WASH.

Mention The Review when you write.

manded general interest among the buyers of the better baskets.

The only items coming from the south now are maidenhair ferns and asparagus. Some of the Cecile Brunner roses from local growers are all that could be asked on color now and some fine Columbia and Ward have also been shown. Ophelia is probably in lighter supply than any other variety at this time. Local growers expect to offer several new varieties of roses this season and some of these were introduced at the annual show of the Washington Rose Society, held June 29 at the University of Washington museum.

Gladioli are holding up splendidly as to quality. Mrs. Francis King is being featured in nearly every window.

One firm is supplying a large cut of orchids, not only for the local trade but for out-of-town dealers as well. There were several days last week when lily of the valley was not to be had anywhere.

Various Notes.

Local growers are expressing regret at the lateness of the Portland rose festival this year, since the Oregon growers are now in a position to fill all of their own heavy needs for this event. Had it been held in the first half of

[Continued on page 126.]

SURPLUS Transplanted Stock at \$1.00 per 100. Asters, Antirrhinums, Cinerarias, Lobelias, Pansies, Pentstemon, Petunias, Stocks, Verbenas, Etc.
FRED G. EHLE, Wholesale Grower,
224-236 Sanborn Ave., San Jose, Calif.

NEWS OF THE NURSERY TRADE

COMPILATION of the federal and state regulations in regard to the shipment of white pines and ribes, on account of the white pine blister rust, has been made by the Department of Agriculture and appears in the pamphlet of service and regulatory announcements issued June 11.

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PROTECTIVE ASSOCIATION.

The American Nurserymen's Protective Association held its annual meeting at the Congress hotel, Chicago, on the evening of June 23. After transacting routine business and conducting its usual discussion, the association re-elected last year's officers, as follows:

- President—J. W. Hill, Des Moines, Ia.
- Vice-president—C. C. Mayhew, Sherman, Tex.
- Secretary—Thomas B. Meehan, Dresher, Pa.
- Treasurer—Peter Youngers, Geneva, Neb.

A. A. N. CUTS DUES.

Action Unites Association.

The "electricity in the air"—as it was vaguely termed on the convention floor—which played about the lobby of the Congress hotel, at Chicago, last week during the convention of the American Association of Nurserymen, resulted only in some subdued heat flashes, without producing the thunder and storm that some members anticipated or feared. The result, when the disturbance of the atmosphere had subsided, was a compromise, upon which the organization is able to advance in another year's work with united ranks.

The final session of the convention adopted the executive committee's report, by which the association (1) endorsed the publicity campaign and the trade-mark, "Trustworthy Trees and Plants," but undertook no financial responsibility in support of it; (2) instructed the executive committee to investigate the matter of incorporating the association and (3) amended the constitution so that the membership dues, including those due prior to the 1920 convention, should be according to the following schedule:

Gross annual business	Dues
\$400,000 or more.....	\$500
350,000 to \$400,000.....	450
300,000 to 350,000.....	400
250,000 to 300,000.....	350
200,000 to 250,000.....	300
150,000 to 200,000.....	250
100,000 to 150,000.....	200
75,000 to 100,000.....	150
50,000 to 75,000.....	100
25,000 to 50,000.....	75
Less than \$25,000.....	50

Since this amendment is retroactive, those members who paid dues this year at the rate, established in June, 1919, of one quarter of one per cent of gross

OFFICERS ELECTED

- PRESIDENT
Lloyd C. Stark Louisiana, Mo.
 - VICE-PRESIDENT
Michael R. Cashman, Owatonna, Minn.
 - TREASURER
J. W. Hill Des Moines, Ia.
 - EXECUTIVE COMMITTEE
J. Edward Moon . . . Morrisville, Pa.
E. W. Chattin . . . Winchester, Tenn.
- 1921 Meeting Place
CHICAGO

annual business will receive an adjustment.

Wednesday's Flashes.

The first flickerings of the electric disturbance appeared on the floor of the convention Wednesday afternoon, June 23. Charles Sizemore presented his report as traffic manager, calling attention to one increase in express rates which had been warded off by the association's officers and to another, of approximately thirty-three and one-third

per cent, which would probably be announced in July or August. He advised a limitation of size of bale or box and this subject was referred to a committee, composed of George C. Roeding, chairman; James M. Pitkin and W. H. Wyman, to be considered together with the president's address and other papers. Mr. Sizemore's figures on the association income were:

Balance	\$ 6,746.07
Dues	9,163.32
Traffic manager's office.....	985.15
Sundries	924.27
Market development fund.....	10,927.15

The total expenditures during the year were \$21,017.04, leaving a balance on hand of \$7,403.92, to which, he said, Mr. Watson had added \$1,600 in dues during the convention. He itemized the expenditures as follows:

President's office	\$ 441.25
Legislative committee	220.40
Miscellaneous	1,780.10
Executive secretary's salary.....	5,000.00
Expenses, secretary's office.....	11,063.18
Traffic manager's salary.....	1,500.00
Expenses of above office.....	1,012.13

The mention of the dues aroused the question as to the term they covered and the interpretation of the executive committee, issued prior to the convention, that the year ended when the new officers replaced the old and that therefore those who had not paid the fees due prior to this convention were mem-



Lloyd C. Stark.

(President-elect of the American Association of Nurserymen.)

Photograph of the estate of William McKee, Bristol, R. I., and John W. Best, gardener



The Tribute of John W. Best to Davey Tree Surgery

Bristol, Rhode Island

The Davey Tree Expert Co., Kent, Ohio

Gentlemen:

I think I can sum up in just three words the reason your organization has been so successful. Those three words are "DOING THE RIGHT."

It is with a clear conscience that I speak well of the cavity work your experts did here last season. Not a crack in the cement or a sign of giving way at the sides of the cavity can I locate; the filling is just as compact as the day your men placed it there.

The reputation of your company, I feel sure, is perfectly safe in the hands of such men as were sent here last year to treat the trees, and those working on the estate at the time of writing.

My best wishes go with them and your company.

Sincerely yours,

John W. Best, Gardener, Estate of William McKee



"Not a crack in the cement or a sign of giving way at the sides of the cavity can I locate," writes Mr. Best. Note how Davey Tree Experts have filled the cavities with cement, section by section, to allow for swaying and to prevent cracking.



JOHN DAVEY
Father of Tree Surgery

The saving of priceless trees is a matter of first importance on every estate. Davey Tree Surgery is a fulfillment of the maximum expectations of those who love and value trees. A careful examination of your trees will be made by appointment.

THE DAVEY TREE EXPERT CO., Inc., 303 Elm Street, Kent, Ohio

Branch offices with telephone connections: New York City, 20 W. 34th St.; Chicago, Westminster Bldg.; Philadelphia, Land Title Bldg.; and Boston. Write nearest office

Permanent representatives available in districts surrounding Boston, Springfield, Lenox, Newport, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, Montclair, New York, Philadelphia, Harrisburg, Baltimore, Washington, Richmond, Buffalo, Toronto, Pittsburgh, Cleveland, Detroit, Chicago, Milwaukee. Canadian address: 252 Laugauchiere West, Montreal

DAVEY TREE SURGEONS

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300,000 to 350,000	4.00
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150,000 to 200,000	2.50
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NURSERY STOCK for FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits,
Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

WRITE FOR OUR WHOLE-
SALE TRADE LIST

W. & T. SMITH COMPANY, Geneva, N. Y.

74 Years — 1000 Acres

bers until the last day of the convention, when the new officers were installed. After discussion by John Dayton, Robert Pyle and William Pitkin, the matter was allowed to rest until the usual reports were in.

Charles H. Perkins, Jr., presented the report of the legislative committee, comprising the platform given in another column.

George C. Marshall reported four cases having been decided by the arbitration committee.

Thursday Brings Visitors.

The second day of the convention brought two speakers outside the trade to the association. Reuben H. Donnelly, head of the large Chicago printing house and retiring president of the Associated Advertising Clubs of the World, told of the vigilance work in the advertising field done by the latter organization in a way that won the applause of the nurserymen.

E. H. Stevens, representing the American Railway Express Co., explained the problems of expressmen and pointed out that nurserymen could aid themselves by reducing the size of their packages, reading an order that limited the size on all other commodities in the eastern and central districts to 200 pounds, while allowing 300 pounds on nursery stock. Upon his suggestion the association adopted a resolution presented by W. H. Wyman that boxes or bales of nursery stock be limited to approximately 300 pounds in the states east of the Mississippi and north of the Ohio.

Market Development Report.

Then O. Joe Howard offered the report of the market development committee, presenting legal opinion to the effect that the association's trade-mark did not render the organization liable in legal action. The committee recommended the incorporation of the association, with shares of \$25, the dues to be in multiples of \$25 and each share having one vote. The committee also recommended a guaranty fund, so that the association might make itself financially responsible to buyers of nursery stock for the amount of the purchase price in case the purchaser was dissatisfied. It advocated the expulsion of members found guilty of unfair or fraudulent dealing and asked an appropriation of \$35,000 for the coming year's work.

L. W. C. Tuthill, whose agency handled the association's advertising, graphically presented the paid publicity of the A. A. N. during the last year.

The members then proceeded to tie up the chair in such a tangle of parliamentary procedure, in action and discussion regarding the market development committee's report, that the difficulty of unraveling it proved too great. Some wished to lay parts of it on the

NURSERY STOCK FOR FLORISTS

—WHOLESALE ONLY—

JACKSON & PERKINS CO. - Newark, New York

EVERGREENS that GROW

The scramble for this stock has just begun. Try our POT-GROWN EVERGREENS and invite success. These are shipped with pot ball attached and with just ordinary care will give 100% stand. Can you beat it?

	Per 100
150 Thuja Erecta.....	\$10.00
150 Thuja Douglasii Pyramidalis....	12.00
400 Thuja Ericoides.....	10.00
1200 Thuja Globosa Woodwardii.....	11.00
1500 Thuja Hoveyi.....	9.00
2000 Thuja Pumila.....	11.00
3500 Thuja Pyramidalis.....	10.00
1000 Thuja Tom Thumb.....	10.00
8800 Thuja Wareana.....	10.00
800 Juniper Hibernica.....	8.00
250 Juniper Sabina.....	15.00
1400 Retinispora Filifera.....	11.00
2000 Retinispora Plumosa Aurea.....	8.00

Samples sent on request

We grow also a full line of fruit and ornamental stock. Write for prices.

Farmers Nursery Co.
TROY, OHIO

NURSERY STOCK

AT WHOLESALE

A complete assortment of general nursery stock—shrubs, roses, vines, shade trees, fruit trees, etc., well grown and well graded, such as will satisfy your customers and build up your trade.

We solicit a trial order, believing that our stock, service and reasonable prices will make you our regular customer

Our Wholesale Trade List free upon request.

SHENANDOAH NURSERIES

D. S. LAKE, Pres.

SHENANDOAH, IOWA

Hill's Evergreens

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitae, Yews, in small and large sizes. Price list ready soon.

THE D. HILL NURSERY CO.

Evergreen Specialists. Largest Growers in America.
Box 403, Dundee, Ill.

Peonies and Iris

Send us your name now for our 1920 Catalogue
NOW READY

PETERSON NURSERY
30 N. La Salle S., CHICAGO, ILL.

table and consider the rest, while others wished to lay different parts on the



**Box-Barberry Bordered
Garden**

**Make a Leader of
BOX-BARBERRY**

IN YOUR 1921 Catalogue

Many of the leading firms already
have booked with us for their
stock.

Write for Terms

Elm City Nursery Company

Woodmont Nurseries, Inc.

New Haven, Conn.

ENGLISH LAUREL

BY THE HUNDRED OR THOUSAND
THE AUDUBON NURSERY

WILMINGTON, N. C.

H. VERZAAL, Prop.

The Storrs & Harrison Co.

PAINESVILLE NURSERIES

Nurserymen, Florists and Seedsmen
PAINESVILLE, OHIO

table and consider something else. There was stirring debate, by O. Joe

IVIES and Other Choice Plants

These trained Ivies are exceptionally fine for formal work either inside or outside. They are well covered and established, nicely shaped specimens.

GLOBE IVY

	Each
18x18-inch	\$ 4.00
24x24-inch	7.50
30x30-inch	12.50
36x36-inch	20.00
42x42-inch	25.00

PYRAMIDAL IVY

	Each
30 inches high x 18 inches at base.....	\$ 6.00
36 inches high x 24 inches at base.....	10.00
42 inches high x 24 inches at base.....	12.50
48 inches high x 24 inches at base.....	15.00
60 inches high x 26 inches at base.....	17.50
72 inches high x 30 inches at base.....	20.00
84 inches high x 36 inches at base.....	25.00

STANDARD IVY

	Each
4 feet high, 24-inch stem, 24x24-inch head.....	\$15.00
Good Pot-grown Plants in following sizes:	
8-inch pots, 2-3 vines in pots.....	\$12.00 per 100
These will make fine plants for Fall.	
4 to 4½-inch pots, fine plants.....	\$25.00 per 100
5 to 6 feet tall.....	60.00 per 100

EVONYMUS JAPONICA

A first-class plant for window-box work.
5½ to 6-inch pots, bushy compact plants.....\$50.00 per 100

AMPELOPSIS VITICIDA

4½-inch pots, well grown.....\$25.00 per 100

STANDARD BAY TREES

The Bays are just now in particularly good condition, thick, bushy heads with an abundance of clean, healthy foliage.

	Pair
28 to 30-inch diameter	\$ 85.00
32 to 34-inch diameter	40.00
36-inch diameter	50.00
36 to 38-inch diameter	60.00
40-inch diameter	65.00
42 to 46-inch diameter	75.00
48-inch diameter	100.00

We also offer a limited number of Hydrangeas in the following sizes, all nicely budded and same in flower.

	Each
6 to 7-inch pots.....	\$1.50 to \$2.00
10-inch tubs	2.50 to 3.00
11-inch tubs	3.50 to 4.50
14-inch tubs	7.50 to 10.00
12-inch tubs	5.00 to 6.00

POT-GROWN CLIMBING ROSES

	Each
Excelsa, scarlet-crimson	\$0.80
Dorothy Perkins, pink50
Lady Gay, shell pink.....	.50
Tausendschoen (extra strong), pink.....	1.00
Dr. Van Fleet, flesh.....	.60
Hiawatha (extra), red.....	.75
Rubin, crimson75
Cl. Orleans, red.....	.75
Baby Orleans, dark red.....	.50
Baby Catherine Zelmet, white.....	.50
Baby Marie Pavic.....	.50
Jessie, dark red.....	.50

And a Complete Assortment of Pot-Grown Vines and Climbers.

BOBBINK & ATKINS

Nurserymen and Florists

RUTHERFORD, N. J.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The **CONARD & JONES CO.** West Grove, Penna., U.S.A.
Robert Pyle, Pres.  Ant. Wintzer, V.-P.

Mention The Review when you write.

Hardy Old-fashioned Plants Our Specialty

Specially grown for Florists, Nurserymen and Landscape Architects. Prices on request.

WILLIAM TOOLE & SON

Hardy Plant and Passy Farm BARABOO, WIS
Mention The Review when you write.

Howard, J. R. Mayhew, Robert Pyle, J. H. McFarland, William Pitkin, E. M. Sherman and others, on various angles of the subject of the association's guaranty of members' dealings with their customers. The result was airing of opinion, for the ultimate action was the referring of the committee's report and recommendations to the executive committee.

At this session, also, E. H. Smith told of the planting of a memorial oak at the University of Nebraska in honor of C. S. Harrison. In the absence of the chairman, Henry Hicks, report of the committee on courses of nursery training in agricultural colleges was given by Theodore F. Borst, recommending the establishing of a 4-year course and a shorter course for foremen and apprentices in various parts of the country. In this connection A. M. Augustine told of the work at the University of

CANNAS

3-inch pot plants ready for immediate shipment.

\$1.00 per doz. \$5.00 per 100 \$40.00 per 1000

Alphonse Bouvier
Florence Vaughan
Maros
President Myers
Richard Wallace
Souv. d'Antoine Crozy
Venus

Feuermeer
Gladiator
J. D. Eisele
Jean Tissot
Queen Charlotte
Rubin
Uncle Sam

Wyoming

King Humbert Canna, \$6.50 per 100

Alyssum, Double Giant; Ageratum, Dusty Miller, Achyranthus, assorted; Heliotrope, Lantanas, Hardy English Ivy, Vinca Variegata. All 2-inch, \$2.75 per 100; \$25.00 per 1000.

Send for Catalogue.

Cash with Orders.

R. Vincent, Jr., & Sons Co.

White Marsh, Maryland

"CRAIG QUALITY"

Plants for Growing On

On account of selling our Philadelphia property we are compelled to make room at our Norwood plant, and offer some of our specialties at less than regular prices. They are **Sure Money Makers** and indispensable for fall and Christmas trade. The wide-awake growers will surely take immediate advantage of this offer:

	Per 100		Per 100	Per 1000
Dracaena Terminalis —very strong, 4-inch.....	\$ 55.00	Cyclamen —2½-inch	\$15.00	\$125.00
Dracaena Lord Wolseley —very strong, 2-inch...	17.50	Cyclamen —2½-inch, very heavy.....	18.00	160.00
Dracaena Lord Wolseley —very strong, 3-inch...	30.00	Cyclamen —4-inch, very heavy ...	50.00
Dracaena Lord Wolseley —very strong, 4-inch...	50.00	Poinsettia —true dark red variety, 2-inch.....		90.00
Areca Lutescens —single plants, 3-inch	22.50	Ficus Pandurata at \$1.50 to \$7.50 each—special valve.		
Areca Lutescens —made up, heavy, 4-inch.....	50.00			

Prices quoted for July only

ROBERT CRAIG COMPANY, 4900 Market Street, PHILADELPHIA

Illinois and John S. Kerr spoke of that at the University of Texas.

Government Men Talk.

Thursday afternoon, June 24, was given over to addresses by representatives from the Department of Agriculture. Dr. Frederick V. Coville, showing stereopticon views, told of the experiments being conducted with blueberry plants, which had demonstrated the beneficial effects of a period of chilling on stock, producing a reaction in the plant that stimulated subsequent growth. Dr. B. T. Galloway told of the experiments with pear tree stock, which have advanced farther than those with other fruit stocks. Prof. L. C. Corbett spoke regarding the work to be done with the \$20,000 secured by the nurserymen through the passage of the Gould bill. He asked, in conclusion, that the association appoint a committee to act in an advisory capacity in regard to this work. This request, President Moon pointed out, was an extraordinary one from the Department of Agriculture. Motion of E. H. Smith for the appointment of such a committee was promptly carried.

Thomas B. Meehan, as chairman of the committee on relations with landscape architects, presented a memorandum of agreement as prepared by the joint committee of the A. A. N. and the American Society of Landscape Architects, covering "obligations which are normally implied by the placing and acceptance of an order for nursery stock, in the absence of specific stipulations to some other effect," and also a memorandum in regard to payment of bills for nursery stock ordered by landscape architects on account of clients. Both drafts were adopted by vote of the convention.

Standardization.

Opening Friday morning's session, June 25, Harlan P. Kelsey presented the report of the committee on nomenclature, embodying the 1920 prospectus of the official catalogue of plant names being prepared by the American Joint Committee on Horticultural Nomenclature. Copies of the prospectus were distributed to members of the association for their perusal. J. Horace McFar-

land, chairman of the joint committee, and Dr. Frederick V. Coville also spoke of the nomenclature work. George C. Roeding moved a vote of thanks, which, upon John S. Kerr's seconding, was heartily given. At Mr. Kelsey's recommendation a motion for the appointment of a committee on the standardization of trade practices was carried.

Vigilance Committee Reports.

An executive session had been intended by the officers for the consideration of the vigilance committee's report, but a strong appeal for an open session by J. R. Mayhew won the approval of the members.

Paul C. Lindley then read the committee's report and its recommendations, which, by setting a more definite rule in regard to expulsion, took an emphatic stand in regard to members' dealings. "Only trustworthy men," declared Mr. Lindley, "can produce trustworthy trees." Advertisements had occupied some of the committee's attention and recommendations were made for a more rigid surveillance of them in future. After some discussion the recommendations were referred to the executive committee.

Profitable to Grow

Now is the time Larkspur blooms.

Find out price paid for cut flowers.

Plants produce **THREE CROPS** of flowers in **ONE SEASON**

Delphinium Belladonna , 1-year plants.....	\$ 9 00 per 100
" " 2-year plants.....	12.00 per 100
" " 3-year plants.....	15.00 per 100

Order now for fall delivery

The Wayside Gardens Company
MENTOR, OHIO

HYBRID TEA ROSES

6-inch, for planting out.

HYDRANGEAS, French, 6-inch.

WM. K. HARRIS

55th Street and Springfield Avenue
WEST PHILADELPHIA, PA.

At this time the recommendation of an attorney that the report of the committee on policy, adopted June, 1919, be rescinded, was acted upon. When the article was repealed, J. R. Mayhew moved the appointment of a committee to draw up similar resolutions in a form that would be legal.

The adoption of the executive committee's recommendations, including the new schedule of dues, as outlined above, drew forth much debate. Some were of the opinion that the contract made with the market development committee a year ago necessitated adherence to the schedule of dues adopted last year. Under these an income of \$50,000 had been expected. The new dues will yield, it was said, between \$25,000 and \$35,000, so that the market development appropriation will, in place of about

Plants for Immediate Delivery

Kentias, single plants, large specimen plants, up to, each..	\$100.00	Kentia Belmoreana, Single, 4-inch, per 100.....	\$75.00
Phoenix Roebeleanii, each.....	\$10.00 to 25.00	Kentia Belmoreana, Single, 6-8 leaves, 5-inch, each.....	2.00
Phoenix Roebeleanii, large specimen plants, up to, each....	100.00	Kentia Belmoreana, Single, 6-inch, each.....	3.50
Phoenix Canariensis, large specimen plants, each.....	25.00	Kentia Forsteriana, made up, 5-inch, each.....	3.00
Livistona Rotundifolia, 6-inch, each.....	1.25	Macawii Ferns, 6-inch, each.....	1.25
Livistona Rotundifolia, 5-inch, each.....	2.50	Macawii Ferns, 7-inch, each.....	2.00
Sansevieria Zeylanica, 4-inch, each.....	.75	Pandanus Veitchii, 4-inch, each.....	.60
Sansevieria Zeylanica, 6-inch, each.....	1.50	Pandanus Veitchii, 3-inch, each.....	.40
Crotons, 4-inch, each.....	.75	Pandanus Urtilis, strong plants, 3-inch, per 100.....	25.00
Crotons, 6-inch, each.....	2.50	Pandanus Urtilis, strong plants, 4-inch, per 100.....	50.00
Geonoma Gracilis, 3 1/4-inch, per hundred.....	35.00	Begonia Chatelaine, 4-inch, per 100.....	25.00
Dracaena Lindenii, extra strong plants, 2 1/2-inch, per 100	35.00	Begonia Chatelaine, 5-inch, each.....	.50
Dracaena Terminalis, extra strong plants, 3-inch, per 100	35.00	Begonia Mrs. M. A. Patten, 2-inch, per 100.....	10.00
Dracaena Terminalis, extra strong plants, 2 1/4-inch, per 100	20.00	Begonia Mrs. M. A. Patten, 3-inch, per 100.....	20.00
Dracaena Lord Wolseley, ex. strong plants, 2 1/4-in., per 100	25.00	Begonia Mrs. M. A. Patten, 4-inch, per 100.....	40.00
Dracaena Lord Wolseley, ex. strong plants, 3-inch, per 100	35.00	Begonia Mrs. M. A. Patten, 5-inch, per 100.....	60.00
Dracaena Stricta Grandis, extra strong plants, 2 1/4-inch, per 100	25.00	English Ivy, 6-inch pots, each.....	.75
Dracaena Stricta Grandis, extra strong plants, 3-in., per 100	35.00	Adiantum Gloriosa, extra fine stock, 7-inch, each.....	3.00
Dracaena Eugene Andre, 4-inch (well colored extra fine stock), per 100.....	50.00	Geraniums, S. A. Nutt, 4-inch, per 100.....	15.00
Dracaena Eugene Andre, 5-inch (well colored extra fine stock), each.....	1.00	Geraniums, Poitevine, 4-inch, per 100.....	20.00
Dracaena Gladstonei, 5-inch (well colored extra fine stock), each.....	1.00	Petunia Rosy Morn, Single, out of pots, 3-inch, per 100....	8.00
Dracaena Gladstonei, 4-inch (well colored extra fine stock), each.....	.60	Petunia Rosy Morn, Single, out of pots, 4-inch, per 100...	15.00
Dracaena Lord Wolseley, 5-inch (well colored extra fine stock), each.....	1.50	Tradescantia, out of pots, 2 1/4-inch, per 100.....	5.00
Dracaena Superba, 5-inch (well colored extra fine stock), each.....	1.00	Begonia Luminosa, 2 1/4-inch, per 100.....	6.00
Dracaena Juno, 4-inch (well colored extra fine stock), each.....	.75	Begonia Prima Donna, out of pots, 2 1/4-inch, per 100.....	6.00
Asparagus Plumosus, 2 1/4-inch, per 100.....	6.00	Celosia Cristata, 2 1/4-inch, out of pots, per 100.....	6.00
Asparagus Plumosus, 3-inch, per 100.....	10.00	Salvia, 4-inch, per 100.....	15.00
Asparagus Plumosus, 5-inch, each.....	.40	Stocks, Double Mixed, 3-inch, out of pots, per 100.....	10.00
Asparagus Plumosus, 6-inch, each.....	.60	German Ivy, 2 1/4-inch, out of pots, per 100.....	6.00
Table Ferns, Pteris Wimsettii, 2 1/4-inch, per 100.....	6.00	Thunbergia, Mixed, 2 1/4-inch, out of pots, per 100.....	5.00
Table Ferns, Pteris Victoria Vari., 2 1/4-inch, per 100.....	6.00	Hanging Baskets, Combination, each.....	2.00
Table Ferns, Pteris Victoria Green, 2 1/4-inch, per 100.....	6.00	Hanging Baskets, Wandering Jew, each.....	2.00
Holly Ferns, 2 1/4-inch, per 100.....	6.00	Hanging Baskets, Asparagus Sprengeri, each.....	2.00
Cyclamen, 2 1/2-inch, per 100.....	15.00	No Drip Hanging Baskets, filled with Wandering Jew, Petunias and Geraniums, each.....	3.00
Geraniums, S. A. Nutt, 4 1/2-inch, extra strong stock, per 100	25.00	Snapdragons, 3-inch, in bloom, per 100.....	10.00
Kentia Belmoreana, Single, 2 1/4-inch, per 100.....	20.00	Primula Obconica, 2 1/4-inch, per 1000.....	70.00
Kentia Belmoreana, Single, 3-inch, per 100.....	35.00	Fancy Leaf Caladiums, each.....	\$1.25 to 2.50
		Bird's-Nest Ferns, 5-inch, each.....	1.50
		Rubbers, 4-inch, each.....	.75
		Rubbers, 5-inch.....	1.00
		Rubbers, 6-inch.....	1.50
		Cyclamen, 4-inch, per 100.....	40.00

All orders booked subject to strikes and delays. We will hurry shipments through as fast as conditions warrant.

POEHLMANN BROTHERS CO., Morton Grove, Ill.

\$10,000 last year, amount to \$15,000 to \$20,000.

W. H. Wyman declared the moss-backs among the nurserymen had scraped off some of the moss at last year's convention and he did not wish to see the association take a step backward. Robert Pyle and Theodore Borst expressed sentiments equally strong. But arguments by John S. Kerr, George C. Roeding and M. R. Cashman in favor of harmony in the association and support of the officers' recommendations won the day. The amendment of the constitution carried, 93 to 6. In addition to changing the dues, it altered the clause regarding those who may be active or voting members by the addition of the words: "Their reputation for trustworthy dealing must be maintained as a condition of membership."

Closing Business.

In closing the convention, the association hurried through some routine actions before electing the officers and selecting next year's meeting place as noted above.

A telegram was read from Mrs. Ruth Day, president of the Pacific Coast Nurserymen's Association, and greetings ordered sent to the organization's convention at Portland this week.

A resolution of condolence was moved for James McHutchison, of New York, who has been ill for some weeks. Since some nurserymen are also florists, it was decided to "Say It with Flowers."

W. N. Wyman presented a resolution urging fair and generous treatment of the railroads.

F. A. Wiggins read the resolutions of condolence on the members lately deceased.

Theodore F. Borst moved appoint-

Frank W. Dunlop

We are now catching up with our orders and offer for immediate delivery:

	Per 1000
5000 F. W. DUNLOP, 2 1/2-inch, own root.....	\$300.00
3000 F. W. DUNLOP, 2 1/2-inch, grafted.....	375.00
5000 COLUMBIA, 2 1/2-inch, own root.....	150.00
1000 AMERICAN BEAUTY, 4-inch, own root.....	300.00

CHARLES H. TOTTY CO., Madison, New Jersey

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ROSE PLANTS

3000 2 1/4-inch own root Sunburst, \$100.00 per 1000; 1000 2 1/4-inch own root Columbia, \$125.00 per 1000. Immediate Delivery.

WHITE BROS., Medina, N.Y.

ROSE PLANTS

Per 100 Per 1000
Ophelia, 2 1/4-in.. \$15.00 \$125.00

J. W. YOUNG - - Enfield, Pa.

Bargains to Close Out

English Ivy, very strong, 5-inch pot plants, 25c.
Vincas, 4-inch, light, 10c; 3-inch, 6c.
Boston Ferns, 2 1/4 inch, heavy, rooted, \$6.00 per 100. Bench Plants from 3c to 80c.

W. W. COLES

Kokomo Indiana

CARNATIONS

F. Dorner & Sons Co.

LA FAYETTE, IND.

ROSES TO PLANT (PLEASE NOTE GREATLY REDUCED PRICES)

Most excellent young stock of Premier, Columbia, Ophelia and White Killarney.

	2½-inch		3-inch		2½-inch		3-inch		
	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000	Per 100	Per 1000	
PREMIER.....	\$16.00	\$150.00	\$20.00	\$180.00	OPHELIA	\$10.00	\$95.00	\$15.00	\$135.00
COLUMBIA	12.00	110.00	15.00	140.00	WHITE KILLARNEY..	10.00	90.00

OPHELIA, grafted, 3-inch, \$20.00 per 100; \$180.00 per 1000

BENCH PLANTS—Well rested and carefully packed:

	Per 100	Per 1000
WHITE KILLARNEY.....	\$ 8.00	\$ 75.00
MILADY	10.00	90.00
MRS. RUSSELL.....	10.00	90.00

GERANIUMS—At Clearance Prices: Stock up—be ready for fall propagation. Nice thrifty Nutt, Poitevine, Grant, Mme. Buchner, 2½-inch, \$4.00 per 100, \$35.00 per 1000; 3-inch Nutt, Poitevine, Grant and Ricard, \$6.00 per 100, \$65.00 per 1000; 4-inch Nutt and Grant, \$15.00 per 100.

HYDRANGEAS, Pelargoniums for Stock. Don't delay to stock with 2¼-inch French and Otaksa Hydrangeas at \$6.00 per 100, \$55.00 per 1000. Ver, fine stock to grow on. We offer also for propagation, 4-inch, 5-inch and 6-inch French and Otaksa, well branched, at the low price of 20c, 35c and 50c each; splendid value to grow on Pelargoniums, strong 5-inch for stock, 35c each.

GULLETT & SONS, :: LINCOLN, ILLINOIS

ment of a committee to wait on the Secretary of Agriculture in the interests of a bureau or division of nursery service as a permanent part of government work.

Robert Pyle moved a vote of thanks to the agile and helpful Baby Ramblers. He also spoke of and in behalf of membership in the American Rose Society.

John Watson called attention to the work of the American Forestry Association in promoting memorial tree planting and arbor days.

A vote of thanks was rendered A. M. Augustine for good work on the part of the committee on arrangements, the other members of which were F. W. Von Oven, Naperville, Ill., and Leonard H. Vaughan, Chicago.

Exhibits.

In addition to the exhibits reported in last week's issue of The Review, the Benton Review Shop, Fowler, Ind., had a display of its color work, and B. F. Conigisky, Peoria, Ill., showed photographs and color views of his making.

On the closing day of the convention two vases of peony blooms from Peterson Nursery, Chicago, occupied a table in a corner of the convention hall. The association rendered a vote of thanks to the firm for the display.

PLATFORM ON LEGISLATION.

Association Takes Stand.

The contagion of political conventions infected that of the nurserymen at Chicago and at the Wednesday afternoon session, June 23, a platform was presented by Charles H. Perkins, chairman of the legislative committee, the planks of which embodied the association's stand on various matters in regard to which it has come into contact with governmental bodies.

The platform was printed in an 8-page pamphlet sent out by President Moon to members of the association before the meeting. The preamble was quoted in last week's issue of The Review. Some alterations were made in the various articles, and the legislative committee withheld from consideration by the convention the three articles on Quarantine 37, printed as Articles X, XI and XII originally.

On Quarantines.

In the articles on quarantine, the fourth was changed by the addition of the original parenthetic paragraph (b) as Section 2, and by complete revision

FERNS

Nephrolepis Victoria (The Victory Fern). A beautiful, new, created form of Teddy. Jr.; 2¼-inch pots, \$3.00 per dozen, \$20.00 per 100; 3¼-inch pots, 50c each; 6-inch pots, \$1.00 each; large specimens, 10-inch, \$5.00 each; 12-inch, \$7.50 each.

Nephrolepis Elegantissima Compacta, 6-inch pots, 75c each; large specimens, 10-inch, \$5.00 each; 12 to 14-inch, \$7.50 to \$15.00 each.

Nephrolepis Muscosa, 3¼-inch pots, 85c each; 5-inch, 75c each.

Nephrolepis Dwarf Boston, 6-inch pots, 75c each.

Nephrolepis Superbissima, 6-inch pots, 75c each.

F. R. PIERSON, Tarrytown, N. Y.

ROSES Own Root

From 2¼-inch and 4-inch pots.
The Best Varieties for Forcing and Bedding.
Three Million Plants for 1921.
Send us your list.

The American Rose & Plant Co.
Springfield, Ohio

Write for prices and description of Madame Butterfly

The Jos. H. Hill Co.
RICHMOND, IND.

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of the sixth according to a draft submitted by Harlan P. Kelsey. As corrected the articles on quarantine read:

Article I.

For the control of injurious insect pests and plant diseases, nurserymen advocate the policy of inspection of nursery stock and plant products by competent constituted authority, with certification permitting either intrastate or interstate shipment when found free of infestation.

Article II.

Regular thorough spraying and clean tillage are advocated as further necessary measures in the control of pests or diseases, and we pledge ourselves to the accomplishment of these to the extent of our facilities.

Article III.

That nurserymen view with alarm the employment, with increasing frequency, of the quarantine as a measure for the control of pests or disease and oppose it as ineffectual in its accomplishment and disastrous to our industry.

Article IV.

Section 1. That when inspection and other measures for pest control have in any instance been inefficient and an emergency arises that in the opinion of authorities requires the placement of a quarantine, nurserymen urge that no such contemplated quarantine may be placed until a public hearing has been held and evidence showing the necessity for such quarantine produced.

Section 2. No official or officials charged with control of insect pests or disease should sit as commissioners at any such hearings or be empowered to declare quarantines. But rather should the commission in the case of proposed federal quarantines be composed of three persons, two of whom shall be appointed by the Secretary of Agriculture and one of whom shall be a secretary of agriculture for the state or

CHRYSANTHEMUMS

Prices per 100
Rooted Cuttings 2½-in.

Unaka	\$2.00	\$3.50
Mixed Pompons	2.00	3.50
Chrysolora	3.00	4.50
Pacific Supreme	3.00	4.50
Oconto	3.00	4.50
Mrs. E. A. Seidewitz.....	3.00	4.50
Dr. Engushard	3.00	4.50
Mistletoe	3.00	4.50
Diana	3.00	4.50
Golden Climax	3.00	4.50
Mrs. Buckingham	3.00	4.50
Marigold	3.00	4.50
Late Yellow	3.00	4.50

Will exchange for named Gladioli or 2¼-inch Carnations.

Mesembryanthemums, large pink, Per 100
2½-in. \$ 5.00
3-in. 8.00

Asparagus Sprengerii,
2½-in. 5.00
3 -in. 8.00
Vinca Variegata, 4-in.....\$15.00 and 20.00

Abby Ave. Greenhouses
3010 W. Third St. DAYTON, OHIO

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one of the states within the area that is proposed to be quarantined. In the case of state quarantines such hearings might be presided over by the secretary of agriculture of the commonwealth in question.

Article V.

That whenever the federal government proposes a quarantine the commission conducting the necessary hearing, preliminary thereto, shall sit for the purpose of hearing evidence and taking testimony at some convenient place within the proposed quarantine area.

Article VI.

That quarantines shall be for no longer period than that in which the emergency exists. If a quarantine be in force for a year or more, on the petition of the A. A. N. or other responsible organizations or persons affected, a hearing shall be held as in the case of inaugurating it, where necessity for its continuance may be shown, with equal opportunity to testify to the emergency having ceased.

Oppose Western Board.

In opposition to measures of proposed legislation advocated by the Western Plant Quarantine Board, representing the states of California, Oregon, Washington, Arizona, Nevada, Idaho, Mon-

CYCLAMEN

STRONG, HEALTHY STOCK, READY TO SHIFT

FINEST STRAIN IN ASSORTED COLORS

Mostly Bright Shades
3-inch, \$20.00 per 100

CASH WITH ORDER

The Above Price Includes Packing

R. S. McMurray

Bellefontaine, Ohio

tana, Wyoming, Utah, New Mexico and Colorado, the following planks were included:

Article VII.

"That freight cars be fumigated at destination and if no facilities are available for fumigation at small stations, then the car shall be returned to some central point and fumigated there."

As nurserymen are in the practice of shipping in bulk to one destination and there reconsigning car with partial contents to another point, securing by this practice lower freight rates, this association desires a fuller proof that such fumigation of car at destination is necessary for the control of insect pests or disease, before it can be expected to willingly acquiesce in such a measure.

Article VIII

That the proposal to secure a bill in the several states represented at this conference to require that the expense of inspection be paid by either consignor or consignee of a shipment of nursery stock is strongly opposed by the American Association of Nurserymen.

Article IX.

The contemplated effort for the passage of a bill requiring inspection at a central depot will place such handicaps upon the nursery business that the possibility of supplying "Trustworthy Trees and Shrubs" will be entirely beyond the control of any nurserymen, and we oppose the proposition strenuously, believing it would bring disaster upon the industry.

Compensation for Stock Destroyed.

Omitting the articles on modification of Quarantine 37, the convention adopted the two on compensation for nursery stock destroyed and the rest of the planks. Slight change added farmers' crops to Article XIII. The others were adopted as introduced, save for the omission of three words in Article XX. The revised form appears below:

Article XIII.

That laws shall be sought, providing compensation to farmers, nurserymen, orchardists, timber-owners and others, when their crops, trees or plants of value are condemned to destruction by officials, or denied a market, in an effort to arrest the spread of insect pests or diseases.

Poinsettia Plants—Ready Now

Well rooted strong plants, 2 1/4-inch

\$10.00per 100 | \$90.00.....per 1000

CINCINNATI AND MELIOR BEGONIAS

From top cuttings Ready July 1st.
\$32.50 per 100

MELIOR from leaf cuttings

Ready now. Very fine, heavy stock.
\$35.00 per 100

Cash or satisfactory trade references. No C. O. D. Shipments.

L. J. REUTER CO., PLANT 15 Cedar St. BOSTON, MASS.
BROKERS Watertown, P. O.

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Growers' Exchange

Featuring the BETTER BEST in ROOTED CUTTINGS and PLANTS of all descriptions.

Exclusive agents for the best Fertilizers.

GROWERS' EXCHANGE
JAMESTOWN, N. Y.

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Article XIV.

Until such time as compensation may be secured, it is suggested that nurserymen may with propriety claim deductions upon their income and profit tax returns, for the amount of all losses sustained from insect pests or diseases in any one year. Pest-free stock denied a mar-

"Zetlitz Quality Makes Repeat Orders"

ROLF ZETLITZ CO.
LIMA - COLUMBUS - DAYTON - ADA, OHIO

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ket because of quarantines might with equal propriety, it would seem, be charged off in our reports under the heading entitled "Obsolescence."

Article XV.

Crop estimates reported at least annually that will show with reasonable accuracy how many

Poinsettias ★ New Carnations

FOR 1921

Get your order in for what Poinsettia plants you will need. We will forward them on any date you specify. Our stock is large, but probably not large enough to care for your needs, unless you order in advance.

\$8.00 per 100; \$75.00 per 1000

5 per cent extra for packing.

**The Harvester—Our new White.
Edna—Zweifel's new Scarlet.
Maine Sunshine—Strout's Yellow.**

You will need these. Let us book your order now.

\$15.00 per 100; \$120.00 per 1000

Baur & Steinkamp

3800 Rockwood Ave.

INDIANAPOLIS, IND.

trees or shrubs of different species or varieties in certain ages or sizes are being grown in any one county, state or group of states, are felt by nurserymen to be of incalculable value.

Article XVI.

To secure the valuable knowledge that such crop estimates will provide, we therefore reaffirm our action of one year ago and instruct our officers to continue efforts to secure an appropriation from Congress that will enable this service to be undertaken by the bureau of crop reports of the Department of Agriculture.

Article XVII.

Further, we pledge ourselves to make such estimates as nearly accurate as possible, by providing promptly and voluntarily the information that shall be asked for with as great accuracy as is possible, and that we will also urge on nurserymen not members of the association, their compliance with the request of the government when it shall be made, in order that the annual census of trees and shrubs in the nurseries of the United States may when available be of dependable assistance to the nursery industry.

Article XVIII.

The securing of an appropriation for \$20,000 from the Sixty-sixth Congress for investigating in cooperation with states or privately owned nurseries, methods of propagating fruit trees, ornamental and other plants, the study of stocks used in propagating such plants and methods of growing stocks, for the purpose of providing American sources of stocks, cuttings or other propagating materials, is acknowledged. It is felt that nurserymen cooperating with the Department of Agriculture can now secure much needed assistance in their experimental efforts to grow new stock or that which was not heretofore commonly and readily grown.

The department will, however, have to ask Congress another year for an appropriation to continue this work; therefore, be it resolved, that the association shall assist the department in securing an appropriation, by joining in the appeal to Congress for necessary financial support to carry this service on.

Article XIX.

The action of the Southern Association of Nurserymen in endeavoring to secure a uniform law for the south Atlantic group of states and to secure a modification of the laws now existing in certain states, compelling a numbered tag on each and every individual order, also on each individual bale or box, also a copy of each order on day of shipment, is inflicting double and unnecessary work, especially on the retail nurserymen. The American Association of Nurserymen will cooperate in assisting to secure these modifications.

Article XX.

There has been observed during recent years a tendency on the part of some state officials and the press, to discourage by publicity, as conspicuously observed in the St. Louis Globe-Democrat, an effort to encourage the planting of fruit trees for one's domestic use, alleging that such small plantations are apt to be improperly cared for or even neglected, and that they tend to encourage the spread of pests. That they yield insufficiently of inferior fruit and in consequence fruit should only be grown by those engaged commercially in its production.

We believe such efforts to confine the planting of fruit trees to commercial interests to be undemocratic in its denial to the family of the luxury of luscious, fresh fruit, produced upon the home grounds. Further, it is our belief

PALMS and FERNS

FERNS—Scottii, Teddy Jr., Macawii, 6-inch pots, 75 cts.; Scottii, Teddy Jr., Boston and Whitmanii, 4-inch pots, 30 cts; Macawii, 2 1/4-inch pots, \$10.00 per 100.

PALMS—Kentia Balmoreana and Forsteriana, 4-inch pots, 60 cts. each; Kentia Forsteriana, 5-inch, \$1.50 each; 6-inch pots, 3 1/2 feet high, \$3.00 each.

DRACAENAS—Lord Wolseley, 3-inch pots, 30 cts.

HOLLY FERNS—4-inch pots, \$15.00 per 100.

ASTERS—Late Branching and Crego, rose pink, pale lavender, purple, crimson and white, 2 1/4-inch pots, \$1.00 per 100, \$35.00 per 1000.

Cash with order. No plants shipped C. O. D. Add 5% for packing.

All goods travel at purchaser's risk. All plants will be shipped out of pot unless otherwise stated.

GODFREY ASCHMANN, 1012 W. Ontario St., Philadelphia, Pa.

For Bedding and Stock Plants

See our VINCAS - Easter Greeting Pelargoniums, Geraniums, Ferns, Cyclamen, Chrysanthemum and seedlings of Plumosus, Sprengeri; Cleveland Cherries, Bird's-Eye, Cluster and Celestial Cherries in Review, June 17.

GEO. A. KUHL, Wholesale Grower, Pekin, Ill.

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after observation that the fruit trees of the average lot owner or on the farmstead are quite as apt to be cared for as are those in the commercial orchard. We pledge our efforts to oppose propaganda or influences that discourage such plantings of fruits.

Article XXI.

The action of this association taken at its convention in 1917, pledging its efforts for the securing of a national botanic garden at Washington, D. C., or for a chain of such gardens throughout the country for the promotion and dissemination of horticultural knowledge, is reaffirmed and our officers instructed to bring the association's influence promptly to bear in the action now pending before Congress for the establishment of one such national botanic garden in or near the District of Columbia.

Article XXII.

There would appear to be no more reason for a government entering upon the production of nursery stock for its own consumption or for the encouragement of planting for forestation or other purposes by individuals or corporations, than for it to produce other commodities for its needs or to disseminate them in order to promote the use of the commodity.

Adoption Almost Unanimous.

Only one dissenting voice was heard in the convention. After E. M. Sherman had moved its adoption and J. A. Young seconded it, George C. Roeding took the floor to protest that such action would antagonize governmental authorities instead of, as he advocated,

JULIUS ROEHRS CO.

RUTHERFORD, N.J.

ORCHIDS, PALMS
and plants of every variety

Schiller's

"The Strain That Leads"

Primroses

ORCHIDS

We grow and sell Orchids only. Can furnish you with anything in this line. If you intend investing in Orchids, do so now while prices are low. Special lists on application.

LAGER & HURRELL, Summit, New Jersey

ABUNDANCE OF STOCK	Per 100	Per 1000
Chinese Primroses—2-inch.....	\$5.00	\$45.00
Primula Obconica—2-inch.....	5.00	45.00
Chrysanthemums—28 varieties, 2-inch.....	3.75	35.00
Asparagus, Plumosus and Sprengeri—2 1/2-inch.....	5.00	48.00
Smilax—2 1/2-inch.....	4.00	38.00

Abundance of other stock. Correspondence solicited.
ALONZO J. BRYAN, Washington, N. J.

conciliating them. John S. Kerr spoke in favor of the platform and by roll call vote it was adopted.

FERNS

B. L. E. Fern, an Improved Teddy, Jr., stronger and better. Have been growing this fern for five years and never have enough to meet the demands.
 Strong, 2½-inch.....\$15.00 per 100
Scottii, Teddy, Jr., Boston, Harrisii, Whitmanii, Piersonii, Elegantissima.
 Strong, 2½-inch... \$10.00 per 100
 5-inch 50c each
Teddy, Jr., strong, 6-inch.....\$1.50 each
B. L. E., strong, 7-inch.....\$2.00 each

Miscellaneous Plants

Asparagus, Plumosus and Sprengeri, 2¼-in., 5c each.
Asparagus Plumosus, 3-in., 12½c each.
Kentias, 4-in., 75c; 5-in., \$1.50 each.
Kentias, Belmoreana, 6-in., \$3.50 each.
Kentias, made up, 5-in., \$1.50; 6-in., \$3.00 each.
Kentias, made up, large plants, \$6.00 to \$20.00 each.
Areca Lutescens, 4-in., made up, 50c; 5-in., 75c each.
Cibotiums, fine plants, 8-in. tubs, \$7.50 each; 10-in., \$10.00 each.
Rubbers, 4-in., 40c; 5-in., 75c; 6-in., \$1.00, \$1.50 and \$2.00 each.
Pandanus, 4-in., 50c; 7-in., \$4.00; 8-in. tubs, \$5.00 each.
Bird's-Nest Ferns, 4-in., 75c each.
Ampelopsis Veitchii, 4-in., 40c each.
Clematis Paniculata, 4-in., 25c; 5-in., 35c each.
Bamboo, 8-in., \$7.50 each.

Send for List of Bedding Plants.

JOHN BADER CO.
 Mt. Troy, N. S. Pittsburgh, Pa.

Rose Plants

OWN ROOT AND GRAFTED

If you need ROSES, you need the best, and need them NOW.

GRAFTED PLANTS

	100	1000
2000 Premier, 3-in.....	\$40.00	\$375.00
1000 Columbia, 3-in.....	35.00	325.00
1000 Ophelia, 3-in.....	35.00	325.00
1000 Ophelia, 2¼-in.....	30.00	250.00
3000 Dunlop, 2¼-in.....	45.00	400.00

OWN ROOT PLANTS

	100	1000
8000 Mrs. Chas. Russell, 2½-in.....	\$22.00	\$190.00
5000 Mrs. Chas. Russell, 3-in.....	30.00	250.00
5000 Ophelia, 2½-in.....	15.00	125.00
2500 Ophelia, 3-in.....	18.00	160.00
10,000 Columbia, 2¼-in.....	15.00	125.00
3000 Columbia, 3-in.....	23.00	200.00

OWN ROOT PLANTS 100 1000

5000 Premier, 2½-in.....	\$20.00	\$175.00
3000 Cornelia, 3-in.....	35.00	300.00
2000 Sunburst, 2½-in.....	15.00	125.00
1000 Double White Killarney, 2½-in.....	15.00	125.00
2500 Single White Killarney, 2½-in.....	15.00	125.00
3000 Maryland, 2½-in.....	15.00	125.00
2000 Maryland, 3-in.....	20.00	170.00
5000 Hoosier Beauty, 2½-in.....	15.00	125.00
3000 American Beauty, 2½-in.....	20.00	180.00
1500 Red Radiance, 2¼-in.....	15.00	125.00
500 Hadley, 3-in.....	20.00

The above are all good quality and are not "left-overs."
 Write us for prices on 2-year-old Field-Grown Roses.

Field-Grown Carnations

Pink	100	1000	White	100	1000
Enchantress Supreme.....	\$15.00	\$130.00	White Enchantress.....	\$14.00	\$120.00
Rose Pink Enchantress.....	12.00	110.00	White Perfection.....	12.00	100.00
Mrs. C. W. Ward.....	12.00	110.00	Matchless.....	10.00	95.00
Miss Theo.....	10.00	95.00	White Benora.....	12.00	110.00
Alice.....	10.00	95.00	Crystal White.....	15.00	130.00
Pink Enchantress.....	12.00	100.00	White Wonder.....	12.00	110.00
Chas. Seigwart.....	12.00	110.00			

Red

Belle Washburn, Beacon, Nebraska.
 Aviator, \$14.00 per 100, \$120.00 per 1000.
 Variegated Benora, \$14.00 per 100, \$120.00 per 1000.
 June and later delivery.

PACKING AND BOXES WILL BE CHARGED FOR AT COST

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Aschmann Bros.

Wholesale Growers of

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Second and Bristol Sts.,

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INCORPORATED

Growers of Plants, Cut Flowers
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Pot Plants a Specialty

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CHAS. D. BALL

GROWER OF

PALMS, ETC.

Send for Price List

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Double Snapdragon

June Hefko

Rooted Cuttings — \$15.00 per 100, \$125.00 per 1000
 2½-inch pots, \$17.00 per 100.

October and later delivery.

See illustration and description, page 111 of The Review for June 24.

T. D. HEFKO, Marshfield, Wis.

Mention The Review when you write.

FERNS—Exclusively

Boston			Boston, 3 in.....	100	1000
Roosevelt	} 2¼-inch.,	100	Asparagus Plumosus, 2¼-in.	\$18.00	\$170.00
Teddy, Jr.		\$7.00	2½-in.	4.00	35.00
Whitmanii Comp.		\$65.00	2½-in.	5.00	45.00
			3-in.	8.00	75.00

Trade references or cash with order.

The Springfield Floral and Fern Co.,
SPRINGFIELD, OHIO

Greenhouse Heating

SUBSCRIBERS are invited to write the Editor of this Department with regard to any details of greenhouse heating that are not understood. When information is desired regarding the capacity of boilers, or the amount of radiation required for a greenhouse, the needed temperatures should be stated in the inquiry, as well as the amount of glass in the side walls, and the dimensions and general arrangement of the greenhouses. It is often helpful, also, to have a sketch showing the location of the houses.

USE OVERHEAD FLOWS.

I built a greenhouse, 19x52 feet, last fall. There is eighteen inches of glass in the side walls. The boiler room is on the north side. I have a Capitol Winchester boiler, which has a 2-foot base and is set two feet below the level of the greenhouse floor. The pipe out of the boiler is 4-inch and there are four flows of 3-inch pipe and eight returns of 2-inch pipe. I cannot keep a temperature of 60 degrees when it is zero outside. I can only keep about 40 degrees of heat with hard firing. What can I do to help it? N. Mc.—Kan.

So far as the amount of radiation is concerned, no change is needed, as the amount used should maintain 60 degrees when it is 15 degrees below zero without pushing the fire. The location and arrangement of the pipes are not given, but if the flow pipes are at or above the level of the plates and have a slight downhill grade and if the returns are at least one foot above the level of the grate, satisfactory results should be expected. The best results will be obtained with overhead flow pipes and with the returns well above the top of the boiler. If it is not possible to lower the boiler, raise the flow pipes to the level of the purlins, and also carry the returns as high as possible, running both with a fall of one inch in fifteen feet. The use of a mercury circulator would also be helpful.

MAINTAINING 60 DEGREES.

I have four greenhouses, 25x100 feet, built in line. The gutters are seven feet from the ground. If I put three benches, 6x97 feet, in each house, how many 2-inch pipes are necessary under the benches to maintain a heat of 60 and 65 degrees when the temperature is zero outside? What size of main and what size of flows are necessary? I have an International Empress hot water boiler, the capacity of which is supposed to be 7,900 square feet of radiation. The pipes at the farther end are about one foot higher than those near the boiler. M. J.—O.

If there is glass in the side walls, I should suggest that one 2½-inch flow be placed upon each side wall plate, that 2-inch returns be connected with these at the farther end of the house and that they run back to the boiler a foot or two below the flow pipe.

For the coils under the benches, use one 2½-inch flow pipe under the ridge and one under each purlin. Each of the under-bench coils will require two 2-inch returns.

For the center houses, and for the

WHEN YOU BUY—GET A KROESCHELL
"THE BOILER OF UNEQUALED FUEL ECONOMY"

NOT
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IRON



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Expressions from Men Who Know Boilers:

Get the Kroeschell First

Several years ago Mr. _____ corresponded with us in regard to the Kroeschell Hot Water Boiler, but was persuaded to install two sectional cast iron boilers which were claimed to be superior to the Kroeschell.

In the meantime we placed a number of Kroeschell Boilers in the immediate vicinity of Mr. _____ and he could not help but notice their great efficiency, and last year, while at the convention, he placed his order for his first Kroeschell. The following letter speaks for itself:

"We like the Kroeschell Boiler very much. It gives entire satisfaction, and it is so easy to fire. I will trade you the two cast iron sectional boilers for another like the Kroeschell I have."

[Signed] Mr. _____, Ohio.



No More Cast Iron Boilers

I have used several different makes of boilers, but none I like as well as yours.

The Kroeschell is easier to fire, takes less coal and water circulates quicker than any other boiler.

I have used two different makes of sectional boilers—no more cast iron boilers for us.

[Signed] Mr. _____, Mich.

Kroeschell Replaces Cast Iron

The Kroeschell has replaced three cast iron sectional boilers, and it certainly has given entire satisfaction.

It only takes a few words to express the good quality of your boilers and they are as follows: "Of all firms handling boilers and advertising them truthfully, the party buying a boiler would have to get the Kroeschell, as you are certainly advertising nothing but facts."

[Signed] Mr. _____, N.Y.

KROESCHELL BOILERS will put high temperatures into your heating lines.

KROESCHELL BROS. CO., 444 W. Erie Street
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For more than thirty-nine years Fisher has been giving satisfactory service on Power Plant Specialties to customers throughout the world.

Many of the First Fisher Specialties are still delivering one hundred per cent efficiency.

Florists have learned to rely on Fisher Steam Specialties for accurate, dependable greenhouse heating.

Refer to map and the list of Fisher Representatives below. Get in touch with the one nearest you. Tell him your needs. He will show you why it pays to buy from Fisher—where service starts before and continues long after a sale.

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Bell & Gossett Company,
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Briggs-Weaver Machinery Co.,
Dallas, Texas.

Cashin, W. D.,
130 High St.,
Boston, Mass.

Chase-Gylstrom Co.,
39 Cawker Bldg.,
Milwaukee, Wisconsin.

Doermann-Roehrer Co., The,
318 E. 3rd St.,
Cincinnati, Ohio.

John Fenson Company,
111 Mutual Building,
Richmond, Virginia.

General Machinery & Supply Company,
39 Steveson St.,
San Francisco, Calif.

The Fisher Governor Company,
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New York City

Kelso Company, The, Chas. M.,
1063 Reibold Bldg.,
Dayton, Ohio.

Kelso Company, The, Chas. M.,
7 Jones Bldg.,
Utica, N. Y.

Lockwood, F. W.,
215 Drexel Bldg.,
Philadelphia, Pa.

Neville, Wm. J.,
Candler Bldg.,
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Power Equipment Co.,
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Power Equipment Co.,
901 Lewis Bldg.,
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Power Equipment Co.,
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221 Olive St.,
St. Louis, Mo.

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Ross & Water Sts.,
Pittsburgh, Pa.

Rossiter & Saner,
410 Union National Bank Bldg.,
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Setzer, Chas. M.,
411 East Fifth Street,
Charlotte, N. C.

Smith-Booth-Usher Co.,
228 Central Ave.,
Los Angeles, Calif.

Standard Supply & Hardware Co.,
822-838 Tchoupitoulas St.,
New Orleans, La.

Standard Sanitary Mfg. Co.,
Erie, Pa.

Tomlinson Steam Specialty Co.,
Wade Bldg.,
Cleveland, Ohio.

Tomlinson Steam Specialty Co.,
85 Jefferson Ave.,
Detroit, Mich.

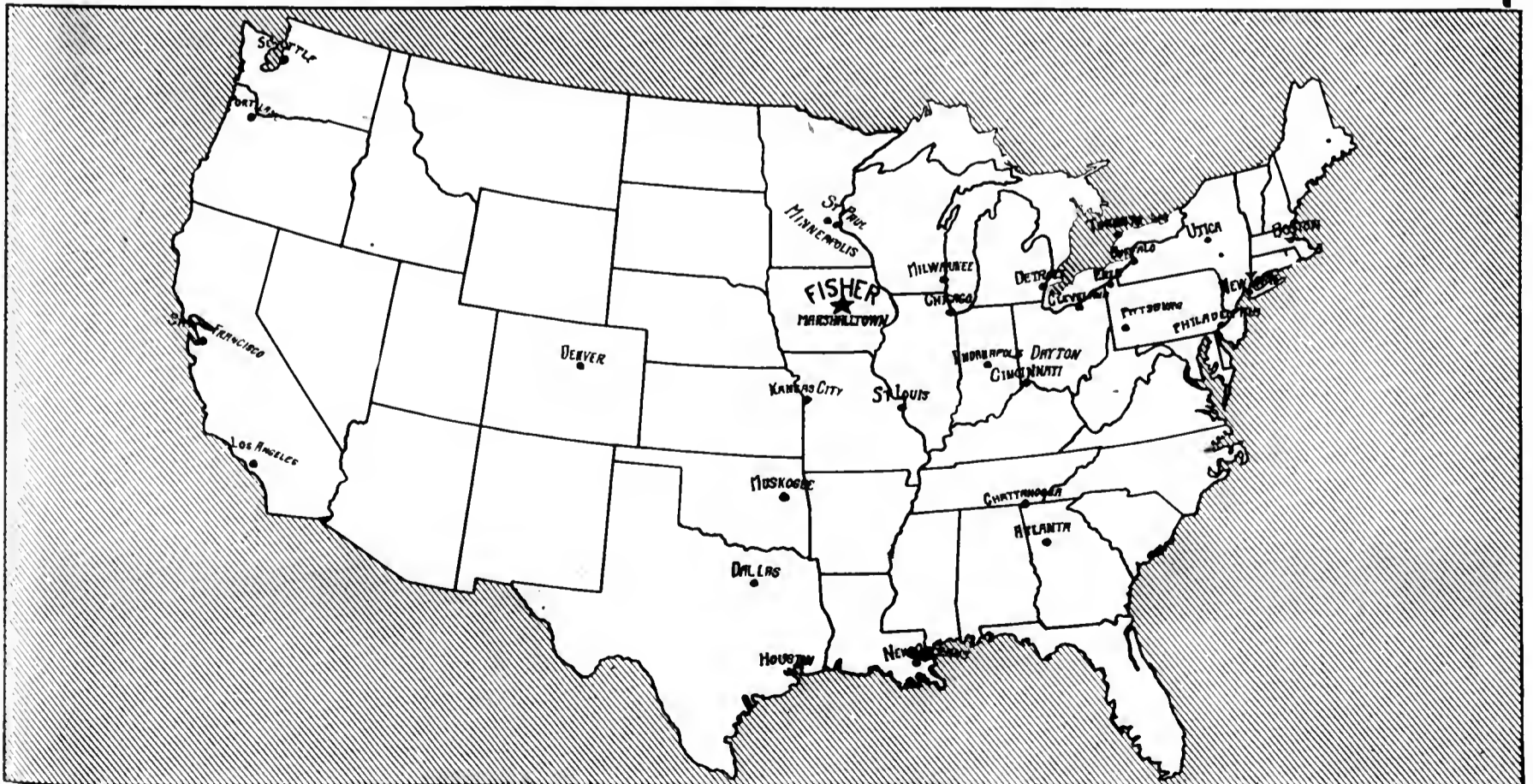
Urquhart, M. B.,
First National Bank Bldg.,
Denver, Colorado.

Urlich Supply Co.,
308 E. Tenth St.,
Kansas City, Mo.

Whitacre & Co., R. B.,
205 So. Robert St.,
St. Paul, Minn.

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Plibrico is molded into place; needs no forms and requires minimum time and labor.

PLIBRICO Makes Air Tight Furnace Linings

Air leaks in furnace lining joints, boiler settings and baffles are the greatest preventable losses in a boiler plant. No argument should be necessary to establish the fact that **An Air Tight Furnace Lining** is a great fuel economizer.

Shipped in steel containers only. Warehouse stock carried in principal cities for immediate delivery.

Send for book on furnace building.

Jointless Fire Brick Co.

Offices and Factory: 1130-1150 Clay St., Chicago, Ill.



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IT PAYS TO USE —

ELASTIC FIRE BRICK

in all your boiler work.
Any handy man can install it.

Use it for patching when you cannot afford to cut a boiler out.

ELASTIC FIRE BRICK can be used for all fire brick purposes.

Hoerber Bros., Geo. Wittbold Co., Miller Bros., C. Hausermann, John Reading and Broadbeck the Florist are using Elastic Lining. These are only a few of the thousands we are selling.

IT COMES IN BARRELS READY FOR USE. A TRIAL ORDER WILL CONVINCING YOU.

CURRAN & COMPANY

Tel. CANAL 1013

1163-67 W. Twentieth Street, CHICAGO, ILL.

Address Dept. 6

Mention The Review when you write.

other houses if there is no glass in the side walls, use three 3-inch flow pipes in each house and connect each of these flow pipes with three 2-inch returns located under the benches.

Only 1,000 square feet of radiation will be required in each of the four houses and a heater rated for from 4,000 to 6,000 square feet should be able to handle the range. The extra amount of radiation which the boiler in question might supply would not be objectionable and it might be used to heat one or two additional houses if desired.

AIR JET FOR OIL HEATING.

In a recent article on heating with oil it was stated that it would be necessary to provide either a steam or a compressed air jet for spraying the oil into the fire box. How much pressure will be needed for the spray? I carry ten pounds pressure on my water system and could do the same on an oil system if that pressure is enough.

J. S. P.—Mass.

The object of the steam or compressed air jet is to spray the oil into the fire pot. The pressure needed will depend upon the kind of burner and the size of the fire pot. While a 10-pound steam or air pressure would answer for a small boiler, forty pounds would be desirable for a large boiler.

It might be possible to devise a jet in which water under pressure could be used to produce the spray, but it would be necessary to use a high pressure and water under pressure in a heating system would not answer, as the



To stop that

pipe leak permanently—
cheaply—use
Emergency
Pipe Clamps.

M. B. Skinner Co.
558-562 Washington
Boul., Chicago.

Mention The Review when you write.

pressure would need to be uniform and when the jet is turned on the pressure would quickly drop. If possible at all, a high-pressure water system and a special burner would be required and, when steam is not available, compressed air, furnished by electric power, should be used.

BUY COAL NOW!

FOR FREEZE UP NEXT WINTER

— We can ship you the —

BEST GREENHOUSE COAL

WRITE US

Greenhouse Coal and Supply Co. 30 E. Randolph St.
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BOILER FLUES

We make a specialty of handling carefully selected Boiler Flues, 4 inches in diameter and other sizes for Retubing Boilers. Also Flues for greenhouse piping, etc.

All flues are thoroughly cleaned inside and out, trimmed and are ready for use. General sales agent for Stuttle's Patent Clamp and Elbow for joining flues—no packing, no leaks. New Standard Pipe and all kinds of Greenhouse Fittings. Right prices and prompt shipment.

H. MUNSON
Est. 1898 Phone Superior 572
1433 N. Wells St., Chicago

Greenview, Ill.—L. A. Larson reports the season as good, being sold out a week before Memorial day in bedding plants.

Greenhouse Construction Material

FITTINGS - HOTBED SASH



SAFE and DURABLE houses that give satisfaction because they are constructed of the best materials. Our prices are the lowest, our service the best.

ESTIMATES AND CATALOGUE FREE

Louisiana Red Gulf Cypress and Washington Red Cedar (WOOD WORK)

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WILKS SELF-FEEDING HOT WATER BOILER

For Economy, Durability, Dependability



Install a WILKS and forget your troubles.

No night fireman required—as the magazine or coal chamber holds sufficient fuel to keep fire 10 to 12 hours without attention. Best made for a small greenhouse.

Send for Catalogue and Prices

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Hot Water Boilers

Made by

Illinois Malleable Iron Co.

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Are noted for COAL ECONOMY and good results generally.

SEND FOR CATALOGUE

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Morehead Back to Boiler SYSTEM

Points the Way to Economy of Fuel

BEGIN NOW to find out about the "Morehead" System. Send right away for the "Morehead" book for florists. In it you will find an easily understood discussion of the boiler and condensation question from the practical standpoint of the grower of flowers. Write for this help TODAY.

MOREHEAD MFG. CO.

Dept. "M"

DETROIT, MICH.

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It Lets the Florist Sleep

You don't have to sit up and watch a **GIBLIN GREENHOUSE BOILER**
GIBLIN & CO. UTICA, N. Y.

Let us tell you what one will cost delivered at your Railroad Station.

WRITE NOW.

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TUBING, ALL SIZES

PIPE CUT TO SKETCH

SECOND HAND PIPE

Large stock, all sizes, furnished with new threads and couplings.

JAMES F. GRIFFITH, 416-24 Moyer Street, PHILADELPHIA, PA.

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PIPE

Wrought Iron of sound second-hand quality with new threads and coupling, 16-ft. lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

ALSO NEW PIPE AND FITTINGS

Pfaff & Kendall, Est. 1902, Foundry St. Newark, N. J.

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Lasts longer; gives longest service; is the most economical; saves labor and material; reputation of over fifty years for economy; made in FIRST QUALITY only.

Booklet 54-B

Joseph Dixon Crucible Company Jersey City, N. J. Est. 1827

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FULL INFORMATION UPON REQUEST

You will be interested in the facts, figures and the other information we can give you regarding concrete benches.

READY-SET CONCRETE BENCHES have points of superiority not found in other makes of benches—just say you want full information—it's free for the asking.

Mead-Snydam Co., 371 Park Ave., Newark, N. J.

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REMARKABLE RESULTS

obtained by the use of LIME-FERTILE (the inoculated soil builder); also NITRO-FERTILE (the odorless liquid fertilizer).

We have endorsements from a number of the most reputable people in this country, including the largest growers of cut flowers in the world.

Let us fill your order early. WRITE TODAY.

THE FERTILE CHEMICAL CO., Dept. A, Cleveland, Ohio.

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OVERISSUED NEWSPAPERS

Car Load Lots FOR WRAPPING PURPOSES HAVE GIVEN EXCELLENT SERVICE AND Protect your Supply
Our Specialty HAVE SAVED MONEY FOR MANY OF OUR SATISFIED CUSTOMERS by ordering Now
910 Michigan Blvd. MENDELSON BROS. PAPER STOCK CO. CHICAGO, ILLINOIS

Mention The Review when you write.

WASHINGTON, D. C.

The Market.

Out-of-town orders kept the florists unusually busy last week, while local business was a little slower, with the exception of weddings and commencements. The supply of sweet peas was much better. Peonies are about gone. The rose and carnation supply was fair and a much larger demand for roses was noticed during the latter part of the week. Prices are about normal for this time of the year. Many of the local growers are making many improvements and changes in their houses and are getting ready for their chrysanthemum crops.

Various Notes.

Can the "flower demons" of Washington, D. C., play ball? Just ask Arthur Shaffer, manager of the local team, and he will tell you about their work at Kensington, Md., Sunday, June 27, where they played David Bissett's team, which is one of the strongest teams they have faced this year. With Sam Maston on the mound and Arthur Shaffer taking them off the bat, the local boys walked away with the game at a score of 8 to 3. The teams were evenly matched and the game was well played throughout. Maston had his famous snake ball working well.

Plans for the annual meeting, which will be held at Great Falls, are nearing completion. This is expected to be one of the largest affairs of the kind ever given by the Washington Florists' Club.

G. V. S.

SPRINGFIELD, ILL.

The Market.

A number of weddings and other social affairs have kept the demand equal to the supply. All stock is used up daily. The bedding plants are about cleaned up, the season being much better than usual. Extra good gladioli are holding their own on the market.

Various Notes.

The Vandever-Strotz wedding at Taylorville, Ill., was one of the most elaborate social affairs of the year. A. C. Brown had the decorating order. The ceremony was performed in a beautiful

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MAGIC BRAND FERTILIZERS

Pure Steamed
Bone Meal

Magic Special
Rose and Carnation
Feed



Precipitate
Bone Phosphate

Magic
Blood and Bone

Pure Pulverized Sheep Manure

NATURE'S OWN FERTILIZER

Write for Prices and our Instructive
Booklet containing Feeding Charts.

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MANUFACTURERS AND DISTRIBUTORS

UNION STOCK YARDS

CHICAGO

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FERTILIZERS

Pure Ground Bone—4½% ammonia, 48% bone phosphate of lime.

Tankage—8% ammonia, 20% bone phosphate of lime.

Dried Blood—12-14% ammonia.

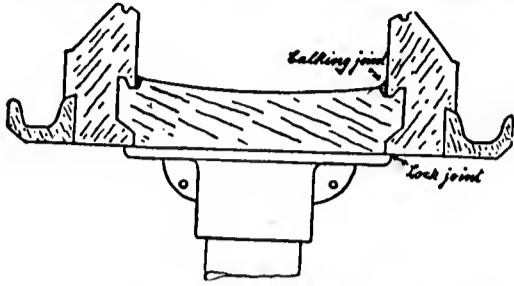
Nitrate of Soda—19% ammonia.

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UP-TO-DATE GREENHOUSES



Pat. Oct. 30, 1919.

must be lasting, convenient and efficient. They must be constructed in accordance with the principles which have been approved by knowledge and experience. We have been in the greenhouse manufacturing business for many years and our experience is at your disposal.

Our patent **LEAK-PROOF** locked gutter has proven a success. If you are not using the same as yet, do so on your next houses and we know we can add your name to our list of satisfied customers.

ICKES-BRAUN MILL CO.

2330 Wabansia Avenue,
GREENHOUSE MATERIAL

Near Western and North Aves.

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GREENHOUSE HARDWARE

WIZARD BRAND

TRADE MARK
PULVERIZED SHEEP - PULVERIZED CATTLE
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MANURE

Highly Concentrated
Convenient Dependable

Direct heat dried and sterilized bone dry—no weeds. The ideal manure for bench soil, potting soil or field dressing—for every crop under glass or out of doors.

Insist on WIZARD BRAND through your supply house or write us direct.

THE PULVERIZED MANURE CO., 33 Union Stock Yards, CHICAGO

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Pecky Cypress Bench Lumber
GLASS

HOTBED SASH

All Kinds and Sizes

Lower than the market prices.



MOST PRACTICAL SHELF BRACKET



Made for two 6-inch boards or two lines of 1-inch or 1 1/4-inch pipe, and can be clamped on 1 to 2-in. upright pipe columns.

FLATS Well made, iron-bound, 20c each. Send 30c for sample.

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Remnants, 12 ft. and up, coupled, 13 1/2c per ft. This hose is cheap at twice the price.



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PATENTED GREENHOUSES

1299-1323 Flushing Ave., Brooklyn, N. Y.

Italian garden before an altar of lilies and roses. The bridal party entered the garden through gates of roses. About the garden were over 2,000 pink peonies, resembling pyramids of roses. The entire house was decorated with pink roses and Asparagus plumosus.

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Master Brand Prepared Concentrated Manures

THEY ARE NATURE'S MASTER SOIL BUILDERS

They will give lasting results and are perfectly adaptable for both outside and inside growing conditions.

MASTER BRAND Pulverized Sheep Manure

MASTER BRAND Vine and Plant Manure

Guaranteed Analysis		
Ammonia	Phos. Acid	Potash
2.25%	1.50%	1.50%

Guaranteed Analysis		
Ammonia	Phos. Acid	Potash
5.00%	2.00%	1.00%

Quotations on any quantity and all information furnished on application.

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"Manufacturers and Distributors of MASTER BRAND PRODUCTS"

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SPLIT CARNATIONS

Easily Mended with Pillsbury's Carnation Staples
"Best device on the market."—Joseph Traudt.
"Could not get along without them."—S. W. Pike.

1000, 35c; 3000 for \$1.00, postpaid
I. L. Pillsbury Galesburg, Ill.



BLAKE'S LEVER CLIP

for Roses, Carnations, etc.; fasten stakes, cross wires, etc.

They never slip, and are a great saving of both time and money.

Price \$1.75 per 1000
5000 \$1.60 per 1000
10,000 or more 1.40 per 1000
F. O. B. Rochester. Samples Free.

B. S. BLAKE & SON
8 Melrose St., Rochester, N. Y.

A Fine Seller in Retail Flower Stores

Gro-Well Plant Food



We put this up to be able to meet the calls in our own flower store. It has taken so well we have decided to wholesale it at

\$2.00 per dozen;
\$15.00 per 100.

Retails at 25c per pkg.

BRAMLEY & SON

1181 East 71st Street, CLEVELAND, O.



A TANK THAT LASTS

The Caldwell Cypress tank is the tank that every florist needs. It costs a little more than some but it gives TWICE THE SERVICE.

Send for catalogue.
W. E. CALDWELL CO.
1930 Inc.
Brook St.,
Louisville, Ky.



Mention The Review when you write.



No loss if you mend your split carnations with

'SUPERIOR CARNATION STAPLES

35c per 1000; 3000 for \$1.00, postpaid.

Wm. Schlatter & Son

422 Main St. Springfield, Mass.

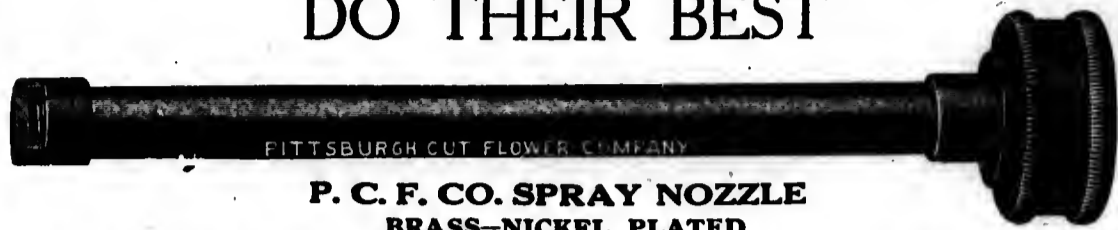


BEFORE AFTER

PREVENTION!

These are the months when NATURE and INSECTS
This DO THEIR BEST **Now**

**Spray
 Nozzle**



**is the
 Time**

will assist plant
 growth and pre-
 vent the ravages
 of pests.

P. C. F. CO. SPRAY NOZZLE
BRASS-NICKEL PLATED
 The most extensively used nozzle—Controls flow—A turn of the control cap and you have a fine mist or a coarse spray, placed just where you want it—Operates under normal hose pressure. Weight, 4 oz.; length, 9 in.; fits 3/4-in. coupling.

to combat red
 spider, rose and
 chrysanthemum
 midge and other
 insects.

Sent Prepaid for \$2.00. It's a Wizard.

Pittsburgh Cut Flower Co., 116-118 Seventh St.,
 PITTSBURGH, PA.

Mention The Review when you write.

NEWARK, N. J.

The Market.

June weddings continue to make much business for the Newark trade and during the last ten days there has been much graduation work. Flowers are now abundant and prices are about normal for this time of the year.

Various Notes.

McLaughlin & Murphy report business good for June, with a great deal of wedding work.

Charles Luthy has been giving the inside of his store a fresh coat of paint.

Henry A. Strobell, who is the Rotary florist, attended the Rotary convention at Atlantic City June 20 to 25.

R. B. M.

WESTERLY, R. I.

Carmichael Bros., of Shannock, are shipping hundreds of gladioli and peonies to Boston and New York.

Munro's Flower Shop has been making a big run on strong 2-year-old rose bushes at 15 cents each.

C. E. Chapman, of North Stonington, sold \$1,753 worth of strawberry plants this season, filling orders in almost every section of the country and in Canada. John Randall has entered Mr. Chapman's employ.

W. H. M.

NEWPORT, R. I.

Gibson Bros. have been commissioned by Prof. Henin, who has gone to England, to place a large wreath on the grave of the French admiral, De Terney, in Trinity churchyard in this city July 14, the French national holiday.

Leikens has been awarded the contract for the floral decorations at the Hill Top Inn for the season. The establishment on Bellevue avenue is open for the season. The exterior decorations of the store make it one of the show places of the city. It is once more in charge of Capt. Robert Clifford.

V. A. Vanieek has returned from a business trip to New York and vicinity.

Fred Webber arranged the decorations at the Berkeley Memorial chapel,

TO STOP YOUR TROUBLES USE

Advance Sash Operating Device



A sure remedy. No chance for sash to drop, nothing to wear out. No expense, only the first.

Our Fittings are always a big help around your plant.

One of our catalogues will explain all. Let us send you one. Contains complete descriptions and illustrations, with price list.

Write today to.

ADVANCE CO., Richmond, Ind.

GREENHOUSE GLASS LOW PRICES PROMPT SHIPMENTS

GOOD QUALITY. UNIFORM STANDARD THICKNESS. WELL FLATTENED.

Our Service and Prices Will Save You Time and Money.

We Solicit Florists' Inquiries.

THE THROOP-MARTIN CO., COLUMBUS, OHIO

DAYLITE GLASS CLEANER - QUICK - POWERFUL

Will Not Injure Paint or Putty

25 gals. or more..... \$1.00 per gal.
 5 to 25 gals 1.25 per gal.
 Less than 5 gals.... 1.50 per gal.

F. O. B. Chicago.

ANDERSEN SPECIALTY CO.



Leaves No Greasy Surface

One gallon will clean from 500 to 700 sq. ft.

ASK YOUR JOBBER FOR IT or write to

6 EAST LAKE ST., CHICAGO
 Phone Central 630

Middletown, last week for the graduation of St. George's school.

E. Kempenaar, of Kempenaar & Christensen, was a recent visitor in New York and vicinity. W. H. M.

Brooklyn, N. Y.—P. S. Pulos & Bro., who have been located at 27 Willoughby street, are transferring their business to Newark, N. J., where they will be located at 51 Lafayette street.

PAINT THAT WILL STAY WHITE

It will do this and more.

It will cover fully 25% more surface.

A better Greenhouse Paint can't be made.

We only ask a sample order. The quality will do the rest.

Try it and come back for more.

You'll like it.

Prices on application to



Pittsburgh Plate Glass Company

431-451 St. Clair St.,

Phone Randolph 4540

CHICAGO, ILLINOIS

Largest Jobbers of Greenhouse Glass

SEND US YOUR INQUIRY

LOWEST PRICES

BEST QUALITY

GREENHOUSE GLASS

ALL SIZES BEST BRANDS

SHARP, PARTRIDGE & CO.
2263 Lumber Street,
CHICAGO

WE ARE SPECIALISTS IN GREENHOUSE GLASS

Free from Bubbles—Uniform in Thickness

PAINTS AND PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
251 Elm St., BUFFALO, N. Y.

Mention The Review when you write.

YOU Will find all the best offers all the time in The Review's Classified Advs.

Greenhouse Glass

WE ARE THE WORLD'S LARGEST PRODUCERS

Ask the dealers for prices, or write us direct if the dealer doesn't handle our product. We guarantee uniform **Grading, Flattening, Annealing** and **Careful Packing.**

"GET ACQUAINTED" WITH OUR SPECIALTIES 29-34-39-ounce Glass

AMERICAN WINDOW GLASS CO.

General Offices: Farmers' Bank Building, PITTSBURGH, PA.

MASTICA



FOR Greenhouse Glazing

USE IT NOW.

F.O. PIERCE CO.

P. O. Box 294
NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty.

Lasts Longer Than Putty. Easy to Apply

Best Quality Extra Heavy Perfectly Flat

Greenhouse Glass

Our Glass is especially selected for the Greenhouse Trade and we know it will please you.

Write us for prices on any SIZE OR QUANTITY—SINGLE OR DOUBLE STRENGTH GLASS

BAUR WINDOW GLASS CO.
EATON, IND.

JACOBS ^{BUILT TO LAST} GREENHOUSES



Range of five greenhouses built for John De Martini, Esq., at Wheat Road, N. J. Ask Mr. De Martini about our workmanship, speed of erection and personal service.

HOTBED SASH MATERIALS AND GLASS | **PLANS AND PRICES SUBMITTED** | **1363-1381 FLUSHING AVENUE BROOKLYN, N. Y.**



KAHLER REAL RED POTS are recognized everywhere for quality.

Your orders always receive prompt and careful attention. Made of high-grade material by skilled workmen in a modern plant. Write for prices and samples.

KAHLER POTTERY CO. - - - - - **Louisville, Neb.**

Mention The Review when you write.

MILWAUKEE, WIS.

The Market.

The demand for stock last week was heavy, especially for roses and sweet peas for wedding orders. Many orders remained unfilled, as special colors and quality were demanded and the supply was off. The hot weather early in the month spoiled the prospects for sweet peas during June and they were missed. Roses, likewise, were in heavy demand, with the supply fair. White roses were practically out. Ophelia, Russell and Columbia took care of most orders. Carnations were plentiful, but quality is on the wane. Good shipping stock is scarce. Outdoor stock is arriving. Some nice larkspurs, gypsophila and snapdragons are helping out. Peonies are about gone.

Various Notes.

The wholesale houses are closed on Sundays for the summer season. Most of the downtown retailers are also closed on Sundays now.

The C. C. Pollworth Co. has purchased the corner property occupied by it for several years. It is a 4-story building, centrally located. Many improvements will be made to meet the demands of the firm's business. P.

DENVER, COLO.

The Market.

Business was fair last week, with almost everything in good supply. Carnations are somewhat smaller. Roses are still of good quality and the large supply is being handled nicely at good prices. Peonies are about gone now.

Various Notes.

The Alpha Floral Co. had a number of wedding orders last week.

Vern Christian is erecting a new range of three houses, each 21x120 feet, to be devoted principally to carnations. Mr. Christian was formerly with the Mauff Floral Co.

J. L. Ennegon has closed his Fifteenth street store. He reports fine June business.

T. H. Trimmer & Son have been

"California" Plant Tub

(REDWOOD)



The "California" Plant Tub is a special product for Florists and Nurserymen. Expert workmanship, artistic lines, harmonious color and substantial quality. Made from selected No. 1 Redwood, bound with electrically welded wire hoops. No better tub made.

NET WHOLESALE PRICE LIST

No.	Diameter	Each	Doz.	100
5	8-inch	\$0.75	\$ 8.25	\$ 62.50
10	10-inch	.95	10.50	77.50
15	12-inch	1.50	16.00	110.00
20	14-inch, with handles	1.90	21.75	168.75
25	16-inch,	2.25	25.25	195.00
30	18-inch,	2.75	31.50	237.50
35	20-inch,	3.25	37.00	287.50

F. O. B. Factory.
Moderate Packing Charge.
Prices Subject to Change.

ROY F. WILCOX & CO.
Manufacturers
Wholesale Florists and Nurserymen
MONTEBELLO, CAL.

Mention The Review when you write.



"MOSS AZTEC" Ware

Azalea Pots
Hanging Baskets
Lawn Vases
Bird Baths, Etc.

The Peters & Reed Pottery Co. HORACE C. GRAY CO. So. Zanesville, Ohio
200 Fifth Ave., New York.

COMPETITION PROVES OUR QUALITY

RED POTS

Best Materials—Skilled Labor—Uniformly Burned—Carefully Packed.

CAMBRIDGE

NEW YORK



World's Oldest and Largest Manufacturers of

FLOWER POTS

WHY?

A. H. HEWS & CO., INC.

Cambridge, Mass.

Mention The Review when you write.

bringing in some fine Francis Scott Key roses from their new house. Mr. Trimmer has a reputation for his Russell roses and bids fair to have one for Key. His wife and his son Harry are enjoying a trip to the seashore.



Your spring rush is nearly over. Now is the time to try a package of the **Harris Ready-to-Use Locked Plant Bands**, so that next season you can order in quantity.

A trial package of 250 bands sent postpaid for 75c.

A. W. HARRIS MFG. CO.
401 Pine St. SLEEPY EYE, MINN.
Mention The Review when you write

Mrs. S. B. Walker, who has been collecting, growing and classifying Colorado wild flowers for the last twenty years, says that she has had a good business this year, considering the late season. R. E. H.

Better Than Putty

—and Why?

Federal Greenhouse Cements are proving so wonderfully efficient because they possess to a superlative degree just those essentials which provide the greatest service to the greenhouse owner.

A greenhouse cement, first of all, must be absolutely watertight and airtight; it must work readily with glass and metal or wood, adhering tenaciously under all weather conditions; it must possess enough elasticity to take up all strains, due to windstorms, etc., as well as the normal contraction and expansion of the glass, wood or metal; it must possess resistance against sudden blows, such as hailstones; it must, above all, possess endurance, that quality which makes it last over a period of years without deterioration.

Federal Greenhouse Cements perform these functions, as well as many others, better than any materials you have ever used; if you once try them you will never be satisfied with any other brand.

We recommend the black as most efficient and, by the way, 90% of the greenhouse owners use our Federal Greenhouse Cement No. 2, which is the black in a consistency suitable for use in the putty bulb.

The reason we recommend the black is because it is possible for us to use it as the primary base to certain pitches and gums, which possess marked elasticity and waterproofing qualities. Combining these gums and pitches, as we do, with suitable oils and reducing agents, and with high-grade asbestos fiber, produces cements which have an inherent strength absolutely defying weather and other conditions.

In making colored and white cements, which are more expensive than the blacks, it is necessary to use as pigments such materials as white lead, zinc, lithopone, barytes and similar materials. These pigments in themselves possess no waterproofing or other value except as metal and wood protectives. Cements made from them depend for their efficiency as greenhouse cements solely on the oils and other materials combined with them. Now, the oils which we use, together with asbestos fiber, which is a part of every one of our cements, enable us to make white and colored cements which are far better than the putties and other materials which you have hitherto used, and a good many of the greenhouse owners use them

in preference to the black cement. We, however, urge you to use the black.

For repairing broken lights, no matter how badly they may be broken, we recommend our black paste Federal Elastic Cement. For roofing work and for covering the brick work of boiler settings we also recommend the paste consistency. In fact, the paste consistency is most advisable except where a thinner material is required in order to do work quickly and effectively.

Federal Greenhouse Cements are sold at very reasonable prices. Their great success has brought numerous imitations on the market.

Now is the time to start using Federal Greenhouse Cements. Glass is high and every other essential has risen to a degree making economies and conservation not only desirable but necessary. The use of Federal Greenhouse Cements will prove a step in the right direction and in a short time you will express your approval, as so many hundreds of others have done.

Write us for our free advice on your glazing problems—today.

The Federal Process Co.

Sold direct to the greenhouse trade by the

Manufacturers

Cleveland, O.

Dreer's Peerless Glazing Points

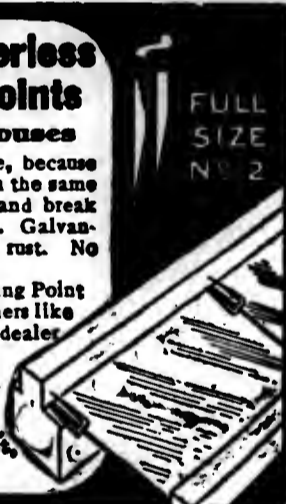
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.



Mention The Review when you write.

Cemetery Vases

—cone-shaped, made strong, galvanized, painted green, will last indefinitely

7 1/2 inches deep, 3 1/4 inches diameter.

Per dozen \$ 2.00

Half gross (6 doz.) for..... 10.80

One gross (12 doz.) for.... 19.20

Get our complete list of other items—it's free. GEO. H. ANGERMUELLER CO. 1324 Pine Street, ST. LOUIS, MO.

Mention The Review when you write.

RED POTS

Our superior facilities enable us to keep QUALITY UP—PRICES DOWN Write for prices and Save Money

MISSOURI POTTERY CO. and SUPPLY CO.

4219 Iowa Ave. ST. LOUIS, MO

Mention The Review when you write.



THE ELVERSON POT

It is a dollars and cents saving proposition—plus satisfaction—to use the pot that proves its merit in the test of actual service. Write for free samples of that pot. W. H. Elverson Pottery Co., New Brighton, Pa.

IONIA POTS ARE STRONG

Always burned to the same degree of hardness. Our kilns are equipped with heat-measuring pyrometers and other up-to-the-minute improvements. Every detail of manufacture, from the clay bank to the strong crates in which Ionia pots are carried to you, marks an advancement over old-time methods. Let us have your order now. We will ship when you are ready.

REMEMBER that we solved the breakage problem years ago IONIA POTTERY CO., IONIA, MICH.

Mention The Review when you write.



Mr. Grower

If time is money, labor scarce, here is where you "cash in" on both—looks little

—pays big. Send for samples.

WM. F. BUSCHARDT 6 E. Woodlawn Ave., Baltimore, Md.

Mention The Review when you write.

Standard Red Flower Pots

Price list and samples on application.

PADUCAH POTTERY CO., Inc. PADUCAH, KENTUCKY

GEORGE KELLER POTTERY CO

Successors to

GEO. KELLER & SON

Manufacturers of

RED POTS

Before buying write for prices

2614-2622 Herndon Street Near Wrightwood Ave.

CHICAGO, ILL.

Mention The Review when you write.

FOR THE SMOOTHEST, MOST POROUS

RED POT

in which plants do the best, write to

MISSOURI POTTERY CO. 1227 W. 8th St., Kansas City, Mo.

SAFETY FIRST! USE THE STANDARD INSECTICIDE. SUCCESSFUL GROWERS RELY UPON

"NICO-FUME"

FOR SPRAYING AND FUMIGATING TO KILL APHIS AND THRIPS

FOR SALE BY YOUR DEALER

Manufactured by the TOBACCO BY-PRODUCTS & CHEMICAL CORPORATION, Incorporated, LOUISVILLE, KENTUCKY
Successor to THE KENTUCKY TOBACCO PRODUCT CO., Inc.

"Nico-Fume" Liquid
8-lb. tin.....\$14.50 each
4-lb. tin..... 7.50 each
1-lb. tin..... 2.00 each
1/4-lb. tin..... .65 each
40 per cent Actual Nicotine

"Nico-Fume" Paper
288 sheets.....\$9.50 per tin
144 sheets..... 5.00 per tin
24 sheets..... 1.25 per tin
Packed in Friction-Top Tins

SEATTLE NOTES.

[Continued from page 105.]

the month, as is usually the case, there would have been considerable shipping trade to figure on here.

Herman Warendorff, of New York, was a visitor last week. He is on an extended tour of the country. Another visitor recently was Mr. Brown, Sr., of Brown Bros. Co., Vancouver, B. C. He is on his way to Europe on a buying trip and will visit the growers in the different countries. He sailed from New York June 26.

The Hollywood Gardens have been showing some fine Belladonna larkspurs, grown in the open. These are of a beautiful shade of blue and are used in tall baskets effectively. Nelrose snapdragon of the lighter pink shades is also being cut freely and some fine bachelor's buttons are arriving. This firm reports a light supply of orchids and roses, but is getting enough stock to fill all needs.

Ray Guyer, of Rosaia Bros., was in Portland for the Shriners' convention and was the guest of Tom Luke, at Max Smith's. P. F. Rosaia has left on a business trip to California and H. Hawkins is in the south for a short vacation.

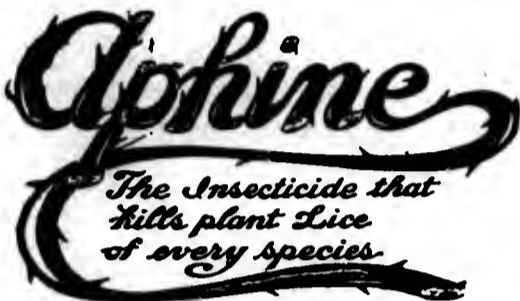
E. W. Keeling, formerly of Butte, Mont., is foreman of the greenhouses for the Thomas Floral Co. This firm handled the decorations at the University of Washington gymnasium for the graduation and also the table and ball-room decorations for the annual ball of the Queen City Yacht Club.

Among the new roses promised at the rose show are Variegated Sport, developed from the Madame Edouard Herriot; Mrs. Hugh Dickson, probably the deepest yellow yet shown in the Dickson family, and Miss Lolita Armour, a copper and shrimp pink shaded bloom, with a chrome yellow base.

Fred Winters, Bellevue grower, has been showing some fine sweet peas and started delivery of his outdoor stock the latter part of last week.

Fred Gust, lately with the Butte Floral Co., Butte, Mont., and formerly with Rosaia Bros. here, next week will assume the position of northwestern representative for the McCallum Co., of Pittsburgh. He will travel out of Seattle and expects to open his office about the first of the month.

The Woodlawn Flower Shop is allowing its employees a half-day off once a week for the months of June, July, August and September, with a full crew on hand for Saturday. A number of table decorations have been handled lately and an especially large standing wreath of white carnations, Columbia roses and orchids for the funeral of a



The Insecticide that kills plant Lice of every species.

THE RECOGNIZED STANDARD INSECTICIDE

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eelworms, angleworms and other worms working in the soil.

Quart, \$1.00 Gallon, \$3.00

Sold by Dealers

Aphine Mfg. Co., Madison, N. J.

Mention The Review when you write.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to direction, our Standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/2 Pint, 30c; Pint, 50c; Quart, 90c;
1/2 Gallon, \$1.50; Gallon, \$2.50; 5-Gallon Can, \$10.00; 10-Gallon Can, \$20.00. Directions on package.

LEMON OIL COMPANY
420 W. Lexington St., BALTIMORE, MD.



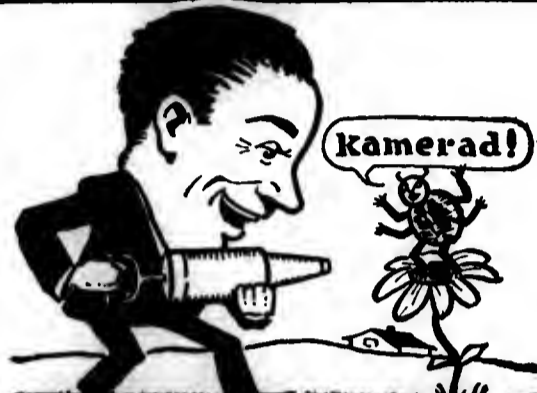
DREER'S Florist Specialties

New Brand New Style "RIVERTON" HOSE

Furnished in lengths up to 500 feet without seam or joint.
The NOSE for the FLORIST
3/4-inch.....per ft.. 22c
Reel of 500 ft... .. 21c
2 reels, 1000 ft... .. 20c
1/2-inch..... .. 19c
Reel of 500 ft... .. 18c
Couplings furnished free

HENRY A. DREER,
714-716 Chestnut St.
PHILADELPHIA, PA.

Mention The Review when you write.



IMP SOAP SPRAY

Sure Insect Killer

IMP Soap Spray is a scientifically prepared compound that is destructive to insects without injuring plants or roots. Does not spot leaves, fruit, grass or deface paint work. May be used on fruit trees; shade trees; flowering shrubs; vines; garden truck; and on all sorts of plants, both under glass and out of doors.

It is most effective against rose bug; mill bug; white, black, green and rhododendron fly; red spider; thrips; aphid; fruit pests; elm leaf beetle and moths. Very economical, one gallon is mixed with 25 to 40 gallons of water. Full directions on each can. Order direct if your dealer cannot supply.

Pint can.....\$.50
Quart can..... .75
Gallon can..... 2.25
5 Gallon can.....10.00
10 " ".....18.00

F. E. ATTEAUX & CO., Inc. Props.
Eastern Chemical Co.
176 Purchase St., BOSTON, MASS.
8107

INSECTONOS

This non-poisonous contact insecticide will enable you to control White Fly, Rose Leaf Roller, Chrysanthemum Leaf Tyer, etc. One pound makes 82 gallons of spray.

SEND \$2.25 For 1-lb. Can Postpaid

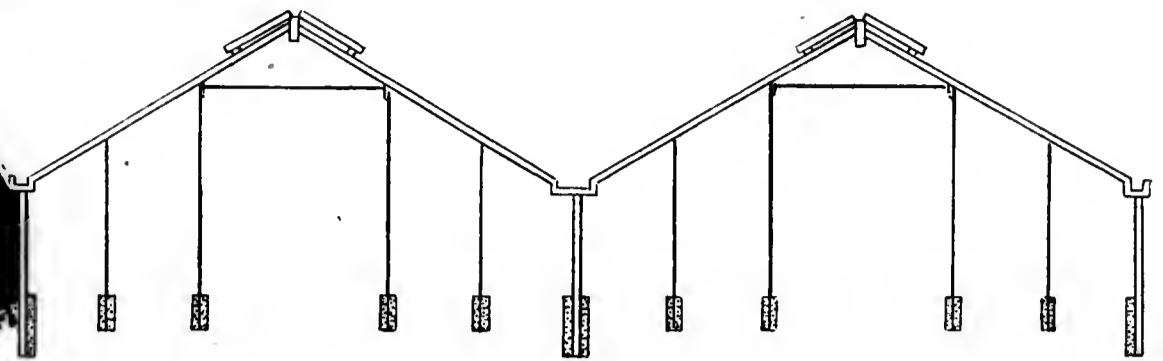
Case of 8 Cans Sent Postpaid **\$13.50** in the U. S.

Use according to directions and it will do the work

EARL L. HEMPSTEAD,
Distributor Bloomington, Ill.

For Sale in Chicago by

Pochlmann Bros. Co., 66 E. Randolph St.
A. Henderson & Co., 166 N. Wabash Ave.



CALLAHAN CUT-TO-FIT GREENHOUSES

A better greenhouse for less money. Semi-iron construction. Designed especially for professional florists and market gardeners. Single houses up to 35 feet in width. Also built in ranges of any width, thus combining the clear space of the wide-span house with the economies in heating and construction of the narrower house.

First Cost Less—Heating Cost Less—Upkeep Cost Less

Standardized construction. Many points of superiority. Patented Easy-Splice V-Joints. Joints easy to connect and adjustable to shrinkage. Improved drip gutter protects plants from overflow of cold condensation. Permanently non-leakable gutters. Roof bars beveled at ridge and gutter—strong and tight-fitting. Wood members made from Louisiana Red Gulf Cypress, free of sap, and cut to fit. With our building instructions, easily erected by any carpenter.

Cash in now on the big demand and good prices.
Catalogue on request.

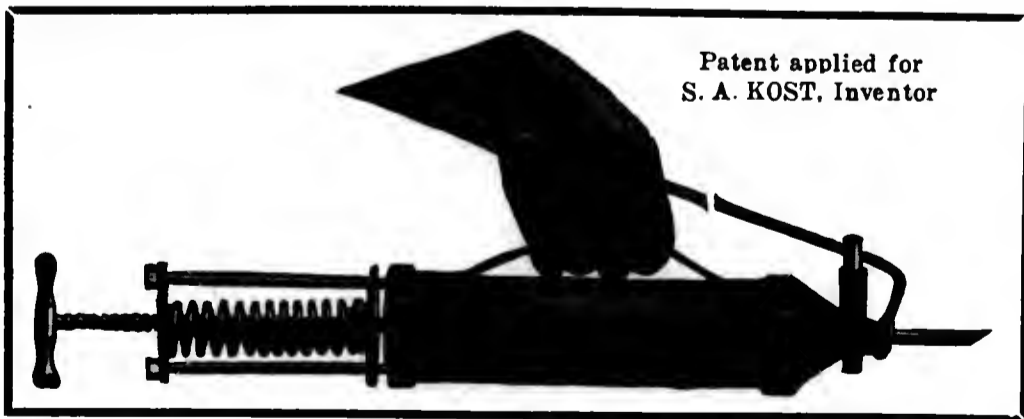
LET US ESTIMATE
YOUR REQUIREMENTS

THE CALLAHAN DUO-GLAZED SASH CO.
1851 Fourth Street
DAYTON, OHIO

EVERTITE GLAZING CEMENT

remains elastic at all times—forming a waterproof and air-tight joint over the sashbar. *Evertite Glazing Cement* will stand the extreme expansion and contraction that a greenhouse is subject to and will not check or crack—nor will it harden.

“Oh
Glazing



Patent applied for
S. A. KOST, Inventor

Boy”
Gun

Evertite Glazing Cement applied with a new “Oh Boy” Gun (see cut above) makes an ideal combination. This gun, which is the last word in glazing guns, allows *Evertite Glazing Cement* to flow in a uniform consistency all the time. Note the ease with which this gun can be handled. Think of what you have used and draw your own conclusion.

Write us for more information, which we will gladly furnish.

THE EXCELLO MANUFACTURING CO., Cleveland, Ohio

King GREENHOUSES

KING CONSTRUCTION CO.
NORTH TONAWANDA, N. Y.

1 W. 47th Street, New York Harrison Building, Philadelphia
307 North Irving Avenue, Scranton, Pa.

STRONG, durable commercial houses in which you will find the same attention to detail which we give to our private estate work plus a construction that casts the least possible shadow.

If you want to grow more firsts and make more profit, you want a KING.



local shipyard official. Wedding business has shown an increase over that of a year ago.

William Goldsbary, of Kenney's Home of Flowers, has returned from a week's business trip to Vancouver, B. C., where he purchased a carload of palms. He reports stock in that market as plentiful.

McCoy's have been handling large quantities of Spanish iris and peonies in the deeper shades of late. Fred Rowe reports business as good for the summer months. Pansies of the darker colors are being used extensively in corsages.

Canterbury bells proved popular with the Burns Floral Co. last week and it reports a good demand for potted fuchsias in the larger sizes. Water lilies from the Hollow lake growers are being featured extensively in window displays. H. M.

Omaha, Neb.—A wedding of wide interest in the trade occurred here June 30. The contracting parties were W. T. Usinger, of Pittsburgh, and Miss Sara Cole, of this city. They made their acquaintance in France and are planning to go to Paris next month for an indefinite stay.

Cedar Rapids, Ia.—Charles F. Billau reports that the peony season here was quite short this year, not a bloom arriving in time for Memorial day, but hundreds of them a few days later. Then there was a week or two of terrific hot weather, that nearly cooked the flowers. The blooming season covered from twelve to fourteen days.

Asbestfalt

An Elastic Cement That Expands and Contracts With the Weather

Make your greenhouse weather-tight with Asbestfalt, the elastic cement that never gets hard, cracks or peels in cold weather or runs in hot weather.

\$1.25 per gallon. Why pay more?

You can't get anything better no matter how much more you pay. The ingredients are of the purest; weighs but 10 pounds to the gallon.

With the scarcity of coal and its high prices, the careful application of Asbestfalt will more than pay for itself by keeping your greenhouse air-tight.



To insure best results, apply Asbestfalt with our Liquid Putty Machine, price \$2.00. With every barrel purchase of Asbestfalt, one machine free.

Metropolitan Material Co.

PATENTED GREENHOUSES

1299-1323 FLUSHING AVENUE,

BROOKLYN, NEW YORK

Mention The Review when you write.

PECKY CYPRESS

WE ARE SPECIALISTS

We were practically the first to sell to this trade, and guarantee perfect satisfaction and rock-bottom prices. **Get the value of our long experience. PECKY CYPRESS**, because of its durability, is the only wood now being used for greenhouse benches. Will ship in any quantity, carload or less.

Drop Siding, Ship Lap, Flooring, White Cedar Posts, Everything in Lumber
WRITE FOR PRICES

Adam Schillo Lumber Co., Kingsbury and Weed Sts.
CHICAGO
L. D. Phones Lincoln 410 and 411



Send Today for This Book It May Be the Turning Point in Your Business

Here's a book about WATER.

Tells you how you can turn plain, ordinary water into solid, sure enough bank deposits.
Shows how hundreds of florists **are** doing it.

Water is the very life-blood of your business—under glass and outside.

But have you ever sat down and figured up what it costs you to water inside?
And what it costs you **not** to water outside?

Watering outside crops - flowers for cutting, carnation plants, propagating stock, and the like—often **doubles** the results obtained.
Hundreds of florists, many of whom you know, have testified as to that.

Watering **inside** crops — carnations, bedding plants, even roses - has proved so successful that there are now many growers using Skinner System under glass, who say they would no more go back to slow, high-costing hose-holding, than they would to heating their houses with brick flues.

Even if the Skinner System is used in the houses **only half the year**, it will pay for itself many times over. Surely, then, **you** should know just

what the Skinner System is, and what it is doing to make bigger profits for florists, big and little.

Our catalogue, "RAIN, for the Asking," tells all about it and what your brother florists say about it. Will gladly send you a copy.

Skinner System "READY TO USE" Lines

No elaborate outfit is needed for you to give Skinner System Rain a thorough, practical tryout. In thirty minutes one of our portable lines can be suspended from your greenhouse sash-bars, or supported on low wooden posts in your carnation or cut flower field outdoors. This will prove for itself how much money it can save and make for you.

Skinner System Service

Our system has been used on so many crops, indoors and out, that no matter what you grow, we can tell you just how the Skinner System has worked with it, and refer you to someone who is growing that particular thing under the Skinner System of Irrigation.

Fill in and mail to us today, the blank below. It is likely to bring you more money than any other action you ever took in your life.

The Skinner Irrigation Co.

223 Water St., Troy, Ohio

Please mail me a copy of "RAIN, for the Asking." I am especially interested in watering _____

(State crop above.)

Name _____

Address _____

SKINNER
SYSTEM
OF IRRIGATION.

Classified Ad Department

It Pays

**Rates for advertising in this department
16 cents a line net per insertion.
No advertisement for less than 32c accepted.**

ACHYRANTHES
Achyranthes, red and variegated, rooted cuttings, \$2.25 per 100. Cash, please. Cottage Grove Floral Co., R. F. D. A., Box 241B, Houston, Tex.

Achyranthes, red and yellow, strong 2 1/2-in. plants, \$5.00 per 100, \$45.00 per 1000. S. S. Skidelsky & Co., 50 Park Place, New York.

Achyranthes, Herbsti, R. C., \$3.00 per 100. 2 1/2-in., \$5.00 per 100. Baur Floral Co., Erie, Pa.

ADIANTUMS
Adiantum O'Brienii, strong, vigorous 2-in., \$6.00 per 100, \$55.00 per 1000. Large clumps, \$50.00 per 100.
This is one of California's best and hardiest ferns. Ready for immediate delivery.
ROY F. WILCOX & CO.,
MONTEBELLO, CAL.

AGERATUMS
AGERATUM STELLA GURNEY, strong, bushy, 3-in. in bud, \$6.00 per 100. Cash with order. Add 5% for packing.
Godfrey Aschmann,
1012 West Ontario St., Philadelphia, Pa.

AGERATUMS, dwarf blue, the very best bloomer, and always in bloom. Try them! You will not miss it! Young stock, very bushy, all in bloom, 2 1/2-in., \$4.00 per 100. Cash.
Freeport Floral Co., Freeport, Ill.

Ageratum, R. C., Stella Gurney and Blue Star, \$1.50 per 100, \$12.00 per 1000; 2 1/2-in., \$5.00 per 100, \$40.00 per 1000.
S. S. Skidelsky & Co., 50 Park Place, New York.

AGERATUM STELLA GURNEY, 2 1/2-in., \$3.50 per 100, real bushy plants. Cash, please.
W. Bezdek, Cedar Rapids, Ia.

AGERATUMS, dark blue, \$3.50 per 100.
Baur Floral Co., Erie, Pa.

ALTERNANTHERAS
Alternantheras, 1200 to 1500, red, green and yellow, strong 2-in., \$3.00 per 100, for quick sale. Cash.
Brinkerhoff Greenhouses, Springfield, Ill.

ALTERNANTHERAS, red and green, \$3.00 per 100, \$25.00 per 1000. Cash, please.
H. E. Youngquist, Foster and Kedzie Aves., Chicago, Ill.

Alternantheras, red and yellow, strong 2 1/2-in. plants, \$5.00 per 100, \$45.00 per 1000.
S. S. Skidelsky & Co., 50 Park Place, New York.

ALTERNANTHERAS, 2 1/2-in. pots, \$6.00 per 100, \$50.00 per 1000.
Roman J. Irwin, 43 West 18th St., New York.

ALTERNANTHERAS, red and green, 2-in., \$3.50 per 100, \$30.00 per 1000.
The McGregor Bros. Co., Springfield, O.

ALTERNANTHERAS, red and yellow. Ten thousand to spare at \$3.50 per 100, \$30.00 per 1000.
E. B. Morgan Floral Co., Paxton, Ill.

ALTERNANTHERAS, red and yellow, \$30.00 per 100. Cash please. J. M. Smely, Aurora, Ill.

ALYSSUM
Double Sweet Alyssum, 2 1/2-in., \$5.00 per 100. Cash please. Beaver Avenue Floral Co., 3422 Beaver Ave., Des Moines, Ia.

AQUATICS
STRATIOTES ALOIDES, Crab's Claw, 52 2-in. and 17 5-in. large plants, 8c and 50c each. Cash.
E. J. Ullrich Floral Co., Tiffin, O.

ASPARAGUS
Asparagus Sprengeri, strong, healthy plants out of 2 1/2-in. pots, ready for shift, \$6.00 per 100. Per 100
Asparagus Sprengeri seedlings.....\$1.50
Asparagus Plumosus seedlings.....1.50
Asparagus Plumosus, out of 4-in. pots....15.00
Asparagus Plumosus, out of 3-in. pots....10.00
No packing charge.
Cash with order please.

THE SCIOTO FLORAL CO., CHILLICOTHE, O.
Asparagus Sprengeri, 2 1/2-in., fine stock, \$4.50 per 100, \$40.00 per 1000; Asparagus Plumosus Nanus, 2-in., strong, \$4.00 per 100, \$35.00 per 1000; 2 1/2-in., \$5.00 per 100, \$45.00 per 1000; 3-in., \$8.00 per 100; strong, bushy 4-in., \$15.00 per 100.
S. S. Skidelsky & Co., 50 Park Place, New York.

Asparagus Sprengeri, 2 1/2-in. ready for shift, \$6.00 per 100, \$50.00 per 1000; 3-in., \$8.00 per 100; Asparagus Elongatus, best for cut fronds, 2 1/2-in., \$7.00 per 100, \$60.00 per 1000; 3-in., \$10.00 per 100; 4-in., \$20.00 per 100.
Abby Avenue Greenhouses, Dayton, Ohio.

ASPARAGUS SPRENGERI, 3-in., 10c; 3 1/2-in., 15c; 4-in., 20c each. All spaced stock.
Wm. F. Krueger, 516 Potter St., Toledo, Ohio.

ASPARAGUS PLUMOSUS
Per 100 Per 1000
2 1/2-in. \$ 7.00 \$ 60.00
3-in. 10.00
One yr.-old bench plants..... 18.00 160.00
SPRENGERI, same as above.
C. U. LIGGIT,
Wholesale Plantsman,
303 Bulletin Building, Philadelphia, Pa.

EXTRA STRONG.
Asparagus Plumosus in 3-in. pot.....\$ 8.00
Asparagus Sprengeri in 3-in. pot..... 8.00
Asparagus Plumosus in 3 1/2-in. pot..... 12.00
Asparagus Sprengeri in 3 1/2-in. pot..... 12.00
Oak Grove Greenhouse, Tuskegee, Ala.

ASPARAGUS, Plumosus and Sprengeri seedlings, \$1.50 per 100, \$10.00 per 1000, parcelpost paid; 2 1/2-in., extra strong, \$5.00 per 100, \$45.00 per 1000; 3-in., \$10.00 per 100; 4-in., \$15.00 per 100.
Roman J. Irwin, 43 West 18th St., New York.

ASPARAGUS SPRENGERI,
2 1/2-in., \$3.00 per 100;
3-in., \$7.00 per 100.

ASPARAGUS PLUMOSUS,
2 1/2-in., \$6.00 per 100.
CHAS. SHERWOOD, WATERLOO, IA.

Asparagus, Plumosus and Sprengeri, extra strong.
Per 100 Per 1000
2 1/2-in. Plumosus\$5.00 \$45.00
2 1/2-in. Sprengeri 5.00 45.00
To avoid delay send a M. O. draft or certified check.
John Bauscher, Freeport, Ill.

Asparagus Plumosus from 2 1/2-in., \$5.00 per 100; from 2 1/2-in., \$7.00 per 100; from 4-in., \$17.00 per 100. All very heavy and ready to shift. Cash. Neff Floral Co., 2222 West Liberty Ave., Pittsburgh, Pa.

ASPARAGUS.
Good, strong 2 1/2-in. stock, ready for shipment.
Plumosus \$6.00 per 100, \$50.00 per 1000
Sprengeri 5.00 per 100, 45.00 per 1000
ROLF ZETLITZ CO., DAYTON, O.

THIS IS READY FOR A SHIFT.
Sprengeri, 2 1/2-in. \$5.00 per 100, \$45.00 per 1000
Plumosus, 2 1/2-in. 6.00 per 100, 55.00 per 1000
Plumosus, 3-in. 7.00 per 100, 65.00 per 1000
Charles T. May, R. R. 14, Dayton, O.

Asparagus Plumosus, 3-in., \$7.50 per 100; 3 1/2-in., \$12.00 per 100. Asparagus Sprengeri, 2 1/2-in., \$3.50 per 100. Cash please.
J. J. Clayton & Son, West Grove, Pa.

Asparagus Plumosus, strong 4-in., ready for shift. To clean out, \$12.00 per 100. Fine 2 1/2-in. Sprengeri, \$5.00 per 100, \$45.00 per 1000. Winfield S. Kircher, Cyclamen Specialist, Defiance, Ohio.

Asparagus Plumosus, rich dark green color, 15 to 18-in., 4-in. pots, 15c; 3-in., 8c, \$75.00 per 1000, 200 at 1000 rate. Cash please.
B. C. Blake, Springfield, Ohio.

Asparagus Plumosus, 3-in. potted plants, 6c each, \$55.00 per 1000; 200 at 1000 rate. Must move now as we need the room. Cash please.
Clover Leaf Floral Co., Springfield, O.

Asparagus Sprengeri, 2 1/2-in., \$2.50 per 100; seedlings, 85c per 100. Cash. Cottage Grove Floral Co., R. F. D. A., Box 241B, Houston, Tex.

ASPARAGUS SPRENGERI AND PLUMOSUS,
2 1/2-in., \$5.00 per 100; 3 1/2-in., \$10.00 per 100.
The McGregor Bros. Co., Springfield, O.

ASPARAGUS SPRENGERI, 1000 extra strong, bushy 2-in., \$30.00 per lot or \$3.50 per 100. Cash, please.
J. A. Swartley & Sons, Sterling, Ill.

ASPARAGUS SPRENGERI, 3-in., \$8.00 per 100
ASPARAGUS PLUMOSUS, 3-in., 8.00 per 100
France & Vandergriff, 739 S. Washington St.,
Monroe, Mich.

ASPARAGUS SPRENGERI, strong 2 1/2-in. plants, \$5.00 per 100. Packing at cost.
WALTER ARMACOST & CO.,
321 East 4th St., Los Angeles, Cal.

ASPARAGUS PLUMOSUS, 2 1/2-in., \$4.00 per 100, \$35.00 per 1000; 2 1/2-in., \$5.00 per 100, \$45.00 per 1000; 3-in., \$8.00 per 100, \$75.00 per 1000. Springfield Floral & Fern Co., Springfield, O.

ASPARAGUS PLUMOSUS and SPRENGERI, 2 1/2-in., strong, ready for shift, 5c. Cash with order.
W. E. Trimble Greenhouse Co., Princeton, Ill.

GOOD ASPARAGUS.
Asparagus Sprengeri and Plumosus, 2 1/2-in., \$5.00 per 100; 3-in., ready for 4-in., \$8.00.
GULLETT & SONS, LINCOLN, ILL.

Asparagus Plumosus, 2-in., \$3.50; 2 1/2-in., \$7.00; 3-in., \$10.00; 4-in., \$15.00 per 100. All first-class stock.
Henry Smith, Grand Rapids, Mich.

Asparagus Sprengeri and Plumosus, 3-in., \$8.00 per 100, large bench clumps of Sprengeri, \$20.00 per 100. Cash. E. J. Ullrich Floral Co., Tiffin, O.

Asparagus Sprengeri, 4-in., \$12.50 per 100. Cash with order. Westwood Flower & Plant Co., R. R. 14, Dayton, O.

Asparagus Plumosus, 4-in., \$12.50 per 100. Packed in paper pots.
Fairview Gardens, Elnora, Ind.

Asparagus Plumosus, strong 3-in. plants, \$8.00 per 100. 5% for packing. Cash please.
Aurora Greenhouse Co., Aurora, Ill.

Asparagus Plumosus Nanus, 2-in., 5c each, ready to bench or grow on.
D. R. Herron, Olean, N. Y.

ASPARAGUS, strong 3-in. Sprengeri, \$6.00 per 100; 2-in., \$3.00 per 100, \$25.00 per 1000. Cash.
Jacobs Bros., Peoria, Ill.

ASPARAGUS SPRENGERI, 2 1/2-in., splendid stock, \$5.00 per 100, \$40.00 per 1000. Cash.
Jos. H. Cunningham, Delaware, O.

ASPARAGUS SPRENGERI, 2-in., \$45.00 per 1000.
Poehlmann Bros. Co., Morton Grove, Ill.

Asparagus Sprengeri seedlings, \$7.00 per 1000, prepaid.
P. C. FREEMAN & SONS, PORTLAND, IND.

Asparagus Plumosus, strong 3-in., \$10.00 per 100; Asparagus Sprengeri, strong 3-in., \$10.00 per 100.
Eli Cross, Grand Rapids, Mich.

ASPARAGUS AND SPRENGERI, 2-in., \$3.00 per 100; 1-yr.-old seedlings of above, \$10.00 per 1000.
Geo. E. Bigler, Camden, N. J.

Asparagus Sprengeri, strong plants, 2 1/2-in., 5c.
C. Humfeld, Clay Center, Kan.

Asparagus Sprengeri, 2 1/2-in., \$4.50 per 100. Cash with order. The Lodi Greenhouses, Lodi, O.

Asparagus Sprengeri, 2 1/2-in. strong plants, \$5.00 per 100. Goshen Floral Co., Goshen, Ind.

Asparagus Plumosus, 4-in. stock, \$12.00 per 100.
Marion Floral Co., Marion, Ind.

ASPARAGUS SPRENGERI seedlings, \$1.00 per 100.
Ed. Woerner, Arlington, Nebr.

ASPARAGUS PLUMOSUS, 2 1/2-in., \$5.00 per 100.
Baur Floral Co., Erie, Pa.

ASPARAGUS SPRENGERI Seedlings, 75c per 100. Cash.
Chas. E. Congill, Auburn, Ind.

ASPIDISTRAS
Aspidistras, green leaf, overstock of 50 pots. These are fine 6-in. pots, 10c per leaf.
Reiman Greenhouses, Vincennes, Ind.

Aspidistras, green, 6-in. pots, 2 feet high, 15c per leaf. Cash.
Calvert Floral Co., Lake Forest, Ill.

ASTERS
Have a small quantity of Aster plants ready for setting, transplanted stock. Light shades predominate. Such sorts as Dreer's Branching, Enchantress and Rochester. Cannot fill orders in separate colors; but will label each kind sent, \$1.25 per 100 prepaid. Ready July 1st. The above kinds in separate colors at same price.
P. L. Ward, Plantsman, Hillsdale, Mich.

Aster plants, Queen of the Market, Royal, Crego, Comet, Semple's Branching, in pink, white and lavender, strong seedlings, \$4.00 per 1000, \$15.00 per 5000.
J. C. Schmidt, Bristol, Pa.

Asters, Late Branching and Crego; rose pink, pale lavender, purple, crimson and white, 2 1/4-in. pots, \$4.00 per 100, \$35.00 per 1000. Cash with order. Add 5% for packing. GODFREY ASCHMANN, 1012 West Ontario St., Philadelphia, Pa.

Asters, Queen of the Market, Semples' Branching and Carlson's, separate colors, labeled, 75c per 100 by mail, \$5.00 per 1000 by express; 50c per 1000 extra if wanted by parcel post special delivery within 1000 miles of Chicago. S. W. Pike, St. Charles, Ill.

ASTERS, field-grown, Vick's Rochester and Drees' Superb, in shell pink, lavender, white, and crimson, separate colors, the kind for florists' trade, \$6.00 per 1000; single 100 by mail, \$1.00. Crowell's Greenhouse, Goshen, Ind.

ASTERS, CREGO'S GIANT, FIELD GROWN, STOOKY PLANTS, SEPARATE COLORS, \$1.00 PER 100, PREPAID. WHITSON'S, 618 NORTH 8TH ST., VINCENNES, IND.

Asters, Crego and Semples' Branching, mixed, transplanted, \$6.00 per 1000; seedlings, fine strong plants, \$3.00 per 1000. P. P. Guaranteed to please you. S. T. Danley & Son, Macomb, Ill.

Asters, strong, transplanted, Vick's Branching, in separate colors, \$1.25 per 100, \$10.00 per 1000. Th. F. Vander Meulen, Dunkirk, N. Y.

Asters, field-grown, Asteriums, assorted colors, Peerless Pink, Ostrich Feather and American Beauty, \$3.00 per 100. Cash. Jacob Kramer, 1008 Sherman Ave., Evanston, Ill.

Asters, mixture of Queen of the Market, Lavender Gem, Asterium and Crego's Giant, healthy plants, \$1.00 per 100, \$7.50 per 1000. Postpaid. Arden Floral Gardens, Arden, Del.

ASTERS, good plants, well packed, Peerless Pink, Late Branching, white, lavender, purple, rose and mixed, \$4.00 per 1000. H. Hills, Bristol, Ind.

Aster plants, Late Branching and Queen of the Market, 95c per 100, \$4.00 per 1000. Harry J. Squires, Good Ground, N. Y.

Asters, Queen of The Market, transplanted, 6 ins. high, 50c per 100. F. J. Howell & Son, Round Hill, Loudoun Co., Va.

Asters, Semples' Branching, strong, transplanted, \$1.00 per 100, \$5.00 per 1000. Cash. Peter Nees, 2409 N. Western Ave., Chicago.

Asters, Carlson and Crego, all colors, 60c per 100, \$4.00 per 1000. Cash. Byer Bros., Chambersburg, Pa.

Asters, Vick's Branching, strong plants, \$10.00 per 1000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

Asters, 1200 good, strong 2 1/4-in., mixed, \$4.00 per 100. Cash with order. Hartline & Huff, Newcomerstown, O.

Asters, all varieties, strong, clean plants, ready to plant, the kind to buy, \$30.00 per 1000. Quentin Floral Co., St. Joseph, Mo.

BEGONIAS

BEGONIAS FROM 2 1/4-IN. POTS. Per 100 Per 1000 Begonia Chatelaine, 2 1/4-in. \$ 7.00 \$35.00 Pride of New Castle, Red Chatelaine, Luminosa color, 2 1/4-in. pots, ready June 1st. 15.00 New Begonia Mrs. M. A. Patten dark pink sport of Begonia Chatelaine, 2 1/4-in. pots. 10.00 Rex Begonias, 3 1/2-in. pots, \$25.00 per 100; larger sizes ask for prices. Parcel post paid on rooted cuttings only. Roman J. Irwin, 43 West 18th St., New York.

Our new Begonia, Pride of New Castle, Red Sport of Chatelaine, very fine 2 1/4-in. plants, \$15.00 per 100.

New Begonia, Mrs. M. A. Patten (sport of Chatelaine), very dark pink, strong rooted cuttings, \$7.00 per 100, \$60.00 per 1000; 2-in. plants, \$10.00 per 100. Strong 3 1/2-in., \$35.00 per 100; Begonia Chatelaine, strong rooted cuttings, \$3.00 per 100, \$27.50 per 1000; nice 2 1/4-in. stock, \$7.00 per 100, \$65.00 per 1000; 3-in., very fine, \$10.00 per 100. S. S. Skidelsky & Co., 50 Park Place, New York.

CHATELAINE BEGONIAS OUT OF 4-IN. POTS, 15c EACH PLUS 3c PER PLANT TO COVER COST OF PAPER POT AND PACKING CASE. BUSHY, HEAVY PLANTS IN BLOOM. NEW CRATES HOLD 54 PLANTS EACH. G. R. NOBLE, PADUCAH, KY.

BEGONIAS, Prima Donna, the best in cultivation. A trial order will convince you; very strong, twice transplanted seedlings, in bud and bloom, \$6.00 per 100; from 2-in., \$8.00 per 100; from 2 1/2-in., \$10.00 per 100, in bloom. Cash please. Neff Floral Co., 2222 West Liberty Ave., Pittsburgh, Pa.

Begonias, of Gracillis type, make good Christmas plants and are easily grown. LUMINOSA, Christmas red; PRIMA DONNA, deep rose; MIGNON, salmon-scarlet, ready July, from 3-in. pots, frame-grown, stocky plants, \$12.00 per 100, \$110.00 per 1000. J. L. Schiller, Toledo, Ohio.

Begonia, Rex, strong 3-in. and 4-in.; ready for shift, 20c to 35c each. Fostoria Floral Co., Fostoria, Ohio.

Begonia Prima Donna, strong 4-in., in full bloom, 15c. Wm. A. Murdoch, Titusville, Pa.

Begonias, Chatelaine, true, strong 2-in., \$6.00 per 100, \$55.00 per 1000. Mrs. Patten, strong 2-in., \$10.00 per 100, \$90.00 per 1000; rooted cuttings, \$6.00 per 100, \$50.00 per 1000. Cash. O. Betacher, Dover, O.

Begonia Luminosa, red, and Prima Donna, pink, large 2 1/4-in., \$5.00 per 100, 200 for \$9.00; large transplanted plants, ready for 2 1/4-in., \$3.00 per 100, postpaid. Chas. Whitton, York & Gray Aves, Utica, N. Y.

BEGONIAS, 3-in., red and pink, in bud and bloom, \$10.00 per 100; 2 1/2-in., in bloom, \$5.00 per 100. Cash. Peter Nees, 2409 N. Western Ave., Chicago.

Begonia, Rex, 2 1/4-in., \$2.00 per doz.; 3-in., \$2.50 per doz., in assorted colors. Cash with order. F. W. Aevermann, 5511 W. Hirsch St., Chicago.

Begonia Mrs. Peterson, 2 1/2-in. pots, extra fine stock, \$27.00 per 100. GIBBS BROS., 73 Holyoke St., West Lynn, Mass.

BEGONIA CHATELAINE, 2 1/4-in., \$7.00 per 100, \$65.00 per 1000. Mrs. Patten, 2 1/4-in., \$10.00 per 100. A. J. Schmutz, 23 Arnold Place, North Adams, Mass.

Rex Begonias, in fine varieties, 2 1/4-in. pots, ready to ship at once, 12c each. Cash please. F. E. Selkregg, North East, Pa.

Begonia Luminosa from 3-in. pots, ready for 4-in., \$10.00 per 100. Palmetto Nurseries, Florence, S. C.

NOTICE The increasing size of The Review, both in circulation and number of pages per issue, necessitates closing the forms a day farther ahead of publication date than was the custom when the paper was small. To be certain your instructions receive attention for the current issue your letter should be in Chicago MONDAY

Begonia Luminosa, strong transplanted plants, ready for 3-in., \$5.00 per 100 prepaid. Cash. Brill Celery Gardens, Kalamazoo, Mich.

Begonia Luminosa, red, pink and white, 2-in., \$5.00 per 100; 2 1/2-in. N. O. Caswell, Delavan, Ill.

Begonia Chatelaine, strong R. O., \$3.00 per 100, \$25.00 per 1000. S. A. Pinkstone, Utica, N. Y.

BERRIED PLANTS

GOLDEN CLEVELAND CHERRIES, 2 1/4-in. pots, \$7.00 per 100, \$65.00 per 1000. CLEVELAND CHERRIES, 2 1/4-in. pots at \$7.00 per 100, \$60.00 per 1000. NEW CHRISTMAS HOLLY BERRY, 2 1/4-in. pots, \$10.00 per 100, \$90.00 per 1000. Roman J. Irwin, 43 West 18th St., New York.

Cleveland Cherries, extra strong 2 1/4-in., ready for a shift, just showing the crown bud, \$5.00 per 100. Packing free on orders of 100 or over. Cash with order. Jos. I. Schaeffer, R. R. No. 3, Dayton, O.

Cleveland Cherries, red and yellow, fine plants from 2-in. pots, ready for the field or for larger pots. In order to move quickly, \$4.00 per 100. Cash, please. Chas. T. May, R. R. 14, Dayton, O.

The Cleveland Cherry and large berried Jerusalem Cherry, 2 1/2-in. pots, \$5.00 per 100. Cash with order. Add 5% for packing. GODFREY ASCHMANN, 1012 W. Ontario St., Philadelphia, Pa.

Cleveland Cherries from selected seed of our own growing, short and stocky, 2-in. pots, 5c each. Cash, please. F. E. Huston, 16 Colorado Ave., Dayton, O.

Peppers, Bird's Eye and Celestial, 2 1/4-in., \$5.00 per 100, \$47.50 per 1000, 500 at 1000 rate. Cash with order. Frank Oechslin, 4911 Quincy St., Chicago.

Cleveland Cherries, strong, transplanted plants ready for 2 1/2-in., \$4.00 per 100 prepaid. Cash. Brill Celery Gardens, Kalamazoo, Mich.

CLEVELAND CHERRIES, 160 3-in. plants, \$10.00 per 100. Cash. E. J. Ullrich Floral Co., Timn, O.

Cleveland Cherries, from selected seed of our own growing, short and stocky, 2-in. pots, 5c each. Cash please. C. F. Mahan & Co., R. D. 8, Dayton, O.

CLEVELAND CHERRIES, seed saved from selected plants, loaded with berries; strong seedlings, \$2.00 per 100 postpaid. Schieble Bros., Miamisburg, O.

Cleveland Cherries, strong, 2-in. stock, healthy and robust, \$3.00 per 100. A. C. Anderson, Columbus, Nebr.

Celestial Peppers, Cleveland Cherries, strong 2 1/4-in., \$5.50 per 100, \$50.00 per 1000. Packing free. Cash. E. V. Myers, St. Joseph, Mo.

Orange Queen Cherries, 2-in., \$4.00 per 100. Cash. Byer Bros., Chambersburg, Pa.

CLEVELAND CHERRIES, 2 1/4-in., \$3.50 per 100. J. B. Masson, R. R. 1, Bethel, Kans.

BOUVARDIAS Bouvardias, Single light and dark pink, 2-in., \$6.50 per 100, \$60.00 per 1000. Cash. Julius Niednagel, Evansville, Ind.

BRUGMANSIAS BRUGMANSIA, extra strong 3-in., \$6.00 per 100. Oak Grove Greenhouse, Tuskegee, Ala.

BUDDLEIAS Buddleias, extra strong, Magnifica, 2 1/2-in., \$5.00 per 100. Oak Grove Greenhouse, Tuskegee, Ala.

BULBS

FREESIA PURITY. 5/8 to 3/4-in. \$ 6.00 per 1000 1/2 to 5/8-in. 10.00 per 1000 3/8 to 1/2-in. 13.00 per 1000 1/4-in. and over 19.00 per 1000 PAPER WHITE NARCISSI. Large size \$28.00 per 1000 TRUMPET NARCISSI. Emperor Daffodils \$40.00 per 1000 Trumpet Majors 40.00 per 1000 CALLA AETHIOPICA, WHITE. 1 to 1 1/2-in. \$35.00 per 1000 1 1/2 to 2-in. 85.00 per 1000 2-in. and over 150.00 per 1000 C. KOOYMAN & CO., INC., 481 Bush St., San Francisco, Calif.

COLORED FREESIAS. In a variety of attractive variegated colors, equal in size to Purity and of a very fine appearance. Satisfaction guaranteed. 5/8-in. Bulbs \$30.00 per 1000 1/2-in. and up. 40.00 per 1000 SEVIN-VINCENT CO., 417 Montgomery St., San Francisco, Cal.

Hyacinths, Tulips, Narcissus, Crocus, Lilies and Lily of the Valley pips; Roman Hyacinths, Paper Whites, Lilium Candidum and all other French bulbs; Japanese Lilies, high grade quality only. Prices on application. VAN ZONNEVELD BROS. & PHILIPPO, Sassenheim, Holland.

NEW YORK BRANCH, 18 BROADWAY.

BULBS, FOR WINTER FLOWERS. Large flowering Oxalis, blossoms Oct. to May, five colors, red, yellow, white, pink and lavender, 1000 bulbs, \$8.00; 100 each variety, \$4.00. These make a potted novelty sure to sell. George Leaver, P. O. Box 1049, Los Angeles, Cal.

Your address for Holland grown Hyacinths, Tulips, Narcissus, Crocus, Lilies of the Valley and Liliums. Please write for catalogue to GT. VAN WAVEREN & KRUIJFF, 116 Broad St., Room 40, New York City.

Attention! Harvesting Narcissus, offer No. 1 Emperor, \$30.00 per 1000. No. 2, \$25.00 per 1000. No. 1 Poeticus Ornatus, \$18.00, and No. 2, \$15.00 per 1000. Special quantity rates. Central Seed & Bulb Co., Benton Harbor, Mich.

Stammes & Co., Wholesale Bulb Growers and Exporters, Hillegom, Holland. We sell at growers' prices. Ask for special quotations and catalogue or mail your list of wants care R. F. Lang, 82-84 Broad St., New York City.

Now booking orders for hardy white Amaryllis and hardy Begonia bulbs for September delivery. While crop will be larger than last year, I don't expect to have enough. H. W. Peterson, Poplar Bluff, Mo.

Bulbs of all description. Write for prices. C. KEUR & SONS, HILLEGOM, HOLLAND. New York Branch, 82-84 Broad Street.

also 10418 113th St., Richmond Hill, L. I., N. Y.

Want Dutch bulbs? Write me. Get my prices f. o. b. Poplar Bluff. Tromp Bros.' bulbs, the quality kind. That's what I sell. H. W. Peterson, Poplar Bluff, Mo.

GLADIOLUS COLVILLEI The Bride. Limited number offered to the trade, \$5.00 per 100, \$40.00 per 1000. LOS ROBLES, SANTA CRUZ, CALIF.

Advertisers have learned from experience that THE REVIEW PAYS BEST.

CALADIUMS

Caladium Esculentum, extra fine 5 to 7-in., \$5.50 per 100; 7 to 9 in., \$7.50 per 100. S. S. Skidelsky & Co., 50 Park Place, New York.

CALENDULAS

Calendula Orange King, 2 1/4-in., \$3.00 per 100. To avoid delay send a draft, M. O. or certified check. John Bauscher, Freeport, Ill.

Calendulas, Orange King, 2 1/4-in., \$3.00 per 100. Henry Smith, Grand Rapids, Mich.

CHRYSANTHEMUMS

Fine, good, healthy plants from 2 1/2-in. pots. WHITE Early Snow \$5.50 per 100, \$50.00 per 1000 Oconto 5.50 per 100, 50.00 per 1000 Chas. Rager 5.50 per 100, 50.00 per 1000 PINK Glory of Pacific \$5.50 per 100, \$50.00 per 1000 Alice Day 5.50 per 100, 50.00 per 1000 Pink Chieftain 6.00 per 100, 55.00 per 1000 Seidewitz 6.00 per 100, 55.00 per 1000 Helen Frick 6.00 per 100, 55.00 per 1000 YELLOW Marigold \$5.50 per 100, \$55.00 per 1000 Appleton 5.50 per 100, 55.00 per 1000 Chrysolora 6.00 per 100, 55.00 per 1000 Nagoya 6.00 per 100, 55.00 per 1000 Richmond 6.00 per 100, 55.00 per 1000 THE HAMMOND CO., INC., 109 E. Broad St., Richmond, Va.

CHRYSANTHEMUMS

WHITE Smith's Advance Golden Glow Oconto Chrysolora Josephine Foley Tiger Hamburg White Marigold PINK Pink Gem Dolly Dimple Seidewitz Maj. Bonnaffon Enguehard Whittier Patty

POMPONS AND SINGLES.

Buckingham Yellow Mensa Souv. d'Or White Mensa Yellow Garza Connie Dick White Garza Lillian Doty Also a few hundred Elizabeth Firestone. 2 1/2-in. stock, \$5.00 per 100, \$45.00 per 1000. J. B. Rudy, Elmira, N. Y.

CHRYSANTHEMUM ROOTED CUTTINGS.

Out of Sand. 400 Pacific Supreme 400 Early Frost 1000 Smith's Advance 500 Unaka 200 Donatello 200 Turner 700 White Shaw 400 Pink Shaw 200 Chieftain 200 Maj. Bonnaffon 200 Golden Age 500 Lynnwood Hall 400 Marigold 200 Yellow Rager 100 Enguehard 500 White Bonnaffon 400 Amorita \$3.50 per 100, \$30.00 per 1000. Out of Soil. 400 Maj. Bonnaffon 600 Marigold 300 Amorita 800 Lynnwood Hall 600 Enguehard 400 Pink Shaw 400 White Shaw \$4.50 per 100, \$40.00 per 1000. THE WILLIAM MURPHY CO., 329 Main St., Cincinnati, O.

CHRYSANTHEMUMS.

Good, strong 2 1/2-in. stock for immediate delivery. This stock was propagated for our own growing and not to sell. Have not more than 2000 of any variety.

WHITE Smith's Advance Polly Rose YELLOW Marigold Robert Halliday Chrysolora Salomon's Gold Comoleta

PINK Mand Dean Helen Frick POMPONS. Lillian Doty Ju-Jutsu Golden Climax Helen Newberry \$5.00 per 100.

STATE FAIR FLORAL CO., SEDALIA, MO.

MUMS, FINE, CLEAN, 2 1/2-IN. 600 Golden Chadwick 250 W. H. Chadwick 250 Morgan 500 Golden Queen \$6.00 per 100, \$55.00 per 1000. Roman Gold Helen Frick Yellow Chrysolora Whittier Marigold Chieftain Golden Glow Dr. Enguehard Oconto Polly Rose Chas. Rager Glory Pacific Seidewitz October Frost White Frick Tousey \$5.00 per 100, \$45.00 per 1000 Also a fine lot of Pompons, 15 varieties. Cash with order. RICHE FLORAL CO., 1333 O. St., Lincoln, Nebr.

2 1/2-IN. CHRYSANTHEMUM PLANTS

White Tousey Charles Rager Oconto W. Chieftain Early Frost Pink Dr. Enguehard P. Chieftain Pompons, white, Godfrey's Perfection, Lulu and Diana; pink, Ilona and Western Beauty; yellow, Lydia Thomas, Klondike and Golden Wedding; bronze, Bronze Beauty and Frank Wilcox, \$4.00 per 100, \$35.00 per 1000. Cash with order. KINYON BROS., 1702 Portage Ave., South Bend, Ind.

CHRYSANTHEMUMS.

2 1/2-in. for immediate delivery. These are fine big plants, ready to bench. 250 Bonnaffon 450 Morgan 200 Early Rose 550 Seidewitz 100 Chieftain, Pink POMPONS. 125 Godfrey Perfection 300 Klondyke 125 Fairy Queen 750 Diana 750 Golden Climax 500 Lillia 450 Mrs. Richardson 675 Zenobia \$3.00 per 100

Orders filled or your money returned the same day as received. THE McCALLUM COMPANY, Evans City, Pa.

CHRYSANTHEMUMS.

Clean, 2 1/2-in. stock. Outdoor grown. PINK Unaka Enguehard Pink Chieftain Seidewitz WHITE Smith's Advance White Chieftain Timothy Eaton YELLOW Chrysolora Marigold Odessa Bonnaffon Yellow Eaton Stock now ready, \$5.00 per 100. Stock ready June 25th, \$4.50 per 100. Cash, please. W. BEZDEK, CEDAR RAPIDS, IA.

Chrysanthemums, late propagated, ready now, 2 1/2-in., \$4.00 per 100. 1200 Mrs. Seidewitz 500 Patty 150 Bronze Pompons 350 Anna 350 Early, light yellow Pompons 500 Golden Glow 150 Roman Gold 100 December Queen 600 Assorted Pompons 500 Assorted Mensas 75 Smith's Sensation 250 Harvard Jos. Bancroft & Son, Cedar Falls, Ia.

CHRYSANTHEMUMS.

WHITE Smith's Advance Golden Queen October Frost Robert Halliday Crystal Gem Chrysolora Early Frost PINK Early Snow Unaka Oconto Pacific Supreme Chieftain Chieftain Mistletoe Seidewitz Rooted cuttings, \$3.00 per 100, \$25.00 per 1000. 2 1/2-in. pots, \$4.00 per 100, \$35.00 per 1000. Cash with order. L. H. DORNBUSCH, Hills & Dales Greenhouses, Dayton, O.

CHRYSANTHEMUMS, 2 1/2-IN.

Ready for immediate shipment. Golden Glow Smith's Advance Early Rose Marigold Pink Chieftain White Chieftain Golden Wedding Seidewitz Chas. Rager Chrysolora POMPONS. Elva Golden Climax Ida Savannah Soeur Melanie \$4.00 per 100, \$40.00 per 1000. Cash. THOS. FRANKS & SON, CHAMPAIGN, ILL.

CHRYSANTHEMUMS, Diana, White Doty, Mariana, Nordi, Helen Newberry, Fairy Queen, Lillian Doty, Delphine, Dodge, Western Beauty, Klondike, Golden Climax, Inga, Lillah, Knoble, Mary Caladay, Firestone, etc., rooted cuttings, \$2.75 per 100, \$25.00 per 1000; White Niza rooted cuttings, \$4.00 per 100, \$35.00 per 1000; White Gem, Christmas Gold, etc., rooted cuttings, \$1.00 per doz., \$8.00 per 100; Alice Howell rooted cuttings, \$3.00 per 100, \$27.50 per 1000. Ask for trade list. Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUMS, R. O.

Per 100 Per 1000 Chrysolora \$3.00 \$25.00 Golden Glow 3.00 25.00 Smith's Advance 3.00 25.00 Early Frost 3.00 25.00 Early Rose 3.00 25.00 Chieftain, Pink and White 3.00 25.00 Bonnaffon, Yellow and White 3.00 25.00 Rager, Yellow and White 3.00 25.00 Turner, Yellow and White 3.00 25.00 Pompons, best varieties 3.00 25.00 ANOKA GREENHOUSES, ANOKA, MINN.

CHRYSANTHEMUMS.

Christmas Gold, rooted cuttings, \$6.00 per 100, \$50.00 per 1000; plants, \$8.00 per 100, \$75.00 per 1000. Cash with order. Early, late and midseason Mums, only best sorts, the kind that will make you money; clean, healthy and free from disease. Also fine assortment of singles and Pompons, rooted cuttings \$3.50 per 100, \$30.00 per 1000; plants \$4.50 per 100, \$40.00 per 1000. Write for list of varieties we have to offer.

SCHNEIDER, FLORIST.

22 East High St., Springfield, Ohio. CHRYSANTHEMUM PLANTS out of 2-in. pots. WHITE Per 100 Per 1000 Smith's Advance \$3.50 \$30.00 Mistletoe 4.00 35.00 PINK Mrs. E. A. Seidewitz 5.00 45.00 Early Rose 5.00 45.00 YELLOW Richmond 5.00 45.00 Whittier 5.00 45.00 Cash with order. Joy Floral Co., Nashville, Tenn.

CHRYSANTHEMUMS, 2 1/2-IN. STOCK.

Nice, strong plants. Golden Glow Smith's Advance Early Snow Pacific Supreme Unaka Chrysolora Halliday Chieftain Charles Rager Marigold Major Bonnaffon White Bonnaffon Dr. Enguehard \$5.00 per 100. Cash please. WM. H. FORD, MARSHALLTOWN, IA.

Chrysanthemums, out of 2 1/2-in. pots, fine stock, 350 Chrysolora, 400 Oconto, 100 Chas. Rager, 1000 Mistletoe, 500 Diana, \$5.00 per 100. Rolf Zetlitz Co., St. C. R. 3, Columbus, O.

We have a very fine lot of CHRISTMAS GOLD, the golden yellow button POMPON introduced last season, and while it lasts we offer same at \$6.00 per 100, \$50.00 per 1000, strong rooted cuttings. Ask us for our complete list of Mums and Pompons both new and standard. Our stock is clean and absolutely free from midge. Especially strong on the CHADWICK, White and Yellow. S. S. Skidelsky & Co., 50 Park Place, New York

CHRYSANTHEMUMS.

WHITE Crystal Gem Golden Queen Early Frost Robert Halliday Mistletoe Chrysolora PINK Unaka Seidewitz Pacific Supreme 2 1/2-in., 3 1/2-c each, \$35.00 per 1000. H. Dornbusch, 428 Cincinnati St., Dayton, O.

CHRYSANTHEMUMS

2 1/2-in., strong clean stock. Per 100 Per 1000 Golden Glow, yellow \$5.00 \$45.00 Golden Queen, yellow 3.00 45.00 Alice Byron, white 5.00 45.00 Tousey, pink 5.00 45.00 Pacific Supreme, pink 5.00 45.00 Unaka, pink 5.00 45.00 A. C. BROWN, SPRINGFIELD, ILL.

Chrysanthemum plants, good, clean, strong stock from 2 1/2-in. pots, \$40.00 per 1000; can ship at once. 80 Kalb, 280 Mariana, 60 Bronze Pompon, 140 Smith's Imperial, 130 October Herald, 50 Pacific, 636 Autocrat, 110 Silver Wedding, 110 Helen Newberry, 335 William Turner, 75 Beatrice Asmus, 250 Wells' Late pink, 1180 Edwin Seidewitz, 870 Dolly Dimple, 250 December Gem. Maxwell & Co., Tulsa, Okla.

2 1/2-IN. MUM. PLANTS FOR IMMEDIATE AND LATER DELIVERY.

KALB MAJOR BONNAFFON HALLIDAY EARLY SNOW EARLY FROST MARIANA CHAS. RAGER ENGUEHARD ALEX GUTTMAN SEIDEWITZ \$5.50 PER 100.

CHAS. SHERWOOD, WATERLOO, IOWA.

Chrysanthemum rooted cuttings, fine, clean, thrifty stock; Yellow Smith's Advance, Early Frost, Unaka, Marigold, Harvard, \$3.25 per 100; Mistletoe, \$3.50 per 100, \$30.00 per 1,000; Wm. Turner, Yellow Turner, Louisa Pickett, \$4.00 per 100, \$37.50 per 1,000; Yellow Mistletoe, \$4.50 per 100, \$40.00 per 1000. For 2 1/2-in. stock of the above varieties add \$1.00 per 100. N. Kiger, Marietta, Ohio.

Chrysanthemums, good, strong, clean 2 1/2-in. stock, ready for immediate shipment. White and Yellow Chadwick \$6.00 per 100 White and Pink Chieftain 4.00 per 100 White and Yellow Rager 4.00 per 100 Marigold, yellow 4.00 per 100 Maj. Bonnaffon 4.00 per 100 Golden Wedding, Pompons 4.00 per 100 Haase Bros., Pekin, Ill.

Chrysanthemums, rooted cuttings, June delivery, 350 Autocrat, 550 Mariana, 125 Helen Newberry, 700 Wells' Late Pink, 350 Whittier, 125 Golden Queen, 100 Silver Wedding, 375 Smith's Imperial, 325 Pacific, 525 Edwin Seidewitz, 125 Richmond, 200 Smith's Advance, 100 Kalb, \$3.50 per 100, \$30.00 per 1000. W. R. Maxwell, Alva, Okla.

CHADWICK ROOTED CUTTINGS.

Strong, well rooted cuttings, free from midge. CHADWICK IMPROVED, white, ready July 15.

GOLDEN CHADWICK, ready August 2.

\$5.00 per 100, \$45.00 per 1000 Terms: Cash. P. R. De MUTH & SONS, CONNELLSVILLE, Pa.

CHRYSANTHEMUMS, Seidewitz, Pink, White and Yellow Bonnaffon, Chrysolora, Golden Queen, Oconto, Crystal Gem, Pompons, Yellow and White Mensa and Diana, 2-in., \$3.00 per 100, \$25.00 per 1000; 2 1/2-in., \$3.50 per 100, \$30.00 per 1000. These are good strong plants. 10% for packing. Joplin Greenhouse, 2004 Bird St., Joplin, Mo.

Chrysanthemum rooted cuttings, White Eaton, White Bonnaffon, December Gem, Pink Chadwick, Marigold, Harvard, October Frost, Odessa and Dr. Enguehard, \$3.00 per 100, \$25.00 per 1000.

Pompons, Fairy Queen, Klondike, Allentown, \$2.50 per 100. Leonard Ciotti, West Grove, Pa.

Chrysanthemums, all 2 and 2 1/2-in.; Robert Halliday, yellow; Col. Appleton, yellow; Marigold, yellow; Ramapo, yellow; Early Frost, white; Charles Rager, white; White Bonnaffon; Antique, bronze; Harvard, red; \$5.00 per 100. In 1000 lots, \$45.00. Edward W. Schuster, Crookston, Minn.

CHRYSANTHEMUMS, double Pompons, Becky McLean, Wilcox, Golden Climax, Hilda Canning, Jules LaGravere, fine bronze, Lillian Doty, Maria and Diana; single varieties, Buckingham and white, pink, red and yellow seedlings, all good varieties, 2-in., \$4.00 per 100. Park Floral Co., Denver, Colo.

Chrysanthemums, 535, Charles Rager, Oconto, Marigold, Chieftain, Richmond, Turner, Whittier, Mand Dean, White Chieftain, Golden Glow, Pompons, Pink and White Doty, White and Golden Mensa, \$20.00 for the lot. E. E. Temperley, 5518 College Ave., Indianapolis, Ind.

Chrysanthemums, White and Maj. Bonnaffon, out of cold-frame, 2 1/2-in., \$4.00 per 100. Cash. Virden Greenhouses, Virden, Ill.

Primula Chinensis, all colors mixed, new crop, per trade packet, \$1.00; 1/2 packet, 50c; 1000 seeds, \$2.00.

Petunia Seed, wholesale only, California Ruffled Giants, mixed, very large, Fringed Perfection Grandiflora, mixed, Fringed Doubles, mixed, 1920 delivery. Blooming season June to January.

ASPARAGUS SPRENGERI SEED Greenhouse Grown Per 1,000 seeds \$1.50 per 1000 Per 10,000 seeds 1.25 per 1000

AMERICAN BULB CO., 172 N. Wabash Ave., Chicago, Ill. Selected seed of Solanum Melvinii and Bird's Eye Peppers, 50c per trade packet.

SMILAX SMILAX, fine plants, from pots, \$3.00 per 100, \$25.00 per 1000, not less than 500 at 1000 rate.

SMILAX, 10,000 good 2-in. that were sown in January. A bargain, while they last, \$2.50 per 100; any quantity.

SMILAX, 2-in., \$2.50 per 100. State Fair Floral Co., Sedalia, Mo.

SMILAX, 2 1/2-in., \$3.00 per 100. A. C. Sperry, Neodesha, Kan.

SMILAX, strong 2 1/2-in., \$3.00 per 100. Goree Greenhouses, Paris, Texas.

SMILAX, extra fine stock, 2-in., \$3.00 per 100. Cash. G. W. Frisch & Son, Dayton, Ohio.

SMILAX, strong seedlings, 75c per 100. Cash. Chas. E. Coughill, Auburn, Ind.

SNAPDRAGONS SNAPDRAGONS. Nice, pinched back plants, ready now.

SNAPDRAGONS, Silver Pink, 2 1/2-in., \$6.00 \$55.00; Keystone, 2 1/2-in., 6.00 55.00; Yellow and White, 2 1/2-in., 6.00 55.00.

DOUBLE SNAPDRAGON JUNE HEFKO. Rooted cuttings, \$15.00 per 100, \$125.00 per 1000; 2 1/2-in. pots, \$17.00 per 100.

SNAPDRAGONS, 5000 Silver Pink, 2 1/2-in., clean, well rooted stock, \$3.75 per 100, \$35.00 per 1000.

THE BEST WAY to get rid of your surplus stock is to use the REVIEW'S Classified Advs.

Strong 2 1/2-in. Keystone, \$5.00 per 100, \$45.00 per 1000. Ready now. S. S. Skidelsky & Co., 50 Park Place, New York.

SNAPDRAGONS, Silver Pink, 2-in. pots, free from rust, clean stock, \$4.00 per 100. Cash. Olson Floral Co., Elgin, Ill.

SNAPDRAGONS, Silver Pink and Nelrose, 2 1/2-in., \$5.00 per 100. Henry Smith, Grand Rapids, Mich.

STEVIAS STEVIAS, dwarf double, 2 1/2-in., \$4.00 per 100. Cash. Byer Bros., Chambersburg, Pa.

STEVIAS, Double and Single. Per 100 Per 1000 2 1/2-in. \$6.00 \$50.00 Rooted Cuttings 4.00 30.00

STEVIAS, Double Dwarf, 2 1/2-in. pots, \$5.00 per 100, \$45.00 per 1000. Rooted cuttings, \$2.50 per 100, \$20.00 per 1000.

STEVIAS, Double and Single. Per 100 Per 1000 2 1/2-in. \$6.00 \$50.00 Rooted Cuttings 4.00 30.00

C. U. LIGGIT, Wholesale Plantsman, 303 Bulletin Building, Philadelphia, Pa.

STEVIAS, Double Dwarf, 2 1/2-in. pots, \$5.00 per 100, \$45.00 per 1000. Rooted cuttings, \$2.50 per 100, \$20.00 per 1000.

STEVIAS, dwarf, 2 1/2-in. pots, strong branching stock ready for shift to 4-in., \$4.00 per 100, \$35.00 per 1000.

STEVIAS, double, 2 1/2-in. strong plants, \$4.00 per 100. Cash. E. V. Myers, St. Joseph, Mo.

STEVIAS, strong stock, pinched back and well branched, 2 1/2-in., \$3.50 per 100. Cash.

STEVIAS, double, 2 1/2-in., strong plants, \$4.00 per 100. Cash. E. J. Ulrich Floral Co., Tiffin, Ohio.

STROBILANTHES Strobilanthes Dyerianus, 2 1/2-in. pot, \$6.00 per 100; \$55.00 per 1000.

THUNBERGIAS Thunbergia, \$4.00 per 100. Baur Floral Co., Erie, Pa.

TRADESCANTIAS Tradescantia, tricolor and green, R. C., \$1.25 per 100; 2 1/2-in., 3c. Cash with order.

Wandering Jew, 3 varieties, 2 plants to a pot, \$3.50 per 100. Victor H. Thomas, Augusta, Ky.

VEGETABLE PLANTS VEGETABLE PLANTS 300,000 Cabbage Plants Late Flat Dutch Field-grown, extra strong, \$3.00 per 1000, \$30.00 per 10,000.

300,000 Tomatoes Large New Stone \$4.00 per 1000, \$35.00 per 10,000.

50,000 Peppers Bull Nose \$4.00 per 1000

5000 Egg Plants New York Improved \$6.00 per 1000

Terms: Cash with order. W. E. TRIMBLE GREENHOUSE CO., PRINCETON, ILLINOIS.

Large stocky transplanted cold frame stock. Cabbage, Wakefield, Copenhagen, Summer, Flat Dutch, Hollander, Ball Head, Mammoth Rock Red and Savoy, 50 cents per 100, \$3.50 per 1000.

Tomatoes, Newstone, Dwarf Stone, Acme, Beauty, John Baer, Earliana, Chalk's Jewel, Ponderosa, Champion, 60 cents per 100, \$4.00 per 1000.

Peppers, Sweet Mountain, Ruby King, Bull Nose, Chinese Giant, Magnum Dulce and Red Cayenne, 75 cents per 100, \$6.50 per 1000.

Egg plants, Black Beauty, and New York Purple, 85 cents per 100, \$7.50 per 1000. Cauliflower, New Snowball and Dry Weather, 85 cents per 100, \$7.50 per 1000.

Brussels Sprouts and Kohlrabi, 50 cents per 100, \$3.50 per 1000. Reset celery, Golden Self-blanching, Giant Golden Heart, White Plume and Winter Queen, 50 cents per 100, \$4.00 per 1000.

For Ageratus, Asters, Pansies, Petunias, Phlox, Salvia, Snapdragons, Verbenas and flowering Vincas, see our ads in June 24th issue under these headings.

Fox River Valley Gardens & Greenhouses, Elgin, Ill.

MANGOES: 100,000, Ruby King, Chinese Giant, Crimson Giant, strong plants, \$4.50 per 1000; lots of 5000 or more, \$4.00 per 1000.

CABBAGE: Jersey Wakefield, Copenhagen Market, Surehead, Late Flat Dutch, Danish Ball Head, field-grown, strong, \$3.00 per 1000. Lots of 5000, \$2.50 per 1000.

Peppers, Bell, Ruby King, Chinese Giant, Sweet Mountain, also Cauliflower, Erfurt, Snowball, Veitch's Giant, 75c per 100, \$5.00 per 1000.

Cabbage, Flat Dutch, Hollander, Ball Head, \$3.00 per 1000, 50c extra per 1000 if wanted by parcel post, within 1000 miles of Chicago.

Tomatoes in variety, strong, transplanted, \$6.00 per 1000. S. W. Pike, St. Charles, Ill.

Cabbage: Flat Dutch, Copenhagen Market, Danish Ball Head and Early Wakefield ready for field, \$4.00 per 1000.

VEGETABLE PLANTS, Celery, White Plume, transplanted in flats, \$4.00 per 1000, ready for the field.

CELERY PLANTS, Giant Pascal, White Plume, Golden Self Blanching and Winter Queen, 50c per 100, \$2.00 per 1000.

Late Cabbage plants, 500,000, Flat Dutch, Sure Head and Drum, 50c per 100, \$30.00 per 1000.

Peppers, Ruby King, Bell, Bull Nose and Worldbeater, \$5.00 per 1000. Cabbage, leading varieties, \$3.50 per 1000.

Celery plants, Easy Blanching, ready July 1st to 15th, 65c per 100, by parcel post: \$3.00 per 1000, 10,000 for \$27.50, 100,000 for \$250.00.

Celery plants, Easy Blanching; now grown exclusively by 90% of Kalamazoo growers in place of Golden Self Blanching.

CABBAGE: Jersey Wakefield, Winnigatadt, Red Rock, and Danish Ballhead, \$3.50 per 1000. All plants packed in moss.

VEGETABLE PLANTS, delivered to you all charges prepaid; Cabbage, Tomato, Beet, Lettuce, Celery, 100, 65c; 1000, \$3.50; 5000, \$15.00; 10,000, \$28.50.

Good, transplanted Tomato plants, surplus stock, standard varieties, \$5.00 per 1000, prepaid. Cash. C. A. Anderson Greenhouse Co., Box 56, Tionesta, Pa.

Cabbage, 1,000,000 late, field-grown plants, all varieties, and the best I ever raised, \$3.00 per 1000. Send for prices on 10,000 lots.

Cabbage, Tomato, Onion, Pepper, Egg, Parsley, Cauliflower, Brussels Sprouts, Kohl Rabi and Kale plants. Catalogue free.

Tomato plants, Improved Stone, hardy, field-grown from choice seed, 60c per 100, \$4.50 per 1000. Postpaid. Arden Floral Gardens, Arden, Del.

Cauliflower and Brussels Sprouts plants, 95c per 100, \$4.50 per 1000. Harry J. Squires, Good Ground, N. Y.

Cabbage plants, field-grown, Late Flat Dutch, \$3.00 per 1000, postpaid. Good packing. C. C. Breece, R. 7, Delaware, O.

Tomatoes, 10,000 strong, transplanted plants, to close out, \$4.00 per 1000. Th. F. Vander Meullen, Dunkirk, N. Y.

Kohl Rabi and Kale plants, 75c per 100, \$2.75 per 1000. Harry J. Squires, Good Ground, N. Y.

Cabbage, Late Flat Dutch, \$3.00 per 1000; 5,000, \$13.50. J. L. Johnson, De Kalb, Ill.

FOLEY GREENHOUSES



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In detail as in the big things, Foley construction leads.

The little improvements that we devise for every part of our houses, make them last better with less attention.

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Mention The Review when you write.

Altamonte Springs, Fla.—The Florida Ferns Co. was recently incorporated with a capital of \$100,000. John Meisch was given as president and A. P. Connelly as secretary and treasurer, both of Sanford, Fla.

Warren, O.—Oswald Zohn is proprietor of the Hall Avenue Greenhouses, which are nearing completion. He intends to do a general business, from designs and decorations to landscape architecture and professional advice.

Columbus, Miss.—T. G. Owen reports an excellent season. Local sales have been good and stock has been sent all over the United States as a result of classified advertisements in The Review. Mr. Owen says, "We can not speak too highly for the results we have received from our advertisements in The Review." Planting operations are being prosecuted vigorously.



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PEEKSKILL, N. Y.

Mention The Review when you write.

This is an interior of B. G. Willig's big 72 foot house at Poughkeepsie, N. Y.

Note the crisscross bracing; also the braces going from gable to ridge and from gable to the first column and so on into a concrete footing in the ground.



Note the sturdy gable rafters with a gable purlin at the top of the same size. Observe that the ridge brace is secured directly to the same purlin.

See the strength and frequency of those intermediate angle iron purlins.

Most Gables Cause Most Glass Breakage

When the wind strikes the roof full broad side, its force is greatly lessened by sliding up the slant and off into space on the other side.

But with gables it's different.

The full force of the full wind strikes them at times, full on. There is no sliding off.

It's just like one huge sledge hammer blow.

Unless gables are rightly framed and then interframed with the main frame of the house—those terrific blows rack the entire frame.

Such constant racking, gradually but surely loosens the roof glass.

“Pooh! Pooh!” you say, “Hitchings brace their gables needlessly.”

To which we answer that if doing what you think is needless, prevents needless glass loosening and slipping, then we have

a notion that we better keep right on doing that needless thing.

But to get back to basic framing facts, we frame our gables and roofs so that all strains are, so far as possible, equally **distributed over the entire framework.**

In comparison, Hitchings framing is quite like a wheel, no one spoke of which bears the load.

The strain and the load weight are both carried by the spokes to the rim and tire, which in turn distribute it back again to the spokes.

After all is said and done it, therefore, figures down to whether the extra gable bracing we use is better than having loosened glass.

You know we go anywhere for business. Or to talk business.

Hitchings and Company

General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

BOSTON-9
294 Washington Street



—you do not need glasses

—You can see with your naked eye that this is the dawn of a golden age for the growers who grow under glass—no matter what you grow. And

—You can see with even half an eye that the AGMCO is the best for YOU, considered from every angle. Best because —



—It is designed right—designed pursuant to the laws of stress and strain—designed to give the maximum degree of strength necessary, combined with the maximum degree of light possible.

—It embodies many practical improvements in those things that, taken together, go to the making of a greenhouse.

The strength is the result, not of heavy trusses, but of scientific bracing. The lightness is a result, not of a weakened construction, but of a higher quality and superior design in the members used, which allows of much wider spacing—twelve 16-inch spaces between braces.

By an arrangement peculiar to the AGMCO, you can grow in each house 16²/₃ per cent more plants than in another type of manufacture.

The AGMCO Company maintains an Inspection Service. It is not satisfied with your acceptance of a house; it requires a rigid inspection from time to time to satisfy ITSELF that EVERYTHING is shipshape.

Just a letter from you will start the wheels of your success turning.
May we have it?

AGMCO

AGMCO

SALES OFFICES:

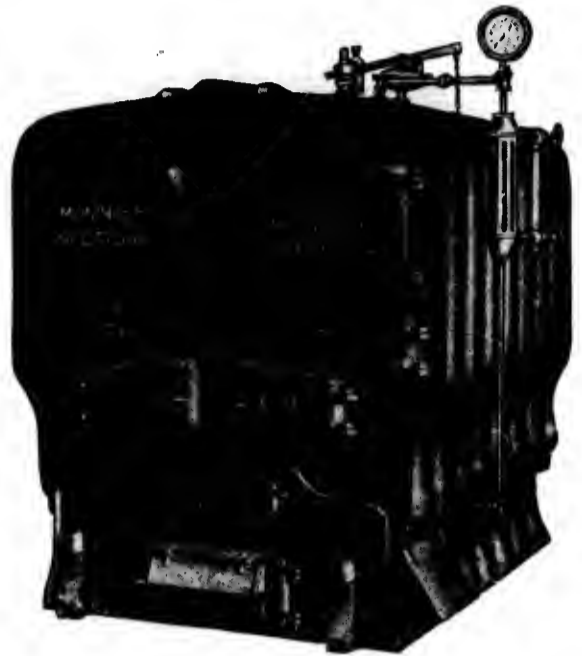
New York 5 Columbus Circle	Chicago Masonic Temple	Kansas City N. Y. Life Bldg.	Pana, Ill. Drawer 335	Seattle, Wash. Smith Bldg.
General Office		Chicago		
Factory		Pana, Ill.		





Hot Weather and Boilers

TO the average person it seems almost foolish to talk about boilers at this time of the year, but to the greenhouse man, who will have to see to the heating of his greenhouses next winter, it is a most opportune time.



You have known for years that we are greenhouse heating experts, but you will probably not realize that this year it will be necessary to get started installing or repairing your heating system earlier than usual. This is due to the extreme shortage of heating materials of all kinds.

Better get your orders in now while our stock is in good shape. Everything from boilers to pet cocks carried in stock. Elaborate vacuum heating systems or simple hot water jobs.



JOHN C. MONINGER COMPANY

914 BLACKHAWK STREET

CHICAGO, ILLINOIS



EVERYTHING FOR THE GREENHOUSE



Improved Challenge



Fig. 44
8-inch



Fig. 41
8-inch

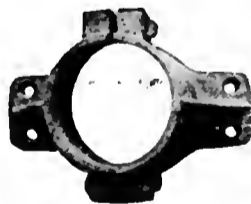


Fig. 47
8-inch
Split Gutter Bracket



Single Combination Shelf Bracket. Carries one 12-inch board, or two pipes.



Fig. 24
Double Pipe Carrier

The best proof of the real value and quality of our ventilating machines is the number of florists and growers they are serving.

We are pioneers in the manufacture of Ventilating Apparatus and can furnish you Lifters, Arms, Hangers, Shafting Pipe, Gutter Brackets, Y Brackets, Purlin and Ridge Brackets, Tie Brackets, Split Tees, Split Crosses, Shelf Brackets, Pipe Carriers, Pipe Straps, Side Board Bench Brackets, Sash Hinges 3 x 2½ galvanized steel with brass pins, Door Hinges 4 x 4 galvanized steel with loose brass pins—in fact almost everything in this line.

Write us for complete estimate on your requirements.

John A. Evans Co., Richmond, Ind.

Corner North 14th and Penna. R. R.



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A WEEKLY JOURNAL FOR FLORISTS, SEEDSMEN AND NURSERYMEN.
FLORISTS' PUBLISHING CO., 520 Caxton Building, 508 South Dearborn St., CHICAGO.

VOL. XLVI.

CHICAGO, JULY 8, 1920.

NO. 1180.

Calendula Orange King

(FOR GREENHOUSE FORCING)

A special selection of this popular annual, which we have sold for several years with excellent results. Our grower, in sending us the seed this year, writes as follows, "Would state that the strain is better than ever, and you can depend upon its giving your customers unqualified satisfaction."

Trade Pkt., 50c; ¼ oz., 75c; oz., \$2.50

Cineraria, prize mixture1000 seeds, \$1.00; 5 pkts. for \$4.50
Cane Stakes, Natural Japanese.....6-foot, \$15.00 per 1000
Pansy, florist mixture, new crop..Tr. pkt., \$1.00; ¼-oz., \$2.00; oz., \$7.00
Sphagnum Moss, burlap bales.....\$1.75 each; 10 bales for \$16.50

A. HENDERSON & CO., 166 N. Wabash Ave., Chicago

Lilium Giganteum

FOR PROMPT DELIVERY
or for shipment later from Cold Storage

6 to 8 inch, 400 bulbs to the case 9 to 10 inch, 200 bulbs to the case
7 to 9 inch, 800 bulbs to the case 9 to 11 inch, 180 bulbs to the case
8 to 10 inch, 250 bulbs to the case 10 to 11 inch, 150 bulbs to the case

All Standard Packing.
\$59.00 per case for any size.



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The Lily House

Not How Cheap,
But How Good

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Order

Your Paper Whites, Dutch
Bulbs, Freesias and Lily Bulbs

— Now

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Grown from selected German strain seed, and grown by Cyclamen specialists, in the following colors:

Dark Xmas Red Pure White
American Beauty Bright Red
Pink Rose with Dark Eye
Salmon, Glory of Wandsbek White with Carmine Eye

ALL SIZES READY NOW

2½-inch\$12.00 per 100 3½-inch, selected..\$35.00 per 100
3-inch..... 18.00 per 100 4-inch..... 35.00 per 100
3-inch, selected 20.00 per 100 4-inch, ext.selected 50.00 per 100

Add 5% for packing. If Salmon color only is ordered,
add 10% to above prices.

Poinsettias, Primulas and other stock, see classified columns.

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Richmond, Killarney and Milady, \$10.00 per 100.

CYCLAMEN

Assorted, 2½-inch, \$12.00 per 100.

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Splendid stock for benching
Strong 2¼-inch Roses, ready now

Mme. Butterfly..... } \$300.00 per 1000
Frank Dunlop..... }
Ophelia 120.00 per 1000
Columbia..... 150.00 per 1000

The E. G. Hill Co., Richmond, Ind.

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Special offer, very fine 2¼-inch plants, greenhouse-grown.

	Per 100	Per 1000
1500 Pink Killarney	\$14.00	\$135.00
400 White Killarney.....	14.00	135.00
2000 Ophelia.....	12.00	100.00
3000 Premier	20.00	175.00
400 Sunburst.....	14.00	135.00
400 Hadley.....	14.00	135.00
800 Hoosier Beauty.....	14.00	135.00
800 Rosalind.....	14.00	135.00
1000 Maryland.....	14.00	135.00
1000 Richmond.....	14.00	135.00
150 K. A. Victoria.....	14.00	135.00
100 Red Radiance.....	14.00	135.00
3000 Columbia	14.00	125.00

S. S. SKIDELSKY & CO., 50 PARK PLACE
New York City

LILIES Giganteum

7 to 9-inch, 300 per case.....\$49.50 per case
8 to 10-inch, 225 per case..... 50.00 per case
9 to 10-inch, 200 per case 52.50 per case

Choice Cold Storage Stock for Immediate or Future Shipment

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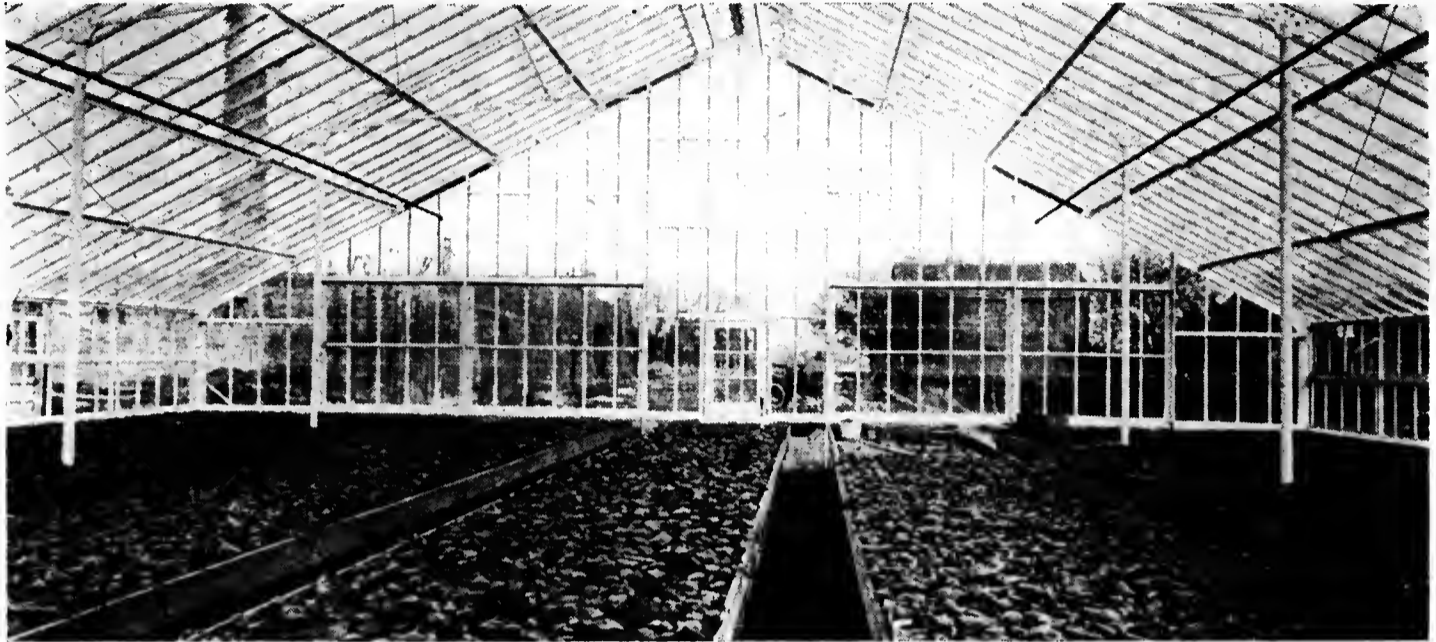
Order your fall requirements now.
Remember, transportation service is slow.

Bone Meal.....1000 pounds, \$35.00; ton, \$65.00
Blood and Bone1000 pounds, 45.00; ton, 80.00
Sheep Manure.....1000 pounds, 24.00; ton, 45.00
F. O. B. Chicago.

The W. W. BARNARD CO., 231-235 W. Madison St.
CHICAGO



Greenhouse Builders



Gable Gambles Their Prevention

You and I have read and heard a lot of things about gables. From some of the things it's evident there is a lot of gamble in gables.

And there is. Ever seen a house weave? Of course you haven't. But they do. That is to say, some do.

Those that do generally have gambling gables. The builder took a chance of their being strong enough. And the owner is fooled. Fooled into thinking that because the gable don't actually blow in, or belly in and out, that it is a good enough gable for him.

Such gables make such houses weave. You can't see the weaving by just looking at the house. But when you look at the loosened glass, you know you are looking at what the weaving caused.



The gable posts are flat bar steel like the roof rafters. The gable purlins are steel angles. The purlins are bolted to the posts by double angle plates. **DOUBLE**, mind you. Not single. **TWO** bolts are used on the purlins. **Two**, mind you. Not one. Each gable bar is screwed to each purlin.

Weak gables weaken the entire house. Their lack of rigidity gives a give to the entire house when a direct wind thrust comes full force against the direct gable surface. Every give is a strain against the entire length of the frame. When the give stops, the frame generally goes back into place again.

It's this weaving back and forth that loosens the glass, a little at a time, until first thing you know it's slipping. You know the rest. We positively refuse to gamble with gables.

We put enough steel into them to insure rigidity. Framed the way we frame them, no heavy prop-bracings are necessary.

They are clean cut and free, but they sure do stand the winds pounding. When you are ready to talk building—say when and where and we'll be there.

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

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42nd St. Bldg.

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St. Catharines, Ont.



Summer Specials

Now is the time to stock up for the heavy fall months

GNATT'S PREPARED FOLIAGES

Have stood the test for years

Cycas Leaves, Lycopodium, Ruscus, Oak, Beech, Magnolia Leaves

Prepared by scientific European process which insures lasting flexibility and color.

Ruscus

Painted Ruscus, soft, pliable, non-sticky; Olive Green or dark Green.....75c per lb.; in lots of 25 lbs., 65c per lb.
Dyed Ruscus; Colors, Green, Purple or Xmas Red\$1.25 per lb.; 25-lb. lots, \$1.15 per lb.
Gray Tinted Ruscus\$1.00 per lb.; 25-lb. lots, 85c per lb.

Lycopodium, or Prepared Evergreen

NEW STOCK, FRESHLY prepared. Our Lycopodium is dyed and CHEMICALLY TREATED. Can be carried in stock indefinitely and will not dry out.

Price, per 10-lb. carton, \$3.50; in bulk, 100-lb. cases, \$33.00.

Cycas Leaves

Non-Curling—Flexible—Fast Color.

	Per 100		Per 100		Per 100
8 to 12	\$3.80	20 to 24.....	\$ 6.75	32 to 36	\$12.50
12 to 16.....	4.50	24 to 28.....	8.50	36 to 40.....	13.50
16 to 20.....	5.50	28 to 32.....	10.00	40 to 44.....	17.00

Oak Branches

NEW STOCK—FRESHLY PREPARED. Colors:—Red, Brown or Green.

Branches 24 to 36 inches long, in bulk, per lb., 30c; 25-lb. cases, 27¹/₂c per lb.; 100-lb. case, \$25.00 per 100 lbs.

Crepe Paper

NEW STOCK—WATERPROOF. Colors—Moss Green, Red, Lavender, Yellow, White, Pink.

Per doz., \$5.00; per 100, \$40.00.

Thread

O. G. Quality Brand, extra strong. Full 2-oz. spools, put up in 2-lb. boxes.

Price, per lb., \$2.25; 10 lbs. or over, \$2.00 per lb.

Silk Fiber

Colors:—Pink, Nile Green, Moss, Lavender, Yellow, White, Blue, Xmas Red.

50-yd. bolts. 1-inch size, \$2.25 per bolt; 1-doz. bolt lots, \$2.15 each; 2-inch size, per bolt, \$4.75 each; 1-doz. bolt lots, \$4.50 each.

THE OVE GNATT CO., Inc.

Seven acres of floor space devoted exclusively to preparing of Natural Foliages and the manufacture of Baskets and Florists' Supplies.

La Porte, Ind.



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Have stood the test for years

Cycas Leaves, Lycopodium, Ruscus, Oak, Beech, Magnolia Leaves

Prepared by scientific European process which insures lasting flexibility and color.

Ruscus

Painted Ruscus, soft, pliable; non-sticky; Olive Green or dark Green.....75c per lb.; in lots of 25 lbs., 65c per lb.
Dyed Ruscus; Colors, Green, Purple or Xmas Red\$1.25 per lb.; 25-lb. lots, \$1.15 per lb.
Gray Tinted Ruscus\$1.00 per lb.; 25-lb. lots, 85c per lb.

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NEW STOCK, FRESHLY prepared. Our Lycopodium is dyed and CHEMICALLY TREATED. Can be carried in stock indefinitely and will not dry out.

Price, per 10-lb. carton, \$3.50; in bulk, 100-lb. cases, \$33.00.

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Non-Curling—Flexible—Fast Color.

	Per 100		Per 100		Per 100
8 to 12.....	\$3.80	20 to 24.....	\$ 6.75	32 to 36.....	\$12.50
12 to 16.....	4.50	24 to 28.....	8.50	36 to 40.....	13.50
16 to 20.....	5.50	28 to 32.....	10.00	40 to 44.....	17.00

Oak Branches

NEW STOCK—FRESHLY PREPARED. Colors:—Red, Brown or Green.

Branches 24 to 36 inches long, in bulk, per lb., 30c; 25-lb. cases, 27¹/₂c per lb.; 100-lb. case, \$25.00 per 100 lbs.

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Price, per lb., \$2.25; 10 lbs. or over, \$2.00 per lb.

Silk Fiber

Colors:—Pink, Nile Green, Moss, Lavender, Yellow, White, Blue, Xmas Red.

50-yd. bolts. 1-inch size, \$2.25 per bolt; 1-doz. bolt lots, \$2.15 each; 2-inch size, per bolt, \$4.75 each; 1-doz. bolt lots, \$4.50 each.

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VISITING Elk Florists, other out-of-town
seen, say they have never seen the equal
mediate orders are convincing evidence

Order today, and you, too, will see the
Service that is unsurpassed in QUALITY

We are proud to offer COLUMBIA, PR
FROM THE GROWER from 73 Bl
LARGE CROPS DURING JULY and

POEHLMANN'S COLUMBIA—all specimens
Rose market today. Clean young stocks
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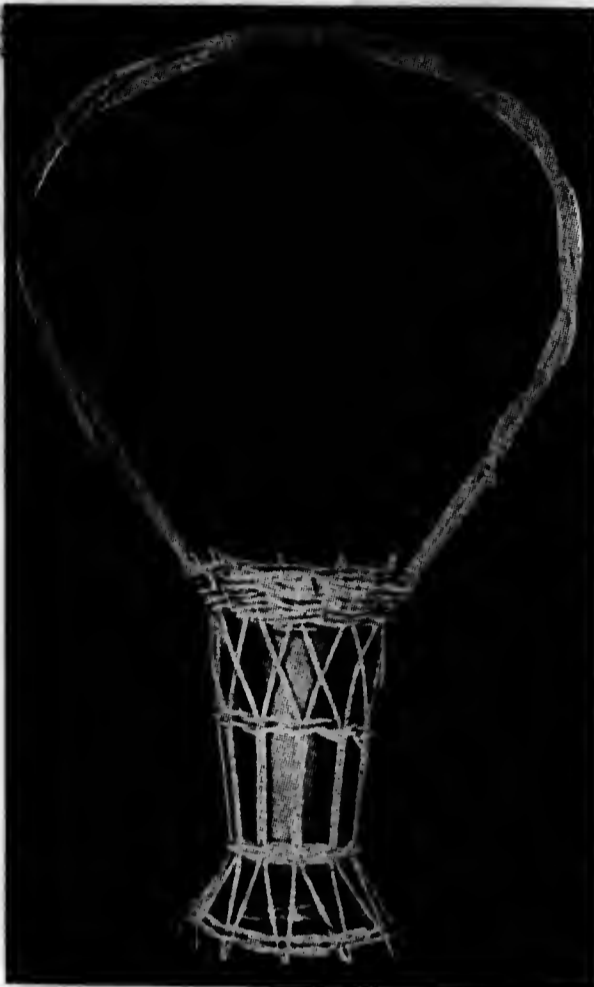
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Twenty-five large Baskets, ranging in height from 15 to 31 inches, complete with those requiring liners. **\$35.00**



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Fifty-five Baskets, ranging in height from 12 to 35 inches, complete with those requiring liners. **\$47.25**

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Yours very truly,
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TWO GOOD NUMBERS

No. 324 each 60c
No. 118 each 40c

Pastel Grasses

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Full satisfaction guaranteed. Great for Summer display. **\$10.00**



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Sphagnum Moss

\$1.75 per full size bale

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Use our new Pastel Oak and Beech Sprays. Beautiful colors, large sprays, 30 to 36 inches long. **\$35.00 per 100.**

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FINEST STRAIN IN ASSORTED COLORS

Mostly Bright Shades

3-inch, \$20.00 per 100

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The Above Price Includes Packing

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Buy Direct from the Grower

Supreme Quality Russell, Columbia, Premier, Richmond, Milady, Ophelia, Killarney, White Killarney, Killarney Queen, Cecile Brunner, New Pink Radiance and Champ Weiland.

Our quality Carnations are recognized as the best on the market.

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Mrs. Chas. Russell and Premier	Per 100	Columbia, Milady, Richmond	Per 100
Specials.....	\$20.00 to \$25.00	Specials.....	\$15.00 to \$18.00
Select.....	15.00 to 18.00	Select.....	10.00 to 12.00
Medium.....	10.00 to 12.00	Medium.....	6.00 to 8.00
Short.....	4.00 to 8.00	Short.....	4.00
Ophelia, Radiance, Killarney, White Killarney, Killarney Queen, Champ Weiland	Per 100	Cecile Brunner.....	2.00
Specials.....	\$15.00	Roses - Our Selection.....	3.00
Select.....	\$10.00 to 12.00	Carnations - Fancy.....	2.00 to 4.00
Medium.....	6.00 to 8.00	Daisies - Per 100.....	1.00 to 1.50
Short.....	4.00 to 5.00	Asparagus - Per Bunch.....	.50
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W. E. TRIMBLE GREENHOUSE CO.

Wholesale Growers

MEMBERS F. T. D.

PRINCETON, ILL.

CHOICE SUMMER ROSES FOR SHIPPING

PREMIER
RUSSELL
COLUMBIA

SUNBURST
WHITE KILLARNEY
OPHELIA

OUR SPECIALTY

Cut, handled and packed especially to arrive in good condition in hot weather.

Buy Direct From the Grower

We are equipped with a ten-ton ice machine and cooling rooms 40 x 40. This gives us ample facilities for correct handling of flowers in hot weather.

PRICE LIST

OPHELIA, SUNBURST, WHITE KILLARNEY		RUSSELL, COLUMBIA AND PREMIER	
	Per 100		Per 100
Extra Long.....	\$10.00	Fancy Ex. Long.....	\$16.00
Medium.....	8.00	Medium.....	\$10.00 to 12.00
Good Short.....	\$4.00 to 6.00	Short.....	5.00 to 8.00

ASSORTED ROSES—OUR SELECTION—including some Russell, Columbia and Premier

Lots of 200 or more.....per 100, \$6.00

Big supplies of miscellaneous flowers are now coming into this market, and we will procure the best at lowest market prices.

NEW FANCY FERNS, per 1000.....	\$2.50 to \$3.00
ADIANTUM, very choice long.....	Per 100, 2.00
GALAX, bronze.....	Per 1000, 2.00
SPRENGERI.....	Per 100, 3.00
ASPARAGUS SPRAYS.....	Per 100, 3.00

All seasonable flowers not grown by us will be procured for our customers.
A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

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Hinsdale and Gregg Station, Ill.

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Office and Store: 178 N. Wabash Avenue
Long Distance Phone, Central 1457



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Burpee's New
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Spencer
Sweet Peas

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Burpee's
Fordhook Farms*



EVENTUALLY, every Florist and Commercial Grower will plant Burpee's New Early- or Winter-Flowering Spencer Sweet Peas. We say this in all confidence, for the Burpee list contains the finest varieties yet to be offered, in a complete range of colors, including the most desirable Florist shades. The two outstanding Burpee Novelties, "Glitters" and "Flamingo," mark another step forward in the development of this important class of Sweet Peas. They created a sensation when exhibited at the International Spring Flower Show in New York, where the Burpee display of Sweet Peas was awarded first prize.

Burpee's Sweet Pea List for Florists is now ready. Every Florist and Grower should have it. Write for a free copy today.

W. Atlee Burpee Co.
Seed Growers PHILADELPHIA



The clerk makes a complete record at the time of the sale.



The record made at the time of the sale is placed in the credit file. No further recording or bookkeeping is necessary.

One writing completes the record of a charge sale

by the N. C. R. method of handling credit accounts

Fill out this coupon and mail it today

Dept. 27
The National Cash Register Company
Dayton, Ohio

Please give me full particulars about the N. C. R. Credit File way of handling credit accounts.

Name _____

Business _____

Address _____

After the clerk makes the original record at the time of the sale, no further recording, posting, or bookkeeping is necessary until money is paid on the account.

And every account is always kept up to the minute—ready for instant settlement.

Thousands of merchants in many lines of business are now using this up-to-date N. C. R. Credit File.

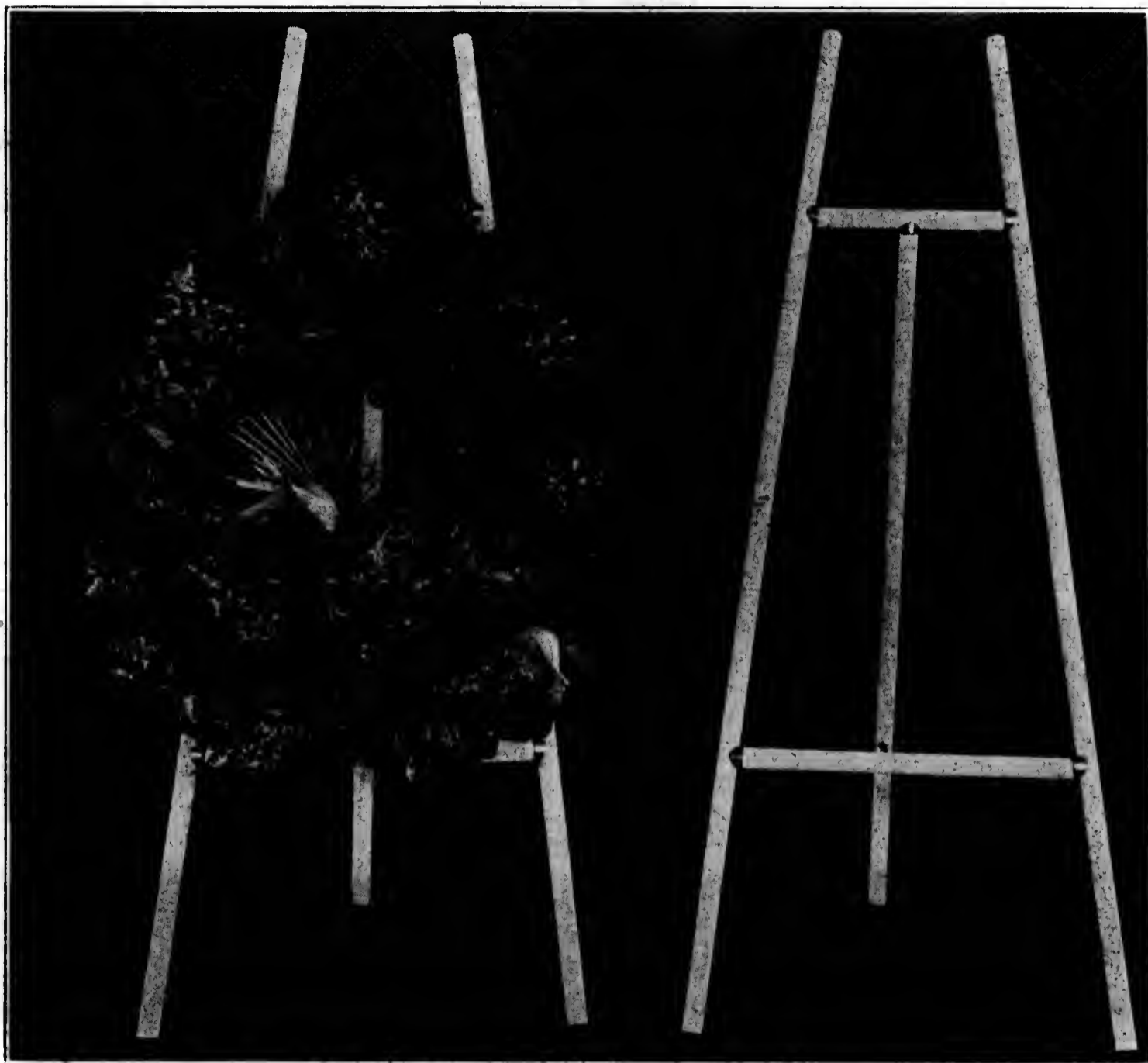
They find it is the safest, quickest, and most economical credit system they could use. It saves them time and money.

The National Cash Register Company, Dayton, Ohio
Offices in all the principal cities of the world

Florists' White Wood Easels

BUY DIRECT FROM THE MANUFACTURER

Inexpensive and More Effective than Iron Easels



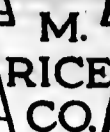
PRICES } Any Quantity }	36-inch	-	-	-	-	<i>Each</i>
	42-inch	-	-	-	-	\$0.75
	48-inch	-	-	-	-	.85
	54-inch	-	-	-	-	1.00
	60-inch	-	-	-	-	1.25
	66-inch	-	-	-	-	1.50
						2.00

St. Louis Wholesale Cut Flower Co.

Phone
Long Distance
Bell, Olive 4203

1406-08 Pine Street
ST. LOUIS, MO.

Hours
7 a. m. to 5 p. m.
Sundays & Holidays
12 noon


 M.
RICE
CO.

They're Coming!

THE RICE SALESMEN HAVE LEFT HOME
WITH THE

"KEYSTONE QUALITY" LINE
of *"MADE-IN-AMERICA"*

BASKETS and WREATHS

NOVELTIES AND SUPPLIES—

Better and Bigger Than Ever Before

REMEMBER—An order placed for "Made-in-America" Goods
keeps American Money in America and helps to insure
your country's continued prosperity.

DON'T MISS YOUR CHANCE!

M. Rice Co.

Florists' Supplies That Excel

1220-22-24 Spring Garden St.

PHILADELPHIA, PA.


 M.
RICE
CO.


 W

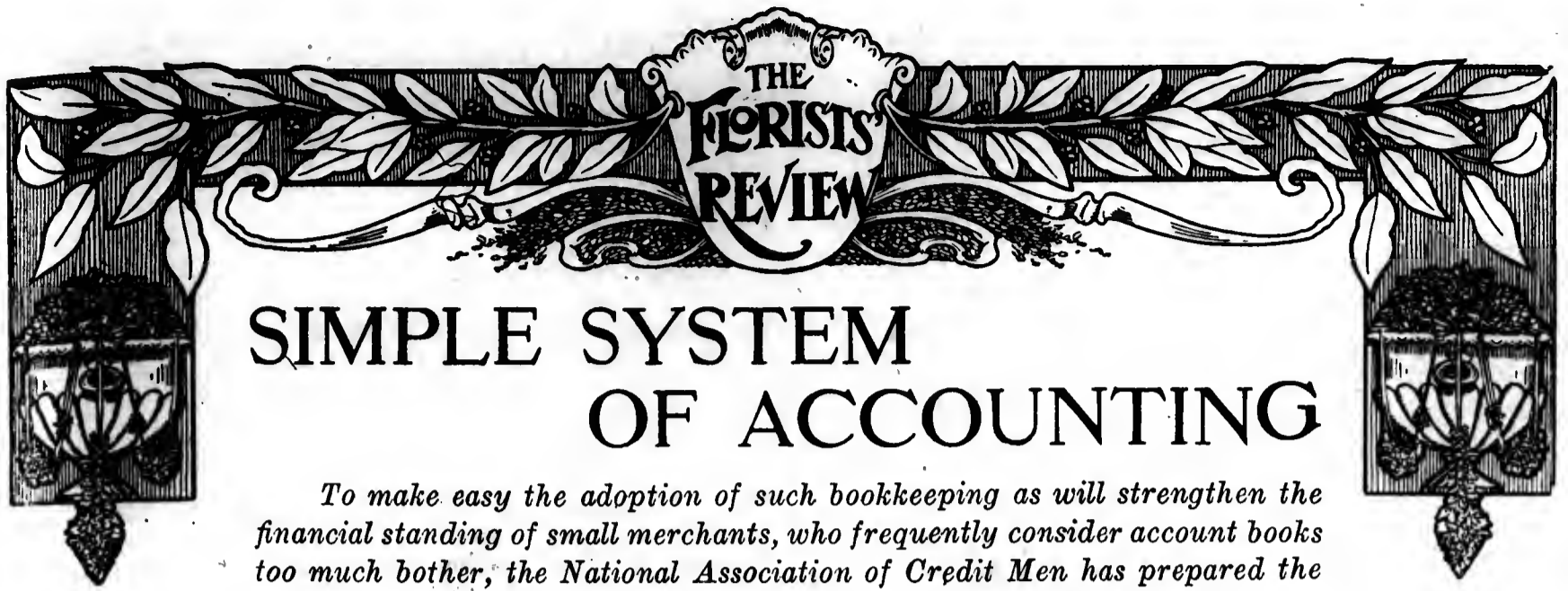
Werbro Ribbons and Chiffons

The recollection of quality remains
long after the price
is forgotten

WERTHEIMER BROTHERS

THE NATIONAL FLORAL RIBBON HOUSE
Owners and Operators of WEBRO RIBBON MFG. CO.
PATERSON, N. J. BATH, PA.

Office and Salesrooms: 17-25 East 24th Street, NEW YORK



THE FLORIST'S REVIEW

SIMPLE SYSTEM OF ACCOUNTING

To make easy the adoption of such bookkeeping as will strengthen the financial standing of small merchants, who frequently consider account books too much bother, the National Association of Credit Men has prepared the simple accounting system presented below, quite suitable for florists.



MOST failures and bankruptcies are due to a lack of information as to how a business is prospering or suffering. A simple bookkeeping system would supply the necessary information. Why should a merchant hesitate to begin keeping records when it is possible, at practically no cost and with but little expenditure of time, to equip himself with sufficient information by simply following the ideas presented in this brief story?

The merchant should know, and not guess, that the price at which he sells an article, or the price for which he contracts to do work, will cover the—

- Exact cost of the article, or the
- Exact cost of the material and labor used in the contract,
- The proportionate part of the cost of conducting the business which the article or the contract should bear,
- With a little for his living, and
- Something besides.

He should again know, without simply estimating, whether all his sales or all his contracts at the end of any given period of time equal the first three items as above cited.

If they equal the cost as indicated, then there is no profit.

If they exceed the cost, then a profit is a reality.

No merchant can be easy in mind and fair to his business creditors or bank, or even the business public, who cannot tell whether or not his business enterprise is making a profit.

How He Can Tell.

This can only be done by keeping certain records—commonly known as books of account.

Without books of account, a merchant unconsciously goes on the rocks or loses the chance of making his business profitable.

Why should he wait until the time when he finds he cannot pay his bills and hasn't assets enough to meet his liabilities?

Why should he, when

certain simple records would give him the information any time?

How can he tell what profits the business is making, even though he is meeting his obligations, unless he keeps certain records?

How Books Show Profits.

With this straight-from-the-shoulder message to all merchants not keeping records or books of account, and believing that they will realize the fact that present conditions will not permit a business enterprise to run without such records, it is our earnest effort to make certain recommendations in the way of a general outline of simple and easily kept records, which we shall call books of account, our great desire being to render business service and to put sound props under every business enterprise.

The transactions that go to make up a day's work in any business develop either a profit or a loss. If a profit, it finds its way into capital, or net worth; the net worth is increased. If a loss, the net worth is decreased.

Starting at the beginning, then, a record of the merchant's investment in the business, his net worth, or capital

(as it is termed), is necessary. Such a statement of net worth we will construct right here.

ASSETS.

- | | |
|---|----|
| 1. Cash on hand and in bank.... | \$ |
| 2. Merchandise on hand..... | \$ |
| 3. Accounts owing from customers | \$ |
| 4. Furniture, fixtures, etc..... | \$ |
| 5. Lands and buildings..... | \$ |
| 6. All other items of value not in above classification | \$ |

Total Assets

Deduct from this:

LIABILITIES.

- | | |
|---|----|
| Amounts owing for | |
| 10. Merchandise | \$ |
| 11. Borrowed Money | \$ |
| 12. Items of expense accumulated and unpaid | \$ |
| 13. Lands and buildings (mortgage) | \$ |
| 14. All other debts not included in above classification..... | \$ |

Total Liabilities.....
Net Worth, Capital or Investment

We begin with assets, which term covers property or accounts of value such as are listed above and numbered from 1 to 6. The total of these assets in dollars and cents, when compared with the total amount of debts, determines whether a business enterprise is able to pay its debts and is therefore what we call solvent, or is unable to pay its debts and is insolvent. There should be at least \$2 of assets to every dollar of debts.

Liabilities are the opposite of assets (see above, items numbered 10 to 14), and to play the business game right, the object is to keep the liabilities less than the assets. The greater the difference between them, the greater the investment and, therefore, the success of the business.

Figuring Income.

So, the first thing that books of account tell us, is what is invested in a business at the beginning.

The next step is to make the investment earn money by the carrying on of business, whatever it may be, for the purpose of making a profit. We can increase our net worth by adding to our income. We add to our income when we make a profit on what we sell. So, a merchant must construct his

Eighty per cent of business failures in the United States are of firms having \$5,000 or less, "too small to make bookkeeping worth while" in the minds of those that fail. The simple system here described fits the needs of the small florist and will keep him clear of the financial rocks.

accounts so that they will show in addition: (1) Income, (2) expense, (3) net profit, or net loss.

Income.

Income is what flows into the business, and the word itself suggests something that is moving and not stationary.

Opposite this is expense—the outflow of a business, and this term also suggests things that are in action and not stationary.

To arrive at the net profit or the net loss, it is absolutely necessary to record every transaction; so we will group the classes of income and group the classes of expense:

INCOME.	
20. Profit on sales.....	\$
21. Profit on contracts.....	\$
22. Interest on bank balances.....	\$
23. Discount on merchandise purchased.....	\$
24. Items of income not above classified.....	\$
Total Income.....	\$
From which we deduct:	
EXPENSES.	
30. Rent (fair rate, if owner)....	\$
31. Wages paid (not charged on contracts).....	\$
32. Allowance to merchant for his service (at fair rate).....	\$
33. Insurance on merchandise, fixtures, etc.....	\$
34. Interest on borrowed money....	\$
35. Delivery expenses.....	\$
36. Taxes of all kinds.....	\$
37. Fuel and light.....	\$
38. Charity.....	\$
39. Bad accounts.....	\$
40. General expenses not included in above.....	\$
Total Expenses.....	\$
When deducted from total income gives net profit, or net income.....	\$

This net income, to the penny, will be reflected in assets and liabilities. Every penny of profit will either increase the assets or decrease the liabilities. Every penny of loss will either decrease the assets or increase the liabilities, thereby decreasing the net worth.

Any business, no matter in what line of effort or what is the size of its capital, is subject to this principle.

Having explained how books of account, divided into four classifications (assets, liabilities, income, expenses), indicate whether a business is making a profit or a loss, we will now endeavor in a similar fashion to offer some idea of how books of account (of a simple kind), can be secured by a merchant and kept so that he can tell accurately, with the least possible effort, what are the income and expenses, the assets and liabilities, the profit or loss of his business enterprise.

The Books of Account.

Having reached in our development of the bookkeeping process, or rather of the books of account that are needed in connection with a man's business, the kind of facts to record as to what happens from day to day, month to month, or year to year, we will say in illustration that when the merchant buys merchandise and it is delivered to him, he charges it to the business enterprise on the books of account, and credits the person from whom goods are bought. When the merchandise is sold, credit at cost is given to merchandise, and the profit is credited to profit on sales. When a merchant puts cash capital into the business, he charges cash and credits the investment, and when payments are made for expenses incurred, he credits or reduces his cash and charges the items paid to various accounts involved.

The books of account, therefore, form the connecting links between a merchant and his business enterprise.

Simplified Double Entry.

The old and customary form of bookkeeping is what is known commonly as "double entry," involving cash book, check book, purchase book, sales book, journal, sales ledger and general ledger. When a merchant is in a position to keep such books, or can afford to hire a bookkeeper for the purpose of keeping them, there are none better.

For some enterprises, however—and it is to these that our present message is addressed—we will retain the idea behind double entry bookkeeping,

while we explain the next step in the bookkeeping system.

[To be continued.]

CLEVELAND CONVENTION.

Trade Exhibition.

Applications for reservations of space in the trade exhibition in connection with the Cleveland convention of the S. A. F., August 17 to 19, continue to come in. With a rearrangement of the aisles as laid out in the original plan, the floor area available for exhibits is increased sufficiently to care for all late comers so far, without materially changing the departmental arrangement. The following are exhibitors in addition to those previously reported:

- Davis Co., J. W., Terre Haute, Ind.
- Durable Products Co., Cleveland, O.
- Henry A. Dreer, Inc., Riverton, N. J.
- Florists' Publicity Service Bureau, Chicago, Ill.
- Hagenburger, Carl, West Mentor, O.
- Kervan Co., New York City.
- Kirchhoff Co., Pembroke, N. Y.
- Newton Floral Co., Newton, Kan.
- Storrs & Harrison Co., Painesville, O.
- White Co., The, Cleveland, O.

Without a doubt, this will be the largest exhibition ever staged at any convention of the society. The attendance, too, at the convention promises to be of record character and all who have the interests of the profession at heart should arrange to be in Cleveland during the days of the convention.

John Young, Sec'y.

CLEVELAND HOTEL RATES FOR S. A. F. CONVENTION.

August 17 to 19.

HOLLENDEN.

Single room with bath—\$3, \$3.50, \$5.
Double room with bath—\$5, \$6, \$7.
Twin beds and bath—\$6, \$7, \$8.

STATLER.

Single room with shower bath—\$3, \$3.50.
Double room with shower bath—\$4.50, \$5.
Single room with tub and shower bath—\$3.50, \$4, \$5 and up.
Double room with tub and shower bath—\$5.50, \$6, \$7.
Twin beds and shower bath—\$5.
Twin beds and tub bath—\$6.50, \$7, \$7.50, \$8.

CLEVELAND.

Single room and bath—\$3, \$3.50, \$4, \$4.50, \$5, \$6.
Double room and bath—\$5, \$5.50, \$6, \$6.50, \$7, \$9.
Twin beds and bath—\$6, \$7, \$8, \$9.

Parlor, bedroom and bath—\$11 and up for one person.
Parlor, bedroom and bath—\$14 and up for two persons.
Parlor, two bedrooms and baths—\$20 and up, three persons.
Parlor, two bedrooms and baths—\$22 and up, four persons.

WINTON.

Single room and bath—\$3 and up.
Double room and bath—\$5 and up.

OLMSTED.

Single room and bath—\$2.50.
Double room and bath—\$5.

Convention visitors are assured of an abundance of up-to-date hotel accommodations in the Fifth City hotels. The managers of the above hotels are on speaking terms with local florists and will do their utmost to make everybody comfortable. All the above hotels are but a few minutes' walk from the convention hall.

Reservations should be made without delay either direct or to the committee.

James A. McLaughlin,
Committee on Hotels.

421 High Avenue, Cleveland, Ohio.

namely, a system of balances, dollar for dollar, on each side of an account, but endeavor to do it with a few simple books of account.

After thinking the matter over with the utmost care, we are recommending principles and methods which any merchant can apply, which can be embodied merely in two books, the check book and the entry book ruled as a double entry ledger, which will serve the purpose of a ledger and a journal. These two books, with files for bills and other papers, will be sufficient for the business enterprise which we are aiming to reach.

The entry book or ledger should be divided into five parts: Assets, liabilities, income, expenses, journal.

The merchant will keep these in mind

SUNDAY CLOSING SPREADING.

July 4 was celebrated by more than fireworks by many florists. The suggestion of The Review that the summer would be a good time to institute the 6-day week was acted on by a number. In Indianapolis the retail florists have formed an agreement to close on Sunday permanently if the public's cooperation makes it satisfactory. Bertermann Bros. Co. carried a large advertisement in the Star July 3 asking patrons' cooperation. A. Wiegand Sons Co. closed on Sunday, July 4, it is reported, for the first time in forty-five years. Clarence R. Greene, of Greene's Flower Shop, had begun just a month sooner, June 6.

From Charleston, W. Va., comes the announcement that the Winter Floral Co., at 811 Quarrier street, will close its store on Sunday. Announcing the innovation, the company's advertisement in the Charleston daily papers said: "Our employees are entitled to an opportunity of observing Sunday religiously and as a day of rest. Flowers desired for Sunday will be carefully packed and delivered late Saturday. We respectfully urge your cooperation."

The announcements of this practice follow so fast that it is likely that before long Sunday closing will be a general trade rule.

Shreveport, La.—The Peacock Hat & Flower Shop will open here soon. It intends to become a member of the F. T. D.

Sac City, Ia.—C. H. Hollied recently purchased four greenhouses in St. Peter, Minn., and will use the material in doubling his capacity here.

Minneapolis, Minn.—John Taylor and Miss Goldbeck, former employees of Miss Whitted, will take over the Whitted Flower Shop in September and run it under the old name.

PAYING FOR PUBLICITY

CONVENTION FEATURE.

Will Be Publicity Rally.

The principal feature of the afternoon session of the second day of the convention in Cleveland, August 18, will be a rally to the publicity campaign. Reports from the chairman and secretary of the publicity committee will be forthcoming and there will be occasion for congratulations all around upon the great success of the campaign. Major P. F. O'Keefe, of Boston, will favor us with another of his most eloquent addresses on the subject, "Publicity for Flowers," and we shall be reminded of many things which in the ordinary course of matters are likely to be overlooked.

There will be no lack of enthusiasm at this meeting and every contributor to the fund should be present, if it is at all possible. There will be information and encouragement for many who have not yet contributed. There will be opportunity for those who do not read to get oral descriptions of this great and grand work. If the society had done nothing else but launch this campaign of publicity for our products, it would have done well and proved the worth of the organization to all.

Urging Public to Say It.

Do many of you, my brother members, realize fully the advantage this publicity work is to you in your business? Do you realize that the great public is being constantly urged to "Say It with Flowers"? There is hardly an occasion when flowers are not appropriate for the conveyance of sentiment—a birth, a birthday anniversary, a graduation, a confirmation, a wedding, a wedding anniversary, acknowledgment of a courtesy, congratulations, expressions of sympathy, love, honor, regard; flowers convey the proper sentiment in every case. And in order that occasions shall not be forgotten, the campaign reminders appear in a number of the national magazines.

Are you helping to pay for this publicity? If you are not, you certainly should attend the convention and listen—yes, listen—to the enthusiasm which will be expressed in the proceedings of the session I have mentioned. It would do you good. You would learn that the campaign has increased the demand for flowers. Many of your brother florists would be glad to convince you that flowers are being used today in much greater quantity than could possibly be imagined; that occasions such as I have mentioned are remembered by gifts of flowers as they never were before. The campaign slogan has gone home, these people will tell you; the message, "Say It with Flowers," has had its effect.

Status of Fund.

The committee will report at the convention the status of the campaign fund and unless a little more interest is shown in the work they may not be able to make so good a showing as they did last year at convention time. We certainly should not go backward, nor

should we stand still. There are plenty of florists who have not yet subscribed who can and might reasonably be expected to chip into the fund. It's their duty to do so—to put the matter plainly. "Say It with Flowers" is working for all and it should be kept working to the fullest extent possible. Gentlemen, the determination of the extent is in your hands—through your support and contribution. Will you turn in that little subscription expected of you, or will you risk the consequences of a curtailment of the publicity which has been of so much good to us all? Let us hope

one who can't see any benefits unless they are pumped into him and then can't see; he only feels them.

This is a straight-from-the-shoulder jolt, aimed at the many florists who "Say It with Flowers" verbally, but who can't appreciate that we are habitually calling for funds to carry on and merely allow the others to foot the bills. They unconsciously let the others pay their proportion, whereas it would mean complete success for the campaign fund if each would just do his part.

Now, this is written for the benefit of all in the craft and if you, Mr. Reader, have already contributed, perhaps a little more would also be welcome as a just proportion in order to overcome the increased cost of rates since our campaign was started two years ago.

We are getting results, but we must move at a better pace to keep our campaign up to its proper standard. George N. Smith, the iris expert, just told how, at a meeting at Wellesley, Mass., where he lives, a speaker said, "Lawyers have to live," and another man at the gathering cried out, "Don't see any need of it." It strikes me that this answers the question why some of our florist brethren have failed to send in their contributions. They don't see any need of it.

Well, boys, it's up to you; the more you send, the more you get by ten to one, and it's a sure way to meet your next winter's coal bill.

Henry Penn, Chairman,
National Publicity Committee.

NATIONAL PUBLICITY CAMPAIGN.

The Demand for Flowers.

With the passing of Independence day, florists look forward to a season of two or three months when the cares of business weigh lightly and consideration can be given to matters other than those concerning the filling of orders. The case is rare where a florist reports anything but good business for the season now behind us. Undoubtedly, it was a good season for practically everybody in the business, grower and distributor alike. The consumption of flowers has been enormous and Mr. Ashbarrel has not been able to get supplies except in one or two cases when natural conditions favored him, conditions out of the control of the florists. All this has been due to a steady demand for flowers.

The people of this country have, within the last two years or more, been educated to a greater use of flowers. The simplest table now must have its floral decoration. Even the most humble homes must be occasionally brightened with a few flowers. Our campaign for publicity for flowers has been a great factor in influencing this demand. Our own publicity has been instrumental in producing other publicity. Newspapers and magazines in these days teem with references to flowers and their use in domestic life. "Say It with Flowers" has become a thought as well as a message and our industry profits in conse-

Help Your Own Cause

I have just received a list of those who agreed to pay their 1920 subscription, but who have, as yet, not done so. It would help our committee considerably if checks were forthcoming at this time.

Kindly maintain the dignity that the profession has reached, where payment of *due bills* is a matter of first importance.

Have you paid your subscribed amount for this year?

Send remittance to Secretary John Young, 43 West Eighteenth Street, New York, and help your own cause.

HENRY PENN, Chairman,
National Publicity Committee.

that a check will be your answer. Our society will appreciate it.

A. L. Miller, Pres.

DON'T SEE ANY NEED OF IT.

Presumably in August at our convention we shall hear a great deal concerning our publicity campaign, as in the last two years, and there will be more pros and cons regarding its continuance. Why? Because those who are present at the convention are vitally interested in furthering their own progress, which is but natural. Then, there's the other fellow, who will not attend and who will not contribute, but who will participate in everything that is offered, provided it costs nothing. This is the chap we want to get; the

quence. This is a result which it was expected our campaign would produce—and it comes to us in splendid volume. We can keep it active if we will. It is an asset belonging to all of us and it can be made a heritage if we value it sufficiently.

Apathy to Fund.

Many florists, however, fail to see the handwriting on the wall. They seem to accept as a natural condition one that has required effort and the expenditure of large sums of money to create. By their silence and inaction it might be thought that they were indifferent to our campaign and its object. Could greater proof of the efficacy of our work be offered than the fact that, in what might have been lean years, our industry has not suffered, but, on the contrary, has yielded a greater harvest for those engaged in it than was ever recorded in years we have been used to look upon as "fat" ones? There is an opportunity now to take the matter of publicity to heart and it is timely. We want to continue our efforts in this great movement to increase the sales of our products and to do this we must have further assistance—money. Make your contribution what you like, as little as \$5 if you can afford no more, but let us have it without delay. We are building on some active publicity during the

coming fall and winter and we must start it now. The magazines do not need us so much as we need them and, if we are to have their service in fall, we must arrange for it now. You can help us by giving us that support you know you ought to give by sending in your check right away.

Additional Subscriptions.

The following subscriptions are, in addition to those previously announced, annually for four years unless otherwise stated:

Western New York Florists' Publicity Committee, Buffalo, N. Y.....	\$ 250.00
Los Robles, Santa Cruz, Cal.....	10.00
Abner Miller, Bravo, Mich.....	2.00
Robert Mehlmann, Oshkosh, Wis.....	5.00
J. M. Palmer, Kennett Square, Pa. (1 yr.)	5.00
William B. Brotzman, Phillipsburg, N. J. (1 yr.)	5.00
Charles H. Buening, Easton, Pa. (1 yr.)	10.00
E. N. Kroninger, Allentown, Pa.....	25.00
J. L. Louerman, Phillipsburg, N. J. (1 yr.)	5.00
A. B. Kleinhans, Easton, Pa.....	25.00
J. C. Bauder, Reading, Pa.....	5.00
Harry C. Huesman, Reading, Pa.....	10.00
Paul Blackman, Reading, Pa.....	10.00
John H. Sykes, Allentown, Pa.....	15.00
Andrew L. Yeager, Allentown, Pa.....	5.00
Charles Vorkeller, Bethlehem, Pa. (add'l)	5.00
Eldred Floral Co., Pasadena, Cal. (Add'l 1 yr.)	10.00
	\$ 402.00
Previously reported	44,230.20
Total	\$44,632.20

John Young, Sec'y.

morale of men is everything. We know that the decrease in morale of the German army was the cause of that army going to pieces at a critical time. Let us look for a moment at the definition of morale. It means just the spirit that a body of men put into their work. This was one of the things the leaders of the American army recognized and at every cantonment there were men whose sole business it was to look after the morale of the men. But you will be asking, "What has all this to do with the national advertising campaign?" Why, just this: The army could not work on the morale of its men until they were members of the army; neither can the advertising campaign work for you until you are a subscriber. Mr. Young could tell you of any number of men who have more than doubled their subscriptions after becoming interested in and watching the campaign.

We hear some say that any amount that they may contribute will be given to the local campaign. Now, is this, to say the least, not a narrow way to look at it? I will venture to say that those cities that have a regular organized local campaign are the best contributors to the national campaign, for, in reality, they are not two separate and distinct campaigns, but one, with separate functions to perform. The duty of the national campaign is to educate the public to "Say It with Flowers" and that of the local campaign to show how to "Say It with Flowers." This is the only difference. The national committee has been doing its part as far as its means would permit. Any fair-minded man will admit this.

Teaching the How.

Have we been looking after the local end as faithfully? For instance, nearly everyone associates a bride's bouquet with lily of the valley. Have we in our local advertisements been telling the public that valley can hardly be had, that when it can be had the price is prohibitive, that just as handsome a shower bouquet can be made from swainsona, white sweet peas, or any other good flower that you may be able to obtain for this purpose?

Be frank with the public; lay the cards on the table face up; the object of the local campaign is to educate the public and to show them the most satisfactory way to invest their money in flowers. Did you ever stop to think that when a man thinks deeply of someone—his wife, daughter, or just a friend—he cannot find words to express what he feels? Money, books, candy and numerous things are used, but what conveys this feeling and is more satisfying to the sender, or better understood by the recipient, than flowers? Don't be afraid to let your advertisement carry this message. Just a hint will be all that is necessary, for he has been puzzling his brain to find an outlet for his feelings. This is true education.

Tate.

ROCHESTER, N. Y.

The Market.

The influence of the hot, summer weather has made itself felt in business. Summer flowers are flooding the market. Roses and carnations show the effects of the hot weather and are getting smaller and brown on the outer petals. Roses are overabundant and have been

TATE'S TIPS

NATIONAL ADVERTISING.

Are You Helping?

In a recent issue of The Review appeared an article by John Young in which he made the statement that not one-half of the money necessary to carry out the plans of the publicity committee for the current year had been subscribed. The goal set by the committee was \$100,000.

We are told that there are about 15,000 florists in the United States. Let us be on the safe side and reduce these figures to 10,000 commercial florists who make a livelihood only through the sale of flowers. Any child will divide \$100,000 by 10,000 and tell you that if each one engaged in the business were to give a \$10 bill to this campaign the committee would be able to carry out its plans. But in Mr. Young's article we are told that many give as much as \$25 and \$50 per month. This would look as though there are many of the 10,000 who do not give anything.

In order to bring this proposition home to you and excite your thought on the matter, I am going to make a comparison with an event that is still fresh in your minds. It has not been long since our government was urging every citizen in the country to buy Liberty bonds and War Savings stamps. What did they want with the proceeds of these sales? Why, democracy was at stake and had to be protected. I can hear some saying that this is no comparison. The government paid us a fair rate of interest on every bond we bought, while what we contribute to the advertising campaign we get nothing

for. Let me tell you right now that every dollar you contribute to the advertising campaign is paying you a larger rate of interest than any bonds you have.

Your Return.

Let us stop for a moment and consider why it is that the national committee wants your subscription. The slogan, "Say It with Flowers," is at stake. If citizens had supported the government in the same percentage as florists are supporting the advertising campaign, where would the country be today? But you will say that we received visible results from the government. Well, someone has said, "There is none so blind as he who will not see."

Since the national campaign has been under way you have been getting nothing but results. I have heard men in the business attribute the increased demand for flowers to every reason under the sun except advertising. To hear them argue at times, one would think they would be glad to see the campaign fail, in order that their prophecies might come true. Is this a sportsman-like way to play any game? Why not be honest with yourselves and admit that the demand for flowers is larger today than ever before in the history of the business. If it is not advertising that is causing this extra demand, then you, Mr. Nonsubscriber, must have a better reason, and you at least owe it to your brothers in the trade to state that reason.

Getting Interested.

Any leader will tell you that the

reduced in price. Indoor valley is again on the market, but the quality is poor. A few late peonies are still on the market.

Various Notes.

The annual picnic of the Rochester Florists' Association will be held at Grand View beach August 5. All employees, members of their families and friends are invited, but it is required that everyone purchase a ticket in advance, so that dinners can be ordered for all who attend.

Fred Thomann is on his vacation.
Mr. and Mrs. E. C. Armbrust motored

to Nathcuis Glen, N. Y., where they spent July 4.

Hart & Vick are over the rush of the seed trade and are now closing at 5:30 p. m.

Word has been received of the safe arrival of Horace J. Head in England June 11, after a pleasant ocean trip of thirteen days.

The exhibit of the Rochester Rose Society, June 28 and 29, was considered by John Dunbar, president of the society, a great success. Some of the best varieties shown were Juliet, Old Gold, Aurea, Los Angeles, Duchess of Wellington and Lady Ursula.

Salter Bros. have a unique summer window display in their east Main street store. A pond forms the central feature, with a miniature house on a hill behind the pond, surrounded by many plants.

Jacob Thomann & Sons have begun cutting the first of their White and America gladioli, which are of fine quality.

Miss Lillian Wheeler has been ill for over a week, but expects to return to work soon.

George B. Hart's commission house will close at 5 p. m. during July and August.
E. C. A.

COAL PRICES STILL SOAR

WHAT THE COAL MAN SAYS.

Shifts Responsibility.

The fuel situation seen from the coal dealer's point of view is somewhat different from what it seems to others. But the points the coal dealer makes are valuable for florists to know in such a condition as now confronts them. The following letter from a coal concern to a Chicago grower contains statements of much interest to those puzzling over next season's fuel problem:

"We note that you want us to ship you a car whenever we think it is the most opportune time to buy. We also have made a memorandum to the effect that it will be necessary for you to have twelve or fifteen cars in storage before the end of October. If you will pardon us, we would rather not assume the responsibility of selecting the time for shipping this car, neither do we wish to go on record as telling you point blank not to buy at this time if such action would be contrary to your best judgment. The market is much wilder than seems necessary and the panicky buying of people who ordinarily would not come into the market before September has driven the price up beyond the bounds of reason. The matter is entirely beyond the control of the fair-minded wholesaler. Consumers and steam users are bidding the price up on themselves and the operator cannot see the duty or wisdom of maintaining a price level which does not fairly screech with insanity.

Contributing Causes.

"Let me state a few facts so that you may be in a better position to decide for yourself when to order your coal forward. To begin with, the shortage of open-top cars is greatly magnified. In fact, it is far more a shortage of railroad men and motive power than cars. Also, the priority order which is now in effect and which is diverting most of the open cars into the coal trade should make a decided improvement in the coal industry. The country is producing at the present time approximately 10,000,000 tons weekly, which is within 550,000 tons of the required weekly average and about 2,000,000 tons in excess of the weekly production for the same periods of normal years. Would not this indicate to your mind that the danger of a coal famine is

somewhat exaggerated when it is generally estimated that the country will not require over 535,000,000 tons of coal this year? Of course, a shortage may occur in isolated sections, as, for instance, in the northwestern dock territory, where they should have in storage approximately 28,000,000 tons of coal when navigation closes, but will probably have only 15,000,000 tons. Even there the outlook is not so gloomy as it is pictured, for the people in that section still have five months of good all-rail shipping weather in which to provide for the estimated shortage of lake shipments.

"Personally I feel that \$6.50 per ton f. o. b. mines for Brazil block steam lump is too big a price for a greenhouse man to pay four months before he needs the coal, and as for me, if there was a bitter pill to be swallowed, I would much rather take it later on under pressure than take it voluntarily now. I would at least have the satisfaction of knowing that I had not unnecessarily contributed to a panicky condition which is boosting prices to the high-water mark of our history."

CARS CAUSE COAL SHORTAGE.

The impression is strong that in spite of the recent attempts of the interstate commerce commission to relieve the car shortage, which is the cause of the coal shortage in many parts of the country, there is really slight improvement in conditions.

Officials of the National Coal Association who have been asked by public utility authorities for a conference on the present state of the coal supply and the prospect of relief, have answered that the matter is all up to the interstate commerce commission and that a conference would not be productive of any substantial result.

"All over the country great manufacturing plants, public utilities and other large consumers are clamoring for an immediate supply of coal so as to avert a shutdown of industry," was the message from John B. Pratt, of the association. "It is all a matter of coal cars and nothing else."

The order of the interstate commerce commission giving a 30-day priority to open-top cars to the bituminous coal mines has been in effect since June 21, but the car supply, as reported from the coal fields, shows no genuine improve-

ment. The majority of mines face car shortages anywhere from twenty-five to fifty per cent of normal.

Railroads are failing to comply with the order because of the switchmen's strike. Some carriers, it is reported, are indisposed to comply with the commission's order. Many roads still allow coal cars to be used, as formerly, for transportation of other commodities and deprive the mines of equipment badly needed to ship coal.

The coal operators have urged strict enforcement of the priority order as the means of solving the coal shortage. For lack of cars, mines in all fields are now idle two to four days a week.

PITTSBURGH COAL SITUATION.

Fuel conditions in the Pittsburgh district are reported to be easing up gradually. While the producers who are not contracted up as yet will not make contracts for any definite tonnage, they assure their old contract customers they will give them as much coal as they possibly can at prices which will be fair and reasonable. While this advice is quite indefinite and not satisfactory to a grower who usually has his coal bins pretty well filled at this time and is working on his winter supply, the writer hears that the situation is one that can and will be taken care of.

All producers report plenty of coal, but no cars. Notwithstanding the various orders issued by the interstate commerce commission during the last thirty days, the coal mines have not as yet received an improvement in the car supply and as a consequence growers are all still quite short of coal.

Advice under date of June 12 from a shipper of bituminous coal from the northern Pennsylvania mines reports: "I would advise you to wait until August before placing your contract for coal, as I hear coal will be cheaper. We are short on car supply and a big demand in Canada and New England states is the cause of the high prices now paid for coal."

Coal prices in the Pittsburgh territory last week were from \$3.50 to \$9.50 per ton f. o. b. mine. The broker is responsible for the flexibility of prices. Attorney-General Palmer can find plenty of work to do; so far we hear of no investigation in this territory. Those who need the coal at the high prices are glad to pay for it.
T. P. L.

TEXAS PROGRAM

FORT WORTH FLORISTS PLAN.

Arrangements Well Advanced.

The sixth annual convention of the Texas State Florists' Association, to be held at Fort Worth July 20 to 22, is attracting much interest and promises to be the best yet held. The local florists are exceedingly busy with preparations.

The Fort Worth florists last year, at the convention held at Austin, invited the association to meet at Fort Worth this year. About three months ago a meeting was called, at which was organized the Fort Worth Florists' Club. The members have held meetings every two weeks since and at each meeting the attendance has increased and the enthusiasm grown. Now almost all the florists of Fort Worth are enrolled in the club. Numerous committees are working with the executive committee and are accomplishing wonderful results for the convention.

The officers of the club are: President, V. J. Davis, of the Greenwood Floral Co.; vice-president, Leo Bales, of the Drumm Seed & Floral Co.; secretary and treasurer, Elmer Eastwood, of the Baker Bros. Floral Co.

Convention Plans.

The convention will be held in the auditorium of the Chamber of Commerce, which is a beautiful auditorium, being large and spacious, with a fine stage and a balcony running around three sides of the auditorium, under which the trade exhibits will be displayed, the center part being reserved for the meetings. On the evening of the first day this space will be cleared and the reception to the president will be held. There will be many fine entertainment features about the president's reception, which will end with an informal dance.

The evening of the second day the visitors will be entertained by the Greenwood Floral Co. at the range near the city.

At the close of the convention the visitors will be taken to Lake Worth, which is nine miles from Fort Worth, where a basket picnic will be held. Lake Worth is a beautiful lake recently constructed by the city and is part of the park department of the city. Beautiful boulevards are being built entirely around the lake. There is a fine bathing beach.

There will be no charge for space in the trade exhibition. Reservations should be sent to the secretary, Louis J. Tackett, at Fort Worth, for such space and also for hotel accommodations.

The Program.

The program prepared of the sessions of the convention is as follows:

JULY 20, 2:30 P. M.

Meeting called to order by V. J. Davis, vice-president Texas State Florists' Association, and president Fort Worth Florists' Club.

Invocation, by Rev. L. D. Anderson, Fort Worth.

Address of welcome, by Mayor W. D. Davis, Fort Worth.

Response, by Karl P. Baum, Knoxville, Tenn.

President's annual address, by H. C. Hannah, Sherman, Tex.

Annual report of secretary-treasurer, by Louis J. Tackett, Fort Worth.

Appointment of committees.

JULY 20, 8:00 P. M.

President's reception, informal get-together meeting at convention hall, given by the Fort Worth Florists' Club.

JULY 21, 2:30 P. M.

Reports of standing committees.

"Can the Florists' Business Be Operated Successfully on the Profit-Sharing Plan?" by Robert C. Kerr, Houston, Tex.

"The Wholesale Growers' Association," by Otto Lang, Dallas, Tex.

"Effective Advertising," by E. W. Eichling, Houston, Tex.

"Florists' Telegraph Delivery and the Future It Holds for the Retail Florists," by Charles S. Heacock, Austin, Tex.

JULY 21, 2:30 P. M.

"The Outlook for Next Season's Business," by H. G. Berning, St. Louis, Mo.

"The National Publicity Fund," by James W. Begbie, Shreveport, La.

"How Can We Best Increase Our Membership in the Texas State Florists' Association," by Henry Greve, Dallas, Tex.

Round-table discussion on miscellaneous topics, led by the president.

JULY 22, 9:30 A. M.

Reading of communications.

Selecting of place for 1921 convention.

"Some Sidelights on Rose Growing after Two Years' Experience in Texas," by V. J. Davis, Fort Worth, Tex.

"Can the Retail Florists' Business Be Operated Successfully from the Greenhouse?" by Wise Adkisson, Greenville, Tex.

JULY 22, 2:00 P. M.

Unfinished business.

Election of officers.

Basket picnic given by Fort Worth Florists' Club at Lake Worth.

YOU TELL THE WORLD.

Whether you are looking for work or for a worker, looking for a buyer or for a seller, you want to get the best there is—anywhere. You want to get hold of the person or the opportunity

NEXT MEMORIAL DAY

PROPAGATION OF VINCA MINOR.

This year's Memorial day business has revealed a tremendous demand for Vinca minor, myrtle or periwinkle, as it is variously called. Never having grown it, I should like to know when and how it should be started and how to handle it to get the best stock.

F. G.—III.

This useful plant, Vinca minor, can be increased either by division of the roots or by cuttings. The latter method is the one more generally adopted. Make cuttings four to five inches long, using matured wood and stripping off the lower leaves. A good time to put in a liberal batch is late fall, say November. Use a cutting bench in a cool house, kept at 40 to 45 degrees at night, where a little bottom heat may be had below the sand to keep up a temperature of 55 to 60 degrees. Keep these cuttings well watered and, when rooted, pot off in 2½-inch or 2½-inch pots. These will make nice stock for spring sales and, where larger stock is wanted,

that best fits your particular requirements. Forty-eight states and sixteen foreign countries constitute a fairly broad field in which to choose. In fact, telling the readers of The Review comes rather close to telling the world, as many of us want to do at one time or another. And, even though called forth by only a 5-line ad, the opportunities from eight different states referred to in the following letter must have represented just about the fittest there were. Here is the letter:

From the little ad I ran in The Review May 13 for a position, I received offers from eight different states. It certainly pays to advertise in The Review.—C. R. Walter, Shenandoah, Ia., June 13, 1920.

There are five pages of wants and offers in the Want Ad department of this issue of The Review.

DENVER, COLO.

The Market.

There has been little change in the market in the last three weeks. Business has been quiet, but not unseasonably so. Among the outdoor stock, cornflowers and Canterbury bells are the leaders. The first outdoor sweet peas are arriving now.

Various Notes.

The coal situation promises to be worse than ever this year. Dealers refuse to quote any prices for winter delivery and decline contracts or options.

Herbert Clausen, of the American Flower Shop, returned recently from a week's fishing trip on the South Platte.

Emil Glauber, who recently sold his greenhouse establishment in Aurora, Mo., to Fred Meyers, is now representing Charles Schwake & Co., of New York, in this city. This company deals in imported stock, bulbs and seeds.

Mr. Nieman, of the Park Floral Co., is enjoying a short stay at Decker Springs, on the South Platte. R. E. H.

it can be lined out in the field for a season or even given a shift into 3½-inch or 4-inch pots to sell the same season and plant out any left over.

C. W.

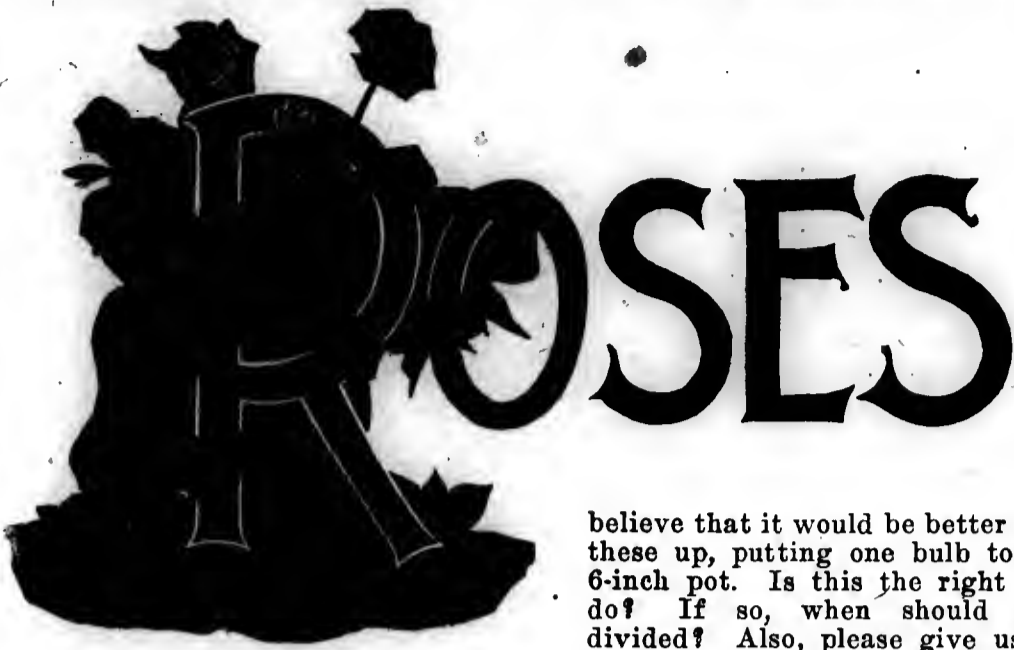
PROPAGATION OF FEVERFEW.

Memorial day business this year showed a large demand for 4-inch feverfew. Since I have never grown it, I should like to know when and how it should be started and how to handle it in order to get good stock.

F. G.—III.

Cuttings of double feverfew taken from plants which have been carried over in a cool house, preferably a violet temperature and in a raised bench rather than a solid bed, should be taken in January or February, potted into small pots as soon as they are rooted and shifted later into 4-inch pots. This is for stock to sell for benching for Memorial day cuttings. If wanted for bedding purposes, later cuttings must be taken.

C. W.



ROSE INDEPENDENCE DAY.

Will wonders never cease! Here is a British firm naming a novelty for the day we celebrate and, curiously, it received its first public recognition, a certificate of merit by the National Rose Society of Great Britain, July 4, 1919.

Rose Independence Day was raised by Bees, Ltd., Liverpool. It is a small hybrid tea, the result of a cross between Mme. Edouard Herriot and Souvenir de Gustave Prat. It is offered in England as a rose of special value for garden cultivation, but it may have a future in America as a corsage rose grown under glass. It is of free, vigorous, bushy growth, producing a profusion of small, shapely blooms of a rich orange-tinted yellow, the unopened, pointed buds being stained with red. The foliage is small and glossy and provides an attractive setting for the flowers. The originators, who have a stock of some thousands of plants, assert that it is perpetual-flowering and that the foliage is mildew-proof.

Subsequent to receiving a certificate of merit, July 4, 1919, Rose Independence Day received the National Rose Society's gold medal September 9, 1919.

PUTTING OLD ROSES OUTDOORS.

Usually old, forced hybrid tea roses are thrown out on the rubbish heap. Too few growers realize what splendid results may be had from heading this stock well back and planting it outdoors.

An object lesson could be had if Roger Williams park, Providence, were visited and the remarkable blocks of these roses in the nursery as well as in beds in the rose garden proper were seen. All carry a wealth of superb flowers, superior in size and color to the same varieties under glass, and anyone who could see such sorts as Ophelia, Radiance, Mrs. Taft, Indiana, G. C. Wand, Edw. Mawley, Lady Ashtown, A. R. Goodwin, Mrs. Cornwallis West, Cynthia Ford, Mrs. A. R. Waddell, Mme. Jules Grolez and others would be amazed at their vigor and luxuriance. Superintendent Fred C. Green has a remarkable collection of hybrid perpetuals, polyanthas and ramblers in addition to the hybrid teas. W. N. C.

CULTURE OF CALLAS.

We have a batch of calla lilies in 10-inch pots, four or five bulbs to the pot, that are about through blooming. We

out and repot. I prefer to use three bulbs to an 8-inch pot rather than one in smaller sized receptacles. Remove all small corms or bulblets. These can be planted several in a pot, or in flats, to produce additional flowering bulbs another year. A minimum temperature of 50 to 55 degrees in winter suits callas. They need a generous soil and lots of water also. Once well potbound, top-dress every ten to fourteen days with fine bone. The roots eat this up greedily. Keep the plants outdoors for some time after repotting. C. W.

MOTT-LY MUSINGS.

Burt's Flower Shop, Jackson, Mich., reports unusual business in all lines. Summer dullness has settled down and vacations are in order.

Clara Brown & Co., Jackson, Mich., had an exceptional call for wedding flowers throughout June, winding up a satisfactory season.

J. Blessing, a pioneer in the business, having the oldest flower shop in Jackson, Mich., feels that with all the changes in style and methods, good fortune has followed him.

The Wauseon Floral Co., Wauseon, O., is winding up the best season yet.

believe that it would be better to divide these up, putting one bulb to about a 6-inch pot. Is this the right thing to do? If so, when should they be divided? Also, please give us general directions for the drying off and summer care of these bulbs. We do not anticipate selling any bulbs, but want to carry them over for next winter's blooms. We have never tried callas before and any information you can give us in regard to their culture will be much appreciated. E. T. T.—Ky.

Lay the pots on their sides outdoors in an open, sunny spot for six or eight weeks. Early in September shake them



Rose Independence Day.

A house of sweet peas and carnations proved one of the best crops on the place.

R. D. Wonsetler, Bryan, O., intends to remodel the office and workroom in connection with the showhouse, thus making an up-to-date place in this live town. Excellent business is reported. While waiting for Mr. Wonsetler, two juveniles were interviewed, one proving to be the junior Wonsetler and the other the son of a banker. The junior Wonsetler was asked if he intended to follow in his father's successful footsteps and he said that he was not sure, but his playmate suggested that he should do so and he would take care of his cash. The prospective florist retorted that bankers were held up about once a year, so that would not be a safe proposition. Even the youngsters recognize the lack of security in the possession of wealth, which should be gratifying to the many who profess to be in the business for the love of it. W. M.

BUFFALO, N. Y.

The Market.

The month of June closed by making a splendid showing on the sales record. The reports from everywhere show that the month made a new record. The principal cause was weddings, most of which called for bouquets far above the average of other years.

The market, for the most part, did not rise even to the prices of last year, due to the large supply of outdoor stock. Peonies, phloxes and many outside flowers which seemed too common to use other years were in better demand and served in making many decorations. As July opened, the demand was nipped suddenly and all prices dropped. Roses of fair grade sold for \$4 per hundred and carnations of the best grade brought the same, but there was much stock which could be had for almost any price.

Various Notes.

The Florists' Club will hold its annual picnic July 21 at the Automobile club at Clarence, N. Y. A lively program is in the making and the committee in charge promises a good time.

Charles Sandiford has put in a house of roses of the new varieties. He is the first one to try roses in the city and the outcome will be watched by many.

F. P. A.

NEWARK, N. J.

The Market.

Retailers had much wedding work right up to the end of June. Business is still good, but it is evident that the trade is on the edge of the usual summer dull period.

Growers are busy getting their chrysanthemum plants in shape, preparatory to the fall trade. Many growers are planning for alterations and improvements to their greenhouses during the summer months.

Various Notes.

C. J. Connolly, 320 Bank street, reports much wedding and funeral work during the month of June. Transient trade was a little slow.

Fred Philips, of Philips Bros., Broad street, has recovered from his attack of carbuncles. He left July 5 for Allen-

hurst, on the New Jersey coast, where he will spend a month. As usual while on his summer vacations, he will spend much of his time in deep sea fishing.

Connelly & Plunkett, 149 Bloomfield avenue, report "too many weddings," for a while almost more than they could care for. Large wedding trade was also reported at the branch store, at 20 Belmont avenue. R. B. M.

DULUTH, MINN.

The Market.

The local crop of peonies is just at its prime and some wonderful blooms are arriving. The peony is one of the flowers that does well in Duluth and grows to perfection with little or no care; consequently, large quantities are grown both by growers and in private gardens and some fine specimens are to be seen in the florists' window displays. Roses are of fair quality, with the supply plentiful. Carnations are a little on the short side; the quality is good. Snapdragons and pyrethrums are selling well. Valley is scarce and the demand is large, chiefly for wedding bouquets.

Duluth Peony Show.

The annual peony show was held last week. The stages were full of countless varieties of peonies, poppies, irises and other perennial flowers. The management says that it was one of the best and largest exhibitions ever held in Duluth and the place was always crowded with visitors.

A splendid showing was made of Princess Beatrice and Baroness

Schroeder. Jubilee was extra fine. A vase of Venus, a large pale pink variety, attracted much attention. Festiva maxima was shown in many collections and was extra good. Marie Crousse, a large salmon pink, was new to Duluth growers. John W. Stryker, of St. Paul, was the judge.

Various Notes.

O. J. Eischen is wearing a broad smile and passing cigars around. He is the proud father of two fine boys.

Miss Edna Ross, of the Duluth Floral Co., is taking a vacation. J. E. S.

THRIPS ON BEGONIAS.

I am sending you a specimen of my Begonia Chatelaine plants, with which I have been having trouble for the last year. The plants appear to be affected with rust or blight, which attacks the shoots, causing the flowering centers to gnarl and dry up, and soon the plant becomes blind wood without a bloom. New shoots go the same way before the first bud opens. Do you think that the soil is all right? A. H. S.—N. Y.

The trouble with the begonias is caused by thrips. On examination, some of the leaves were found to have considerable thrips on them. I should advise spraying with Thrip Juice No. 2, according to the directions on the label of the container. The spraying should be done late in the day, twice weekly, until the plants are cleaned up. The shoots, growth and roots of the plants are all right and there does not appear to be anything the matter with the soil. M. P.

FRUITS AND VEGETABLES

STRAWBERRIES FOR FORCING.

What is the best strawberry for forcing in South Carolina? I want to get the heaviest producer, the freest setter and the best traveler for a 20-hour journey. E. B. E.—S. C.

The best strawberry that I have found in my thirty years' experience in America is Marshall. It has a color, size and flavor unequalled by any other strawberry and produces splendid crops under glass if grown in 6-inch pots. Nick Ohmer comes second in my estimation, but is much inferior to Marshall. The earliest possible runners should be taken where plants are needed for forcing, in order to build up crowns of good size before cold weather. C. W.

FALL-BEARING STRAWBERRIES.

Culture for Best Bearing.

While the ordinary summer varieties of strawberries must be cared for over a year before a crop has been harvested, the so-called everbearing or fall-bearing varieties can be fruited within four months after the plants are set and will remain in bearing for two or three months and sometimes afford a strawberry shortcake for Thanksgiving even in Michigan. The same plants will pro-

duce a crop of fruit the following June and with a little care will bear the second fall.

Although the variety known as Progressive seems to be best adapted for general cultivation, Superb, Francis and other sorts do well under favorable conditions.

A fairly heavy and moderately rich, sandy loam seems best adapted for everbearing varieties. If it is too rich, the plants will run to vines instead of fruit, while if it is too light and poor, a weak growth will be made. A soil that is naturally moist should be chosen, or arrangements made for watering the plants in dry weather.

The plants may be set two by four feet, if to be worked with a horse, or as close as one by two feet or three feet in a small garden. In closer culture, they may be set so that there will be three rows with the plants one foot each way, with a walk two feet wide between the plants.

Pinch Blossoms for Strong Growth.

The plants should be given frequent cultivation and hoeing, pains being taken to stir the soil after every rain. As the blossoms appear, they should be pinched off, and this should be kept up until the plants have made a strong growth. This may be as soon as the middle of July with early-set plants, or as late as

August 15 when they are planted late. In three to four weeks after the picking of the blossoms has stopped, the berries will begin to ripen and can be picked two or three times each week until November 1, or even later in some seasons.

The following spring they will need cultivation and hoeing, cutting out some of the plants, if too thick, and they will produce a satisfactory crop in June. They will again fruit during the fall months, but it is more satisfactory to start a new plantation each spring for the fall crop.

While it is desirable to set out the plants as early in the spring as the ground can be worked, the plants will do well if put out any time before June 1.

L. R. Taft.

NEW YORK.

The Market.

Cut flower business last week was not active. Beginning with a normal demand, business at midweek commenced to slacken, until at the end it was unusually dull, even for this time of year. With the prospect of a 3-day holiday ahead of them, buyers July 1 and 2 covered only for actual needs and had the choice of the market at nominal prices.

Monday, July 5, the market was dead on account of the holiday. While most of the wholesalers were at their posts, there was hardly enough business in both markets to keep one establishment busy. Anticipating such conditions, growers generally have refrained from shipping.

American Beauty roses have been in fair supply, with the demand for them quite weak. About \$25 is the top price for special grades, and the quality is nothing to boast about. Hybrid teas are in sufficient quantity to meet the demand and clean up nicely within a price range of \$1 to \$12 per hundred, with one or two varieties, such as Scott Key and Hadley, reaching \$20.

The supply of carnations is surprising for the time of year, growers evidently hesitating to clear out their benches while fairly good flowers are coming along as the result of a cool spring and early summer. About \$3 per hundred is the price for the best and down to 50 cents for the inferior grades. A few days of really hot weather, however, will see the finish of the supply, especially as we are entering the vacation season.

There is a fair supply of cattleyas, which move at \$1 to \$1.50 for selected flowers and down to 35 cents for the general run of stock.

The supply of Easter lilies has shortened a little, and the price range is now \$8 to \$10, with a trifle more for selected stock. Lily of the valley is in good supply again and drags at \$4 to \$8 per hundred.

There is a wealth of miscellaneous flowers, all of which seem to move at some sort of price or other.

Various Notes.

Mike Anderson, of the Garden Florist, Ninety-fifth street and Broadway, sailed Saturday, July 3, for Greece, where he will remain for some time.

W. H. Duckham, Madison, N. J., will sail for Europe on the Aquitania July 31.

Edward Johnson, 852 East Twenty-



Home-Made Soil Sifter, a Saver in Labor Costs.

ninth street, Brooklyn, who is 69 years old, encountered a negro burglar in his home July 4 and attempted to subdue him with a rifle, but the burglar wrested the weapon away from him and beat him with it. Mrs. Johnson, who is 58 years old, pluckily rushed to her husband's assistance and suffered a fractured skull. The burglar escaped, leaving his victims unconscious. Both were taken to King's County hospital. Mrs. Johnson is not expected to recover.

Mrs. Isabel Reid Wadley, wife of Albert Wadley, formerly of Wadley & Smyth, died Sunday, July 4, at her home, in Plainfield, N. J. Services were held at the home Tuesday, July 6, and interment was made in Beechwoods cemetery, New Rochelle, N. Y.

J. H. P.

M. David Klein, whose business in florists' supplies is at 1248 Myrtle avenue, Brooklyn, is devoting his weekends to trips in the New England states, which he states have been quite advantageous.

EVANSVILLE, IND.

The Market.

Business is good. Flowers are somewhat scarce. Roses and carnations are of poor quality. It has been hot and dry, though during the last few weeks several rains have brightened things up.

Various Notes.

The Lockyear Floral Co. has decided to postpone the building planned for this summer and consequently is overstocked in carnation plants.

Royston & Fenton have nearly completed the moving of their greenhouses to the new location and hope to be ready for business again soon.

E. L. F.

ELECTRIC SOIL SIFTER.

In addition to making two blades of grass grow where one grew before, the students in the Kansas State Agricultural College, at Manhattan, have enabled one man to do the work of two in potting soil by means of the device illustrated in the accompanying illustration.

This is a mechanical sifter and saves, it is estimated, \$150 annually in labor costs. Before it was installed, two men worked one day a week sifting and potting soil for the college greenhouse.

The electric motor which furnishes the power was resurrected from a storeroom, where it had lain unused for a number of years. The frame and flywheel are part of an abandoned sewing machine. The sifter, which formerly did service in the hands of a student laborer, is now mounted upon an iron rim, supported by two gas pipes from the floor of the work bench. These allow the sifter to be drawn back and forth by the piston, which, too, is made of gas pipe.

OBITUARY

Mrs. Isabel Reid Wadley.

Mrs. Isabel Reid Wadley, wife of Albert Wadley, formerly of the retail firm of Wadley & Smyth, New York, died Sunday, July 4, at her home, at Plainfield, N. J.

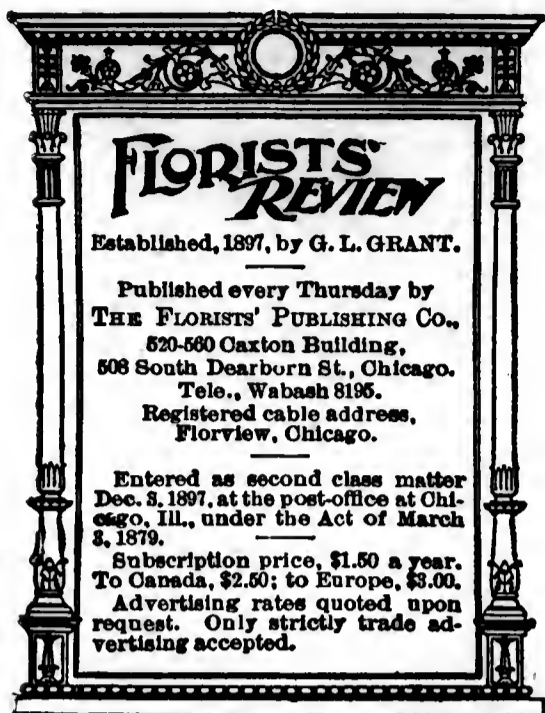
Services were held at the home Tuesday, July 6. Interment was made in Beechwoods cemetery, New Rochelle, N. Y.

Lafayette W. Goodell.

Lafayette W. Goodell died June 25 at his home in Pansy park, Dwight, Mass., at the age of 69 years. He was born in Pansy park and had spent his whole life there. Medical Examiner Segur said that death was due to natural causes.

Mr. Goodell was a life member of eight horticultural societies, including the Massachusetts Horticultural Society, from which he had received more than 200 premiums. He was considered an authority on aquatic plants.

He is survived by a brother, W. M. Goodell, of Dwight; a sister, Miss Bessie N. Goodell, of Norwich, Conn., and a nephew, Lindsey G. Smith, of New London, Conn.



Results bring advertising.
The Review brings results.

MORE money is being spent for gasoline than for gardens this year.

JULY is a good month to begin Sunday closing. Many florists started July 4.

NEVER has business maintained so strong a gait into the summer months.

JUNE, 1920, brought more wedding orders to florists than any month before.

THERE won't be many new people starting in the florists' business yet awhile.

BETTER start planning your trip to the S. A. F. convention at Cleveland, August 17 to 19.

THE belief is quite general that the upward trend of prices has ceased. The decline will, however, be gradual and long drawn out.

MANY in the trade state their readiness to pay higher express and freight rates provided they can obtain satisfactory service in return.

HARD work and thrift were never so worth while as now. All the 50-cent dollars you earn and lay by now will buy at least 75 cents' worth at a not far distant date.

THE gold medal for the best new rose in the trials held at the Bagatelle Gardens, Paris, has been awarded this year to Alex. Dickson & Sons, Newtownards, Ireland. The variety which won the award is named Frances Gaunt.

How valuable was the annual meeting of the Tennessee State Florists' Association is evidenced by the interesting volume of proceedings, nearly one-half inch thick. Tribute to the Pink Part of The Review is silently paid by the use of blue paper for the retailers' advertisements in this volume.

ONE week before the S. A. F. convention the national organization of the Dominion will meet at Hamilton, Ont., August 10 to 13. The officers of the Canadian Horticultural Society are: President, E. B. Hamilton, London; first vice-president, E. W. Groves, Hamilton; second vice-president, C. J. Hay, Brockville; secretary-treasurer, Herbert J. Eddy, 4425 Sherbrooke street, Westmount, Que.

To meet higher coal cost the grower must use every available foot of bench space. Larger output reduces the burden of overhead.

DISCUSSION of increase in freight rates before the interstate commerce commission has brought forth estimates of a fifty per cent raise as needed to cover wage advances—not an indication of lower costs for flowers.

THIS year the American Gladiolus Society will not hold its annual meeting and exhibition in conjunction with the S. A. F. convention, but will exhibit with the Massachusetts Horticultural Society at Boston, August 14 and 15.

THE mine operators, the transportation companies and interested departments of the government all report that the fuel situation is easing. Well, perhaps it is, but growers see no change; they have not yet been able to get even a little coal.

PARTIAL explanation of the reason why money is tight lies in the large number of new business undertakings. Since January 1 incorporations have reached the tremendous sum of \$8,910,116,300, an increase of 144 per cent over 1919 and 512 per cent as compared with the first six months of 1918.

STILL NEED FOR WORK.

The disposition of Americans to consider the national wealth of vast proportions and theirs as the richest nation on earth leads to ideas that are quite contrary to the facts. Our national resources do not make us all plutocrats, or enable us to do less and to spend more than citizens of other countries.

Just at the present time, when clear thinking on economic matters is of prime importance, a recent discussion of our national wealth by a correspondent of the New York Times Annalist comes as a distinct contribution in attempting to clear up some quite generally misunderstood ideas.

As the writer points out, we have all heard a great deal about the "almost unlimited wealth" of our country, and have, perhaps, felt ourselves richer when we thought of our great resources. A little closer thinking, however, makes it clear that this wealth is, after all, only potential. Our real surplus of consumable goods is almost terrifyingly small, as was brought home to us during the coal strike, when only a few weeks' supply of this vital necessity stood between us and famine. So it is with practically all our necessities. Our surplus production of foodstuffs from year to year is scarcely sufficient to carry us over the nonproducing season. We are constantly consuming more and more immediately what we produce. The per-capita wealth of this country in goods and money is about \$3,000—not a large enough sum to encourage any disposition to extended idleness. We are, comparatively speaking, poor both as individuals and as a nation. The moneyed man is in the same position as the man without money when it comes to a depletion of our stock of necessities, because public administration deprives the rich along with the poor in times of stress—as was the case in the recent coal strike.

We must, therefore, continue to work; to produce. There is nothing to justify our resting on our oars. The potential

wealth of our nation is great, but it must be converted constantly into consumable products through labor.

LABOR SITUATION BETTER.

A number of signs point to an easier condition of the labor market and better opportunity for greenhouse men to secure the help they require. The change has not been so marked as it might be had not so many workmen such fat rolls in their pockets, representing their savings from the high wages of the last year, upon which they plan to loaf during the hot weather; when these rolls have shrunk the supply of labor will be greater.

The increased number of available hands is the result of a number of industries curtailing their pay rolls. The steel mills are reported to have laid off over 80,000 men. The automobile manufacturers have laid off many thousand. A number of other industries, facing a decreased demand for their goods now that the orgy of spending has declined, are also engaged in cutting down their productive force. Employment managers at large factories report growing lists of applicants, of which till lately there was a marked dearth.

More important than the release of these workers for other jobs is the change in attitude on the part of the workers. The sight of coworkers laid off has spurred some to greater effort. The fact that available jobs are not so many as formerly has a salutary influence, also. Labor leaders, more appreciative of the importance of increased production to lower the cost of living, are appealing to the rank and file to quit soldiering and get to work. It is reported that one of the large automobile factories, after laying off 1,500 men, found its output the following week had decreased just two cars. Perhaps the scale of productive efficiency, after so decided a decline, will now take an upward turn.

BASED ON GOOD RESULTS.

Some people approve just to be agreeable, whether they know what they are approving or not. Others may recommend on hearsay, on secondhand information. But when someone volunteers his approval and gives it because of results, good results, which have come to him, then his recommendation is worth something. It's worth still more when he follows it himself. Here you have it:

Please cancel geranium ad which is now running in The Review. We should be pleased to have you run ad for chrysanthemums for one more week. We highly recommend The Review, which has brought us good results.—Pontich Bros., Louisville, Ky., June 28, 1920.

If you hear a man complain of the cost of advertising you can be pretty certain he spends a good bit of money elsewhere than in The Review.

BRIEF ANSWERS.

C. A. P., Me.—*Spiraea Aruncus*, commonly called Aaron's beard and meadow sweet.

G. W. A., Mont.—*Ægopodium Podagraria variegatum*, commonly called goutweed.

F. G., Ill.—*Evonymus radicans*. This plant frequently sends out variegated shoots and sometimes carries green, yellow and variegated leaves on the same shoot.

BOSTON.**The Market.**

We have now entered the dullest portion of the year and business has sunk to its customary summer dullness. This happens each year and is to be expected, and, although we may hear salesmen state that trade was never so bad, we know that their memories are short and that general conditions are better than for some years past, also that cut flower sales for the season just ending have been more satisfactory than ever before. A couple of quiet months are to be expected and, as arrivals are steadily declining and growers are busy housing their young stock or enjoying short, well earned vacations, the conditions for July and August need not worry us, for everyone believes the coming fall will see better business than ever.

Roses are deteriorating in quality and sales are made at whatever can be secured. Carnations fell as low as \$3.50 to \$5 per thousand last week, with good stock selling moderately well. Some nice outdoor sweet peas are coming in and sell well. There is but little demand for callas, lilies and snapdragons. The last of the peonies are coming in and demand for such flowers as delphiniums and gladioli is rather feeble. Excellent bouvardia comes in, but only white seems to sell. Cattleyas are scarce. Gypsophila elegans sells fairly well and the hardy variety, *G. paniculata*, has appeared this week; also such flowers as gaillardias and *Coreopsis grandiflora*. There is little call for asparagus and adiantum.

Markets started to close early July 3 and will continue to do so until after Labor day.

Various Notes.

Johnston Knight, manager of the Boston Coöperative Flower Market, leaves this week for a fortnight's vacation at Marblehead. M. Aronson is enjoying a fortnight's vacation at Medway, Mass.

William J. Thurston, of the Boston Flower Exchange, leaves this week for a vacation to be spent at the seashore.

John K. M. L. Farquhar sails from New York July 19 on a European trip. He will land at Havre and will visit France, Belgium, Holland and Great Britain while away. He will sail back to America September 4.

Thanks to excellent showers and fine growing conditions, the outlook for a good exhibition of the American Sweet Pea Society in Horticultural hall July 10 and 11 is excellent. The Massachusetts Horticultural Society has twenty-four classes allotted to sweet peas, in addition to the specials offered by the Sweet Pea Society, also a large number of classes for other seasonable flowers, as well as fruits and vegetables.

J. C. Harris, of Penn's force, is enjoying a few weeks' vacation visiting places of interest in New Hampshire and Massachusetts. At Penn's the largest June business in their history was done.

The Garden Club of America held its summer convention at Manchester, Mass., last week. Some 400 delegates attended, many coming from New York, Philadelphia, Cleveland, Chicago, Detroit, Pittsburgh and more distant points. The North Shore Horticultural Society gave a splendid exhibition in connection with the convention and

delegates were taken to numerous private gardens and other points of interest in Massachusetts. The garden clubs are wielding a powerful influence for the advancement of horticulture and it is encouraging to find them solidly arrayed against the Federal Horticultural Board and Quarantine 37.

The American Gladiolus Society will hold its next show and meeting in Boston August 14 and 15 in conjunction with the exhibition of the Massachusetts Horticultural Society. Forty-eight classes in all are devoted to gladioli and, as plants have made a wonderful growth this season, a grand exhibition is assured.

The coming event of greatest interest to a large number of florists and gardeners and their families is the picnic to be held at Cunningham park, East Milton, July 22. The committee in charge is leaving no stone unturned to please everyone and President Bartsch, of the Gardeners' and Florists' Club, predicts an attendance of over 500 and the best picnic ever.

Miss Broe, of Watertown, bookkeeper at F. E. Palmer's, Brookline, Mass., was struck by an automobile when stepping from a street car June 28 and sustained serious injuries. Her skull was fractured and one leg broken and, as she did not regain consciousness for some days, her life was despaired of. After an operation by an eminent specialist a turn for the better manifested itself and at the Peter Bent Brigham hospital strong hopes of her ultimate recovery are now entertained.

The Boston sales office of Hitchings & Co. is now at 294 Washington street, where E. F. Orcutt is in charge.

Peter M. Miller and wife, of the T. J. Grey Co., are enjoying their annual vacation at Bar Harbor, Me.

W. N. C.

LOWELL, MASS.**Rose Show.**

The exhibition of the North Shore Horticultural Society held June 29 and 30 proved to be a huge success, both financially and in the quality of entries in all lines. There was a large and enthusiastic crowd of visitors both days.

An exhibit which was greatly admired was an excellent group of tuberous-rooted begonias and large clumps of *Spiraea Peach Blossom*. The arrangement had a background of large hemlocks and rustic branches of birch from which hung beautiful specimens of drooping begonias. It was staged by Eric H. Wetterlow. Mr. Wetterlow was successful in a table centerpiece using *primulinus hybrid gladioli*.

Wm. Canning, gardener to R. S. Bradley, won a silver cup for twenty-four varieties of roses. For a collection of roses 4x9 feet the silver cup was carried off by A. Cruikshank. This exhibit was arranged as a rose garden, with grass border and a neat miniature rustic shelter in the center.

First prize for a dinner table decoration was awarded to Mrs. B. Hammond Tracy, of Cedar Acres, Wenham, Mass., using *Delphinium Belladonna* and yellow aquilegias. In this class was a dainty arrangement of Iceland poppies and gypsophila and also a table using sweet peas.

A. C. Burrage, of Orchidvale, Beverly Farms, Mass., had a wonderful display of orchids, artistically arranged the

full length of one of the rooms, which was easily the principal feature of the whole show. It was awarded a gold medal. In this group were many really good varieties, several new seedlings of odontiodas, the rarely seen *Vanda Batemannii* and several well flowered *Vanda Cærulea*. President indications, judging from the appearance of the odontoglossums at Orchidvale, are that this beautiful and useful variety can be grown successfully in the New England climate. The season of their blooming will make them extremely valuable.

One large room was devoted to trade exhibits. T. C. Thurlow's Sons Co., West Newbury, Mass., had a wonderful collection of peonies, including almost 200 varieties, comprising a vase of each. This firm also brought a large table of hardy perennials and sprays of bloom from choice flowering shrubs. This exhibit was greatly admired.

From R. & J. Farquhar & Co., Boston, was an arranged bed, with grass bordering, of *Lilium regale* and one of a dainty shrub, *Abies Albertiana conica*.

From the Blue Hill Nurseries, South Braintree, Mass., came a choice collection of new and rare hardy evergreen shrubs, including thirty-six varieties.

Alex Magnuson had an excellent table of hardy flowers and annuals, occupying about 4x15 feet.

Ralph W. Ward, Beverly Cove, had a collection of hardy flowers and annuals, including *salpiglossis*, summer chrysanthemums, hardy single pinks, peonies and delphiniums.

Muller-Sealy Co., New York, obtained a first-class certificate for a new climbing rose, Paul's Scarlet Climber, of brilliant color and fine in form.

E. E. R.

CHICAGO.**The Market.**

The men in the market suffered something of a shock last week, for the slump was sudden, severe and unexpected. Those who undertook to explain it generally laid it to the return of high temperatures after several days of Chicago's famous summer-resort weather, but the probability is that the approach of a double holiday had at least as much to do with it. Fourth of July is one holiday which means exactly nothing in the flower business. Being celebrated on Monday, and with nearly all flower stores now closed on the Sabbath, it meant sixty consecutive hours for retailers to carry all stock on hand Saturday night. No doubt this accounted in large measure for the slump in the shipping trade July 2 and 3, as well as for the light buying of the city retailers; nobody wanted to carry flowers over the double holiday.

Proverbially the flower business slumps with the passing of June, with the result that retailers bought little July 1, waiting to see what the developments would be. July 2 and 3 were hot, filling the market with stock on the days of the year when the demand is lightest. Roses accumulated more rapidly than anything else, unless it was lilies. It takes only a few days of warm weather to produce a marked acceleration of rose production, with the result that a good many wholesalers closed July 3 with well filled iceboxes.

[Continued on page 30.]

Large Crop of

You will find these Lilies very
The First Early Outdoor

SUMMER ROSES

**America's Largest
and Finest Supply**

You will find a large supply of Roses at Amling's all summer, and—most important—they will be of dependable shipping quality.

Victor, deep pink, and Golden Rule, yellow, two fine novelties now in moderate supply.

CURRENT

AMERICAN BEAUTIES

	Per doz.
Long stems.....	\$6.00
Stems 30 to 36 inches.....	5.00
Stems 24 to 30 inches.....	4.00
Stems 18 to 24 inches.....	3.00
Stems 12 to 18 inches... ..	2.00
Stems 12 inches.....Per 100	\$4.00 @ 8.00

ROSES

	Per 100
Premier, Russell, special	\$20.00 @ \$25.00
Premier, Russell, medium ...	15.00 @ 18.00
Premier, Russell, select	10.00 @ 12.00
Premier, Russell, short	4.00 @ 8.00
Columbia, special	15.00 @ 18.00
Columbia, medium	10.00 @ 12.00
Columbia, select	6.00 @ 8.00
Columbia, short	4.00
Milady, medium	15.00
Milady, select	8.00 @ 12.00
Milady, short	4.00 @ 6.00
Montrose, medium	15.00
Montrose, select	10.00 @ 12.00
Montrose, short	4.00 @ 6.00
Ophelia, special	15.00
Ophelia, medium	10.00 @ 12.00
Ophelia, select	6.00 @ 8.00
Ophelia, short	4.00
Dbl. White Killarney, med. , 15.00 @ 20.00	
Dbl. White Killarney, select , 10.00 @ 12.00	
Dbl. White Killarney, short .. 4.00 @ 8.00	
Sunburst, special	18.00
Sunburst, medium	12.00 @ 15.00
Sunburst, select	8.00 @ 10.00
Sunburst, short	4.00 @ 6.00

Extra special roses billed accordingly.

E. C. AMLING CO.

Headquarters for Greens

The Largest, Best Equipped and Most Centrally Located Wholesale Cut Flower House in Chicago

GIGANTEUMS

useful in Decorations and Work

Gladioli are Being Cut

PRICE LIST

CORSAGE ROSES Per 100
Cecile Brunner..... \$2.00

CARNATIONS Per 100
Large and Fancy..... \$3.00
Average Grade..... 2.00
Laddie..... 6.00

SWEET PEAS Per 100
Spencer..... \$1.00 @ \$2.00

PEONIES Per 100
Select..... \$4.00 @ \$ 6.00
Fancy..... 8.00 @ 10.00

MISCELLANEOUS
Giganteum Lilies... per doz., \$ 1.50 @ \$ 2.00
 per 100, 10.00 @ 15.00

Per 100
Pond Lilies, colored..... \$10.00 @ \$12.00
Bachelor's Buttons, double.. 1.00 @ 1.50
Valley..... 10.00 @ 12.00
Daisies, white..... 2.00
Gladioli..... 8.00 @ 10.00
Delphinium Belladonna.... 6.00

GREENS
Ferns, new..... per 100, 25c; per 1000, \$2.00
Plumosus..... per bunch, \$0.50 @ .75
Sprengeri..... per bunch, .50
Adiantum, fancy long..per 100, 2.00
Smilax..... per doz., 4.00
Galax..... per 100, \$0.25; per 1000, 2.00

Prices Subject to Market Changes.
 Store Open from 7:30 A. M. to 5 P. M.
 Saturday to 8 P. M. Closed on Sunday

Colored Pond Lilies

The only supply in this market;
 \$10.00 and \$12.00 per 100.

Peonies

Use Amling's Peonies, the flowers
 that make the biggest show for the
 money. All colors, the best grade.

Bachelor's Buttons

We offer our annual crop of
 double flowers, in many colors.

Carnations

Our Carnations are selling briskly
 because they are well grown—with-
 out a superior and with few equals.

169-175 N. Wabash Ave.

Long Distance Telephone

Central 1978
 1977
 1975

CHICAGO, ILL.

GEO. C. WEILAND, President
 EDWARD MEURET, Vice-President
 RUDOLPH ELLSWORTH, Secretary
 CHARLES McCAULEY, Treasurer

Our Customers Want—and

The Chicago Flower Growers Association

WHOLESALE GROWERS / CUT FLOWERS AND PLANTS

182 N. Wabash Avenue

Chicago

L. D. Phone Randolph 631

NOTE:

At our closing hour, 5 P. M., it is 4 P. M. in places that are not saving daylight. ORDER EARLY.

Roses

Very Choice Special and Extra Special Russell and Milady

Lilies

Very Fine Giganteums from Chicago's Most Successful Grower

Gladioli

Very Fancy Flowers for Those Who Call for the Best

Roses

The Rose is one of the most dependable flowers for shipping in warm weather and we have arranged for a large supply of specially grown Roses for summer cutting. Crops now ready. Place a standing order and be assured of your daily supply.

Lilies

These are the flowers which make the most show for the money. We have fine stock in quantity. Can fill all orders. You can have them shipped in bud for stock, or open for immediate use. Better have some always in your icebox.

Gladioli

A large supply of the best varieties and popular colors. Show your trade this fine stock now, and you will lay the foundation for an all-summer demand. Our supply will last till frost cuts the fields.

Get—the Best There Is

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 N. Wabash Avenue

Chicago

L. D. Phone Randolph 631

CURRENT PRICE LIST

NOTICE Retailers who want the Longest and Finest Mrs. Russell Roses to be found in America this month, order our Extra Special grade and give a day's notice if possible.

	Per 100
Premier	Extra Special... \$25.00 Special..... \$15.00 to 20.00 Long 10.00 to 12.00 Medium..... 8.00 Short..... 6.00
Russell	Special..... \$25.00 Long \$15.00 to 20.00 Medium..... 10.00 to 12.00 Short..... 6.00 to 8.00
Dunlop	Special..... \$25.00 Long \$15.00 to 20.00 Medium..... 10.00 to 12.00 Short 6.00 to 8.00
Milady	Special \$20.00 Long \$15.00 to 18.00 Medium..... 10.00 to 12.00 Short..... 4.00 to 6.00
Columbia	Extra Special.. \$20.00 Special..... \$15.00 to 18.00 Long 10.00 to 12.00 Medium..... 6.00 to 8.00 Short..... 4.00

	Per 100
Ophelia	Special..... \$15.00 Long \$10.00 to 12.00 Medium..... 6.00 to 8.00 Short..... 4.00
Sunburst	Special..... \$15.00 Long \$10.00 to 12.00 Medium..... 6.00 to 8.00 Short..... 4.00
White	Special..... \$15.00 Long \$10.00 to 12.00 Medium..... 8.00 Short 6.00
Mrs. Ward	Medium \$8.00 to \$10.00 Short 4.00 to 6.00
Brunner	Corsage Buds... \$2.00 to \$3.00

Miscellaneous Flowers

	Per 100
Carnations	Good stock \$ 2.00 Fancy stock 3.00
Valley \$10.00 to 12.00
Daisies, white or yellow 1.00 to 2.00
Gladioli 8.00 to 10.00
" extra fine 12.00 to 15.00
Candytuft, colored, per bunch 35c
Larkspur, per bunch 75c to \$1.50
Feverfew, per bunch 25c
Giganteum Lilies, per 100 \$10.00 to \$12.00
Cornflower, blue, per 100 1.50 to 2.00

Decorative Greens

Ferns, new \$3.00 per 1000	Sprengerl 35c to 50c bunch
Adiantum \$2.00 per 100	Smilax \$6.00 doz.
Plumosus 50c bunch	Galax \$2.00 per 1000

Prices Subject to Change Without Notice

NO ORDER TOO LARGE FOR US TO FILL

Excellent Summer Roses

In Large Supply

Fine Quality in All Leading Varieties

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Killarney,
Richmond, besides Nesbit and Brunner, the Miniature Roses

CARNATIONS—Red, White, Deep Pink and Light Pink.

**Easter Lilies, Peonies Snapdragons, Sweet Peas, Daisies,
Valley, Larkspur, Gladioli, Calendula, Gypsophila**

and all other seasonable Cut Flowers, including Greens of all kinds.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House

J. A. BUDLONG CO.

WHOLESALE CUT FLOWERS AND GREENS

Roses, Valley and Carnations our Specialties

**184-186 North Wabash Ave.
CHICAGO**

WE ARE CLOSED ALL DAY SUNDAY

SHIPPING ORDERS GIVEN CAREFUL ATTENTION

**QUALITY
SPEAKS
LOUDER
THAN
PRICES**

**PRICES
AS
LOW
AS
OTHERS**

We are in constant touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

The half-day business July 5 did something to relieve conditions, as the receipts were small, there being no express service. The roses now in market principally are pink. Russell, still esteemed by many as the best summer rose, has surrendered first place, for quantity at least, to Premier, with Columbia also making a strong showing. The Killarneys have about disappeared, for white is scarce.

The supply of Easter lilies grew as the end of June approached and the first days of July found the market badly overloaded. Except for weddings, which decrease in number with the passing of June, lilies have little use outside of funeral work and the call was not enough to clear the market even by cutting prices. Since this crop came on lily growers have not been getting their money back, let alone a profit on forcing the bulbs. At Easter it was said the bulbs produced an unexpected number of flowers, but this has not been true of late. It is reported that some of the growers have been marketing an average of one and one-half flowers for each bulb planted. As 7 to 9 bulbs bought in quantity cost the growers about 18 cents

TOTTER

Wholesale
Cut Flowers
and Supplies

30 E. Randolph St.
CHICAGO
Telephone Central 6284

Mention The Review when you write

apiece, it is apparent that the flowers must bring 12 cents if the grower is to get his money back, say nothing of a profit. Within the last week lilies have been jobbed for as little as 6 cents, from which it is easy to see the grower won't store much coal with the profits on his summer lilies. At Easter it was proved that surplus lilies can be held in cold storage for weeks—some of the Easter

crop was sold at Memorial day—and it seems to afford the only recourse at present, if loss is to be avoided. But lilies must be used steadily if the supply of bulbs is to be consumed before the new crop arrives.

Carnations have not been in large supply, but still have exceeded the demand. Gladioli from outdoors are treading on the heels of the indoor crop. Valley has

“Randall’s for Roses” is as true in summer as in winter

We have a large supply of Roses grown specially for July and August cutting. These crops will enable YOU to do a profitable Rose business all summer.

Russell Premier Columbia Hoosier Beauty
Sunburst Ophelia Milady White Killarney

FRANK W. DUNLOP, the Newest Rose

We have a daily supply of this popular novelty. Try it. You and your trade will like it. We can fill advance or standing orders.

Giganteum Lilies, \$1.50 and \$2.00 per dozen
\$10.00 and \$12.00 per 100

We have a large supply of the very finest quality, cut in various stages of development. During warm weather we ship in whitening bud stage unless open Lilies are ordered.

Choice Peonies

We offer a very large supply of the best quality—the big showy flowers for baskets and decorations. **\$6.00 and \$8.00 per 100.**

Cornflower

Double Bachelor’s Buttons in several colors, a popular novelty.
\$2.00 and \$3.00 per 100

Fancy Valley

A steady supply of the best quality. You can, of Randall’s, get all you need.
\$12.00 per 100

Carnations

Push them—our supply still is large and prices quite reasonable, offering a fine chance for profit.

Gladioli

A steady supply of the most popular varieties, fine quality, greenhouse grown. **\$1.50 and \$2.00 per doz.**

Delphinium in Four Colors

These Larkspurs are among the best sellers in Retail Stores which do high-class Basket and Table Work.
50c to \$1.50 per bunch

And a full supply of all other flowers in season. Order all you need. In ordering of Randall you have the assurance that you have back of you the largest supply of cut flowers in America.

A. L. Randall Co.

180 N.
Wabash Ave.

CHICAGO

L. D. Phone
Central 7720

WIETOR BROS.

30 East Randolph Street

Phone Randolph 2081

CHICAGO, ILLINOIS

CURRENT PRICE LIST

Subject to change without notice

Premier	Per 100
Special.....	\$16.00
Select	12.00
Medium.....	8.00
Short.....	5.00

Russell	
Special.....	16.00
Select	12.00
Medium.....	8.00
Short.....	5.00

Columbia	Per 100
Special.....	\$16.00
Select	12.00
Medium.....	8.00
Short.....	5.00

Ophelia	
Select	\$8.00 to 12.00
Medium.....	6.00 to 10.00
Short	4.00 to 8.00

Sunburst	Per 100
Select	\$8.00 to \$12.00
Medium	6.00 to 8.00
Short	4.00 to 6.00

Carnations	
Good and Fancy,	\$2.00 to \$3.00
Ferns, per 1000.....	\$4.00
Galax, per 1000.....	2.00
Sprengeri, per bunch..	\$.50 - .75

ROSES, our selection, good stock, \$5.00 per 100

been scarce, with so few cattleyas available that the retailers have almost ceased to figure on them.

There have been moderate shipments of candidum lilies from Michigan growers, but they have sold slowly at from 75 cents to \$1 per bunch. The arrivals are not so numerous as they were a few years ago.

Peonies have been selling notably well, when the general state of the market is considered. There will be peonies throughout July.

After the Fourth, which was observed on the fifth, business picked up. Nobody in the retail line had much stock and everybody had to buy, with the result that business was brisk. There is general confidence that July will be even better than last year, which was the busiest summer month yet recorded, although it will, of course, be largely influenced by the weather—good when it is cool, poor when it is hot.

The Weather in June.

June was a month unusually favorable for the production of flowers. It is possible for the sun to shine on Chicago 455 hours and six minutes during June. It actually shone 342 hours and twelve minutes, or seventy-five per cent of the possible duration. The normal for June is seventy per cent. The precipitation was almost four inches, about a quarter of an inch more than normal. There were sixteen wholly clear days and the mean temperature was 64 degrees, 2.8 degrees above normal. There were abnormal heat waves from June 7 to 16 and from June 26 to the end of the month.

The Elks Are Here.

It is said there are 200,000 Elks in Chicago this week and, however accurate that figure may be, they let their presence be known. The most spectacular delegation is that from Philadelphia, and at the head of it is a well known florist, Charles H. Grakelow. The Tribune printed his portrait July 6 with this comment:

"Charles Grakelow is his name. Everybody calls him Charlie, the bird with the pep. He led the polychromatic army of Philadelphians, which arrived on



You can have in your store, like these,

ROSES

All varieties—All lengths—
Best quality

We also offer Gladioli, Lilies, Larkspur, Yellow Daisies and all other stock in season in large supply for you.

New Ferns and other Greens

A. T. Pyfer & Company

Our Motto: "Nothing is too much trouble to please a customer."

164 NORTH WABASH AVENUE

CHICAGO, ILLINOIS

Mention The Review when you write.



COLOR

CATCHES the eye, attracts and compels attention. It gives advertising that most necessary quality—*GLANCE VALUE*.

GLANCE VALUE—It's a mighty important part in advertising. Experts tell us it represents 95% of the result-getting power of an ad. Without it 900 out of 1,000 pieces of mail are wasted.

In our new series of De Luxe Folders for next season, we have worked for *GLANCE VALUE* from the making of the illustration to the printing. The illustrators who made the designs (Will Foster, Henry Hutt, Irwin Myers) are artists of national reputation—the best we could get. Their designs have been reproduced thru harmonious *COLOR* blending of 5 and 6 printings.

The factor of *GLANCE VALUE* in our De Luxe series compels attention and encourages one to *READ*. That's paramount, for after you get attention a real flower selling idea in each folder does the rest—secures results.

*Exclusive rights to the series open to
one florist in a city. Write today.*

HILMER V. SWENSON & COMPANY
Advertising

"Been advertising flowers for over 10 years"

CHICAGO



New Address
225 N. MICHIGAN AVE.
Near Chicago Flower Market

The Swenson Press

Announcement

The Florists' Publicity Service Bureau of the S. A. F. & O. H.

Announces a complete line of advertising matter for the retail florist. The line will include the following:

SERIES OF COLORED FOLDERS
SERIES OF MONTHLY BLOTTERS
MOVIE FILMS—A BRAND NEW IDEA
A REAL FILM 60 FEET LONG
MINIATURE ELECTRIC FLASHING SIGN
OF SLOGAN—FOR WINDOW DISPLAY
SLOGAN BILLBOARD
SLOGAN ELECTROTYPES & STICKERS
WINDOW TRANSFER SIGNS

Samples Ready About July 15th

Make use of this material. The Florists' Publicity Service Bureau was established for you — to help you tie up with The National Publicity Campaign. All the material listed above is contracted for in large quantity which means the best possible quality at prices anyone can afford. Bear in mind too that a certain percentage on all material sold, goes to The National Publicity Fund. So you not only help yourself but The National Campaign likewise.

Boost Your Business This Season—ADVERTISE

FLORISTS' PUBLICITY SERVICE BUREAU

OF THE S. A. F. & O. H.

Directed by HILMER V. SWENSON

(New Address) 225 N. MICHIGAN AVE., CHICAGO

ROSES

RUSSELL, SUNBURST, OPHELIA, KILLARNEY and WHITE KILLARNEY

Not only PLENTIFUL, but of QUALITY; also a fine grade of CARNATIONS

Buy Direct From the Grower

Current Price List

Subject to change without notice

MRS. CHAS. RUSSELL and PREMIER		Per 100
Specials	\$20.00 to \$25.00	
Select	15.00 to 18.00	
Medium	10.00 to 12.00	
Short	5.00 to 8.00	
OPHELIA, MILADY and SUNBURST		Per 100
Specials	\$15.00	
Select	\$10.00 to 12.00	
Medium	6.00 to 8.00	
Short	4.00 to 5.00	

COLUMBIA		Per 100
Specials	\$15.00 to \$18.00	
Select	10.00 to 12.00	
Medium	6.00 to 8.00	
Short	4.00 to 5.00	
Killarney		Per 100
White Killarney ...	Specials.....	\$15.00
Killarney Brilliant	Select.....	\$10.00 to 12.00
Champ Weiland ...	Medium.....	6.00 to 8.00
	Short.....	4.00 to 5.00
ROSES, OUR SELECTION		4.00

CARNATIONS—		Per 100
All Colors	\$2.00 to \$3.00	
Sweet Peas.....	1.00 to 2.00	

Adiantum , per 100	\$2.00
Asparagus , per bunch	\$0.50 to .75
Ferns , per 1000.....	3.00
Galax , bronze and green, per 1000.....	2.00

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

PETER REINBERG

WHOLESALE GROWER OF CUT FLOWERS

30 E. Randolph St.,

PHONES:
Central 2846 and 601

CHICAGO, ILL.

SUMMER ROSES

and all other Seasonable Flowers for particular buyers.

JOSEPH FOERSTER CO.

Wholesale Dealers in Cut Flowers

160 North Wabash Ave.

CHICAGO

two special trains yesterday. There was the mounted guard, which will perform on Chicago police horses; the drill squad, the overseas squad, the band, the regular guys, the Elkesses, and the 100 proof. Their avowed purpose is to show the world that there's nothing languid about Quakers. 'If we're as slow as the rest of the country seems to think we are, then God help them when we wake up,' said Charlie."

Many Chicago florists are members of the order and are giving special atten-

tion to entertaining visiting members of the trade.

Various Notes.

July 1 the express company put into use the new system of receipting for shipments, doing away with the books previously used and substituting a blank in triplicate. The shipper keeps one copy and two are used in the express system, but the shipper makes out all three, with much greater care than was required under the old method. The

shippers do not like the new system because of the increased work involved.

O. W. Frese says that if retailers will look to the ventilation of their ice-boxes they will find, in many cases, the cause of sleepy carnations. When a box is properly cooled, the closing of flowers usually is due to suffocation, not age, according to his observation, and the hint may be worth a good deal of money to someone.

C. L. Washburn was delighted with the reception accorded the first two cars

Use **EASTER LILIES** In Your
Our **Work**

We have a large supply of fine quality

ROSES OF GOOD **PEONIES** All through
QUALITY July

and all other stock in season

You will find this a good source of supply.

ZECH & MANN
Wholesale Cut Flowers

30 East Randolph Street

CHICAGO, ILLINOIS

of kentias shipped east from Bassett & Washburn's California establishment. He said he received exactly the same form of approval on each car, one from Riverton, N. J., the other from Morton Grove, Ill. In each case it was a check discounting the bill and an order to ship another car as soon as possible. Bassett & Washburn do not intend at present to sell in other than carload lots, leaving distribution to the jobbers.

W. A. Hansen, assistant to C. J. Michelsen, of the E. C. Amling Co., and Miss Pedersen, head bookkeeper for the Joseph Foerster Co., were quietly married July 3 and are away on their honeymoon. They have many friends who will offer congratulations on their return.

John Poehlmann leaves July 9 to spend a fortnight with friends at Nantucket. It will be his first vacation on the Atlantic seaboard.

A runaway automobile July 3 attempted to enter the stores of the Chicago Flower Growers' Association and J. A. Budlong Co., by way of the rear windows, but was diverted by the curb. It was a narrow escape and the wreck created considerable diversion on an otherwise lifeless afternoon.

Trade visitors at Ravinia park approve Fritz Bahr's plantings there, mostly petunias, geraniums and cannas, noting with special interest a bed of tuberous-rooted begonias in a shady spot near the main entrance.

A. J. Zech thinks it a great misfortune that the price of lilies has not been maintained. He believes price cutting now will result in driving many growers out of lily forcing, to the disadvantage of all branches of the trade.

Eric Johnson is well pleased with the Dunlop rose. Not only does it appeal to his personal tastes, but, better yet, the buyers take to it so well that the limited daily receipts are cleaned up on sight.

Many of the wholesalers and retailers decorated for the Fourth and for the Elks, but none hung out so much bunt-

BUYERS

"ROSES
ALL
SUMMER"

OUR "Market Letters" reveal to the RETAIL DEALER the true market conditions of Cut Flowers with the price quotations "right up to the minute."

The best service from Chicago for the "out-of-town buyer."

KENNICOTT BROS. CO.

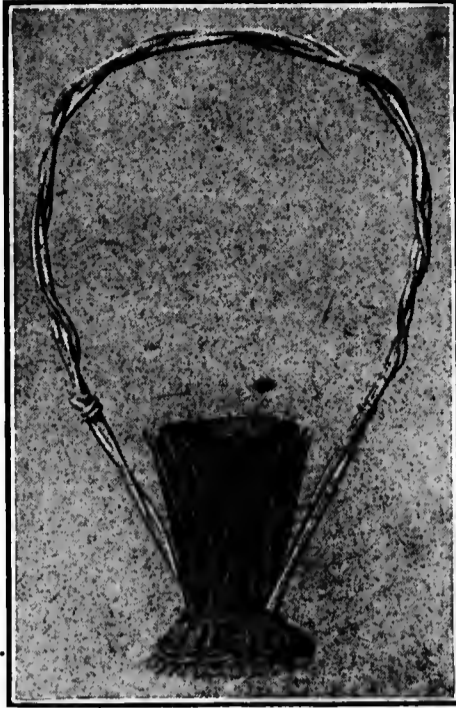
"Under Growers' Supervision"

CHICAGO'S

Largest Exclusive Wholesale Commission House

H. B. KENNICOTT, Pres.
J. E. POLLWORTH, Sec'y & Mgr.





Send for an Assortment of "McCallum" Baskets

Right NOW you can use a nice assortment of baskets with Gladiolus, Phlox and Larkspur in season—such flowers really require a suitable basket to set them off to the best advantage.

Let us send you an assortment of \$50.00 worth, or say a \$25.00 assortment—we even have assortments at \$15.00. Pick your choice of an assortment and send for it today. It is fully understood that you must be absolutely satisfied after you get the baskets before the sale is closed.

No. 450 The basket illustrated on the left has a body depth of 7 inches; opening width of 5 inches and entire height 19 inches. Painted two-tone. Price, each, \$1.00; per dozen, \$11.00.

The McCallum Company

DETROIT BRANCH . . . 34 W. Elizabeth Street
CLEVELAND BRANCH 421 High Avenue
CINCINNATI BRANCH . . . 112 E. Third Street
SAN JUAN, P. R., BRANCH . . 15 Luna Street

MAIN OFFICE AND
F A C T O R I E S
PITTSBURGH, PA.

Roses, Lilies, "Glads"

Larkspur, Coreopsis, Gaillardia, Daisies

AND ALL OTHER FLOWERS IN SEASON

Our Prices Never Are Higher than Others Ask for an Equally Good Grade of Stock.

ERNE & COMPANY

30 E. Randolph St.

WHOLESALE FLORISTS
L. D. Phone Randolph 6578

CHICAGO

JOHN KRUCHTEN

HENRY KRUCHTEN

JOHN KRUCHTEN CO.

(NOT INCORPORATED)

Wholesale Florists

**30 East Randolph Street,
L. D. PHONE, CENTRAL 8016-8017-8018**

CHICAGO, ILL.

ing as "The Corner House," where P. C. Schupp has exceptional opportunity for display.

A. T. Pyfer has resumed daily attend-

ance at the store, after a short vacation mainly spent driving a new car.

George H. Pieser is at the head of a staff of four men employed by Johnson

& Chronis in garden work, including planting and spraying. It was a busy spring as long as planting lasted, but then there was a lull until close to July

PINEHURST FLORAL CO.

Successors to Geo. M. Kellogg Floral Co.

1121 Grand Ave.

Wholesale Florists

Kansas City, Mo.

CURRENT PRICE LIST

Roses	
Russell.....	Per 100, \$6.00 to \$25.00
Columbia.....	Per 100, 5.00 to 20.00
Ophelia.....	Per 100, 4.00 to 15.00
Killarney.....	Per 100, 4.00 to 15.00
Sunburst.....	Per 100, 4.00 to 15.00
Richmond.....	Per 100, 4.00 to 15.00
Kaiserin.....	Per 100, 4.00 to 15.00
Hardy Peas.....	Per bunch, .35 to .50
Gypsophila.....	Per bunch, .50 to 1.00

Miscellaneous	
DAISIES.....	Per 100, \$ 1.00 to \$ 1.50
GLADIOLI.....	Per 100, 12.00
LARKSPUR.....	Per bunch, 1.00
Cornflower.....	Per 100, 1.00 to 1.50
Delphinium.....	Per bunch, .75 to 1.25
Adiantum.....	Per 100, 2.00
Sprengerl. Plumosus.....	Per bunch, .50
Candytuft.....	Per bunch, .50
Ferns.....	Per 1000, 8.00

Home Phone Main 2765
Bell Phone Grand 2765

Store closed all day Sunday. Open weekdays until 5:00 p. m.
Sunday shipping orders accepted at Greenhouses:
Pleasant Hill, Mo., Phone 18

OVER 500,000 FEET OF GLASS

1, the call for the use of insecticides being later than usual in starting. Mr. Johnson thinks an outdoor staff is highly desirable for any retail florist located in a residence district.

A. C. Kohlbrand says that the season for indoor sweet peas demonstrated the retailers' preference for Columbia above all other varieties. Yarrowa, he adds, a favorite with the sweet pea growers, has failed to win equal approbation in flower stores.

Charles Erne always takes a half holiday on his birthday—because it is July 4. He was born in 1876.

Eugene Frank Kurowski, president of the John C. Moninger Co., celebrated his sixty-second birthday anniversary July 5, while on a fishing trip in northern Michigan.

W. W. Barnard left July 3 on a vacation trip to various eastern points, going by boat to Cleveland and thence by automobile. He will be gone a little over a month and will return by way of Cleveland to take in the S. A. F. convention. This departure a day before his sixty-fourth birthday made it necessary for his friends to do their congratulating early. R. B. Howe made the lake trip with Mr. Barnard, returning by rail.

The Central Refrigerator & Equipment Co., of which Frank J. Rieaux is manager, is in process of dissolution.

Raymond Ziska, of Ziska & Sons, this year celebrated the Fourth and his birthday together. He was born in Chicago, July 5, 1897.

W. J. Smyth has taken his son-in-law into the store, with the intention of making a full-fledged florist out of an accomplished salesman.

Visitors.

Gilbert MacLean, of MacLean Bros., Madison, Wis., was here last week on an errand connected with the heating of two new vegetable houses, each 33x150. They have had a Superior boiler built to order.

KANSAS CITY, MO.

The Market.

June was a remarkable month for business with all the florists. There were more weddings than usual. One theory advanced is that many weddings postponed on account of the war have taken place. Entertainments of various sorts have been on a more lavish scale than for some time and funeral work has been heavy. Stock is at low ebb.

Cut Flowers Florists' Supplies

Everything New

We can furnish the goods at the right prices. Plenty of room now to carry a larger selection of everything for Florists' use.

July and August we close at 5 p. m. Not open on Sunday.

T. J. NOLL FLORAL CO.

1117-1119 McGee St.

KANSAS CITY, MO.

Special Notice

From June 15th to Sept. 15th our store will close at 5 o'clock on week days, 12 o'clock Saturday, all day Sunday. Get your orders in early and be sure you have our latest price list of supplies.

Geo. H. Angermueller Co.
Wholesale Florists
1324 Pine St., St. Louis, Mo.

Mention The Review when you write.

CHOICE VALLEY

— Per 100, \$8.00 —

Leave your order with us for regular shipments

C. A. KUEHN WHOLESALE FLORIST
1312 Pine St., St. Louis, Mo.

Roses are scarce and not good. Home-grown carnations are done for the season, although good ones are being shipped in. There is not much to depend upon except garden flowers. These are of exceptional quality.

Various Notes.

The Pinehurst Floral Co. cleans up every day. Business was better than was anticipated for the last part of June and beginning of July.

The W. L. Rock Flower Co., through July and August, is opening at 8 a. m. and closing at 5:30 p. m. each day ex-

H. KUSIK & CO.

Largest Shippers of
Fresh Cut Flowers
at Kansas City.

Florists' Supplies
Manufacturers of Wire Designs

1018 McGee Street

KANSAS CITY, MO.

Cut Flowers

OUR SPECIALTY

H. G. BERNING

1402-4 Pine St., ST. LOUIS, MO.

WM. C. SMITH Wholesale Floral Co.

WHOLESALE FLORISTS

1316 PINE ST. (Both L. D. Phones) ST. LOUIS

Supplies and Everything in Season Always on Hand

cept Saturday, when it opens at 8 a. m. and closes at 7 p. m. It had a half-holi-

HOT WEATHER FLOWERS

EASTER LILIES

Shipped in bud.

GLADIOLI

They do not spoil in shipping

GYPSOPHILAS

Double, can be dried.

DELPHINIUM

All colors.

ROSES

Russell - Premier - Columbia - Ophelia

CARNATIONS

Regular orders come first. Best stock to be had anywhere; limited quantity.

FERNS, ASPARAGUS, STRAWFLOWERS, STATICE

BIG STOCK OF FLORISTS' SUPPLIES

Kansas City Wholesale Cut Flower Co.

L. R. BOHANNON — at your service.

1108-10 Grand Ave.

KANSAS CITY, MO.

GOLD LETTERS—SPECIAL PRICES



No. 1

In Gold and Purple, per 1000, \$5.50



No. 4

In Gold Only, per 1000, \$5.00



No. 6

In Gold Only, per 1000, \$4.50

Letters packed 25 to each package. Numerals in same colors and price.

The kind that will stick, STICK and STICK, and won't come off.

B. E. and J. T. COKELY,

201 N. 7th Ave., SCRANTON, PA.

Established 25 years

Manufacturers and Importers of Florists' Supplies

ABOVE PRICES ARE POSTPAID

PAPER SCRIPT LETTERS

Can be had in the following inscriptions in Gold and Purple

Father	Rest	Darling
Mother	Our	Dear
Brother	My	Too Soon
Sister	Asleep	Grandpa
Husband	Baby	Grandma
Wife	Sleeping	Friend
Mamma	Cousin	Aunt
Comrade	Peace	Uncle
Nephew	Niece	Papa
At Rest	Daughter	Son

Ten Words to Each Package Per 100 words.....\$3.50

Always state what color is wanted, otherwise gold will be sent.

day July 5 and always closes Sunday. Instead of the half-holiday Saturday, each employee is given one half-day through the week in rotation, choosing the day he wishes.

Samuel Murray has cards printed and is mailing them to customers, announcing that his store will open at 8 a. m. and close at 5 p. m. daily and at 1 p. m. Saturdays through July and August. He closes his store every Sunday and July 5 it was closed all day. Mr. Murray believes that a half-holiday Saturday through the summer months is a good thing for himself and his force and that it will not result in any loss of business. He is the only florist who is following this plan.

C. J. Tucker, general manager of Loneview Farm, announces the arrival

of a new boy at his home, Robert Long Tucker.

Henry Kusik & Co. had a run of business last week that was difficult to keep up with, as stock was running short.

Miss J. E. Murray has had a heavy month on funeral work, especially the last week. She had the decoration of the new book shop of Doubleday, Page & Co., which was recently opened. For the first three days there were plants and baskets on tables and bookcases and ferns set about the room.

Mrs. E. H. Hedges spent several days with friends in St. Joseph, Mo., taking advantage of the double holiday.

Nelson Jarrett rented his fifty cherry trees this year at from \$5 to \$10 per tree. Following his usual plan, he charged according to the size of the

tree or the amount of fruit and permitted the customer to pick the cherries. Mr. Jarrett says the birds got away with a good deal of the crop, cleaning one whole tree. Mr. Jarrett has about finished potting ferns and is now potting begonias. He has between 1,200 and 1,500 strawflowers, three varieties, just beginning to bloom. With all his work and three men short on his force, he has managed to paint one of his houses and make a few repairs about the place.

The Chandler Landscape & Floral Co., 4700 Millcreek boulevard, was recently incorporated, succeeding the Elmhurst Landscape Co. Marshall E. Chandler is president and Clarence A. Chandler is vice-president and secretary. The company is erecting some new houses and

now has the ground work and boiler room completed and part of the material on the ground. The force of the American Greenhouse Mfg. Co., now working on the new Longview Farm greenhouse, will, when that is completed, work on the Chandler house.

Miss Carrie Etzold will go to St. Louis shortly for three or four weeks on business for the Nelson Jarrett greenhouses.

L. R. Bohannon, manager of the Kansas City Wholesale Cut Flower Co., returned Thursday, July 1, from Chicago, where he had been since June 27.

James H. Hayes and Mrs. Lord, of Topeka, Kan., were recent visitors in the city.

W. L. Rock has erected a large sign-board, the same as that used in the national publicity campaign, on the Blue Springs road out of Independence, Mo. On the board in large letters are the words, "Say It with Flowers." On top of the board is a small sign with "This road leads to Rock's Flower Garden."

The T. J. Noll Floral Co. is receiving shipments of supplies right along and is rapidly getting its new store into good shape.

Through the months of July and August a fresh air camp will be maintained at Longview Farm. Twenty-five families, regardless of the size of each family, will be cared for each two weeks. Everything in the way of living will be supplied free, including fresh milk and butter and eggs from the farm. These outings are given on the farm each year and are the only opportunity for fresh air and vacation that the mothers and children who are cared for have.

The wedding of Miss Wally Bauer and John Klaus, June 26, was one of the most beautiful affairs ever seen here. The natural setting of Graceland Farm formed a picturesque background, the approach to the home where the ceremony took place being a mass of Dorothy Perkins roses. Numerous and handsome presents were given Mr. and Mrs. Klaus, one being a complete chest of flat ware from Mr. and Mrs. Phil R. Toll, owners of Graceland Farm. Mr. Klaus has been in charge of the greenhouses on this estate for a number of years.

J. E. K.

PHILADELPHIA.

The Market.

Great events cast their shadows before. The only florists' holiday of the year, the glorious Fourth, had a decided effect on the market the preceding week. While by no means a tightly closed Fourth, the holiday was more generally observed than it has been before. The effect of this general determination to have a little fun was seen in the buying. It was quite good early in the week, became poor Thursday and Friday, then closed with a little rush to cover orders in the half-holiday that preceded the two days' holiday of the week.

The supply has upset predictions. There are more roses and lilies than were expected. The result has been a marked reduction in the price of roses. They are twenty-five per cent lower than a week ago, while the hoped-for advance in the price of lilies has not come. An instance of the difficulty of correctly judging the market is shown in valley. A week ago the supply was so light and so erratic that taking orders was hazardous. Today there is

During the Summer

months, there is one item of cut flowers that stands above all the rest in quality, quantity and value—and that item is

Easter Lilies

They are not affected by the heat, and you can carry them in stock for a week without trouble.

Suggest EASTER LILIES to your customers. There is nothing on the market which offers you greater opportunities for profit and satisfaction.

We can also furnish

Rubrum Lilies

You will be agreeably surprised to find how reasonable our prices are.

If you need

Carnation Plants

Look for our Classified advertisement in this paper.

Business Hours 7 A. M. to 4 P. M.

THE LEO NIESSEN CO.

Wholesale Florists

Branches:
BALTIMORE
WASHINGTON

1201-3-5 Race St.
PHILADELPHIA

BERGER BROTHERS

PREMIER, COLUMBIA, and other Good Roses

CARNATIONS DELPHINIUMS

LILIES VALLEY EASTER LILIES

All Seasonable Cut Flowers

1609 Sansom Street

PHILADELPHIA

Roses
Cornflower
Centaurea
Gladioli

CHARLES E. MEEHAN

5 South Mole Street,
PHILADELPHIA, PA.

PLUMOSUS
Strings and Bunches
ADIANTUM
and Greens
of all kinds

far more than the market is at all likely to absorb at fair prices.

The Dismantling of Greenhouses.

Everybody is interested in the changes now rapidly going forward on

the Robert Craig Co. place at Forty-ninth and Market streets. The place is so well known that nearly all of us can see the long shed and the rows and rows of greenhouses filled with fine plants just by shutting our eyes and



GLADIOLI



With us, we have one or two growers who are Gladiolus Specialists, and wonderful stock they are sending in—the newer and better kinds.

\$10.00, \$12.00, \$15.00 per 100

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

BUSINESS HOURS: 7 a. m. to 4 p. m. and Saturdays 1 p. m.

S. S. PENNOCK COMPANY

1608-20 Ludlow St., PHILADELPHIA, PA.

NEW YORK
17 West 28th Street.

BALTIMORE
Franklin and St. Paul Sts.

WASHINGTON
1218 H Street, N. W.

Good Gladioli Good Roses

and all Seasonable Flowers

Philadelphia Cut Flower Co.

GEORGE AEUGLE, Prop.

1517 Sansom Street, PHILADELPHIA, PA.

EDWARD REID

OFFERS FOR JULY

Columbia, Premier, Victory (Kaiserin) and Ophelia Roses, White Carnations, Lilies and Gladioli, and all Seasonable Flowers

Remember—When They're Reid's They're Right

1619-21 Ranstead St., PHILADELPHIA, PA.

All Seasonable Cut Flowers

WM. J. BAKER

Wholesale Florist

12 South Mole Street, Philadelphia, Pa.

Sweet Peas

ROSES, CARNATIONS and other stock of the finest quality.

JERRY BROOKINS & SON

Orchard Park, N. Y.

Valley, Roses, Carnations, Outdoor Sweet Peas—pink, white and lavender.

Feverfew and all Greens

We want your business.

THE PHILADELPHIA WHOLESALE FLORISTS' EXCHANGE

1615 Ranstead Street, PHILADELPHIA

GRAVE MARKERS

Stein's Floral Supply Mfrs. 2223 N. Front St., Philadelphia.

Mention The Review when you write.

Sidney H. Bayersdorfer, July 3, 1920:

"My second trip abroad was much more pleasant than the first. The food and the railroad service were much better. The first trip, coming right after the war, was hard all the way through. This trip I enjoyed.

"Then florists' supplies were so scarce I took everything. This time I could pick and choose. Raw material is more plentiful in Europe now than it was. Turpentine, so useful in basket making, can now be had in place of the substitutes used last year. The finished

**THE HOUSE OF MERIT
FLORISTS' SUPPLIES**

JOS. G. NEIDINGER CO.

1309-11 N. Second Street

PHILADELPHIA, PA.

Mention The Review when you write.

giving play to the imagination. Well, things are different now. The long potting shed is still there and the office and the cheery greetings, but the plants are going fast. Many have gone out in orders, for the spring business was wonderfully active; some have gone to Norwood; a few remain. The greatest change is in the greenhouses themselves. Some have been sold and removed by the purchasers. Some are being removed to Norwood. The fate of some is undecided. It will depend on whether purchasers for them appear in the short time that remains before the business is removed to Norwood.

Over There.

"My Second Trip to Europe," by

product is much better. I took only what I thought was good. Prices were discouragingly high, but, by avoiding the large centers and buying in the small towns, it was possible to keep prices from soaring much above last year's figures. I visited all the retail flower shops in Paris and got some valuable ideas and, for the honor of our country, I managed to give a few in



"Say it with Flowers"

Emphasize it with RIBBONS

QUALITY — ORIGINALITY — SERVICE
RIBBONS and CHIFFONS

LION AND COMPANY, 118-120 East 25th Street, New York



Use this classic jardiniere—

for cut flowers, baskets, potted plants, ferns and general decorative schemes. Made of wood fiber. Waterproofed. Strong and durable. Handsomely decorated in Wedgwood colors. Made in standard flower-pot shapes, 4, 5 and 6-inch sizes. Send for illustrated folder and interesting quotations.

MONO SERVICE CO., Newark, N. J.

return. Two French papers treated me pretty well, announcing that I had arrived in Paris and giving considerable space to my mission.

"I went to Lyons to see the great chiffon factories. It was a surprise to find that the same machines that turn out the expensive grades used in dress goods also turn out our pretty but less costly stock.

"I had queer experiences traveling to the south of France to see the immortelles. The immortelle growers there are banding together, as we do here, for better prices.

"I secured quite a lot of novelties. One of these is natural prepared flowers. That means that natural flowers are made durable by subjecting them to a process that has been patented. I secured the American agency for these flowers.

"Another novelty is the tinsel ribbon. It comes in silver and in gold. It is intended for a smart corsage. I thought so well of it that I brought a case back with me on the steamer to show. Everybody who has seen it likes it.

"Another novelty is the wood flowers—flowers made of wood. They are intended for ornamenting baskets. I gave Martin Reukauf some. He has sold a lot of them already.

"The longshoremen's strike will be

W W

We handle a large line of Florists' Letters. It will pay you to write for our price list.

C. A. KUEHN WHOLESALE FLORIST

1312 Pine Street ST. LOUIS, MO.

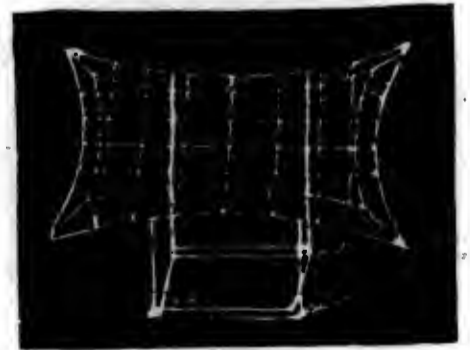
settled on Tuesday; then our goods will come pouring in. There are several steamers that have a large number of cases for us."

Various Notes.

The Henry F. Michell Co. has secured a long lease on the 5-story building at 516 Market street. The lease, which is dated July 1, permits the opening of arches between this building and the company's own building at 518 Market street. This will give the Henry F. Michell Co. a little more than double the present large floor space. The improvements will be commenced at once.

New York Wire Lamp Frame Co.

1132-34 South Wabash Avenue
CHICAGO, ILLINOIS
Phone Harrison 3568



Leading Manufacturers of
FLORISTS' WIRE DESIGNS

And Wire Lamp Shade Frames

OUR BOOSTERS:

Service — Quality — Satisfaction

Mention The Review when you write.

Edward Reid and John L. Ratcliffe, of Richmond, Va., expected to leave on the steamer Imperator from New York July 1.

Martin Gannon ended his engagement as salesman with Alfred M. Campbell July 1.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Large Importations of

Christmas Goods Are Now Arriving

We advise our customers to get in touch with us at once, either by coming here to see the Stock or by writing.

These importations include the following:

Statice - Moss Wreaths - Immortelles
Thistles and Grasses for Making Wreaths
Chiffons and Baskets

Special July Basket Offer

For the month of July we make a Special Offer of unusual value in Baskets. Send for our \$10.00, our \$25.00, our \$50.00 or our \$100.00 assortment. Please state whether these baskets are to be used for cut flowers, for plants, or for both.

H. Bayersdorfer & Co.

1129-1133 Arch St.

PHILADELPHIA, PA.

Branch Factory, 709 First Ave., New York City, Telephone Vanderbilt 4976

Mention The Review when you write.

Users of soft coal are buying hard coal as a safeguard against high prices and uncertain deliveries.

Henry F. Michell is in the Poconos. Morris Shroft will have a new store on Fifty-second street near Baltimore avenue.

Hope you had some fun on the Fourth (fifth). Phil.

ST. LOUIS, MO.

The Market.

Considering the time of the season, the demand at the wholesale markets kept up exceedingly well all last week. Little is coming in now that can be called fancy stock except in gladioli. The trade is buying sparingly these hot

days and cut stock for window display is out of the question at present.

The last few days in June saw much activity in the end of the season for weddings and social work and the retailer is now content with only funeral work.

Roses are arriving in limited quantities and of poor quality. Consigned outdoor stock arrives in poor condition. White roses had the call all the week and not nearly enough came in for the big demand. Premier, Russell and Ophelia are all off color and their blooms are small.

Carnations are arriving in a sleepy condition, which shows plainly that the hot weather has the best of them. Sweet peas are few and of poor quality.

All outdoor stock is in good demand,

especially gladioli. These clean up daily. With the appearance of outdoor gladioli the wholesaler expects a heavy crop from now on and a big drop in prices, which have recently been a little high on gladioli. The end of last week had fancies at \$15 per hundred.

Shasta daisies, cornflowers, larkspurs, calendulas and snapdragons are having their usual good demand.

In green goods new flat ferns are moving well and there is a big demand daily for asparagus and fancy ferns.

Various Notes.

The St. Louis Association of Gardeners will hold an important meeting Sunday, July 11, in Forest park at 9 a. m. President Jensen says that, as the time is drawing near for the conven-

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES



Representatives
M. B. CHAPIN
 410 Fifth Avenue
 New York City

A. DIXON CO.
 826 Blake St.
 Denver, Colorado.

L. S. FINCH
 601 Elm St.
 Dallas, Texas.

Home Office
 and Factory
 4433 Ogden Ave.
CHICAGO
 Telephone
 Lawndale 906

For Violets and Corsages

Size	Per 100
7 x 4 x 4 2-inch Top.....	\$ 5.00
10 x 6 x 5 1/2 2-inch Top.....	6.00
12 x 8 x 5 1/2 2-inch Top.....	7.65
14 x 10 x 8 2-inch Top.....	12.60

For Cut Flowers

18 x 5 x 3 2-inch Top.....	\$ 6.10
20 x 4 x 3 2-inch Top.....	6.05
21 x 5 x 3 2-inch Top.....	7.25
24 x 5 x 3 1/2 2-inch Top.....	7.70
24 x 8 x 4 2-inch Top.....	10.80
28 x 8 x 4 2-inch Top.....	12.10
28 x 8 x 5 2-inch Top.....	13.05
30 x 5 x 3 1/2 2-inch Top.....	9.25
36 x 8 x 5 2-inch Top.....	16.20

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT

CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago. When printing is wanted there will be a charge of \$9.00 per color for printing 500. \$12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size	Telescope	Per 100
16 x 16 x 8	Telescope	\$29.25
20 x 20 x 8	Telescope	38 95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3 1/2	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55
40 x 10 x 6	Telescope ...	44.00

tion of the National Association of Gardeners, the progress of all committees will be reported at this meeting. A number of important discussions will also feature this meeting. A banner attendance is expected.

The officers of the Florists' Club met July 1 at the Mission Inn Garden as guests of President Hummert and arranged for a splendid program for this week's meeting at the home of J. F. Ammann in Edwardsville, Ill. A special car was arranged for to carry the members to and from the meeting.

The Blossom Shop, in the south end, and the Rosery, in the north end, report a big week in wedding and funeral work. Both will start extensive improvements this week. The Blossom Shop recently bought the building which it now occupies and will put in a new front with large display windows.

The members of the Geo. Waldbart Floral Co. have started the reconstruction of the interior of the store; the work is keeping Andrew Hoffmann, Frederick Michel and Messrs. Christ and Blair busy. They report that the month of June was an unusually busy one.

The Bourdet Floral Co. reports that the spring trade was the best it has ever had. All the stock is cleaned out and the force is busy planting young mum stock. L. Jules Bourdet, president of the firm, is planning things so as to be able to take in the S. A. F. convention at Cleveland next month.

The Kalisch Bros. Floral Co., at Clayton, Mo., has commenced cutting outdoor gladioli of fine quality at its Clayton farm, where it has over 100,000 bulbs planted. Many thousands of fine

Climax Manufacturing Co.
 High Grade
FLORISTS' BOXES
 Castorland : : New York

Cut Flower Boxes
 All Sizes
C. C. POLLWORTH CO.,
 Milwaukee, Wis.

"DURO"
 FOLDING FLOWER BOXES
 For Prices Write
Duro Paper Products Co., 729 S. Wabash Ave., Chicago, Ill.

Shasta daisies come from this establishment daily to this city.

There is much talk of a fall flower show in November, to be held in the big banquet hall at the Planters' hotel, and the public invited free of charge. This matter is to be discussed at the Florists' Club meeting July 8.

The McCray Refrigerator Co., Kendallville, Ind., has opened its new display room at 1110 Locust street.

FLORISTS' BOXES
 Made in Dayton, Ohio
 We are not profiteering. Our prices are low but we give you a heavy, high-grade material and good workmanship. Convince yourself by sending us a sample order. We satisfy our customers.

Write for Samples	Mist Gray or Manila Shallow Cover Price per 100	Mist Gray or Manila Full Telescope Price per 100
3 x 20 x 4.....	\$ 8.30	\$ 8.70
3 x 18 x 5.....	8.50	8.90
3 1/2 x 24 x 5.....	8.30	8.20
3 1/2 x 30 x 5.....	8.30	7.30
5 x 24 x 8.....	7.80	10.00
5 x 28 x 8.....	9.70	12.00
5 x 36 x 8.....	11.70	14.20
5 x 38 x 8.....	14.00	16.50
5 x 30 x 10.....	15.00	17.00
6 x 28 x 12.....	15.50	18.30
6 x 35 x 10.....	16.50	18.80
6 x 36 x 12.....	20.50	24.00
8 x 20 x 20.....	21.80	27.50
8 x 24 x 24.....	32.70	37.00
7 x 42 x 12.....	37.50
8 x 48 x 14.....	45.50

GRAY CORSAGE AND VIOLET
 With Shallow Fluted Edge Lid
 5 1/2 x 9 x 6..... \$5.00 6 x 9 x 13..... \$7.70
 6 x 7 x 14..... 7.00 7 x 9 x 9..... 7.70

Printing in black ink, \$2.00 per 1000, or less quantity; printing in colored ink, \$3.00 per 1000, or less quantity, in assorted sizes. All f. o. b. Dayton, Ohio.
 No order printed less than 50 of each size. We allow a discount of 5 per cent when remittance accompanies the order.
 We reserve the privilege of substituting other color.

The Aull Bros. Co., Dayton, O.
 Established 1890

H. & D. Design Boxes
 Are made of light, strong Corrugated Fiberboard and can be furnished with K. D. lock-corner covers, safe and convenient.
 Write for full particulars.
THE HINDE & DAUCH PAPER CO.
 SANDUSKY, OHIO

LINDLEY BOXES

High-grade, heavy, thoroughly moisture-proofed stock.

Moisture-proofed Boxboard is hard to obtain and the railroads cannot deliver promptly. Keep your stock ordered well ahead of your requirements. In ordering always specify whether "S" or "AA" grade is wanted.

STANDARD or "S" GRADE

Well made from standard weight, well moisture-proofed board. Prices reasonable, considering quality and workmanship.



Corner Lock Style

Mist Gray Corsage and Violet Boxes

Made of high grade moisture-proofed stock.

Size	Lid	Per 100
7x 4x4	2-inch	\$ 3.75
8x 5x5	2-inch	4.75
10x 6x5½	2-inch	5.85
12x 8x5½	2-inch	7.20
15x 6x5	2-inch	7.25
15x 8x6½	2-inch	9.50
14x10x8	2-inch	12.90

Mist Gray Square Design

"S" grade, or regular Lindley heavy standard weight, well moisture-proofed. All full telescopes.

Size	Per 100
12x12x8	\$20.00
14x14x8	24.00
16x16x8	28.00
18x18x7	28.50
20x20x6	28.50
20x20x8	37.00
20x20x10	46.50
24x24x8	45.00
24x24x10	59.00
28x28x8	59.50
32x32x8	69.00

White Boxes

Made from genuine patent white plated stock. A beautiful box, but not as nice as our white enameled.

Corsage and Violet

Size	Lid	Per 100
8x4x3½	2-inch	\$ 3.80
15x8x6½	2-inch	9.90

For Cut Flowers

Size	Lid	Per 100
18x5x8	8-inch	\$ 5.90
21x5x8	8-inch	6.60
24x5x8½	8½-inch	8.70
30x5x8½	8½-inch	10.40
36x5x8½	8½-inch	13.50
24x8x4	4-inch	13.00
28x8x5	5-inch	18.00
36x8x5	5-inch	21.50
30x5x3	2-inch	9.80
18x6x3½	3½-inch	6.70

Manila Special

Size	Lid	Per 100
21x 7x3½	2-inch	\$ 7.70
42x10x5	Full Telescope	28.50
48x10x5	Full Telescope	32.50

Parcel Post Boxes

Size	Lid	Per 100
24x 5x4	2½-inch	\$ 8.50
30x 5x4	2½-inch	9.50
28x 6x4	2½-inch	10.80
24x 8x4	2½-inch	11.00
26x 8x5	2½-inch	13.00
28x 8x5	2½-inch	14.00
30x12x6	3-inch	23.00
36x12x6	3-inch	27.50

Mist Gray "S" Grade

Lindley standard - weight, well moisture-proofed stock. For Cut Flowers, etc.

Size	Lid	Shallow	Full Telescope
16x4 x8	2-inch	\$ 4.75
20x4 x8	2-inch	5.60
18x5 x8	2-inch	4.95	\$ 5.85
21x5 x8	2-inch	5.40	5.90
24x5 x8½	2-inch	6.35	7.50
30x5 x8½	2-inch	7.80	9.00
36x5½x8½	2-inch	10.85	11.75
18x6 x4	2-inch	7.20
28x6 x4	2-inch	10.00
21x7 x8½	2-inch	8.00
22x 7¼x4	2-inch	9.90
21x8 x4	2-inch	9.70
24x8 x4	2-inch	9.80	12.00
28x8 x4	2-inch	11.70	14.40
24x8 x5	2-inch	11.40	14.80
28x8 x5	2-inch	12.50	16.00
36x8 x5	2-inch	15.50	19.00
42x8 x5	2-inch	24.90

Mist Gray Design "S"

Oblong "S" grade, or regular Lindley standard heavy weight, well moisture-proofed. All full telescopes.

Size	Per 100
30x10x5	\$19.50
36x10x5	23.50
36x10x6	27.50
40x10x6	29.50
42x10x6	30.50
48x10x8	35.50
30x12x6	25.50
36x12x6	34.00
30x12x7	29.00
20x12x8	27.00
36x12x8	41.50
36x14x6	33.50
34x16x5	30.00
24x14x8	32.00
30x14x8	38.00
36x14x8	44.00
40x14x8	47.50
42x17x8	56.00

Green Boxes

Made from high grade moisture-proof stock. A very appropriate color.

For Cut Flowers

Size	Lid	Per 100
18x 5x8	8-inch	\$ 5.50
21x 5x8	8-inch	6.10
24x 5x8½	8½-inch	8.10
30x 5x8½	8½-inch	9.50
34x 6x8½	8½-inch	12.40
21x 8x4	2-inch	8.40
24x 8x4	2-inch	10.50
28x 8x5	2-inch	13.75
36x 8x5	2-inch	17.50
12x12x8	8-inch	17.80
28x22x8	8-inch	49.00

"AA" or ARNOLD BRAND

Absolutely the highest quality, stiffest, best waterproofed Florist Box obtainable.



Mist Gray "AA" Grade

Our AA grade, or Arnold grade, is extra heavy and thoroughly moisture-proof. An excellent box for shipping.

Size	Lid	Per 100
16x4 x8	2-inch	\$ 5.00
20x4 x8	2-inch	5.90
18x5 x8	2-inch	5.50
21x5 x8	2-inch	6.00
24x5 x8½	2-inch	7.50
30x5 x8½	2-inch	9.10
36x5½x8½	2-inch	11.70
18x6 x4	2-inch	7.50
28x6 x4	2-inch	10.50
21x7 x8½	2-inch	8.40
21x8 x4	2-inch	10.20
24x8 x4	2-inch	10.40
28x8 x4	2-inch	12.80
24x8 x5	2-inch	12.00
28x8 x5	2-inch	13.00
36x8 x5	5-inch	20.00
42x8 x5	5-inch	26.00

Mist Gray Square Design

AA grade, or Arnold extra heavy thoroughly moisture-proofed stock. Full telescopes.

Size	Per 100
12x12x8	\$21.00
14x14x8	25.00
16x16x8	29.50
18x18x7	30.00
20x20x6	30.00
20x20x8	38.50
20x20x10	48.50
24x24x8	47.00
24x24x10	62.00
28x28x8	62.50
32x32x8	74.00

White Enameled Corsage

The finest enameled clay-coated stock obtainable.

Size	Lid	Per 100
7x 4x4	2-inch	\$ 4.50
8x 5x5	2-inch	5.90
9x 6x5½	2-inch	7.00
10x 6x5½	2-inch	7.25
11x 8x5½	2-inch	9.00
12x 8x5½	2-inch	9.25
14x10x8	2-inch	16.90

Basket Boxes

Made of special jute stock. Regular shipping case style.

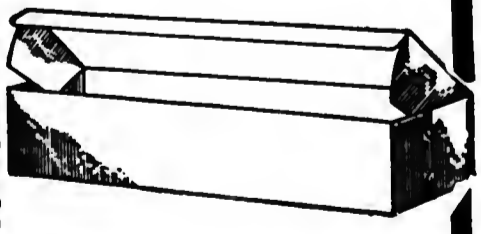
Size	Per 100
15x15x20	\$29.00

ECONOMY OR THRIFT CARTONS

One Piece Style

Made of mist gray light weight stock. Just the box for small local delivery packages.

Size	Per 100
20x4½x8	\$3.80
24x4½x8	3.75
21x5 x3	3.70
24x5 x3½	4.20
24x5 x3½	4.40
21x7 8½	5.00
30x5 x8½	4.90

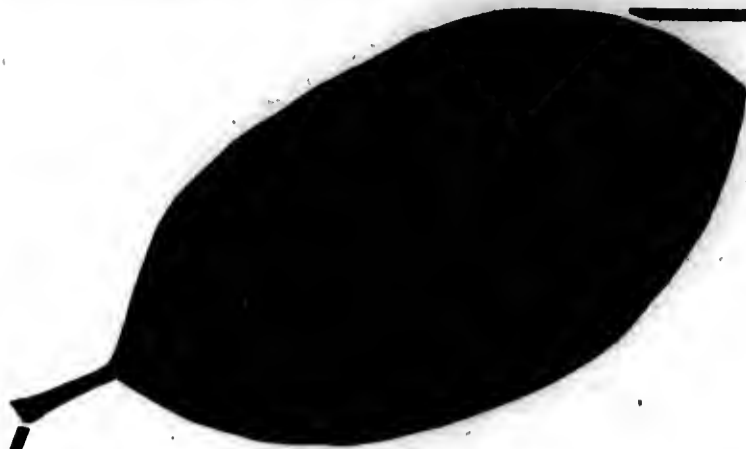


Special Discounts 250 and over, assorted.... 3%
 500 and over, assorted.... 5%
 1000 and over, assorted.... 7½%

All prices per 100, f. o. b. Marion, Ind.; 3% extra discount if cash with order. Printing black or colored ink, \$3.50 per thousand extra or less quantity.

Chicago phone, Franklin 5450—A. V. Z. Jennings.
 New York phone, Audubon 2860—Geo. L. Hoopla.
 St. Louis phone, Olive 1340—H. F. Seigneur.
 Louisville phone, 2669—J. Raymond Clark.
 Detroit phone—Cadillac 4178—A. A. Fordon.

LINDLEY FLORIST BOX CO., QUALITY BOX MAKERS Marion, Ind.



Magnolia Leaves

Prepared under our new process, in cases or cartons. Brown, Green or Purple.

Oak Sprays in Green, Brown or Red, packed in cases of 100 sprays to case.

Beech Sprays, same color as Oak and same pack.

Fadeless Sheet Moss, in bags of 10 lbs. net.

Natural Sheet Moss, in bags of 10 lbs. net.

Natural Evergreen Smilax Substitute—Huckleberry Foliage, standard Smilax cases.

Lyrata Foliage, same pack as Huckleberry.

All orders for the above goods will have our personal attention and satisfaction guaranteed.

THE RUMBLEY CO., Evergreen, Ala.

Henry G. Berning and Mrs. Berning have returned from their 10-day stay at Okawville, Ill., both much improved in health and in trim for the convention trip.

Mrs. F. C. Weber, Sr., and Mr. and Mrs. F. C. Weber, Jr., left July 1 for their usual summer trip to northern lake resorts. They say they will attend the S. A. F. convention before returning home. Arthur Beyer is in charge of the store in Mr. Weber's absence.

The St. Louis Seed Co. is taking an inventory, which is keeping the force busy. August H. Hummert, vice-president of the company, is sporting a new pleasure car.

Valley sales were heavier with C. A. Kuehn during the month of June than in any previous month of the year. According to Arthur Meyer, manager of this department, with the advent of July trade has slackened somewhat.

Fred Strohmeyer, of the Ayres Floral Co., says that the last season was the best in years and that the regular summer clean-up would start right after July 4. The only single man in this firm is Richard Tubbesing and they say Dan Cupid has about finished his job here.

Henry Ostertag reports that his firm has been incorporated recently under the name of the Ostertag Bros. Florist Co. His son Charles, a member of the new firm, is manager of the cut flower department. Mr. Ostertag says that he has completely recovered from his recent illness and is again 100 per cent.

Mr. and Mrs. Henri Durenberg, of Grimm & Gorly, celebrated their first wedding anniversary June 27 and Albert W. Gumz, of the Windler Wholesale Floral Co., celebrated his fifth wedding anniversary June 30.

Chrysanthemum planting has begun with the Kirkwood growers. The W. A. Rowe Co., Oscar May, Phil Goebel, Jr., and the Meyer Bros., among the largest, will again supply this market with the leading varieties. All say that a good, soaking rain is badly needed.

Allan Humason, representing the Raedlein Basket Co., Chicago, spent a few days in this city last week on his way westward. Mr. Humason reports excellent trade in his line.



Sphagnum Moss

10 bales.....\$1.50 per bale
25 to 30 bales..... 1.35 per bale
50 bales..... 1.25 per bale

Order Now and Save Money

C. C. Pollworth Co.
Milwaukee, Wis.

New Crop Dagger Ferns

Extra Good Quality

\$2.00 per 1000

Natural Green Sheet Moss

\$1.50 per bag

THE WOODS-KRAFT CO.

P. O. Box 202, ERIE, PA.

LAUREL, MOSS

Laurel Branches, 2x2x4 ft. case, \$8.00 per case.

Laurel Stems, large bag, \$1.25.

Green Sheet Moss, large bag, \$1.75.

Peony Roots, for fall delivery.

W. Z. PURNELL, Snow Hill, Md.

NEW CROP, FANCY AND DAGGER

FERNS Write for Prices

Laurel Festooning, 6c and 8c per yard. Fresh stock supplied on short notice; use it for your weddings and other similar decorations; nothing better.

Bronze Galax, fine quality, \$1.25 per 1000; \$11.00 per case of 10,000; extra fine leaves.

Sphagnum Moss, \$5.00 per large bale.

Ground Pine, 12c per lb.; made up, 10c and 12c per yd.

Branch Laurel, large bundles, 50c.

Hemlock, large bundles \$1.00.



Telegraph Address, New Salem, Mass.
Post Office and L. D. Phone Address
MILLINGTON, MASS.

Interest in the Cleveland S. A. F. convention becomes stronger daily as the time draws near, according to W. J. Pilcher, state vice-president, who is planning the transportation and route,

including arrangements for a special car, for the St. Louis party. A full report is to be made at the Florists' Club meeting July 8.

The W. C. Smith Wholesale Floral Co.

**"Superiora"
Maidenhair Ferns**

Adiantum Formosum

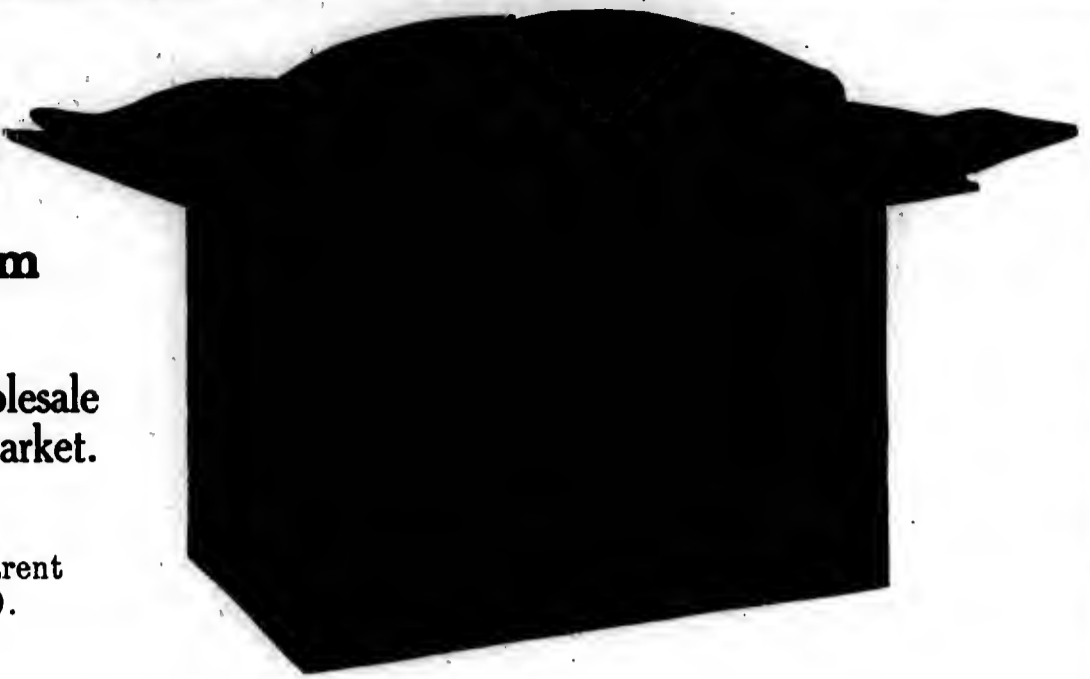
IN ALL SIZES

Recognized by the leading wholesale florists as the best on the market.

Beware of Imitations.

There is no substitute for transparent Maidenhair Ferns (Adiantum).

One trial will convince you.



"Superiora"

Magnolia Leaves

Are today more in demand than ever on account of their far superior quality. We have over 58 endorsements from the largest Florists' Supply Houses.

"Enough said."

DR. H. DUX CO.,

Jacksonville, Fla.

LIKE LEATHER - ALWAYS PLIABLE

MAGNOLIA LEAVES

**PREPARED
Beech or Oak Sprays**
Green, Tan or Red
100-lb. Cases..... \$16.00
Short Oak or Beech Sprays
Per Carton, \$1.25

Prepared by
REEVES

Colors: Brown, Green or Purple
\$1.25 PRICE PER CARTON
25 lbs. of leaves.... \$ 4.50
50 lbs. of leaves.... 8.00
100 lbs. of leaves.... 15.00
If Red is wanted add 15 per cent

Southern Decorative Evergreens

IMMEDIATE DELIVERY

**FRESH
HUCKLEBERRY FOLIAGE
MOUNTAIN LAUREL FOLIAGE
WATER OAK FOLIAGE**

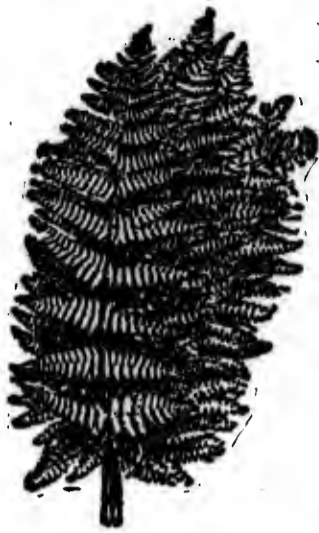
**STANDARD
Cases-60 lbs.
\$2 50
per case**

REEVES FOLIAGE CO., Inc., Brewton, Ala.

WILL NOT MOLD

GLOSS FINISH

SURE TO PLEASE



FANCY FERNS

Finest stock in the country

\$2.50 per 1000

\$2.50 per 1000

Subject to Change Without Notice.

- Green Leucothoe**, 100.....\$1.50; 1000.....\$10.00
- Magnolia Leaves**, green and bronze, per carton..... 1.50
- Galax Leaves**, green and bronze, per case of 10,000..... 15.00
- GREEN SHEET MOSS**, very fine for basket work, trimming pots, etc., per bag, 15 lbs. to the bag..... 2.00
- Sphagnum Moss**, per bale 2.50



FULL SUPPLY CUT FLOWERS AT ALL TIMES

MICHIGAN CUT FLOWER EXCHANGE, 264-266 Randolph St., Detroit, Mich.

Mention The Review when you write.

has recently been receiving large shipments of Shasta daisies.

Last year the month of June broke all previous records for licenses, totaling 1,300, but this year the June record is 1,500, reports Gus Ruede, the marriage license clerk.

The trustees of the Florists' Club, Oscar Ruff, Jules Bourdet and W. A. Rowe, who have the annual florists' picnic in charge, put in several busy days completing the arrangements and they say that Normandy grove never looked better than it does this year and that many special prizes have already been given by members of the trade. So don't forget July 22. The wholesalers and many retailers have promised to close for half the day, so that all employees will be able to attend. Arthur Beyer's jazz band has been engaged for the occasion. More interest is displayed this year than ever before and it promises to be the best picnic ever given.

J. J. B.

PROVIDENCE, R. I.

The month of June, with an unusually large number of weddings, together with a more active demand than in several years past on graduation work, gave the florists and growers one of the best months' business experienced. In fact, it was the best June ever reported.

Frederick Dietz was a business visitor in New York last week.

Thomas Curley has the sympathy of a large circle of friends in the sudden death of his wife, June 25. Many of the florists of the city sent tributes to her funeral. Mr. Curley is preparing his houses for rebenching after two seasons' shutdown.

M. B. Saunders has a large force of men on outside work.

A fishing party, consisting of Jack Johnston, Page Potter and Paul Brooner, from Johnston Bros., returned last week from a trip, of which they tell some good stories.

Fred C. Green has been authorized by the Providence city council to attend the annual convention of the Association of Park Superintendents at Louisville, Ky.

Charles Mowry, of Slatersville, has returned from an automobile trip over the Mohawk Trail.

Timothy O'Connor and family are at

THE NEW CROP of Hardy Cut Ferns is now ready to ship.

May we suggest that you place your regular orders for the coming season?

High quality stock and prompt shipment assured.

L. B. BRAGUE & SON
Established 1867
HINSDALE, MASS.

HUCKLEBERRY

Ready—\$2.50 per case

- PERPETUATED MOSS**.....\$3.50 per bag
- NATURAL MOSS**..... 1.75 per bag

Wire, Write, Phone

E. A. BEAVEN, Evergreen, Ala.

Mention The Review when you write

New Crop Fancy Ferns

now ready. We ship daily direct from woods, all fresh stock; nothing carried over. Write for prices.

Cash or reference. Rates to Jobbers.

NORTHERN FERN CO., Schofield, Wis.

Mention The Review when you write.

CHICAGO PRINTED STRING CO.
Advertising String and Ribbon Specialties
2411 Clybourn Ave., Chicago, Ill.

FANCY Per M
(Special Picked)
FERNS \$5.00

Leave your order with us for regular shipments
C. A. KUEHN WHOLESALE FLORIST
1312 Pine St. St. Louis, Mo.

Mention The Review when you write.

Fancy Cut Ferns and Leaf-Mold—Evergreen Decorations.
Christmas Trees, Trees, Shrubs, Plants, Seeds and Seedlings. Write for descriptive pricelists.
AMERICAN FORESTRY CO., Pembine, Wisconsin.

Ferns Galax Moss

Asparagus Plumosus Sprays per bunch, 35c-50c
 Smilax per string 25c
 Adiantum per 100 \$1.00

NEW FANCY FERNS
 Per 1000.....\$2.50

HUCKLEBERRY
 Fifty Pound Cases
 Per Case.....\$5.00

BRONZE GALAX LEAVES
 Per 1000.....\$ 1.50
 Per case of 10,000 12.50

CHIFFON, ALL COLORS
 4-inch, per yard 10c
 6-inch, per yard..... 14c

SPHAGNUM MOSS
 Per bale.....\$ 2.50
 Per 10 bales..... 20.00

GREEN SHEET MOSS
 Per bag.....\$ 1.75
 Per 10 bags16.00

SPECIAL PRICES ON LARGE QUANTITIES

Brown, Green and Purple Magnolia Leaves\$1.50 per carton; 10 cartons, \$14.00

Everything in Florists' Supplies

FULL LINE OF CUT FLOWERS AND OTHER GREENS AT ALL TIMES

Orders from unknown parties must be accompanied with cash or shipments will be made C. O. D.

C. E. CRITCHELL, Wholesale Commission Florist, **Cincinnati, Ohio**
 15 East Third Street,

Mention The Review when you write.

Green Sheet Moss

Any quantity—\$1.75 per bag
 10 bags, \$16.00

New Fancy Ferns, \$3.00 per 1000

JULY SPECIAL

**6-inch Chiffon,
 13c**

THE WILLIAM MURPHY COMPANY

329 Main Street

WHOLESALE COMMISSION FLORISTS

Phones Main 980-981

CINCINNATI, OHIO

Largest Shippers of Home-Grown Cut Flowers in the Cincinnati Market

Mention The Review when you write.

NOTICE

We are transferring our business to
NEWARK, NEW JERSEY
 51 LAFAYETTE ST.

Will be open with a new line of
Dagger and Fancy Ferns
 and all kinds of Cut Greens.

P. S. PULOS & BRO.

Mention The Review when you write.

Huckleberry

Immediate Shipment—\$2.50 per case

NATURAL SHEET MOSS.....\$1.75 per bag

PERPETUATED SHEET MOSS.... 3.50 per bag

Caldwell the Woodsman Company
 EVERGREEN, ALA.

Mention The Review when you write.

EMIL SCHLOSS,
Pres. and Treas.

MILTON SELINKA,
Secretary

THE RIBBON HOUSE

SCHLOSS BROS., RIBBONS, INC.

31 and 33 East 28th Street, NEW YORK

HEADQUARTERS

For Florists' Ribbons, Chiffons and Novelties,

their cottage at Narragansett Pier for the season.

William B. Hazard was a business visitor in New York and vicinity last week.

Charles Hunt visited Portland, Me., with the Providence Veteran Firemen over the week-end.

O'Connor the Florist reports a brisk business in wedding bouquets.

James Warren, superintendent of the North Burial Grounds, has been authorized by the city council to represent the city of Providence at the annual convention of the Association of Cemetery Superintendents, at Hamilton, Ontario.

John Gerrard has taken a position as gardener in charge of the estate of Senator Dixon, at Bristol.

Joseph Kinder, of S. Kinder & Bro., Bristol, is confined to his home, suffering from pernicious anemia, with slight hope of recovery. W. H. M.

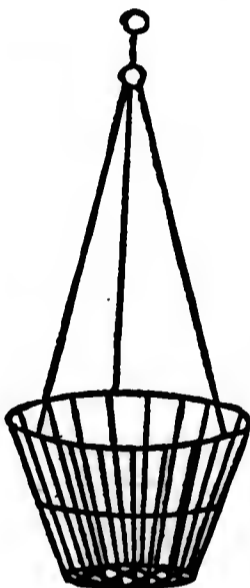
CLEVELAND SCHOOL GARDENS.

The interest shown in school gardening by the National Association of Gardeners, following an invitation of the school garden department of the board of education of Cleveland, which was extended to the association at its convention in that city last August, to cooperate with it in the development of its school garden movement, has resulted in the appointment of G. H. Pring, horticulturist of the Missouri Botanical Garden, of St. Louis, as instructor of the Cleveland summer school.

The National Association of Gardeners at its convention appointed a committee composed of Mr. Pring, Arthur Smith, of New Jersey, and M. C. Ebel, of New York, which, after surveying the Cleveland school garden work, made recommendations which were approved by the science department of the board of education. An appropriation of \$23,000 was made by the city for promoting the school garden work during 1920. Thirty school garden teachers are attending Mr. Pring's class as part of their regular program. The remainder of their time is spent in visiting children's home gardens and supervising the youngsters' work on a dozen tracts. There are 8,848 children under the direction of O. M. Eastman, garden supervisor.

Last year the school gardens numbered 7,840 having home plots and 415

Wire Hanging Baskets

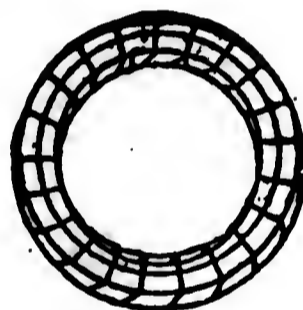


No. 1

Size	Per 100
10-inch.....	\$14.00
12-inch.....	16.25
14-inch.....	23.00
16-inch.....	26.00

The Wise Florist
Will Buy NOW!

JUST ASK
for
OUR PRICES
on
WIRE DESIGNS



B. E. and J. T. COKELY
Everything in Florists' Supplies Established 25 Years
201 N. Seventh Ave. SCRANTON, PA.

GOLDFISH

Large, Healthy Fish at
"Rock Bottom" Prices

Owing to the length of time it now takes to get goods by freight, we would advise placing your order for Globes, Ornaments, Food, etc., at once, so that fish can be shipped promptly, when the season opens.

Ashborne Goldfish & Supply Co.,
Agency Street BURLINGTON, IOWA

Mention The Review when you write.

on large tracts. Reports made at the end of the season showed that they had cultivated 175 acres and produced crops valued at \$79,835.

Up to 1918 not more than \$500 a year had been expended by the Cleveland board of education for promoting school garden work. M. C. Ebel, Sec'y.

GOLDFISH 1,500,000

(Plain and Fancy)
Ready for market at rock bottom prices.
Ship anywhere in U. S. or Canada
Write for our illustrated catalogue.
ORIENTAL GOLDFISH & SUPPLY CO.
3757 to 3761 Cottage Grove Ave., CHICAGO, ILL.

Goldfish Buy from the Breeder.

107 Acres of Ponds this Season.
Write for Big, New Catalogue.
Globes, Aquariums, Aquarium Supplies, etc.
BERT J. PUTNAM, Scientific Aquarist,
462 Washington Street, Buffalo, N. Y.

Mention The Review when you write.

Natural Green Sheet Moss

Per 10-lb. bag, \$1.75
Dyed Green Sheet Moss
Per 10-lb. bag, \$3.50

KNUD NIELSEN
EVERGREEN, ALA.

CINCINNATI, O.

The Market.

The market, as a whole, last week was crowded with all seasonable stock. While the demand was excellent, it did not consume the stock daily and the large refrigerators held much after the morning's sales were over. The retailers say that business was exceptionally good for this time of the year.

The large supply that came in daily made it necessary to cut the prices below quotations on some things. Roses were down to \$3 per hundred. The first outdoor gladioli arrived last week and sold for a price as good as for indoor stock. America, Halley, Mrs. Francis King and Chicago White are the leading varieties and all go well, owing to the fact that there is not an abundance yet. Easter lilies are more plentiful lately and bring an excellent price. Carnations are now a back number, as the season is about over for them.

There was a large demand for smilax and southern asparagus last week and

it can be attributed to the large number of weddings. Shasta daisies are arriving in good condition and sell well, the best bringing \$2 per hundred. Cornflowers, coreopsis and gaillardia are still hanging on, but this will be the last week for them. Valley is in good supply and cleans up well.

Various Notes.

The William Murphy Co. received the first outdoor gladioli of the season last week. Mr. Murphy says that business is good.

Fred Gear reports a good wedding business, turning out a large number of wedding bouquets daily.

William F. Mayhall, son-in-law of E. G. Gillett, and his family have left on a motor trip to Conway, Mich., and will go from there to the S. A. F. convention in Cleveland, where they will meet Mr. Gillett and wife and motor home.

Joseph Beran had the misfortune of cashing a bogus check last week.

Ray Murphy has received word from his mother and two sisters that they ar-

rived in Los Angeles. They are going to make their home there.

George Berner, of C. E. Critchell's, is now enjoying his vacation in the country.

H. W. Sheppard reports a good week and has booked a large number of orders for this week.

Joseph Hill and Peter Bly, of Richmond, Ind., motored here last week.

G. H. K.

Newton, Kan.—Hasler & Kunze, proprietors of the Newton Floral Co., have a new seedling geranium which they will show at the S. A. F. convention, when one of the members of the firm will be present.

Newport, R. I.—Andres S. Meikle, John Mahan, Oscar Schultz, John Greatorex, Walter Barth, John B. Urquhart and Robert Dunn were members of the committee on decoration for the big convention of the Chambers of Commerce of Newport, Fall River and Taunton, held here last week.

Wanted and For Sale Department

Advertisements under this head 16 cents per line, cash with order from all who do not do other advertising. In sending remittance count six words to the line. Display advertisements in this department \$1.75 net, for one inch space. When answers are to be sent in our care, add 10 cents for forwarding. Plant advertisements not admitted under this head



SITUATION WANTED—English seedman seeks change to Pacific Coast; first-class ref.; particulars on application. Address F. A. Hewlett, 606 Hillsdale St., Helena, Mont.

SITUATION WANTED—Permanent, in the west, by married man, ten years' experience in general greenhouse work; capable of taking charge of small place. Address No. 130, care Florists' Review, Chicago.

SITUATION WANTED—By first-class gardener, willing and able to take charge; age 42; married, no family; wife willing to work for employer; private place preferred; reference. Address No. 134, care Florists' Review, Chicago.

SITUATION WANTED—As manager or working foreman; open for engagement as gardener, expert grower and propagator, commercial or private; East preferred; highest credentials. Address, Gardener, 828 Michigan St., Sidney, Ohio.

SITUATION WANTED—Gardener thoroughly experienced in greenhouse, landscape and outdoor gardening wishes responsible position; private place preferred; age 42, married, no children. Address No. 132, care Florists' Review, Chicago.

SITUATION WANTED—As working foreman or manager; am first-class grower, roses, carnations, mums, all pot plants; good designer and propagator; German, middle aged, married and 20 years' experience; give wages and full particulars. Address No. 136, care Florists' Review, Chicago.

HELP WANTED—Good all-around florist, to take full charge of growing. Wahpeton Floral Co., Wahpeton, N. D.

HELP WANTED—A good grower, capable of taking charge; good wages. Mealy the Florist, Colorado Springs, Colo.

HELP WANTED—Good grower of potted plants and cut flowers for retail store. Write at once. F. G. Carek, Lorain, Ohio.

HELP WANTED—Man with experience wanted at once; state wages wanted, without board. Alliance Floral Co., Alliance, Nebr.

HELP WANTED—Two good gardeners; steady work and good pay. Apply Waldhelm Cemetery Office, Forest Park, Ill.

HELP WANTED—Salesman, calling on florists and seedmen to sell fertilizer. Address No. 101, care Florists' Review, Chicago.

HELP WANTED—An experienced rose grower; none but the best need apply; salary no object for right man. Geo. Helm & Co., Blue Island, Ill.

HELP WANTED—Greenhouse man for growing pot plants; good wages and steady work. Joseph Michal, 57th St. and Kostner Ave., Chicago.

HELP WANTED—Experienced rose grower, highest wages to right party; state where employed and how long. Atwell Florist, Ft. Dodge, Iowa.

HELP WANTED—All-around grower, 15,000 sq. ft. glass; furnish references and state wages expected. Hauge Flower & Plant House, Fairmont, W. Va.

HELP WANTED—An experienced landscape gardener, with knowledge of bees and mushroom; will pay well. Address No. 118, care Florists' Review, Chicago.

HELP WANTED—Good all-around grower and designer; 1,200 ft. glass; give references and salary; full particulars. Address No. 416, care Florists' Review, Chicago.

HELP WANTED—We have a good opportunity for a live salesman calling on the retail florists west of the Mississippi. For information write No. 120, care Florists' Review, Chicago.

HELP WANTED—A man for greenhouse and landscape work; will pay \$35.00 per week and above; must be a hustler. South Side Nursery, Henry Gerstenkorn, R. R. 6, Decatur, Ill.

HELP WANTED—Single man, who understands growing general stock on small place; wages \$90.00 per month, room and board; would like to hear from Wm. Kirkham. Grand View Greenhouses, Hopkins, Minn.

HELP WANTED—Reliable grower capable of growing general greenhouse stock; plant of about 25,000 feet of glass; state wages expected and experience in first letter. M. Langohr, Florist, Bozeman, Montana.

HELP WANTED—At once, plant and mum grower for first-class wholesale and retail trade; \$60.00 per month, room and board; steady employment; state age and experience. T. Maloney, Main St., Johnstown, Pa.

HELP WANTED—Would prefer a man with some experience growing carnations, sweet peas and mums; also must be willing to help with design work; state wages wanted. Address No. 410, care Florists' Review, Chicago.

HELP WANTED—Man with some experience in growing chrysanthemums, carnations and bedding plants; steady position for right man; state experience and wages expected in first letter. Paul E. Richwagen, Needham, Mass.

HELP WANTED—A man with greenhouse experience and versed in the propagation of conifers; in writing state experience and give references; wages \$100.00 per month with board and lodging. Address California Nursery Co., Niles, Calif.

HELP WANTED—A reliable grower of carnations, mums, peas and a general line of potted plants; steady work the year around; state experience, age and wages wanted; 15,000 ft. of glass. Address No. 126, care Florists' Review, Chicago.

HELP WANTED—An experienced florist for general greenhouse work; permanent position in center of town; answer giving references, age and wages desired; state experience in work and time you can come. Harry Franklin Baker, 1118 W. Lake St., Minneapolis, Minn.

HELP WANTED—A middle-aged man with some experience in general line of potted plants, vegetable plants and forcing vegetables; must be willing to work under foreman and help firing when necessary; give reference in first letter. J. F. Pedersen, gardener, Maywood Greenhouse, Rochester, Minn.

WANTED—Greenhouses to be torn down. Address M. Weingarten, 286 5th Ave., New York City.

WANTED—Partner with \$1,000.00 to invest in greenhouse. Address No. 135, care Florists' Review, Chicago.

WANTED—To buy greenhouses to dismantle; please state particulars and price in first letter. I. Suesserman, 104 Ridgewood Ave., Newark, N. J.

WANTED—Second-hand hot water boiler; must heat between 4,000 and 5,000 feet glass; must be in good condition. F. W. Miller, East-End Greenhouse, 900 So. 20th St., Harrisburg, Pa.

FOR SALE—Greenhouse 28x50, in good condition, \$450.00, purchaser to remove. D. Brown, Goshen, Ind.

FOR SALE—40 h. p. boiler, 66 ins. x 10 ft. 2 ins., with 66 3-in. x 8-ft. tubes. Leedle Floral Co., Springfield, Ohio.

FOR SALE—Five greenhouses in good condition, in town of 8,000; a good paying business; no competition. Frank Bros., Beardstown, Ill.

FOR SALE—Chicago N. W. side florist's business, greenhouses, house and lots 168x180; east. 27 years. M. S., 2330 N. Spaulding Ave., Chicago.

FOR SALE—Fine Furman steam boiler, size 339, pipes, fittings, sashbars, glass 16x16 and 16x24 in. Address No. 128, care Florists' Review, Chicago.

FOR RENT—On shares, 13,000 feet of glass, stocked, doing good retail business in good live town. Address No. 28, care Florists' Review, Chicago.

FOR SALE—Greenhouse, 5,000 ft. glass; 9-room residence; 3 lots; immediate possession on account old age and poor health. Peter Willman, 1012 N. Jefferson St., Hartford City, Ind.

FOR SALE—Quantity of greenhouse materials, such as good second-hand pipes, glass, sashbars, apparatus, boilers, etc.; also complete greenhouses. I. Suesserman, 104 Ridgewood Ave., Newark, N. J.

FOR SALE—Two barrels (120 gallons) Garland Greenhouse white paint; have had same on hand for two years and will sell for cost less freight, or will sell half. Bell Floral Co., Temple, Texas.

FOR SALE—Eight-section steam boiler and fixtures; No. 278 United States Radiator, now heating houses 16x106 and 26x50 and dwelling, 6 rooms and bath; \$350.00, cash. W. S. Gibney, Hagerstown, Md.

FOR SALE—100 horse power boiler in good condition, cheap. Kemble-Smith Co., Boone, Iowa.

FOR SALE—Account old age, greenhouses doing wholesale and retail business of \$10,000 a year, in country town with yearly increase, for \$25,000. Easy terms. Address No. 478, care Florists' Review, Chicago.

FOR SALE—About 80,000 feet of modern greenhouse glass located in city of about 100,000 in central Illinois; doing good business and can sell all we produce; best of reasons for selling. Address 488, care Florists' Review, Chicago.

FOR SALE—The sashbars, vents, ridge, gutters and end bars for one house 39x65 feet; Moninger make; \$200.00, f. o. b. Mt. Sterling; cypress material, no glass; house was glazed with 16x24-inch. A. J. Humphreys, Mt. Sterling, Ky.

FOR SALE—Modern greenhouse plant for sale cheap; 9 greenhouses, consisting of 87,000 feet of glass, within city limits of Chicago; owner must sacrifice this on account of ill health; write for full particulars to No. 89, care Florists' Review, Chicago.

FOR SALE—Second-hand Nangle steel boiler; 28 flues; new; this boiler is in good shape; has been heating 14,000 feet of glass; inspected April 28 by Hartford Insurance Co. and found in good condition; cheap for cash. Emporia Floral Co., Emporia, Kan.

FOR SALE—Florist's establishment doing retail business; 81,000 feet of glass, well stocked with roses, carnations, pot plants; also store next to leading hotel; city is 28,000 and growing rapidly; investigate this. Address No. 88, care Florists' Review, Chicago.

FOR SALE—Forty thousand feet of glass; two acres land in most enterprising city in Indiana; modern, in good condition; well stocked and planted; elegant business, retail and wholesale; going to sell, get busy if you mean business. Address No. 124, care Florists' Review, Chicago.

FOR SALE—About 11,000 ft. of glass, well stocked and doing a good business; several acres good land; will give immediate possession for \$14,000.00 or in July for \$11,500.00; if interested write for further particulars; location northern Indiana. Address No. 486, care Florists' Review, Chicago.

FOR SALE—A rare opportunity to secure an up-to-date florists' business; established 20 years, rebuilt since; all stock for retail; about 20,000 feet of glass, all in good condition, right in city, doing large business; will sell on terms or for cash; if interested write for particulars; good reason for selling. Joplin Greenhouse, 2004 Bird St., Joplin, Mo.

FOR SALE—New double quality B, 10x12, 10x14, 10x16, 12x14, 12x16, \$8 per box of 50 sq. ft.; 5 boxes and over, \$7.50 per box, immediate delivery; also 200 boxes, 16x24 double Q. B., \$10 per box; unselected double, 10x12, 10x14, 10x16, 12x14, 12x16, \$6 per box; 5 boxes or over, \$5.50 per box; also 100 boxes second-hand 10x12, 10x15, \$4.75 per box; 5 boxes and over, \$4.25 per box. L. J. Smith, Merchantville, N. J.

FOR SALE—One No. 4 Kroeschell hot water boiler in extra good condition; new flues; been used one season; smoke box with damper, grates, ash door with frame, soot door with frame; everything complete, ready for use; has been heating 10,000 ft. of glass with perfect success; reason for selling am adding 6,000 more feet of glass and need a larger boiler; if interested, write for price; you will be surprised; can also furnish 2,000 ft. of 2-inch pipe. E. D. Barlow, Greenville, Texas.

FOR SALE—Brand new glass, unselected double thick, 16x24, at \$7.45, 12x18, 14x20, 16x18, at \$6.98 per box, in lots of 5 boxes or over; second-hand pipe, 1-in. to 6-in., threaded and coupled, price upon application. Used roof drip bars, 2c per ft. The following round boilers: 18-in., \$69; 21-in., \$92; 24-in., \$124. New Pipe Tools, Malleable Hinged Vises; No. 1, capacity 2½-in., \$3.25; No. 2, capacity 3½-in., \$4.88. Stocks and Dies, Armstrong pattern; No. 2R, threads ¼ to 1-in., \$7.20; No. 3R, threads 1¼ to 2-in., \$10.80. Toledo Stocks and Dies; No. 1, threads 1 to 2-in., \$16.00. Pipe Wrenches: 18-in. grips, 2-in., \$2.10; 24-in. grips, 2½-in., \$3. Pipe Cutters, Saunders Pattern; No. 1, cuts ¼ to 1-in., \$1.80; No. 2, cuts 1-in. to 2-in., \$2.70. Metropolitan Material Co., 1299-1323 Flushing Ave., Brooklyn, N. Y.

SITUATION WANTED

By middle-aged grower; German; single; life experience in branches such as carnations, mums, peas, all bulbs, also fancy pot and bedding stuff; expert propagator; can furnish best references; will consider only good place where A-No. 1 stuff is wanted; will go any place; only best of wages expected. Address W. EICKENROTH, 1437 Welton St., Denver, Colo.

SITUATION WANTED

As working foreman by successful grower of general line of cut flowers and pot plants; capable of taking full charge and handling help; also good designer; single, middle-aged; best of references; good salary expected; state full particulars in first letter. Address No. 102, care Florists' Review, Chicago.

HELP WANTED

Greenhouse builders; only men who know the business thoroughly and who can do first-class work will be considered; must have their own hand tools. Address

SUPT. OF CONSTRUCTION,
AMERICAN GREENHOUSE MFG. CO.,
Room 900, Masonic Temple, Chicago.

HELP WANTED

Growers and potters; good positions for reliable men.

J. F. WILCOX & SONS,
Council Bluffs, Ia.

HELP WANTED

Gardener who understands both greenhouse and outside gardening; good wages; no children preferred. Address No. 412, care Florists' Review, Chicago.

HELP WANTED

First-class, experienced man to take charge of greenhouses; single or married, with references; only steady man need apply; \$120.00 per month, living room and board; also one man to help florist, with some knowledge of greenhouses; 20 miles north of Chicago. Inquire 2029 Grenshaw Street, one-half block northwest 12th and Robey Streets, Chicago.

HELP WANTED

A thoroughly experienced rose and carnation grower who is capable of taking charge of houses; must be dependable and a hustler; good wages and a share of the profits; give references.

THE CLEVELAND CUT FLOWER CO.,
Newton Falls, Ohio.

HELP WANTED

Practical grower for retail place; roses, carnations, mums, Christmas, Easter and bedding plants; capable of first-class designing and waiting on trade; able to speak good English; permanent position; references required; state salary expected.

W. E. F. WEBER, Sault Ste. Marie, Mich.

HELP WANTED

General florist, grower and designer, to take full charge of 9000 ft. of glass, September 15th. Must have good reference; give names and addresses where employed for the last five years, also what wages expected; married or single; steady employment.

H. P. KOLB, Storm Lake, Iowa

HELP WANTED

A-1 grower, roses, carnations, mums and pot plants; man who can take full charge and run it as his own; in Virginia; will give an interest to the right party; references and state wages and when can come. Address No. 125, care Florists' Review, Chicago.

SITUATION WANTED

As working foreman or manager in big pot plant range, by man with many years of economical and scientific practice; expert on cyclamen. Address No. 133, care Florists' Review, Chicago.

HELP WANTED

About September 1st, floor man and designer for high-class retail flower store in Salt Lake City; to qualify for this position, one must have had three or four years' experience in some high-class store, must be energetic, of good appearance, pleasant disposition and have artistic ability; \$50.00 per week.

MILLER FLORAL COMPANY,
Farmington, Utah.

HELP WANTED

Several experienced men for general greenhouse work; good wages to right men.

THE HAMMOND CO., Inc.,
109 E. Broad St., Richmond, Va.

HELP WANTED

Storeman; one with ability, to have full charge of my retail store; must be a good designer and decorator; good salary to right party.

GEO. W. MARSHALL,
108 Grand Ave., Okmulgee, Okla.

HELP WANTED

Young man for office work in a commercial greenhouse where both cut flowers and plants are handled; must be familiar with the handling of cut flowers and design work; a good place for the right man; state experience and salary wanted.

JOSEPH BANCROFT & SON,
Cedar Falls, Iowa.

HELP WANTED

Applications will be received for a competent young lady of good address and neat appearance to take charge of first-class flower store; must have originality and be progressive; \$20.00 per week to start; in answering state age and experience.

HASSELBRING FLORIST,
Flint, Mich.

HELP WANTED

Experienced grower, at once, for retail place of 30,000 sq. ft.; married and willing to take boarders; new, up-to-date dwelling of 8 rooms with bath and heater; steady position and good wages to right man; state references, experience and wages wanted.

STENSON & McGRILL, Uniontown, Pa.

HELP WANTED

Practical grower for retail place, carnations, mums, poinsettias, Christmas, Easter and spring plants, and a man capable of waiting on trade at greenhouse, permanent position to right party at a good salary; answer giving full particulars and salary expected.

MANHEIN FLORAL CO., Shreveport, La.

HELP WANTED

Rose, carnation and cyclamen growers; \$35.00 weekly to start.
ROLF ZETLITZ CO.
 Dayton, Ohio

HELP WANTED

Fireman; must be a reliable and steady man; good wages.
BATAVIA GREENHOUSE CO.
 Batavia, Illinois

HELP WANTED

Experienced rose grower.
WIETOR BROS.,
 2133 Devon Ave. Chicago, Ill.

HELP WANTED

A-1 rose grower to take charge of section rose houses in Virginia; give references. Address No. 283, care Florists' Review, Chicago.

HELP WANTED

Experienced all-around greenhouse man, single preferred; good stock expected; good wages paid.
H. E. REIMERS,
 P. O. Box 255 Spokane, Wash.

HELP WANTED

Rose grower and also man experienced in potting plants.
HOLTON & HUNKEL CO.,
 Milwaukee, Wis.

HELP WANTED

Middle-aged man for pot plants, in one of the best educational towns of the west; state experience, wages wanted, including 6-room cottage.
JOSEPH BANCROFT & SONS,
 Cedar Falls, Iowa.

HELP WANTED

We have openings for several good rose growers, to work in our modern, new houses; good wages; none but the best men need apply.
THE PREMIER ROSE GARDENS, Inc.
 Maywood, Illinois

HELP WANTED

At once, working foreman for retail place, growing general line of stock; must be thoroughly reliable; steady employment for a good man; house furnished.
B. C. JOHNSON,
 Sterling, Colo.

HELP WANTED

Capable, experienced gardener, with knowledge of greenhouse work, wanted for private estate 20 miles from Boston; state age, nationality, previous experience and wages required. Address
 P. O. BOX 2091, BOSTON, MASS.

HELP WANTED

We need several good growers in our rose and carnation sections; give references, experience and wages expected.

W. J. & M. S. VESEY,
 Fort Wayne, Ind.

HELP WANTED

We need several good commercial Rose Growers and Section men; houses all planted up and in fine shape; call or write, stating age, nationality and where formerly employed.

POEHLMANN BROTHERS COMPANY, Morton Grove, Ill.

HELP WANTED

Several good general growers.

C. H. FREY, Lincoln, Neb.

HELP WANTED

Designer and decorator with original ideas and exceptional ability. Address No. 131, care Florists' Review, Chicago.

HELP WANTED

Grower with some knowledge of ferns and orchids; give references with answer.

STATE NURSERY & SEED CO.,
 Helena, Mont.

HELP WANTED

A thoroughly experienced plant grower; must furnish best of references; permanent position.

WRIGHT'S FLOWER SHOP
 224 W. 4th Street
 Los Angeles, California

HELP WANTED

Rose grower; must be experienced and willing to attend strictly to his work; good wages and good chances for advancement to the right man; greenhouses located near Chicago. Address No. 115, care of Florist's Review, Chicago.

HELP WANTED

Man familiar with the work in rose houses; permanent position; state wages wanted and experience.

JOSEPH KOHOUT
 Libertyville, Illinois

HELP WANTED

Rose and carnation growers; wages \$25 to \$30 per week; also store man for greenhouse office; central Illinois.

Address No. 123, care Florists' Review, Chicago.

HELP WANTED

Experienced saleslady for up-to-date flower shop; give reference and state wages in first letter.

SIEBRECHT FLORAL CO.,
 Aberdeen, S. D.

HELP WANTED

At once, assistant grower, where roses, carnations, mums and pot plants are grown; middle-aged German preferred; state wages expected.

PAUL KOPANKA,
 218 E. Arch St., Mansfield, Ohio.

HELP WANTED

Competent gardeners who wish to better their positions and are willing to work; no "hot air artists," "booze fighters," or "know it alls" need apply; we want good, conscientious men of moderate habits, good character, and willing to learn; those who can qualify apply.

THE J. L. HOFFMAN CO.,
 555 Candler Annex Bldg., Atlanta, Ga.

WANTED

To lease greenhouse of 30,000 or more feet of glass for term of five years, with option of buying. Address No. 79, care Florists' Review, Chicago.

FOR SALE

Greenhouse; 7,000 square feet glass; 1½ acres of land; 7-room dwelling in good condition; greenhouses iron construction; two blocks from square of thriving town of 3,000 inhabitants; no competition and the trade of a large section, including several towns of 1,000 inhabitants; this is a rare chance for a hustler to make good; you will have to investigate to appreciate; good reason for selling; price \$8,000; stock at invoice; terms, \$5,000 cash; balance, easy payments.

Address No. 89, care Florists' Review, Chicago.

FOR SALE

Good second-hand pipe in all sizes running from ¾-inch to 10-inch; also second-hand boilers. Write for prices.

MAX ZEIGLER & BROS.
Muncie, Indiana

FOR SALE

Five greenhouses, each 27½ x 250 ft., complete as they stand, \$800.00 each, purchaser to remove them from the land. PETER REINBERG.

5450 N. Robey St., Chicago, Ill.

FOR SALE

Retail and wholesale florista' business situated in western New York; five greenhouses, 12,500 feet of glass; steam heat, cement walks, electric lights, two Ford trucks, 200 sash and frames 3x6; house, barn, sheds and two acres of land. Write WM. F. KASTING CO., Buffalo, N. Y.

FOR SALE

Five Lord & Burnham greenhouses, consisting of two 33x150 ft. each, one 20x150, one 19x100 and two connected houses 28x75 each; this plant is in excellent condition, glass all 16x24 double thick; galvanized iron eaves and posts; separate heating plant for every house; will dismantle soon as possible.

I. SUESSERMAN,
104 Ridgewood Ave. Newark, N. J.

FOR SALE

The machines and patent rights of the Binley Cut Flower Holder, capacity 3000 per day; this business has grown to such proportion that it needs the care of a manufacturer separate from a florista' business, which we cannot give it and we will dispose of it at a reasonable price.

BINLEY, Florist,
Glens Falls, N. Y.

FOR SALE

3700 feet of modern greenhouse; 7-room modern dwelling, new; one acre ground on Lincoln Way East, South Bend, Ind., a city of 73,500 population; no trouble for good florist to clear above expenses and living, \$3000 a year.

RIVERSIDE FLORAL CO.,
1321 Lincoln Way East, South Bend, Ind.

FOR SALE

Flower store, doing a thriving business, in a growing town with a large shipping territory; no competition; a bargain for cash if taken at once; good reasons for selling.

LAMAR FLOWER SHOP,
Lamar, Colo.

FOR RENT

Twelve greenhouses, over 45,000 feet of glass, in good condition and well stocked, located in the northwest side of Chicago; with large up-to-date store established in 1898; good paying retail and wholesale business. Address No. 112, care Florists' Review, Chicago.

FOR SALE

One of the most modern greenhouse plants around Chicago; 21 houses containing about 200,000 ft. of glass; practically all replanted since last year to the newest varieties; 34 acres good, fertile land; large 10-room house, also large barn, with all necessary equipment; private switch direct to coal bin; located on railroad near two towns, assuring plenty of labor; this is a splendid opportunity for a live man to acquire a large, going, profitable business; must be seen to be appreciated; for further particulars address No. 20, care Florists' Review, Chicago.

HELP WANTED—FOR SALE OR LEASE

A thoroughly up-to-date and fully equipped and going floral plant, with two new boilers, growing roses, carnations and all kinds of plants, etc., with six houses and additions covering 68 x 225 ft., with offices and working rooms, foreman's residence and delivery car and ample land for growing purposes, in the heart of the city of Wabash, Indiana, with a population of 12,000, and unable to supply the local demand. This will be sold or leased at a great bargain on easy terms. Come and see it.

We want a working foreman of experience who can grow all kinds of flowers and plants and superintend the business. The right wages to the man who makes good and he has the opportunity of buying or leasing the plant on easy terms. Write fully as to experience and wages to begin with.

WABASH FLORAL CO., J. D. Conner, Jr., Prop., WABASH, IND.

FOR SALE

The Ullrich plant at Tiffin, Ohio, situated on one of the principal paved streets in the city; comprising fifteen greenhouses, garage with two delivery cars, large barn, large hennery, three other large outbuildings, two modern dwellings, two other large building lots, cold storage, concrete bulb cellar, about seven acres of ground for planting, up-to-date office, workroom and potting shed; only retail store in town of 15,000, well stocked with supplies; will sell store separate or greenhouse separate to continue the large established business, or dismantle same.

E. J. ULLRICH,
201 Sycamore St., Tiffin, Ohio.

FOR SALE

100 hotbed sash, 3 x 6, with 3 rows 10 x 12 glass, in perfect condition, \$3.50 each.

F. BLONDEEL, Oak Park, Ill.

FOR SALE

85,000 sq. ft. of glass, steam heated and in good condition, on 10-acre plot ¼-mile from town, on brick pavement; wholesale and retail business. Write for information.

W. FRANK & SONS,
Portland, Indiana.

FOR SALE

Five acres fenced around; garage, horse and cow barn; milk house and other buildings; 5-room cottage, all nearly new; 6 minutes' walk from city car and interurban; just outside limits of large city in Ohio; owner experienced florist and nurseryman; might trade for established business or interest in good firm. Address No. 119, care Florists' Review, Chicago.

FOR SALE

Greenhouses, 22,000 feet glass, planted to carnations; concrete benches; heated with steam; large tubular boilers; motor truck; garage for two cars; 10 room dwelling; two acres of land or more; eight miles from New York; a good paying establishment; price, \$30,000; easy terms.

E. L. ENGGREN,
Aqueduct, L. I., N. Y.

FOR SALE

Greenhouse plant of 53,000 sq. ft., modern trussed frame steel gutter construction, 6 and 8 years old; hot water forced circulation, 3 boilers, 3 pumps all in working order; on 5 acres land at city limits of Toledo, O.; paved street, city water, electricity, gas, sewer; two houses on place; price \$50,000; \$10,000 down, balance 6%; for further particulars, address

FRED T. JOHNSON,
R. F. D. No. 3, Toledo, O.

FOR SALE

Three modern greenhouses, running to full capacity; about 10,000 sq. ft. glass; 5-room modern bungalow; garage; a large store up town; located in best part of city; population about 6,000; doing good business; price is right if taken at once; if interested, write or come; good reasons for selling.

ALLIANCE FLORAL CO., Alliance, Neb.

FOR SALE

Boilers: 90 H. P. high pressure tubular; 150 H. P. high pressure tubular; 45 H. P. high pressure tubular; 14x54 tubular water boiler; 10x54 return tube water boiler; 14x48 flat greenhouse boiler; 21 4-inch flues; smokestacks, all sizes; Field's storage pipe.

C. B. ISETT & SON,
Boilers and Iron Works,
1701-7 Winnebago Ave. CHICAGO, ILL.

FOR SALE

The Lehigh Avenue Greenhouses, Cranford, N. J.; about 5,000 ft. of glass, with new, modern, up-to-date dwelling house; gas, electricity and city water; price, \$11,000; \$5,000 cash.

FOR SALE

Sixty-acre farm, of which 40 acres is free from stone and stumps and is growing crops; 7-room house; barn 24 x 34; horse and cattle barn; ice house, wood shed, etc.; ½-mile from Kelly station on C. & N. W.; 1¼ miles from Schofield on C. M. & St. P. Ry.; 5 miles to Wausau on macadam and concrete road; price \$6500; with some brand-new machinery; good terms given for quick sale. NORTHERN FERN CO., Schofield, Wis.



FOR SALE

This property will be sold at a bargain if taken before August first. Three houses 145 x 23, one house 24 x 23, and one house 9 x 40. For further information, address

WILLIAM TERRELL, Warsaw, Indiana.

FOR SALE

30,000 feet of glass; downtown flower store; 1 5/8 acres land in city limits; everything fully stocked and a fine paying business. For further information write

PAUL KOPANKA,
118 E. Arch St.,
Mansfield, Ohio.

FOR SALE

Having sold our entire Philadelphia property we wish to remove all greenhouses from the premises, and offer at very reasonable prices 25 greenhouses for removal at once.

ROBERT CRAIG CO., 4900 Market St.
Philadelphia

FOR SALE

70,000 square feet of glass in central Indiana; stocked with roses, carnations, mums and Boston Ferns; direct shipping points to Chicago, St. Louis, Toledo and Indianapolis; owner is interested in other business and will offer this at a real bargain; everything is in fine shape to make money; 1/4 cash, balance on good terms. Address No. 109, care Florists' Review, Chicago.

FOR SALE

NURSERY AND 100 ACRES VERY CHOICE NURSERY LAND

Fourteen miles west of Portland, Oregon, near paved highway.

**60 ACRES IN GRAIN AND HAY
40 ACRES IN NURSERY STOCK**

estimated as follows:
Seedlings planted this spring, ready for budding this summer:

20,000 Apple 20,000 Pear
20,000 Cherry 20,000 Myrobolan
150,000 Peach

Seedlings from seed, estimated:
250,000 Apple 600,000 Pear
250,000 Cherry

50,000 Privet Cuttings.
10,000 Carolina Poplar Cuttings.

Fifteen acres Strawberries, ten best varieties, planted spring of 1920, from which to raise plants. (If any orders for seedlings are booked before sale is made, they will be turned over to the buyer.)

Price, including land, \$100,000.00; or I will sell the nursery stock as it stands and include a two years' lease of the 100 acres of land for \$60,000.00. Terms cash.

JOHN HOLMASHAN, Beaverton, Oregon.

FOR SALE

ROUND VOLUMES OF THE FLORISTS' REVIEW

We have the following surplus copies, bound in substantial half leather binding, in style uniform with those prepared for preserving The Review in its own bookcases. Being in need of room, these SURPLUS copies (and these only) are offered at

\$2.00 PER COPY, f. o. b. Chicago.

Which is less than the present cost of binding. Books offered are:

No. copies	Vol. No.	Date
1	1 and 2	Nov. 2, 1897, to Nov. 24, 1898.
1	3 and 4	Dec. 1, 1898, to Nov. 23, 1899.
1	5 and 6	Nov. 30, 1899, to Nov. 22, 1900.
1	11	Nov. 27, 1902, to May 21, 1903.
1	12	May 28, 1903, to Nov. 19, 1903.
1	13	Nov. 26, 1903, to May 19, 1904.
1	14	May 26, 1904, to Nov. 17, 1904.
2	15	Nov. 24, 1904, to May 18, 1905.
2	16	May 21, 1905, to Nov. 16, 1905.
2	17	Nov. 23, 1905, to May 17, 1906.
2	18	May 24, 1906, to Nov. 15, 1906.
2	19	Nov. 22, 1906, to May 16, 1907.
2	20	May 23, 1907, to Nov. 14, 1907.
1	22	May 21, 1908, to Nov. 12, 1908.
1	28	May 18, 1911, to Nov. 9, 1911.
1	30	May 11, 1912, to Nov. 7, 1912.

Offered subject to being unsold.

FLORISTS' PUBLISHING CO.

608 S. Dearborn St., Chicago, Ill.

FOR SALE

Five houses, 9000 feet, to be dismantled; purchaser to remove same; glass 10 x 12 and 16 x 18; No. 5 Kroeschell boiler, 5 years old; 8200 feet of 4-inch heating pipe; what is it worth to you?

F. BLONDEEL, Oak Park, Ill.

FOR SALE

Glass, 16x24 D. S., at \$6.00 per box; other sizes for sale.
Used sash bars at 2c per ft.; these are about 11 feet long.
Pipe, 1 1/4, 1 1/2, 2 and some 3-inch.
I also have a bunch of new fittings for a pipe frame house. I will sell cheap. It will pay anyone who is going to put up a 40 or 50-ft. wide house to look into this. **HARKY E. COOPER, Salem, Ohio.**

FOR SALE OR RENT

33,000 feet glass, 4 acres good garden lot, dwelling house, in New York state, city of 65,000 inhabitants, suburbs 25,000; no wholesale place near; local market for everything grown; wonderful opportunity for either vegetables or flowers. Address No. 122, care Florists' Review, Chicago.

PACIFIC COAST DEPARTMENT

LOS ANGELES, CAL.

The Market.

The crop of June weddings is on the decline and little but funeral work is reported by retailers. Stock is not piling up much, but doubtless more could be brought in by the growers if the demand existed.

Japanese growers of carnations, sweet peas and some other flowers are selling much of their surplus stock in temporary stores erected along the principal boulevards and do a big business, in some cases in conjunction with fruit, vegetables and sundry other lines. Undoubtedly this method reaches a class of trade which does not patronize the more fashionable stores and, insofar as it helps to popularize flowers, does some good, beside relieving the glut in the city.

Roses are still of poor quality only. Carnations are fair. Asters are arriving more plentifully and of better quality and there is a much better call for these flowers from out-of-town points. These, with gladioli, yellow daisies and statics, are among the best flowers to ship over the long stretches of desert which have to be covered to reach some of the principal shipping points from this city; there is little surplus of any of these flowers.

There is a demand for greens of good quality for shipping that is never filled, none of the varieties grown or collected filling the bill in all respects. The Chinese honeysuckle makes a pretty green, which is especially long lasting, but it is difficult to obtain a price which will recompense growers while huckleberry can be sold at present prices. The young growth of plumosus does not travel well, while the old shoots shatter at this season.

There is little doing in the way of plants outside of a few ferns and palms.

Various Notes.

A. E. Mauff, of the Mauff Floral Co., Denver, Colo., is visiting in the city as a guest of A. Reynolds.

Graduation work has caused a big rush at Eldred's Flower Shop, Pasadena, and, beside this, June weddings and good funeral work have kept everyone busy. One of the nicest orders was for a pall of pansies and valley, a beautiful combination as carried out in this case.

W. W. Felgate, of Sierra Madre, left for San Francisco June 10 and surprised his friends by bringing back a bride with him a few days later. Mr. Felgate was married June 10 to Mrs. Frances Backus in the northern city. He is well known among the gardening fraternity in this city and in Pasadena, having been president of the Crown City Horticultural Society for two years. Everyone in the trade wishes them the greatest happiness.

Articles of incorporation have been filed for the J. Dieterich Nursery Co., of Los Angeles, with capital stock of \$100,000. The board of directors consists of J. Dieterich, Emil Brinkmeyer, Paul J. Staiger, Edward G. Jesson and Herbert J. Goudge. The corporation has been

formed to take over the greenhouses and nursery business at 1142 Wall street and the 5-acre nursery at Wintersburg which J. Dieterich now owns. Mr. Dieterich's interest amounts to \$51,000 and the place of business will be at 1142 Wall street. The company will develop the nursery at Wintersburg, buy and sell nursery and other stock and generally use the power given in the incorporation papers, which were filed June 28. Paul Staiger brings in his landscape business and will be active in the new corporation.

Allen's Water Gardens, on Vermont avenue, are always attractive and just now there are a large number of choice water lilies in bloom, as well as a great variety of irises, sagittarias and other bog and water plants. Mr. Allen also makes a specialty of aquariums, goldfish and other fish of many varieties. The place will always repay a visit.

John A. Bissinger, of Lansing, Mich., visited this city last week.

Frank Lichtenberg and Mrs. Lichten-

berg have left with friends for a vacation driving trip northward, intending to take in the Yosemite and other points of interest en route. Carl Brose, of the local staff, says that business in wedding decorations has been particularly good.

C. Lewis is now with Paul J. Howard, on West Seventh street.

The writer fully expected to get through without mentioning the earthquake, but just at the last minute it comes H. N. Gage to say that the foundation of his new engine, at the Downey establishment, was cracked and had to be replaced; so the earthquake was blamed for it. So "that's that," as the sporting writers say.

H. R. Richards.

SAN FRANCISCO, CAL.

The Market.

The Democratic national convention brought enough people to San Francisco and stimulated the demand for flowers

Service that Advertises

GEORGE J. HALL & CO.

WHOLESALE FLORISTS

423 East 5th St.

Los Angeles, Cal.

WE NEVER FAIL

Asters Gladioli, Statice Yellow Daisies

AND OTHER SUMMER FLOWERS

We are known for special care in selection and packing of stock for hot weather shipping.

L. A. FLORAL CO.

The House of Quality and Service

236 EAST FOURTH ST.,

LOS ANGELES, CALIF.

BUY QUALITY STOCK

Poor stock does not pay. Order a box of our special Gladioli and Baby Gladioli. Now shipping Asters, Shastas, African Marigolds, Gypsophilas and all summer flowers—also Roses and Valley.

IN PLANTS WE OFFER:

- AMERICAN BEAUTY, 3-inch, \$20.00 per 100.
- CLIMBING CECILE BRUNNER, 3-inch, \$15.00 per 100.
- PRIMA DONNA, 3-inch, \$10.00 per 100.
- MILADY, 3-inch, \$15.00 per 100.
- HYDRANGEA OTAKSA, 3-inch, \$10.00 per 100.
- KENTIA BELMOREANA and FORSTERIANA, 4-inch, 50c each.
- KENTIA FORSTERIANA, \$1.00 each.
- KENTIA BELMOREANA and FORSTERIANA, 6-inch, made up, \$2.00 each.

Packing at cost

WALTER ARMACOST & CO.

321-323 East 4th Street

LOS ANGELES, CALIF.

WE CLOSE SUNDAYS

PRICE LIST

EFFECTIVE JULY 8, 1920.

Subject to change without notice	Short	Medium	Long
ROSES			
Hoosier Beauty.....	\$.08	\$0.15	\$0.20
Columbia.....	.08	.15	.20
Ophelia.....	.06	.12	.15
Shawyer.....	.06	.12	.15
White Killarney.....	.06	.12	.15
CARNATIONS, Best			
Shorts and Splits.....			.06
Gladioli.....	\$1.50	per dozen	
Cecile Brunners.....	.25	per bunch	
White Baby Roses.....	.25	per bunch	
Feverfew.....	.25	per bunch	
Delphinium Belladonna.....	.25	per bunch	
Gypsophila.....	.25	per bunch	
Gaillardia.....	.25	per bunch	
Coreopsis.....	.25	per bunch	
Shasta Daisies.....	.25	per bunch	
Sprenger.....	.75	per bunch	
Hardy Ferns.....	.25	per bunch	
Calendula.....	.25	per bunch	

Miller Floral Co. **UTAH**
FARMINGTON,

to a sufficient extent to affect the market noticeably. Quantities of outdoor summer flowers characteristic of California were utilized in making bouquets for general distribution to the convention delegates and other visitors, and the close clean-up of this grade of stock strengthened the market generally, especially as other flowers were also in extra demand for table decorations and for use in connection with various entertainment features planned for the visitors.

June also closed with a large number of weddings. So, taking it all in all, it was a good month for all branches of the florists' business. Up to July 1, the summer lull had not yet started and indications were favorable for considerable business during the early part of the midsummer month.

The quality of the stock, however,

Everybody Knows Our Motto:

"We Never Miss"

EVERYTHING IN

Cut Flowers and Supplies

S. MURATA & CO.

Oldest and Most Experienced Shippers in Southern California

380-386 S. Los Angeles St., LOS ANGELES, CAL.

BULBS

- FREESIA PURITY
- FREESIA SPLENDENS
- PAPER WHITES
- EMPEROR DAFFODILS
- YELLOW CALLAS
- BABY GLADIOLI (The Bride)

A reliable source of supply.

LOS ROBLES, Santa Cruz, Calif.

Carnations

2-inch Plants
\$7.00 per 100

- White Enchantress, white.
- Victory, red.
- Mrs. Ward, pink.
- Belle Washburn, red.

H. N. GAGE CO.,
Montebello, Calif.

DRIED FLOWERS

Now is the time to lay in your winter supply

Statice—Purple, white and yellow.
Rhodanthe—Pink.

Acroclinium—Daisy-type, pink. **Helichrysum**—Assorted colors.
Statice—Russian or rat-tailed, pinkish lavender.

We have a large supply and can furnish any quantity.
Book your orders now.

These dried flowers are excellent for floral work. They often prove a life-saver when stock is scarce.
Send for a small assorted box as a sample. You will come back for more.

J. A. AXELL, Wholesale Commission Florist, 463 Bush St., SAN FRANCISCO, CAL.

shows the effect of the summer season. This statement applies particularly to roses, carnations and other flowers which are year-round staples and not at their best at this time of the year. The percentage of first-class roses is light and it is noted that the better grades clean up ahead of the poorer offerings, in spite of wide variance in prices. This is true also of carnations; many people are willing to pay the higher prices for good flowers at the better stores, in preference to taking the poorer quality at low figures from the street vendors.

The second crop of gladioli is ready, but there is a large percentage of poor flowers among the daily offerings. Good sweet peas are scarce, as the height of their season is past. There are barely enough gardenias and orchids to supply the demand. A feature of the market is the great variety of outdoor summer flowers, such as scabiosas, gaillardias, coreopsis and marigolds.

A limited supply of nice dahlias is arriving and asters are about due. Chrysanthemums will not be far behind; in fact, scattering lots are already coming in three to four times a week.

Various Notes.

Pelicano, Rossi & Co. secured the order for bouquets for the visitors to the Democratic national convention. They made 6,000 of these in three days and delivered them to the hotels where the visitors were staying. The order about cleaned up the supply of annual summer flowers and several extra men were hired to help make the bouquets. On account of lack of working space at the company's store, tables at two or three of the wholesale places were pressed into service. This order caused about as much flurry in the local market as any single order ever did. Friends of the Pelicanos are glad to learn that Mrs. Frank Pelicano is recovering nicely from the serious operation which she underwent a few days ago.

George Wagner, of B. M. Joseph's, has gone back to St. Louis, Mo., to claim Miss Mayme Lorenz as his bride. They were to be married July 7 and were to leave immediately for San Francisco, where Mr. Wagner will resume his duties at Joseph's and the young couple will make their future home.

The florists have been talking for a month about being busy with weddings and their reports are well founded, according to statistics given out by the county clerk. For instance, June 28 a total of fifty-five marriage licenses were issued, as compared with thirty-nine for

Imported Plant Tubs
12-inch Diameter



60c Each

Excellent Crop of
Roses of all kinds

Spring Flowers

WOODWARDIA
and OTHER GREENS

ENOMOTO & CO., Inc.

Wholesale Growers and Shippers

35 St. Anne Street, SAN FRANCISCO, CAL.

Mention The Review when you write.

Summer Flowers

Roses, Carnations, Sweet Peas, Baby Roses, Statice, Gladioli and
many other seasonable flowers ready for shipment—also
Adiantum and Plumosus

F. C. JAEGER & SON

152 Powell Street

OUR SLOGAN:

"Right Price, Quality and Service" SAN FRANCISCO, CAL.

Mention The Review when you write.

PLUMOSUS

Tulips, Roses, Freesias, Gypsophilas, Spring Flowers

ADIANTUM

GEN. A. J. GOOCH

537 PINE STREET. SAN FRANCISCO. CALIFORNIA

Mention The Review when you write.

FREESIA PURITY

1/2 to 3/8-inch, \$10.00 per 1000. 7-16-inch, \$7.00 per 1000.

By parcel post, prepaid—Immediate delivery.

Special prices on 5000-lots.

HARRY BAILEY, R. F. D. No. 6, Box 354, Los Angeles, Cal.

P. C. Miller Company Announcement

ON AND AFTER AUGUST 1, 1920
 The P. C. Miller Company, Los Angeles, California
 WILL BE KNOWN AS

California Floral Company

We have experienced a great deal of trouble in mail service, owing to the fact that there are other firms in our city under the name of P. C. Miller. This has resulted in our mail, in many instances, being delivered to the wrong address, thus causing disappointments to our customers through delayed orders. We will continue business under the same management and will retain our motto:

"The Best in the West"

IN THE FUTURE KINDLY ADDRESS US

California Floral Company

Wholesale Dealers in Cut Flowers

217 Winston Street :: :: Los Angeles, California

Freesia Purity

	Per 1000
$\frac{3}{8}$ -inch to $\frac{1}{2}$ -inch.....	\$ 6.00
$\frac{1}{2}$ -inch to $\frac{5}{8}$ -inch.....	10.00
$\frac{5}{8}$ -inch to $\frac{3}{4}$ -inch.....	18.00
$\frac{3}{4}$ -inch and over.....	19.00

Paper White Narcissus

	Per 1000
Large size.....	\$28.00
Emperor Daffodils.....	40.00
Trumpet Majors.....	40.00

Calla Aethiopica (White)

	Per 1000
1-inch to $1\frac{1}{2}$ -inch.....	\$ 35.00
$1\frac{1}{2}$ -inch to 2-inch.....	85.00
2-inch and over.....	150.00

C. KOOYMAN & CO., Inc.

*Wholesale Florists
 and Importers of Bulbs*

431 BUSH ST., SAN FRANCISCO, CALIF.

Mention The Review when you write.

the same day of 1919. Up to June 28, 826 licenses had been issued in the month, whereas the biggest previous June was in 1919, when 723 licenses were issued for the whole month.

John Bianchini has returned to San Francisco, after spending about six weeks on the Russian river. Ill health of his wife brought them back earlier than had been expected. Mr. Bianchini plans to go into business for himself in the fall and is now on the lookout for a desirable location. For the time being he is helping B. M. Joseph, with whom he was formerly identified for some time.

Primula Obconica

Gigantea and Grandiflora

In $2\frac{1}{4}$ -inch pots, ready for shifting

My well known strain. Giant Flowers, many measuring over $1\frac{1}{2}$ inches in diameter. In separate colors or mixed.

\$6.00 per 100; \$57.50 per 1000

These make good Christmas plants.

Write for Price List of Ferns, Palms and Foliage Plants

H. PLATH—"The Ferneries"

Cor. Lawrence and Winnipeg Aves., SAN FRANCISCO, CAL.

California Flowers and Greens

of all kinds are being used generally
 by Eastern Florists.

DARBEE'S

for best quality and service

1036 HYDE STREET,

SAN FRANCISCO, CALIF.

L. Montre has just opened a store at 86 Carl street. It is understood he is new in the business and will start on rather a small scale, with the idea of gradual expansion.

H. L. Potter, of the Potter Floral Co., El Paso, Tex., paid his respects to the local trade when passing through San Francisco on his way back from the Shriners' convention in Portland, Ore.

C. Kooyman is accumulating a large supply of strawflowers for shipment to the eastern markets later in the year. He has the flowers suspended in bunches from the ceiling of his store to dry, and in that position they have the effect of an unusual and attractive decoration. Five or six different varieties of the flowers are included in his collection. Although he has not started to ship these generally as yet, he made a fine shipment to Philadelphia a few days ago.

Other local wholesale florists are also laying in a supply of strawflowers. J. A. Axell has his basement full of them. He is inclined to keep them out of sight, so as not to have passers-by coming in and wanting to buy a bunch or two.

Henry Avansino, manager of the wholesale warerooms of the E. W. McLellan Co., says more high-grade roses could be disposed of without difficulty. He calls attention to the fact that roses can be easily grown in this climate the year around and he thinks more good stock should be offered in summer. To help supply the demand, the E. W. McLellan Co. is running some of its houses right along and will probably keep more of them going during the summer in future years than heretofore, according to Mr. Avansino.

P. F. Rosaia, of Rosaia Bros., Seattle, Wash., has been visiting in San Francisco. His brother, Peter, is with Pelicano, Rossi & Co., in this city. Their father recently sold out his nursery at Colma, Cal.

A visitor from across the continent was George C. Shaffer, of Washington, D. C. While in town he called at several of the downtown stores and made the acquaintance of the proprietors.

M. M.

PORTLAND, ORE.

Rose Festival.

On account of the Portland rose festival and the National Mystic Shrine convention last week, there was a demand for everything in the shape of flowers. There were great quantities of flowers sent in from every corner of the city and state, which met all requirements.

Never in the history of Portland have such gorgeous decorations been made. The florists and growers of this section deserve a great deal of credit for the preparations they made to take care of such a volume of business.

A great many of the vehicles in the floral parade were decorated by professionals from the flower shops. Smith's Flower Shop decorators captured five prizes, the B. P. O. E. car, the Waverly Baby Home car, the Rotary Club car and a car entered by Mrs. Walter Honeyman.

The grand special prize was won by the decorations made by E. J. Nausa, of Smith's Flower Shop. The car was owned and entered by Mrs. Sweeney, of Victoria, B. C.

Niklas & Son decorated the car that

FREESIAS

Fischerii and Splendens

Fischerii This is the magnificent White Freesia that sold for \$10.00 and \$12.00 per 100 in the leading flower centers of the country last winter. It is the result of many years of painstaking labor to produce a Freesia of extra quality for commercial use. The flowers are of snowy whiteness (very rarely is a touch of yellow seen), are of very large size, have long, strong stems, are of great keeping quality and very fragrant; an extremely beautiful Freesia.

PRICE . . . \$6.00 per 100, \$50.00 per 1000

Cash with order from unknown parties.

Splendens The beautiful commercial lavender, like the above, is a combination of very fine varieties, as nearly alike in color as possible with all the fine qualities of Fischerii in size of flower, strength of stem and good keeping quality. It is highly fragrant, an extra fine Freesia, which will delight all growers.

PRICE . . . \$5.00 per 100, \$40.00 per 1000

We have a large stock of these two fine sorts now ready for delivery. Dealers allowed liberal discount. Bulbs are sent direct to purchasers.

RUDOLPH FISCHER

SAN GABRIEL, CALIF.

Easter Lilies, Calla Lilies, Roses, Cecile Brunners, Strawflowers, Gypsophilas, Gladioli, Marguerites, etc. All kinds of Cut Greens.

DOMOTO BROS.

440 Bush Street SAN FRANCISCO, CAL.

LOS ANGELES GERANIUM CO.
 CULVER BROS., Props., Wholesale Growers of
California Sunshine Geraniums
 For the Trade. Leading Standard Varieties.
 Strongly Rooted Outtings \$20.00 per 1000
SAWTELLE, CAL.

SURPLUS Transplanted Stock at \$1 00 per 100. Asters, Antirrhinums, Cinerarias, Lobellias, Fansies, Pentstemon, Petunias, Stocks, Verbenas, Etc.
FRED G. EHLE, Wholesale Grower,
 224-236 Sanborn Ave., San Jose, Calif.

ASPARAGUS

Plumosus, 3-in. \$ 6.00 per 100
 Sprengeri, 4-in. 12.00 per 100

CINERARIAS

Dwarf strain, 2 1/4-in. \$4.00 per 100

PETUNIAS

Grohe's large-flowering double, 2 1/4-in. \$6.00 per 100

FRED GROHE CO.
 R. F. D. 4, Box 367. Cash please. Santa Rosa, Cal.

W. H. HAWKINS
 Cyclamen - SEEDS - Primula
EVERYTHING FOR THE GREENHOUSE
 1206 N. 47th Street, SEATTLE, WASH.

Always mention the Florists' Review when writing advertisers.

Always mention the Florists' Review when writing advertisers.

New Colored Freesias

Sunset Collection—Pink Mixture

We are the originators of this beautiful strain of Colored Freesias. Best colors for the commercial grower. Very tall, wiry stems. Flowers large and open; from delicate pink to brilliant red. It is an unusually good keeper.

Price:	1000	100
First size	\$40.00	\$4.50
Second size	26.00	3.00
Third size	18.00	2.25

Write for prices on planting stock.

Victory

A variety of Sunset Strain; of the same habit as the former, but comes in straight deep pink color. Does not show yellow or bronze blotch.

Price:	1000	100
First size	\$75.00	\$8.00
Second size	50.00	5.50
Third size	35.00	4.00

Improved Rainbow

In a great variety of most beautiful colors. Remember, you get ALL the colors.

Price:	1000	100
First size	\$30.00	\$3.50
Second size	20.00	2.50
Third size	10.00	1.50

Write for prices on planting stock.

Splendens

Very fine lavender.

Price:	1000	100
First size	\$40.00	\$4.50
Second size	30.00	3.50

Cash with order from unknown correspondents.

GEBHARD PRECHTL, BOX 603, MONTEBELLO, CAL.

FIRST OF A NEW RACE

New Delphinium (Everblooming Hardy Larkspur) BELLADONNA SEMI-PLENA

A semi-double turquoise blue flower of the original Belladonna, giving it thereby the larger bloom and more lasting qualities to the flower. Highly desired by the florist trade **Trade pkt.,**

75c

New Stock Fraser's "SENSATION"

This new strain freely throws up fine long spikes 30 inches high, completely dressed with the giant perfect double carmine-rose flowers. The intense color shows up well when cut and makes a very brilliant bit of color in a bed or border. **Trade pkt.,**

50c

New Sweet Peas, CALIF. MARATHON SPENCERS

This new race differs from all other Sweet Peas in size of bloom, number of blooms to a stem and remarkable extra long season of blooming. This mixture is only the forerunner of what we predict to become one of the grandest classes of Sweet Peas in existence **Trade pkt.,**

50c

These three novelties of merit, if purchased separately, would cost \$1.75. They will be mailed to you complete for \$1.00. We want you to acquaint yourself with the quality of our strains.

ROBERT G. FRASER & SON,

Seed and Bulb Growers.

"Busch Gardens," Pasadena, Calif.

was entered by the First National bank. Thirty-five hundred red and white carnations and 400 Easter lilies were used on this car. It won first prize in its section. Another car decorated by this firm and entered by Mrs. Arthur Johnson won second prize in its section.

The Tonseth Floral Co. decorated the Mt. Tabor car, which won second prize in the community class. This car represented a huge basket and won the admiration of all who saw it. Gladioli, snapdragons and foxgloves were the principal flowers used. The Tonseth Floral Co. also supplied the Lulu Temple from Philadelphia with large quantities

of flowers, which were used by them at the Auditorium and also for decorating a float.

Clarke Bros. decorated the car that won the W. Freeland Kendrick prize of \$500 in gold. They also decorated the car which won first prize for community cars. This decoration was of peas, delphinium, iris, stocks, phloxes and Canterbury bells. The Foreign Society car, decorated by this company, won first prize for that section.

Rose Ceremony.

The following article was printed in one of the local newspapers recently:

"The ceremony of dedicating and naming new roses which took place at Peninsula park proved such a pleasing feature of the rose festival week that it is likely to be incorporated each year in the festivities.

"Jesse A. Currey, Pacific coast director of the American Rose Society and originator of the plan of dedicating and naming roses, has notified the Royal Rosarians that he will immediately get in touch with the rose growers throughout the world and secure their consent to have at least one of their new roses named each year in Portland. The Rosarians are enthusiastic for the event,



IMPORTED HINOKI PLANT TUB

No. 1—13 in. x 13 in. diameter, 10 for....\$6.00 100 for....\$50.00

California Asters

Seasonable Flowers
and Greens

UNITED FLOWER & SUPPLY CO., Inc.

Wholesale Florists, Shippers and Growers

448 Bush Street SAN FRANCISCO, CAL.

and it will mean that Portland takes another step forward as the center of rose culture."

Various Notes.

It was impossible to secure a complete list of the visiting florists, but a few of them are as follows: E. E. Temperley, Indianapolis, Ind.; N. P. Lindberg, Rugby, N. D.; George C. Shaffer, Washington, D. C.; F. C. McNabb, of the Arizona Seed & Floral Co., Phoenix, Ariz.; Miss Jennie Murray, of J. E. Murray & Co., Kansas City, Mo.; Charles L. Schmidt, Harrisburg, Pa.; L. D. Howard, Roseburg, Ore.; W. E. Davidson, Holdrege, Neb.; J. C. Steinhauer, Pittsburg, Kan.; Fred Smith, Tacoma, Wash.; John Holtze, Seattle, Wash.; Felix Rosaia, Seattle, Wash.; O. E. Steinkamp, of Baur & Steinkamp, Indianapolis, Ind.; Frank Chervenka, Sumner, Wash.; J. B. Keller, Rochester, N. Y.; Mr. Maxwell, Tulsa, Okla.; H. L. Potter, El Paso, Tex.

Ella Grant Wilson, of the Floral Syndicate, Cleveland, has been in the city visiting the different flower shops and trying to interest them in an advertising campaign.

Wednesday, July 14, flower shops will be closed all day on account of the annual picnic, which will be held at Dodge park, on the Sandy and Bull Run rivers. Those who attend will take a basket lunch. Coffee and ice cream will be furnished by the Portland Floral Society.

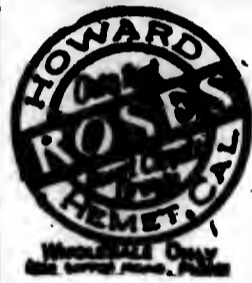
L. T. S.

SEATTLE, WASH.

The Market.

The effects of the late spring and rains are to be seen in the recent arrivals and in the fine quality of the outdoor flowers. The stock is exceptionally good for this time of the year. Carnations have been falling off, due to growers replanting for fall. There will be as heavy planting for this fall as heretofore. Most of the growers report good success with their carnations this last season. Spokane growers are between seasons and their shipments of Laddie have been falling off in volume. The current deliveries are the best that have been seen this year as to color and make a splendid showing as to stems.

Business ruled slower than any week



**FIELD
GROWN**

1920-21

List Now

**We Grow Only Own-
Root Roses**

HOWARD ROSE CO., Hemet, Calif.

Mention The Review when you write.

Softwood Poinsettia Cuttings (Unrooted)

Both the true red and early variety, packed to ship anywhere.

\$3.00 per 100; \$25.00 per 1000

**PAUL ECKE, 1226 Hayworth Avenue
LOS ANGELES, CAL.**

for several months, but the stock on hand was not overheavy and there was no need for slashing in prices. The outdoor roses are arriving. Ophelia, Ward and Columbia lead sales in the larger roses, while Brunner is now plentiful and in good demand. Killarney roses are also in larger supply. Violets are scarce and hard to find.

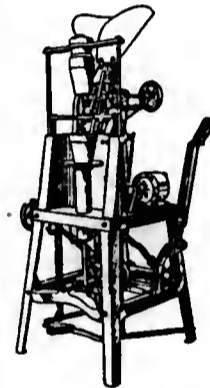
Peonies are still leaders and the prices have been splendidly maintained. The double peonies are most in demand, but single varieties have been used in window decorations to good effect. Water lilies are also being used in window decorations.

Gladioli continue to sell well and are being used in combination with Canton bluebells and snapdragons for baskets. Mrs. Francis King is still the favorite, but the smaller pink stock is also a good seller. The supply of Spanish iris has been decreasing somewhat during the last week, but the supply of large purple iris has increased so that there has been plenty of these flowers on hand.

Delphinium and gypsophila have been freely used in the less expensive cut flower combinations. Larkspur and bachelor's buttons have been good sellers in the miscellaneous list.

There is not much call for potted stock. Geraniums and calceolarias are

Save 75% On Your Flower Pots



Make your own
with our Concrete
**FLOWER POT
MACHINE.**

Send for free descriptive booklet.

A large grower says: "Many kinds of plants do better in concrete pots than they do in clay pots."

**Spokane Concrete Flower
Pot Machine Co., Inc.**

P. O. Box 255.

SPOKANE, WASH.

Your inquiries for anything you may need

WILL BE APPRECIATED

H. L. OLSSON CO., Inc.

Growers of Quality Plants for the Trade

Box 484

SPOKANE, WASH

CHRYSANTHEMUMS

Rooted cuttings, the best standard varieties and pompons, clean, healthy stock, no midge, at \$3.50 per 100; \$30.00 per 1000. Chadwicks and White Seidewitz, \$5.00 per 100.

Primula Obconica, 2-inch, best strain, separate colors, no white, at \$6.00 per 100.

PETERS & SONS, HILLYARD, WASH.

We ship from Spokane, Wash

about the only items available. The pansy market is over as far as the plants are concerned, but still shows a healthy demand from shipping sources.

Orchids are in plentiful supply and there are enough gardenias to go around, but nearly every day has seen the supply of lily of the valley cleaned up. Occasional showings of Shasta daisies are made with fair success and the same is true of the ordinary California poppy. One house showed the large red opium poppies also, but so far these have been rather poor keepers.

Various Notes.

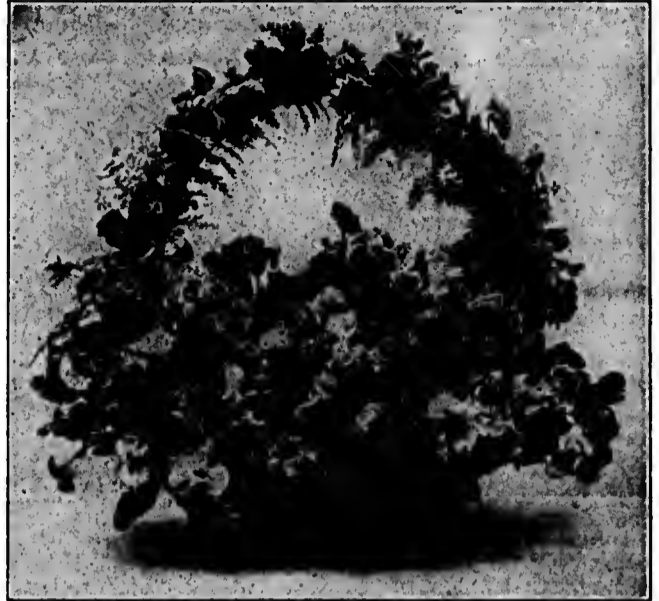
It is said that there is going to be a big increase in oriental travel this sea-

Originators of **Mastodon Pansies** Since 1893

**PRICES NET
1920**

One-sixteenth ounce of either variety, 65c

	1/8 oz.	1/4 oz.	1/2 oz.	oz.
Steele's Greenhouse Special, mixed (O.K.outside)	\$.100	\$2.00	\$3.75	\$7.00
Steele's Mastodon Private Stock, mixed.....	1.00	1.75	3.25	6.00



- Mlle. Irene, new, tango red. Our greatest triumph in Pansies.
Price, 400 seeds..... \$0.75
- Mastodon Striata, 1920 novelty, striped. Price, 400 seeds..... .75
- Steele's Improved Vulcano, new, a rich, velvety Burgundy red.
Price, 400 seeds..... .50
- Mlle. Isabelle, our novelty. Ruffled bronze and yellow. Price, 400 seeds..... .50

Mastodon Pansies

The Price of each of the varieties named below is as follows: 1-16 oz., 65c; 1/8 oz., \$1.00; 1/4 oz., \$2.00; 1/2 oz., \$3.75; oz., \$7.00

- Black Mastodon, huge in size.
- Bronze Mastodon, the most popular strain we have.
- Panama-Pacific Yellow, those wonderful Exposition pansies.
- Prince Henry, the largest and finest blue in existence.
- Mastodon Adonis, light blue, baby blue and lavender shades.
- Madame Perret, rose and red shades.
- Parisian Yellow, a pure yellow of marvelous size.
- Meteor, a wine red— profuse bloomer.
- Grand Duke Michel, the premier large all white pansy.
- White Mastodon, dark center—the largest pansies we have ever seen.
- Madame Steele, Elks' Purple,
- Mastodon Beaconsfield, blue and lavender.

STEELE'S PANSY GARDENS, PORTLAND, ORE.

CHRYSANTHEMUMS

STANDARDS

- Chas. Rager
- Marigold
- Yellow Jones
- White Chadwick
- Golden Chadwick
- Early Frost

Maud Dean

POMPONS

- Frank Beu
- Hilda Canning
- Godfrey
- Lydia Thomas

ROOTED CUTTINGS

\$25.00 per 1000 \$8.00 per 100
From 2 1/2-inch pots, \$5.00 per 100

STUBER & RICHARDSON,
Bryn Mawr, Wash.

Mention The Review when you write.

"California" Plant Tub

(REDWOOD)



The "California" Plant Tub is a special product for Florists and Nurserymen. Expert workmanship, artistic lines, harmonious color and substantial quality. Made from selected No. 1 Redwood, bound with electrically welded wire hoops. No better tub made.

NET WHOLESALE PRICE LIST

No.	Diameter	Each	Doz.	100
5	8-inch	\$0.75	\$ 8.25	\$ 82.50
10	10-inch	.95	10 50	77.50
15	12-inch	1.50	18.00	110.00
20	14-inch, with handles	1.90	21.75	168.75
25	16-inch,	2.25	25.25	195.00
30	18-inch,	2.75	31.50	237.50
35	20-inch,	3.25	37.00	287.50

F. O. B. Factory.

Moderate Packing Charge.
Prices Subject to Change.

ROY F. WILCOX & CO.

Manufacturers
Wholesale Florists and Nurserymen
MONTEBELLO, CAL.

Mention The Review when you write.

PORTLAND ROSES

EVERGREENS

HARDY PERENNIALS

Price List on Request

Mountain View Floral Co., Portland, Oregon

Mention The Review when you write.

- Barberis Darwinii** Per 100
Out of 2-inch pots.....\$ 6.00
 - Diosma alba**
Out of 2-inch pots..... 10.00
 - Erica Melanthera**
Out of 2-inch pots..... 15.00
- Cash with order, please.

PACIFIC NURSERIES, Colma, San Mateo Co., Calif

Mention The Review when you write.

ASTER SEED

YOU CAN ALWAYS DEPEND ON FOR GROWING
CUT ASTERS

THE HOME OF ASTERS

Herbert & Fleishauer

Aster Specialists, McMinnville, Ore.

Mention The Review when you write.

See our Price List

Page 57, issue of May 6

WILSON-CROUT-GEHR CO.

East 62nd and Ankeny St., Portland, Ore.

Mention The Review when you write.

son. The last liner of Nippon Yusen Kaisha to sail was productive of considerable telegraph business for local florists.

Rosaia Bros. handled a water lily window decoration for the Fraser-Pater-son Co., which attracted much attention, and also used a smaller tank in their own window during the week to show water lilies and orchids. The cut of cattleyas from this firm's greenhouses is heavy now and shows splendid handling.

John Young, secretary of the Society of American Florists, was a Seattle visitor for several hours last week. He attended the Shriners' convention in Portland and found time to call on a few members of the trade during the few hours the special train stopped on the way home.

Fred Gust, representing the McCallum Co., of Pittsburgh, has been calling

[Concluded on page 118.]

E. F. WINTERSON CO., 166 N. Wabash Avenue
 L. D. Phone Central 6004
 ESTABLISHED 1892 **Chicago**

DAILY SHIPMENTS of the finest stock in ROSES, CARNATIONS, VIOLETS and BULBOUS FLOWERS. Headquarters for WILD SMILAX, FANCY FERNS, ADIANTUM and all green goods. DON'T FORGET - Our Supply Department is complete - RIBBONS, CHIFFONS, BOXES, CREPE PAPER AND WIRE DESIGNS.

Mention The Review when you write.

Wholesale Cut Flower Prices.

Chicago, July 7, 1920.

	Per doz.	
Beauty, Special	\$6.00	
Beauty, 30 to 36-in. stems	5.00	
Beauty, 24 to 30-in. stems	\$3.00 @	4.00
Beauty, 20 to 24-in. stems		2.50
Beauty, 12 to 20-in. stems	1.50 @	2.00
Beauty, Short	.50 @	1.00
Per 100		
Columbia	\$4.00 @	\$20.00
Mrs. Russell	4.00 @	25.00
Premier	4.00 @	25.00
Milady	4.00 @	20.00
Montrose	4.00 @	15.00
Sunburst	4.00 @	18.00
Ophelia	4.00 @	15.00
Killarney	4.00 @	12.00
White Killarney	4.00 @	12.00
Double White Killarney	4.00 @	15.00
Killarney Brilliant	4.00 @	12.00
Champ Weiland	4.00 @	12.00
Nesbit	2.00 @	3.00
Cecile Brunner		2.00
Carnations	2.00 @	3.00
Peonies	6.00 @	10.00
Valley	12.00 @	15.00
Cattleyas, doz.	\$18.00 @ \$36.00	
Easter Lilies, doz.	1.00 @	1.50
Sweet Peas	1.00 @	2.00
Daisies, Yellow	1.50 @	3.00
Gladloll	8.00 @	12.00

Pittsburgh, July 7, 1920.

	Per doz.	
Beauty, Special	\$6.00	
Beauty, Fancy, 24 to 30-in.	4.00	
Beauty, Shorter, 18 to 24-in.	2.50	
Beauty, Firsts, 12 to 18-in.	1.50	
Per 100		
Beauty, Seconds	\$4.00	
White Killarney	6.00 @	15.00
Richmond	6.00 @	15.00
Ophelia	6.00 @	15.00
My Maryland	6.00 @	15.00
Mrs. Charles Russell	6.00 @	25.00
Premier	6.00 @	25.00
Columbia	6.00 @	20.00
Orchids	75.00 @	125.00
Carnations		3.00
Sweet Peas	.75 @	1.50
Snapdragons		8.00
Lilies	12.00 @	15.00
Iris		3.00

St. Louis, July 7, 1920.

	Per doz.	
Beauty, Specials	\$8.00 @ \$18.00	
Beauty, Extra	5.00 @	6.00
Per 100		
Columbia	\$6.00 @	\$10.00
Premier	8.00 @	15.00
White Killarney	6.00 @	15.00
Killarney	4.00 @	5.00
Ward	4.00 @	5.00
Milady and Ophelia	6.00 @	10.00
Russell	8.00 @	10.00
Carnations	2.00 @	3.00
Easter Lilies	10.00 @	12.00
Snapdragons	3.00 @	4.00
Daisies	.50 @	1.00
Valley	6.00 @	8.00
Orchids, per doz.	\$12.00 @ \$18.00	
Sweet Peas	.25 @	.40
Callas	8.00 @	10.00
Gladloll	8.00 @	10.00

Cincinnati, July 7, 1920.

	Per doz.	
Beauties, 36-inch	\$5.00	
Beauties, 30-inch	5.00	
Beauties, 24-inch		4.00
Beauties, 18-inch	\$1.50 @	2.00
Beauties, Short		1.00
Per 100		
Columbia	\$4.00 @	\$10.00
Premier	6.00 @	15.00
Killarney	4.00 @	8.00
Ophelia	4.00 @	8.00
Russell	6.00 @	15.00
Carnations	1.00 @	4.00

Baxter Springs, Kan.—The Baxter Floral Co. will start work on a new greenhouse in Joplin, Mo., soon.

Dayton, O.—Warren Matthews sold his greenhouses and downtown store to the Rolf Zetlitz Co. for a consideration of \$35,000. The range consists of 40,000 feet of glass.

GEORGE B. HART

Cut Flowers, Plants,
Florists' Supplies

49-55 Stone Street Rochester, N. Y.

Mention The Review when you write.

Cut Flowers Greens Supplies

Everything a Florist Needs

CINCINNATI CUT FLOWER EXCHANGE
 Wholesale Commission Florists 14 E. Third St., Cincinnati, Ohio

Mention The Review when you write.

Asparagus Plumosus Sprays

LET US QUOTE YOU PRICE ON YOUR WANTS
 GREEN SHEET MOSS FOR HANGING BASKETS

5 Bales to Bundle, Price per Bundle.....\$1.50
E. G. GILLET, Wholesale Commission Florist 131 E. 3rd St., Cincinnati, O.

Mention The Review when you write.

Wholesale Cut Flower Prices.

Buffalo, July 7, 1920.

	Per 100	
Beauty, Special	\$40.00 @	\$50.00
Beauty, Fancy	25.00 @	35.00
Beauty, Extra	15.00 @	20.00
Beauty, First	6.00 @	10.00
Columbia	8.00 @	20.00
Killarney	4.00 @	12.00
White Killarney	4.00 @	15.00
Double White Killarney	6.00 @	18.00
Richmond	6.00 @	12.00
Maryland	6.00 @	15.00
Russell	8.00 @	15.00
Ophelia	6.00 @	15.00
Mrs. Ward	8.00 @	6.00
Sunburst	6.00 @	15.00
Bon Silene	8.00 @	4.00
Cecile Brunner	2.00 @	3.00
Carnations	2.00 @	4.00
Cattleyas	100.00 @	150.00
Easter Lilies	10.00 @	15.00
Rubrum Lilies	8.00 @	10.00
Snapdragons	8.00 @	15.00
Calla Lilies	12.00 @	20.00
Calendula	2.00 @	5.00
Valley	10.00 @	12.00

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street,
CHICAGO

Mention The Review when you write.

GEO. REINBERG

Wholesale Grower of **Cut Flowers**

Milady, Columbia, Sunburst, Ophelia, White Killarney and Russell

30 E. Randolph St., CHICAGO, ILL.

A HALF-INCH ADVERTISEMENT

here will keep your name and specialty before the whole trade, at a cost of only 55c per week on a yearly order.

Many Florists Add New Department to Their Business

A decided trend in recent enrollments in our Correspondence School has developed the fact that Florists are awakening to the great possibilities in Landscape Architecture and Gardening. Let us tell you how you can start a complete, well equipped department to handle this business.

American Landscape School
 11 K, NEWARK, NEW YORK

School of Horticulture

(18 MILES FROM PHILADELPHIA)
 AMBLER, PA.

Offers to women attractive courses in Floriculture, Vegetable Gardening and Canning for the month of August.

Write for Circular
 ELIZABETH LEIGHTON LEE, Director

WEILAND-RISCH Co
 FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

FLORISTS' SUPPLY CO., Inc.
 WHOLESALE FLORISTS

618-620 Duquesne Way
 PITTSBURGH, PA.
 Consignments Solicited

BOSTON FLORAL SUPPLY & SNYDER CO.

15 Otis—96 Arch St.

WHOLESALE FLORISTS
BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the East. We manufacture artificial flowers, baskets, wire frames, etc., right in our own factory. We preserve our own cypas leaves. Try us out in one way or another.

HOLTON & HUNKEL CO.

462 Milwaukee Street, Milwaukee, Wis.

GROWERS AND SHIPPERS OF
CUT FLOWERS,
GREENS and
PLANTS

Wholesale Cut Flower Prices.

Philadelphia, July 7, 1920.

	Per 100	Per 100
Beauties, Long	\$40.00 @	\$50.00
Russell, Hadley, Long	15.00 @	20.00
Russell, Hadley, Short	4.00 @	8.00
Double White Killarney, Long	6.00 @	8.00
Double White Killarney, Short	4.00 @	5.00
Maryland, Long	8.00 @	10.00
Maryland, Short	4.00 @	6.00
Premier, Long	8.00 @	12.00
Premier, Short	4.00 @	6.00
Columbia, Long	8.00 @	12.00
Columbia, Short	4.00 @	6.00
Kaiserin, Long	8.00 @	10.00
Kaiserin, Short	4.00 @	6.00
Ophelia, Long	8.00 @	10.00
Ophelia, Short	4.00 @	6.00
Cattleyas		100.00
Carnations, Laddie		6.00
Carnations, Select	4.00 @	5.00
Carnations, Ordinary		2.00
Sweet Peas, Ordinary	.50 @	.75
Sweet Peas, Ordinary		.75
Daisies	1.00 @	1.50
Snapdragons	4.00 @	6.00
Easter Lilies	10.00 @	15.00
Asparagus, bunch	\$.045 @ \$0.50	
Delphiniums	6.00 @	8.00
Gladliol	8.00 @	12.00
Cornflower		1.00
Pyrethrum, bunch	\$.035 @ \$0.50	
Valley		10.00
Pink Lilies		10.00
Candidum		12.50

Boston, July 7, 1920.

	Per 100	Per 100
American Beauty	\$ 2.00 @	\$25.00
Shawyer, Russell	1.00 @	10.00
Killarney	.50 @	6.00
Milady, Miller	1.00 @	8.00
Francis Scott Key, Radiance	1.00 @	8.00
White Killarney	.50 @	8.00
Double White Killarney	.50 @	8.00
Killarney Brilliant	1.00 @	8.00
Mrs. Aaron Ward, Sunburst	1.00 @	8.00
Hadley	1.00 @	12.00
Ophelia	1.00 @	10.00
Premier	1.00 @	10.00
Columbia	2.00 @	10.00
Maryland, Hoosier Beauty	1.00 @	8.00
Cattleyas	100.00 @	150.00
Sweet Peas	.50 @	2.00
Carnations	.50 @	2.00
Marguerites	.50 @	2.00
Easter Lilies	6.00 @	8.00
Gladliol	6.00 @	10.00
Peonies	4.00 @	6.00
Delphiniums	4.00 @	6.00

Milwaukee, July 7, 1920.

	Per 100	Per 100
Columbia	\$ 8.00 @	\$20.00
Premier	8.00 @	20.00
Killarney	4.00 @	12.00
White Killarney	4.00 @	12.00
Hoosier Beauty	4.00 @	12.00
Mrs. Ward	4.00 @	6.00
Ophelia	4.00 @	15.00
Carnations, assorted	2.00 @	3.00
Cattleyas, per doz	\$18.00	
Easter Lilies, per doz	\$1.50 @ \$2.00	
Sweet Peas	.75 @	1.50
Snapdragons	4.00 @	6.00
Daisies, Yellow	1.00 @	2.00
Gypsophilla, per bch	\$.050	
Gladliol, per doz	\$1.50 @ \$2.00	
Larkspur, per bunch	.50	

Bell Station, Md.—The contract for greenhouses for the bureau of yards and docks of the Navy Department has been awarded to the American Greenhouse Mfg. Co., Chicago.

RAEDLEIN BASKET CO.
DESIGNERS AND MANUFACTURERS

715 - 717 - MILWAUKEE - AVENUE
CHICAGO ILLINOIS



Mention The Review when you write.

Artificial Flowers

We have just received an import shipment of best quality

Valley, Lilac, Pansies and Forget-me-nots

LOTOS MFG. CO.
1566-68 Clybourn Ave., CHICAGO

Mention The Review when you write.

FLORISTS'

CARDS : ENVELOPES : LABELS : TAGS
Add 20% to our 1920 Catalogue prices.

THE JOHN HENRY CO.,
Lansing, Mich.

Florists' Supply House

Everything in Florists' Supplies

105 East Ohio St. Main 831
INDIANAPOLIS, IND.

Mention The Review when you write.

WESTERN FLORISTS

can depend on getting prompt service on rush orders from

COLORADO SEED CO.
FLORISTS' SUPPLY DEPT.
1515 Champa St. DENVER, COLO.

Mention The Review when you write.

Announcement

J. E. KOPPELMAN

Wholesale Florist and Florists' Supplies

Removed to

26 CUSTOM HOUSE ST.
PROVIDENCE, R. I.



Smith & Young Co.

WHOLESALE
Cut Flowers and Supplies

228 East Ohio Street
INDIANAPOLIS, IND.

The Denver Wholesale Florists' Company

1433-1435 California St.
DENVER, COLO.

Mention The Review when you write.

GUST. RUSCH & CO.

Wholesale Florists

444-446 Milwaukee St.,

MILWAUKEE, WIS.

Cut Flowers and Florists' Supplies

RICE BROTHERS

Wholesale Florists and Supplies

MINNEAPOLIS, MINN.

SEND LIST FOR QUOTATIONS

Mention The Review when you write.

C.C. POLLWORTH CO.

CUT FLOWERS,
PLANTS - BULBS
Florists' Supplies
MILWAUKEE, WIS.

FRANK H. TRAENDLY

CHARLES SCHENCK

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange
436 6th Avenue, between 26th and 27th Streets, NEW YORK

Phones 797, 798 and 799 Farragut

CONSIGNMENTS SOLICITED

N. Y. Florists' Supply Co., Inc.

103 West 28th Street, NEW YORK CITY

Wholesale and Retail Dealers in all kinds of

EVERGREENS AND ALL KINDS OF FLORISTS' SUPPLIES

Telephones 2144-2145-2146 Farragut

J. K. ALLEN, NEW YORK

31 to 43 W. 18th St.,
ESTABLISHED 1887

ROSES, CARNATIONS

And All Seasonable Flowers

ASPARAGUS PLUMOSUS—fresh every day. Let us have your standing order for regular shipments.

Fancy and Dagger Ferns, Galax, Leucothoe, Wild Smilax, Boxwood, Mexican Ivy, Roping, Etc.

Largest Stock and Assortment of Florists' Decorative Evergreens in America

FLORISTS' SUPPLIES—WIRE DESIGNS—RIBBONS

The Kervan Co., 119 W. 28th St., New York

M. C. FORD Wholesale Florist

American Beauties and Carnations
31 to 43 W. 18th St., NEW YORK CITY
Telephone 3870-3871 Farragut

I. GOLDSTEIN

Wholesale Florist

31 to 43 W. 18th St., NEW YORK CITY

Telephone Chelsea 6925

In the exact center of the Wholesale Cut Flower Section. Prompt and careful attention to your interests.

CONSIGNMENTS SOLICITED

REED & KELLER

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties

BONNET & BLAKE

WHOLESALE FLORISTS

130 Livingston Street, BROOKLYN, N. Y.
Tel. Nos. 1293-1294 Main
THE BUSY BEES

Headquarters for all kinds of top-grade stock, from the BEST Eastern Growers.

Established 1903

Prompt Payments

Florists' Supplies, Baskets,
Willow Ware and Sundries
Yours for Service

S. HANFLING CO.,

131-133 W. 28th St., NEW YORK

S. H. RUSSIN

Importer and Manufacturer

Baskets, Novelties and Florists' Supplies

Opposite the New Flower Market

55 West 19th St., NEW YORK

Telephone Watkins 4443.

Specialties: Wheat Sheaves, Flower Baskets and Novelties.

A. L. YOUNG & CO., Inc. WHOLESALE FLORISTS

54 West 28th St., NEW YORK

CONSIGNMENTS SOLICITED

Mention The Review when you write.

Wholesale Cut Flower Prices.

New York, July 5, 1920.

Per 100

Beauty, Specials	\$15.00	@	\$ 30.00
Beauty, Fancy	10.00	@	15.00
Beauty, Extra	8.00	@	10.00
Beauty, No. 1	5.00	@	8.00
Beauty, No. 2	2.00	@	5.00
Prima Donna	2.00	@	15.00
White Killarney	3.00	@	15.00
Francis Scott Key	10.00	@	30.00
Premier	2.00	@	15.00
Mrs. Aaron Ward	2.00	@	15.00
Russell	3.00	@	25.00
Ophelia	1.00	@	15.00
Columbia	2.00	@	15.00
Hadley	2.00	@	15.00
Sunburst	1.00	@	15.00
Orchids—Cattleyas	25.00	@	150.00
Sweet Pea	.50	@	1.50
Carnations	1.00	@	3.00
Lilies of the Valley	2.00	@	8.00
Lilies	6.00	@	12.00

GEORGE C. SIEBRECHT

WHOLESALE FLORIST

109 W. 28th St., NEW YORK

Phones 608 and 609 Farragut

Consignments of QUALITY Stock Solicited

Mention The Review when you write.

WM. KESSLER

WHOLESALE FLORIST

113 W. 28th Street, NEW YORK

Mention The Review when you write.

UNITED STATES CUT FLOWER CO.

Wholesale Growers

ELMIRA, NEW YORK

Mention The Review when you write.

ORGO BROS.

FLORISTS' SUPPLIES

235 Eighth Ave., NEWARK, N. J.

Manufacturer and Dealer in Artificial Flowers, Leaves and Designs

SEND FOR PRICE LIST

Mention The Review when you write.

Hints

IF you knew how satisfactorily we handle our shipments of flowers, you would certainly ship to us.

We guarantee you best market prices and prompt return.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co., Inc.

111 WEST 28th STREET, NEW YORK CITY

JOHN YOUNG & CO.

Wholesale Florists

Choicest Stock in America

31 to 43 W. 18th St., NEW YORK

Telephone 4336 Farragut

Futterman Bros.

Wholesale Florists

101 W. 28th St., NEW YORK

"The House of Novelties"

Consignments solicited Phone Watkins 9761

JOHNSON BASKET WORKS

2535 Milwaukee Avenue

CHICAGO

Mention The Review when you write.

ORCHIDS, GARDENIAS, Etc.

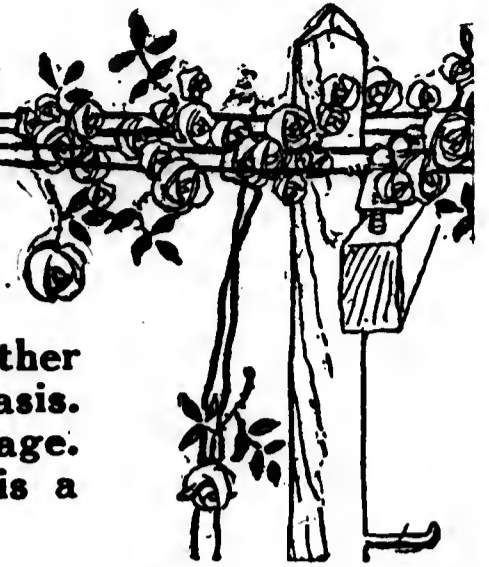
PAUL MECONI, Wholesale Florist, NEW YORK

Telephones No. 3864 and 836 Mad. Sq. 57 W. 26th Street

Mention The Review when you write.



Telegraph Delivery Department



THE florists whose cards appear in the Pink Part of The Florists' Review are prepared to fill orders from other florists, for local delivery, on the usual basis. See index by towns on the following page. If your city is not represented, there is a specially good opportunity for you.

SMYTH FOR CHICAGO

The florists who have acquired this habit in sending orders into this city get for their customers the utmost the money will buy—in flowers and service.

W. J. SMYTH

3101 to 3109 Michigan Avenue, Chicago.

"The Man Who Knows"

Member F. T. D.

Get Your Share of Telegraph Orders

Start your ad next week by mailing this blank today

FLORISTS' PUBLISHING CO.
508 South Dearborn St., CHICAGO

19

You may insert a Telegraph Delivery card occupying $\left\{ \frac{1}{2} \right\}$ inch in each issue of the Florists' Review for a period of one year from date, and thereafter until forbid by either party, for which _____ agree to pay at the rate of $\left\{ \begin{matrix} \$1.10 \\ 55 \text{ cts.} \end{matrix} \right\}$ net per week, bills payable monthly.

Strike out size NOT wanted.

Strike out same as above.

RETAIL STORE MANAGEMENT

WHAT THE LEADERS IN THE TRADE ARE DOING

BEGINNING IN BUSINESS.

Four Roads to Retailing.

The value of a good beginning is proverbial. When a retailer has once set out, methods and equipment may still to some extent be changed and advertising may give a fresh start, but the foundation is laid at the beginning and the whole structure of the later business rests on that beginning. There are four ways of entering into business as a retailer. You may buy an interest in an established store. You may buy an established store. You may buy the fixtures of a closed store and either move them to a new location or reopen the existing store. You may start a new store. Which method is adopted depends largely upon local conditions and upon the capital, experience and ability of the person.

Sizing Up Your Prospect.

If you are thinking of acquiring entire or, by partnership, partial ownership of a running business, it will, of course, be much easier to determine the advisability of the step than if you are going to reopen a closed store or start a new one. Among the first questions to be asked about it are those concerned with its location and its present trade. How long has the store been in the present location and how long has the present proprietor owned the store? Are the majority of the store's customers transient or regular? What proportion are local and what telephone? How many of the store's customers pass the store each day? What is the approximate total number of customers in the locality? Is the bulk of the trade due to the proximity of residences, or of special institutions, such as hospitals, cemeteries, hotels and railroad stations? If you plan to live in the same building with the store or near it, is the neighborhood a desirable one for your family?

Are There Any Strings to It?

Coming to the store itself, the proprietor's reason for selling is naturally significant; the advertisers in the Want and For Sale department of The Review show that they recognize that by frequently inserting a phrase in their For Sale advertisements stating their reason for selling. In examining a new proposition, the prospective buyer should find out in detail, not only why the proprietor wants to sell, but how he figures his selling price. Who took the inventory and when? It may be well to have a new inventory taken by disinterested examiners. How old are the fixtures? What was their cost and what is their depreciation? Are they sufficiently modern and in good condition? Both the refrigerator itself and the method of cooling should be given careful attention.

Find out, too, what the assessed valuation of the store is and whether it has

increased or decreased during the last five years. Is the title clear? If there is a mortgage, who holds it? Are you to assume any bills payable? If so, have them carefully listed and bind yourself no further. If you accept bills receivable as value received, have a local collection agency or auditor appraise their value. Find out from the wholesale houses with which the store has been doing business the volume of its purchases. Is the store fully covered by insurance transferable to you? Does purchase of the store entail transfer of contracts for gas, electricity, water, service, etc.? What other contracts do you assume?

You should know whether the store holds a lease. If so, is it transferable?

Every Florist

Has hit upon Ideas
that have made Money
for Him. The Spread
of such Ideas through
the Trade makes Progress.

THE
FLORISTS'
REVIEW

Is the medium for spreading those money-making ideas. Tell the trade about yours. Contributions on any subject relating to the trade are always welcomed by the Editor.

The way they are written is not so important as the ideas they convey. Write as you would talk.

Is it renewable? When does it expire? Is the building mortgaged? In renting a store, have it clearly understood with the landlord who is to make any needed alterations.

Other important points to be considered are the store's reputation with the public and its relations with its present employees. Is the legal good will real and transferable? Has the store been generally well managed? What is its credit? What is the overhead? What wages are paid? Will the members of the present working force remain in your service? Under the present management, what have been the net profits during the last five years? Is the business largely cash or charge?

When the examination has been brought to a favorable conclusion, a competent attorney should be employed to insure a safe passage through the legal intricacies of the transaction. An attempt to economize here may prove disastrous later.

If you are going to open a new store, your plans will need to undergo much the same scrutiny as that suggested for

the going concern that was to be purchased. The first question to consider, however, is the amount of capital you have, for upon this will depend the location, the class of fixtures and equipment you put in and the elaborateness with which you stock up at first. Regardless of the total capital to be used in starting, a sound proportion on which to figure is stated to be five-sixths for stock, fixtures, etc., and one-sixth for working capital, with debts limited to twenty per cent of the total capital.

The New Store and Its Capital.

For the new undertaking, the location must be examined with particular care, since its value can be less directly estimated than in the case of the established store. In a large city or place of much business, the other flower stores in that locality may indicate the general nature of the demand, but they will also raise the question as to whether that neighborhood can support an additional store. Notice the reasons for the success or failure of those stores, past and present. What is the distance to the nearest store in each direction? Does it seem probable that telephone business can be developed enough to counteract the possible dangers from competition in local trade? Is the neighborhood changing in character in a way to diminish the local demand for flowers or to make this particular type of store out-of-place and unprofitable? What is the social character of the neighborhood in its bearing on the use of flowers and what is the earning capacity of the people living there? Are the people 50-cent or \$5 buyers? It is also well to note what line of business occupied the store room previously or is there at present and to find out why that business has seen fit to move.

If the store is to be rented, is the rental in proportion to the probable volume of business? It has been estimated that under average conditions, in communities of from 25,000 to 100,000 population, the rent should run from two to three per cent of gross sales; in places having a population less than 25,000 it should be one to two per cent, and in cities over 100,000 it should be between three and six per cent.

Windows That Win.

In starting a new enterprise, even more than in purchasing a running business, the store room or building must pass a careful examination. The store with the step up or the step down should be avoided and in every other way the coming of customers into the store should be facilitated. The show windows, if they are to speak effectively to the passer-by, must be of adequate size and should be equipped with enough plugs for both the lighting and the electric fan which will be needed in winter to keep frost from forming on the inside of the windows. The question of lighting the show window has been given detailed treatment in this de-

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

FOREIGN SECTION

C. ENGELMANN
 Member American Florists' Telegraph Delivery Association.
 Life Member S. A. F.
 Member American Carnation Society.
 Member New York Florists' Club.
 Orders for England, Scotland and Ireland taken care of by
 C. ENGELMANN, Florist, Saffron Walden, Essex, ENGLAND.
 Cables: Engelmann, Saffronwalden(2 words only)
 Orders for the French Riviera and Monte Carlo taken care of by
 C. ENGELMANN, Etablissement Horticole "Carnation," Saint-Laurent-du-Var, near Nice, FRANCE.
 Cables: Carnation, Saint-Laurent-du-Var (2 words only)

Liverpool, England
DINGLEYS, Ltd., Florists

SHEFFIELD, ENGLAND
WM. ARTINDALE & SON
FLORISTS SEEDSMEN NURSERYMEN


Manchester, England
DINGLEYS, Ltd., Florists

SCOTLAND SEND YOUR ORDERS NOW TO
LEIGHTON, Florist, GLASGOW
 Scotland's Only Member F. T. D.

partment in previous issues of The Review. One factor in the show-window problem which is concerned with the location of the store is the desirability of having the windows on the shady side of the street. In summer, people prefer to walk on the shady side and consequently the windows will have a larger audience. Also, the flowers and plants displayed in the windows will keep longer in the same condition, if out of the sun; thus the flowers will last longer in the display and the plants will give the purchaser longer service. A third reason for having the show windows in the shade is that, in strong sunlight, the windows act to some extent like mirrors and the displays behind them cannot make so striking an effect.

Make Store Do Selling.

Unless the interior of the store is already in excellent condition, it will probably be necessary to refinish it, choosing some tint or combination of tints which will make a pleasing impression on the customers and provide a proper background for displays. If a new refrigerator is to be installed, the order for it can specify a style and color which will harmonize with the general scheme for the interior. This harmony should include, not only the refrigerator and the interior of the store, but also the exterior and the public's approach, insofar as such coöperation of style can be secured to make a selling impression on the possible customer from the time when he first learns of the store until he actually makes his purchase. The



Turning the By-Product Into the Main One

Most of us don't know in what part of our business the most money mostly lies.
 We do know that our sales on some certain thing are largest.
 That only shows what sells the most.
 It doesn't show up the thing that sells the least, but which could be made to sell the most, and make the most out of.
 Two things can show that up.
 One, an accident.
 The other, yourself.
 Next week will prove it to you with a piece of blotting paper.
 Which paper may, or may not, have much to do with F. T. D. orders; but you must admit it is at least a very absorbing subject.

New York's Favorite Flower Shop
G. E. M. Stumpff
 Fifth Avenue at 58th Street

store's scheme of interior decoration, its tone, its whole campaign to make that selling impression, should be carefully adapted to the class of people to which it expects to appeal. Part of this appeal may be made through a large, electrically illuminated sign, which should be carefully designed to make a distinctive impression and to be as

noticeable by day as when illuminated at night and should be hung in a commanding position. In planning the interior of the store, the great importance of the lighting system should be remembered, especially in its relation to the color and prominence of the displays and in its restful or irritating effect on those in the store. A restful light is

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NEW YORK

561 Fifth Avenue
at
46th Street

Phos. F. Gabrin
INC.

BOSTON

1 Park Street
and
799 Boylston Street

**A HOUSE WITH A REPUTATION
FLOWERS OF MERIT
SERVICE**

CORRESPONDENTS THROUGHOUT THE WORLD

CLARKSBURG, W. VA.

Order your flowers on any occasion for delivery in this section from the leading Florists in the State.

HAYMAN GREENHOUSE CO.
CLARKSBURG, W. VA.

WEST VIRGINIA
WESTERN MARYLAND

The H. Weber & Sons Co.

Fairmont, W. Va. Clarksburg, W. Va. Oakland, Md.
Commissions Promptly Executed.
QUALITY EXCELLENCE ABILITY
Members Florists' Telegraph Delivery Association

CHARLESTON, W. VA.

Capital City Floral Co., Successor to ALEXANDER'S
FOR ALL SOUTHERN WEST VIRGINIA

CHARLESTON, W. VA.

Look at your map. We cover many towns.
WINTER FLORAL CO.

ORDERS FOR CHARLESTON, W. VA.

are given prompt and careful attention by the
Charleston Cut Flower and Plant Co.

Huntington, W. Va. Member F. T. D.

McClure-Coffman Successors to J. W. Dudley Sons Co

BLUEFIELD, W. VA.

FALLON, Florist.

J. W. Dudley Sons Co.

PARKERSBURG, W. VA.
CLARKSBURG, W. VA.
MARIETTA, OHIO.

Orders Carefully Executed

best secured by some kind of indirect or semi-direct lighting; how far these types of lighting are preferable to the direct kind from the advertising standpoint has been discussed in articles in this department of The Review.

Business Insurance.

Among your furnishings, as a protection to yourself and an assurance of amicable relations between yourself and your customers, as well as with your wholesaler and your banker, a modern and complete receipt-printing cash register will be practically indispensable.

Finally, when your plans are all made and your store is ready, with fixtures installed, take out maximum insurance. You have been planning in order to insure against lack of business; do not neglect to insure against loss of all that with which you will do business.

TORONTO, ONT.

The Market.

Business has been keeping up in a wonderful way, though florists usually look for a falling off at this time. Also there is usually a surplus of flowers at this time, but this year there is a de-

SPARTANBURG

AND ALL SOUTH CAROLINA

CHARLES A. MOSS

Member Florists' Telegraph Delivery Assn.

MILLS THE FLORIST, Inc.

36 West Forsyth Street

Jacksonville, Fla.

We reach all
FLORIDA AND SOUTH GEORGIA POINTS

Miami Floral Co.



Orders Promptly Filled

MIAMI, FLORIDA

Carolina Floral Store Member F. T. D.

King and George Sts., Charleston, S. C.
Nurseries at Saxon, S. C.

GREENVILLE, S. C. OTTARAY HOTEL

RODGERS FLOWER SHOP
Supplies the Piedmont Section of South Carolina

TAMPA, FLA. KNULL FLORAL CO.

Member F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

WINCHESTER MELROSE MALDEN

Only An Hour to Deliver in Boston and Vicinity

BECKER'S CONSERVATORIES
CAMBRIDGE

BOSTON

BECKER'S—8 minutes' from the heart of Boston—gives prompt service in and roundabout Boston. The courteous, careful service you yourself would give.

BECKER'S CONSERVATORIES

Member Florists Telegraph Delivery 1730 Cambridge Street. CAMBRIDGE.—MASS.

NEW ORLEANS, LA.
CHAS. EBLE
 OLDEST FLORIST SOUTH
 121 BARONNE STREET
 Member Florists' Telegraph Delivery.

NEW ORLEANS
 MEMBER OF THE *Scheinuk* We Cater to the Best Trade
 F. T. D. *The Florist*
 2600 ST. CHARLES AVENUE

D. E. Ruch
 FLOWERS THAT ARE DIFFERENT
 LOUISIANA — TEXAS — ARKANSAS
 SHREVEPORT, LA.

JACKSON, MISS.
THE CAPITOL FLORAL CO.
 THIRTY YEARS OF FLORAL PROGRESS
 Greenhouse and Retail Store
 PROMPT ATTENTION, OUR MOTTO
 218 E. Capitol St., P. O. Box 313

ALEXANDRIA, LA.
 E. BLUM & SON
 For all Points in Central Louisiana.
LAKE CHARLES
 AND SOUTHWEST LOUISIANA
 Member F. T. D. CHAS. D. OTIS

Quality and Promptness
 Members F. T. D.
NEW ORLEANS, LA.
 The Avenue Floral Co.
 3442 ST. CHARLES AVENUE

TUPELO, MISS.
 Member F. T. D. At Your Service **TUPELO FLORAL CO.**

MRS. J. E. WATTS
 Cut Flowers for All Occasions **MERIDIAN, MISS.**

MISSISSIPPI
STEMME & SONS :: HATTIESBURG

GREENVILLE, MISS.
 IDLE HOUR FLORAL CO.
 Mrs. W. A. Craft, Designer. 701 Percy Street

mand for all flowers available. There has been a big demand for peonies, but the extreme heat has affected the supply. There is also a shortage of roses and orchids.

Various Notes.

Preparations have been made for another noteworthy picnic this year. The florists will close their stores the afternoon of July 14 to permit all to attend with their families. A change has been made in the place. This year the picnic will be held at Memorial park, Hanlan's Point, instead of at Center island, as at first announced. Last year there were several representatives from south of the border and it is hoped we shall have the pleasure of welcoming some of our

SEND YOUR ORDERS TO
HARRY PAPWORTH
 The Marie Ridge Nursery Co. Ltd.
 FLORISTS
 125 Canal St.
NEW ORLEANS, LA.

U. J. VIRGIN
 838 Canal St., NEW ORLEANS, LA.

BATON ROUGE, LA.
 THE ROSELAND FLORIST
 MEMBER F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NO BRANCH STORES MEMBER F. T. D.

FRED WEBER

4326 Olive Street ST. LOUIS, MO.

Red C Says: He is located in the center of St. Louis and can give the best of service to any section of the city.

ST. LOUIS, MO. Send Your Orders to **F. H. WEBER**
 Taylor Avenue and Olive Street

EVERYTHING SEASONABLE. PLANTS OR CUT FLOWERS.
 ALL ORDERS CAREFULLY EXECUTED UNDER MY PERSONAL SUPERVISION.

Member Florists' Telegraph Delivery Association. Flowers Delivered in City or State on Short Notice.

ST. LOUIS, MO.
 GRIMM & GORLY
 Leading Downtown Florists
 Members Florists' Telegraph Delivery.

SAINT JOSEPH MISSOURI  **Floral Company**
 225,000 Feet of Glass

Members Florists' Telegraph Delivery Association

ORDERS FOR
ST. LOUIS, MO.
 YOUNG'S :: 1406 Olive St.

Samuel Murray
 KANSAS CITY, MO.
 1017 GRAND AVE.
 Member of the Florists' Telegraph Delivery Association

Kansas City, Mo.

 MEMBER F. T. D.
 1106 GRAND AVENUE

ST. LOUIS, MO.
 Wire or Phone Your Orders to the
 HOUSE OF FLOWERS
OSTERTAG BROS.
 The Largest Retail Supply House in the West
 JEFFERSON AND WASHINGTON AVES.

ST. JOSEPH, MO.
 QUENTIN FLORAL CO.
 Orders for
 Iowa, Nebraska, Kansas and Missouri
ST. LOUIS, MISSOURI
 THE BLOSSOM SHOP
 Up-to-Date Service. 4110 Manchester Ave.

KANSAS CITY

 MEMBER F. T. D. Eleventh and McGee Sts.

ST. LOUIS, MO.
 Wire your orders to
 MULLANPHY FLORISTS, Inc.
 8th and Locust Streets
 — Both Long Distance Phones —
 Member Florists' Telegraph Delivery Ass'n.

WEBB CITY, MO.
 J. E. Meinhart, 416 S. Pennsylvania Ave.

Kansas City, Mo.
 MUEHLEBACH
 FLOWER SHOP
 HUGO R. NEFF, Manager

ST. LOUIS, MO.

 Member Florists' Telegraph Delivery Association
 4744-4748 McPherson Ave.

Joplin, Mo. AMERICAN FLORAL SHOP
 J. E. MEINHART, Prop., 216 W. 4th St.

ST. LOUIS, MO.
BENTZEN
 FLORAL COMPANY
 8118 North Grand Avenue
 FACILITIES SECOND TO NONE


KANSAS CITY
 WE STRIVE TO PLEASE

 Member of the F. T. D.
 1005 WALNUT - PHONES EST. 1800

KANSAS CITY, MO.
 We are members of the F. T. D.
 J. E. MURRAY & CO., 212 E. 10th Street

American friends again this year. It is expected that the growers, supply men and their families will be on hand. Many from Hamilton have signified their intention of coming to the picnic. The Toronto florists will reciprocate by attending the Hamilton convention in August in large numbers. An excellent program of sports has been prepared and a picnic supper will be served. Mrs. Moore is chairman of the refreshment committee and E. Sanderson of the sports committee.

The Bedford Park Floral Co. has been

 **KANSAS CITY, MO**
 38th St. and Euclid Ave
 Established 1890
 No order too large or small. Member F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Schiller's

—two CHICAGO stores

cover every part of the exclusive residential district to the more thickly populated parts of the city and the suburbs.

George Asmus

— is the active head of this corporation

which is a sufficient guarantee to the trade to warrant quality and service.

Member F. T. D.

North Side Store
4509 BROADWAY

—CHICAGO—

West Side Store
2221 W. MADISON ST.

Phone 1367
Stokes FLORAL SHOP
"WE STRIVE TO PLEASE"
205 E. Walnut St., Springfield, Mo.
Members F. T. D.

SPRINGFIELD SEED CO.
SPRINGFIELD, MO.
FLORAL DEPARTMENT OPEN DAY AND NIGHT
Members Florists' Telegraph Delivery Association

Excelsior Springs, Mo.
EXCELSIOR GREENHOUSES

COLUMBIA, MO.
COLUMBIA FLORAL CO.
Halfway between St. Louis and Kansas City

CHILLICOTHE, MO.
ISHERWOOD GREENHOUSES
We Strive to Please

ARCHIAS FLORAL CO., Sedalia, Mo.
Choice Cut Flowers and Designs on short notice.
Prompt attention to telegraph and telephone orders.
Members Florists' Telegraph Delivery Ass'n.

Helena, Ark. NEAREST FLORIST IN STATE 150 MILES
BALL FLORAL COMPANY

PINE BLUFF, ARK.
DAVIS FLORAL CO. MEMBER F. T. D.

GEORGE RYE, Some Florist
THE PLAZA Ft. Smith, Ark.
F. T. D.

EUREKA SPRINGS, ARK.
C. I. POOR, 27 Hilton St.

HOT SPRINGS, ARK.
The Flower Shop 366 Central Avenue

TEXARKANA, ARK. TEX.
MAJESTIC FLORAL COMPANY

El Paso, Texas POTTER FLORAL CO.
Members Florists' Telegraph Delivery

incorporated, letters patent having been issued by the provincial secretary of Ontario. It is permitted to grow and sell flowers, deal in floral supplies, etc.

Simmons & Son have just finished overhauling and redecorating their big store. The interior is finished in ivory and cream, with silver and rose furnishings. The lights are silver, with ivory bowls, and the wall fixtures are silver, with rose shades, and the resting seats and ladies' table are finished in rose. On a mezzanine floor is the office of Mr. Simmons, furnished in mahogany. The store has been made fire-proof throughout. The exterior has also been redecorated. The windows are finished in copper and a copper

FOR WEST AND CENTRAL TEXAS AND THE OIL FIELDS
Phone, wire or write **Brownwood Floral Co.**
BROWNWOOD, TEXAS
We are prepared to fill your orders
Members F. T. D.

SHERMAN, TEXAS
H. O. HANNAH & SON
Service up-to-date. Northern Texas-Southern Oklahoma.

WACO in the heart of Texas
Member F. T. D. **WOLFE THE FLORIST**

AMARILLO, TEXAS
West Texas, Western Oklahoma, Eastern New Mexico. **CUNNINGHAM FLOWER SHOP**

Lang Floral & Nursery Co., Dallas, Tex.
Write or wire headquarters for flowers for Texas Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

FORT WORTH, TEXAS
Baker Bros. Members Florists' Telegraph Delivery

Orders for TEXAS
KERR The Florist, Houston, Tex.
Member Florists' Telegraph Delivery

WICHITA FALLS, TEXAS
LEADING FLORIST
BUCHANAN FLORAL CO. : 1031 1/2 Indiana Ave.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Boston—O'BRIEN

67 Beacon Street
Deliveries
To All Suburbs

QUALITY AND SERVICE

Member Florists' Telegraph Delivery Association

CARBONE, 342
Boylston Street,
BOSTON

Member Florists' Telegraph Delivery Ass'n.

The Beacon Florist
7 Beacon Street, **BOSTON**

J. EISEMANN, Manager, 14 years head decorator and designer for Penn's.
PROMPT, EFFICIENT SERVICE GUARANTEED.

Worcester, Mass.
Randall's Flower Shop
Member Florists' Telegraph Delivery

H. F. A. LANGE
Worcester, Mass.
Delivers to All Points in New England
125,000 Square Feet of Glass
Member Florists' Telegraph Delivery Ass'n.

New Bedford, Mass.
and all parts of CAPE COD, MASS.
MURRAY, Florist
232 Union Street
GREENHOUSES: FAIRHAVEN, MASS.
National Florist. Member F. T. D.

Warburton

Member F. T. D.

FALL RIVER, MASS.
33 N. Main Street
Orders Executed for
Southeastern Mass., Newport
and Rhode Island Points.

FITCHBURG, MASS.
LESURE The Florist
EVERYTHING IN FLOWERS

CAMBRIDGE, MASS.
ROBBINS BROS., 636 Massachusetts Avenue
Near All Colleges Members F. T. D.

WELLESLEY COLLEGE
Dana Hall, Walnut Hill, Rockbridge Hall Schools
TAILBY, Wellesley, Mass.
Long Distance Tel., Wellesley, 44-1, 44-2, 44-3

Newton, Mass. | COTTON
Also BOSTON, BROOKLINE | The Florist
CAMBRIDGE, WELLESLEY

I should like to write a little essay on

"The Sweet Perfume of Courteous Service"

but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.

Penn The Florist

"Penn, the Telegraph Florist."

Member of Florists' Telegraph Delivery Association.
124 TREMONT STREET

War Brothers Boston, Massachusetts
44 TEMPLE PLACE
The Centrally Located Florist Shop
We cover all points in New England.
Members Florists' Telegraph Delivery.

Brookline, Mass.
1314 Beacon St. Alice B. Merrill
Member F. T. D.

BOSTON 9, MASS.

HENRY R. COMLEY, Florist, 6 Park Street
50 years' experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

name plate added. Awnings of copper and tan shades have been installed and the walls of the store painted in the same shades.

William Hoath is in England.

James McBean and Mrs. McBean are in Scotland.

Mr. and Mrs. Edward Gale are at Atlantic City.

J. K. M. L. Farquhar was a recent visitor, coming here in the interest of the proposed botanical garden at the University of Toronto.

Mr. Muston, of the Bedford Park Floral Co., has purchased a new farm at Stouffville, on which are several greenhouses. It is his intention to enlarge these at a later date to take care of the firm's growing business. The additional greenhouses will be in charge of Stanley Muston.

The Toronto Floral Co. has a particularly fine cut of roses, especially Ophelia.

Mrs. Still, of J. J. Higgins, Ltd., has gone to Sprucedale for a vacation.

Miss I. Meacham, of the Little Gray Flower Shop, is enjoying a fortnight's vacation.

Mrs. Moore, of the People's Florists, and Mr. and Mrs. James were recent visitors to Hamilton.

Business is beginning to ease off after six months of rather unusual hustle. At no time during the six months has there been a big supply of flowers. On the other hand, the florists have had to do some scheming at times to make the available supply cover all the orders. Now people are going to their summer homes and there is a big exodus for the week-ends, so that the demand is grow-

Waltham, Mass.
1st CLASS STOCK FACILITIES SERVICE
M. F. RUANE
Member F. T. D. 121 Moody St.

Brookline, Mass.
220 Washington Street
F. E. PALMER, Inc.
Established 1886
Members Florists' Telegraph Delivery Ass'n.

Cambridge, Mass.
Largest Retail Conservatories near the heart of Boston. Deliveries in all suburbs.
HAROLD A. RYAN, Inc.
Opposite Mount Auburn Cemetery.

A Card This Size
Costs only \$1.10 per Week on Yearly Order
It would keep your name and your specialty before the whole trade.
A half-inch card costs only 55c per week on yearly order.

MALDEN, MASS.
J. WALSH & SON
Members Florists' Telegraph Delivery Ass'n.

Lynn, Mass. MEMBERS F. T. D.
GIBBS BROS., 231-233 Union St.

BROCKTON, MASS.
Belmont Flower Shop. MEMBER F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

SAN ANTONIO, TEX. MEMBER F. T. D.
GREEN, The Florist
 YOUR CREDIT IS GOOD WITH US FOR CUT FLOWERS AND FLORAL OFFERINGS
 Avenue C at 8th Street

HARTFORD, CONNECTICUT
 Welch's Flower Shop
 197 Trumbull Street
 A. W. Welch Mrs. E. M. Welch

Coombs
 LEADING FLORIST
 Member Florists' Telegraph Delivery Association.
 Orders solicited for all parts of Connecticut.
 Stores: 741 Main St. 364 Asylum St.
 Greenhouses: Benton St. Hartford, Conn.

Hartford, Conn.
GEORGE G. McCLUNIE
 165 Main Street
 Established 1897 Member F. T. D.

Hartford, Conn.
George F. Lane
WELCH
 SUCCESSOR TO THE FLORIST
 180 Asylum Street Member F. T. D.

Hartford, Conn.
J. Albert Brodrib
 Store, 639 Main Street
 Deliveries to New Britain, Meriden, Middletown, Manchester, Rockville, Farmington, Willimantic.
 Member Florists' Telegraph Delivery Association

Waterbury, Conn.
RYAN & POWERS
 80 Center St.
 Special attention Westover and St. Margaret School Orders.
 Members F. T. D. and Rotary Florist.

STAMFORD, CONN.
QUALITY FLOWER SHOP
 Member F. T. D. 43 ATLANTIC ST.
 Prompt delivery to
NOROTON, DARIEN, NORWALK, GREENWICH

NEWPORT, R. I.
SMITH
 Est. 1864 Greenhouses
JAMESTOWN, R. I.

PORTLAND, ME.
THE FLOWER SHOP
 M. E. McGunigle 47 Oak Street

ESTABLISHED 1847
F. T. D.
Thos. F. Gabrin INC.
 THE NAME PROTECTS YOU
BOSTON
 1 PARK STREET
 799 BOYLSTON STREET
NEW YORK
 561 FIFTH AVENUE
 Steamers are Again Sailing on Schedule Deliveries made on board

Morse & Beals, LOWELL, MASS.
 Nearest Shipping Point to
NEW HAMPSHIRE and VERMONT
 Members Florists' Telegraph Delivery Association

New Haven, Conn.
J. N. CHAMPION & CO.
 The F. T. D. Artists
 Yale College
 Covering All Connecticut

MANCHESTER, N. H.
H. C. STACHE.
 L. D. PHONE 1261-R.

ing less. There are still a large number of weddings, however, and several florists report some large and particularly fine decorations.
 The Rose Society had a large rose show June 29 in Jenkins' Art Gallery. There were a large number of entries and a large attendance both afternoon and evening. J. J. H.

DETROIT.
 "Indian Village Greenhouses sounds somewhat romantic in this prosaic age," observed George Doemling, "and we shall change the name when our new store is ready, which will be the best in its class, with P. J. Murphy, formerly with the Barr Floral Co., at Lancaster, Pa., as manager. No, I am not an expert at the business," continued Mr. Doemling, "but attribute our success to practical application. My venture in the manufacture of rockers was a rocky one, as during the period of the war we struck a rock, but landed on mother earth and intend to stay right here, having found it both pleasant and profitable." Charles Kirkpatrick has charge of the greenhouses and produces the quality and quantity of stock necessary for an up-to-date retail business.
 "I remember the time," observed Joseph Streit, "when I was grower for S. A. Anderson, at Buffalo, N. Y., when if one-third of what is grown now in the shape of pot plants was produced,

Providence, Rhode Island
Johnston Brothers
 LEADING FLORISTS
 38 DORRANCE STREET
 Member Florists' Telegraph Delivery Ass'n.

Orders for Vermont and Northern N. Y. filled to your entire satisfaction at right prices.

Gave Florist
BURLINGTON, VT.

BRIDGEPORT, CONN.
James Horan & Son
 943 MAIN STREET
 Largest Growers in this District.
 MEMBERS FLORISTS' TELEGRAPH DELIVERY.

PROVIDENCE, R. I.
 AND ALL NEW ENGLAND POINTS
T. J. Johnston & Co., 107 Washington St., PROVIDENCE

New Britain, Conn.
VOLZ FLORAL CO.

Bridgeport, Conn.
John Reck & Son, 985 Main Street

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NEW YORK DARDS 341 Madison Avenue

Member of Florists' Telegraph Delivery Guaranteed Satisfaction
Nearly 50 Years

LET US FILL YOUR STEAMER ORDERS Leading Florist Regular European Sailings Now Established



WE CARRY THE HIGHEST GRADE OF CUT FLOWERS

SEND US YOUR NEW YORK ORDERS

ADJACENT TO THEATRICAL AND HOTEL DISTRICTS

EAST ORANGE, N. J.

South Orange East Orange
West Orange Orange

George Smith & Sons

557 Main Street
EAST ORANGE

Maplewood, Glen Ridge
and Bloomfield

We are located in the center
of these cities

ENGLEWOOD

Bergen County and Northern Jersey

Meadowbrook Nurseries, Inc.

F. T. D. Member

275 Grand Ave., Englewood, N. J.

Telegraph orders promptly and carefully filled.

ABUNDANTLY PREPARED
AT ALL TIMES

**Edwards Floral
Hall Company**

1716 Pacific Avenue
Atlantic City, New Jersey

Nurseries: Mediterranean
and South Carolina Aves.

Member Florists' Telegraph Delivery Ass'n.

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Members F. T. D.

PATERSON PASSAIC New Jersey

EDWARD SCEERY

Member Florists' Telegraph Delivery Assn.

ATLANTIC CITY, N. J.

Atlantic City Flower Shop

1519 Pacific Avenue

Always a big stock on hand of all kinds of flowers
and plants. Personal attention. F. T. D. Member

NEWARK, N. J.

WASHINGTON FLORIST

577 Broad Street

Member F. T. D.

Open 7 a. m. to 10 p. m. every day

All Middle State and Seashore
NEW JERSEY POINTS
and Northeastern Pennsylvania towns
are best reached from

TRENTON

MARTIN C. RIBSAM, Florist

Member F. T. D. Broad and Front Sts.

Red Bank, N. J.

W. W. KENNEDY & SONS
FLORISTS

MEMBERS F. T. D.

41 BROAD STREET

Stroudsburg, Pa. Boonton, N. J.
Dover, N. J. Hackettstown, N. J.

Store in each town. Flowers fresh from our
own greenhouses. Immediate delivery all
Eastern Penna. and Northern New Jersey.

HERRICK, Florist Member Florists'
Telegraph Delivery

Englewood, N. J. Camp Merritt

EDWARD G. BURROWS

Member F. T. D.

Summit, HARRY O. MAY,
PROPRIETOR

New Jersey The Rose Shop

TRENTON, N. J.

PARK FLORAL CO. R. ABBOTT

Greenhouses--Buchanan, Lafayette and Schiller Ave.

NEWARK, N. J. F. T. D. Member

BEGEROW'S 946 Broad St.

FRESH FLOWERS AND BEST SERVICE

JERSEY CITY, N. J.

WEIDEMANN'S FLOWER SHOP

222 MONTICELLO AVE.

Member F. T. D.

Malone, N. Y. Member
F. T. D.

L. G. RENNIE, 51 East Main Street

MEDINA, N. Y., White Bros.

Members Orders for Western New York
F. T. D. handled with promptness

Olean, N. Y. HERRON

The Florist

WE GROW OUR OWN FLOWERS

OLEAN, N. Y.

Member Florists' Telegraph Delivery
Manuel Oppenheim

HOBOKEN, N. J.

J. GRULICH & SONS

Members F. T. D. 616 Washington Street

MONTCLAIR, N. J.

MASSMANN

Member Florists' Telegraph Delivery

Atlantic City, N. J.

EGG HARBOR FLOWER SHOP Members
311 Pacific Ave. Crane & Hill, Props. F. T. D.

we were afraid of carrying a surplus! How things have changed for the better!" The stock of cyclamens, transplanted into flats from seed flats, then into 4-inch and later into 6-inch bulb pans, on up to 12-inch, shows the possibilities in the culture of these popular plants. Chrysanthemums, of the leading kinds, look healthy, although here, as elsewhere, the midge is being fought and with apparent success. Mr. Streit promises to bring as many as will fill his new car to the S. A. F. convention

ONEONTA, NEW YORK

DERRICK, Florist, MEMBER
F. T. D.

SYRACUSE, N. Y.

MILES S. HENCLE, 118 Harrison St.
Telegraph or mail orders receive my personal attention.

For SYRACUSE, N. Y.

W. E. Day Co., Onondaga Hotel Bldg.
F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

WE DELIVER TO ALL PARTS OF
BROOKLYN ——— and ——— **NEW YORK CITY**
JOSEPH TREPEL
 LARGEST INDIVIDUAL FLORIST IN THE UNITED STATES
ELEVEN STORES
 TELEGRAPH YOUR ORDERS TO THE MAIN STORE
LEWIS AVENUE Corner **HANCOCK STREET**, BROOKLYN, N. Y.
 AND RECEIVE MY PERSONAL ATTENTION

Kottmiller
 ... FLORIST ...
 426 Madison Ave.—and 49th Street
 Also Vanderbilt and Ritz-Carlton Hotels
 Telephone Murray Hill 783
 Highest award at the International Flower Show,
 April 11, Grand Central Palace.
 Location Central. Personal Attention.
 Member Florists' Telegraph Deliver/ Association.

RAMM'S Flower Shop
 350 Madison Avenue
 Prompt and Efficient Service. In the Heart of **NEW YORK**

THE BOSTON FLORIST
 Personal selection. Satisfaction guaranteed.
 In the heart of New York City.
 Close to Theaters and Steamships.
 Established 1902.
 135 E. 34th St., - NEW YORK

M.A. Rowe
 IN HEART OF NEW YORK CITY
 332 FIFTH AVE., NEAR 33rd ST.
 Opposite the Waldorf-Astoria. Phone Mad. Sq. 308-355
 OUR MOTTO—THE GOLDEN RULE.

NEW YORK Telephone Lenox 3822
HENRY HART, Inc.
 1000 MADISON AVENUE
 In the heart of most exclusive residential section

YONKERS, N. Y. MEMBER F. T. D.
 MANOR HOUSE SQ. **R. T. BRODERICK**

BUNYARD 413 Madison Avenue **NEW YORK CITY**
 Member F. T. D. SUMMER SEASON, Bellevue Ave., NEWPORT R. I.



NEW YORK, N. Y.
 QUALITY SERVICE
Charles H. Brown
 2366 Broadway, New York City
 CHOICE FLOWERS

David Clarke's Sons
 2139-2141 BROADWAY
 Tel. 1552, 1553 Columbus
NEW YORK CITY
 Out-of-town orders for delivery in New York carefully and promptly filled at reasonable rates

at Cleveland, provided Mrs. Streit is willing, but, as the bowling team will be included, a Ford truck has been offered by an enthusiastic fan as being adaptable.
 Ralph Wells, manager of the Detroit-McCallum Co., looked wistfully up from the basement at a skyscraper in the course of construction and said that

NEW YORK CITY
A. WARENDORFF
 F. T. D. Member
 TWO STORES { 325 Fifth Avenue
 { 1193 Broadway
SPLENDID SERVICE

NEW YORK CITY
ADOLPH MEYER
 In center of the **BON TON** residential district
 1062 Madison Avenue
 Near the great Art Museum and Cleopatra's Needle
WE COVER LONG ISLAND
JERSEY and CONNECTICUT
 Phones: 2352-7019 Lenox.

NEW YORK
 Orders Sent to **H. H. BURNS** 509 Madison Av.
 will receive prompt and careful attention.
LONG ISLAND **JERSEY CITY**
BROOKLYN **NEWARK**

"Where Roses and Lilies and Violets Meet."
GUIDO, Inc.
 Florist
 PHONES: Plaza 7570; Night call, South 1125
 595 Lexington Ave., Corner 52nd St. **NEW YORK**

W. & T. CASS
Geneva, N. Y.
 Telegraph Orders Promptly Filled in Western New York

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.



BUFFALO

COLONIAL FLOWER SHOP

230 DELAWARE AVENUE

Personal Attention
to F. T. D. Orders

S. A. ANDERSON
440 Main St., BUFFALO, N. Y.

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

Member of the Florists' Telegraph Delivery.

BUFFALO

L. H. NEUBECK
MAIN AND HIGH STS.

Member Florists' Telegraph Delivery

Scott The Florist

— MEMBER OF THE F. T. D. —
BUFFALO, NEW YORK

F. T. D.

Stroh's

Greenhouses ATTICA, N. Y. 379 Main Street, Buffalo, N. Y.



Niagara Falls, N. Y.

HARRIS & LEVER

Florists

Members of Florists' Telegraph Delivery

Wm. H. Grever Formerly manager Palmer's.
77 Allen Street, **BUFFALO, N. Y.**
F. T. D.

HUGO H. JAHN, 710 Nostrand Ave. **BROOKLYN, N. Y.**
Tel. 1952 Bedford. Will deliver to Steamships, Theaters, anywhere within 20 miles of New York. Artistic work. Personal attention. Special care of telegraph orders.

Elmira, N. Y. SHIPMENTS
Southern New York
Northern Pennsylvania
Member F. T. D. **The Rosery Garden Shop** 182 N. Main Street

WILSON 3 and 5 Greene Ave.
Main Store: Cor. Fulton St.

BROOKLYN

PHONE 6800 PROSPECT **NEW YORK**

BROOKLYN, N. Y.

JAMES WEIR, Inc.

324 Fulton St., cor. Pierpont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main

The Rosendale Flower Shop

126 JAY STREET

Schenectady, N. Y.

No order too large for us to fill, none too small for consideration.
Member F. T. D.

UTICA, N. Y.

Utica Floral Co.

MEMBERS F. T. D.

TROY, N. Y. MEMBER F. T. D.

33 Fourth St. H. LOUIS MENAND

FLORAL OSWEGO, N. Y.

ART STUDIO E. KENDIG, Prop.

Member F. T. D. At Your Service. Personal Attention.

ROCHESTER, N. Y. J. B. KELLER SONS
Florists

25 CLINTON AVENUE, N.
Roch. Phone Stone 506 L. D. Bell Phone Main 2189
Members Florists' Telegraph Delivery

Batavia, N. Y. L. C. STROH
& SONS

Flowers delivered to all nearby towns.

ALBANY, N. Y. THE CAPITAL DISTRICT
and all Eastern New York
WILLIAM GLOECKNER

WE GUARANTEE ABSOLUTE SATISFACTION
Member F. T. D. and N. F.

while they may not be able to occupy the whole thing, they certainly can use the greater part. It is noticeable that the concerns that begin life in a basement seldom stay there long.

Harry E. Taylor, formerly with John Breitmeyer's Sons, has launched out in the shadow of Frank Holznagle, having opened a well arranged store

Jamestown, N. Y.

**LAKEVIEW
ROSE GARDENS**

1,500,000 ft. of glass

CAPABLE RETAIL SERVICE

INSTANT SERVICE TO

Mayville, N. Y. Fredonia, N. Y.
Brocton, N. Y. Chautauqua, N. Y.
Randolph, N. Y. Lakewood, N. Y.
Bemus Point, N. Y. Cassadaga, N. Y.
Other Principal Western N. Y. towns.

Danker
Albany, N. Y.

Albany, New York

The Rosery 28 STEUBEN STREET
FLOWER SHOP
Best service. Send your orders to us.
Members Florists' Telegraph Delivery Ass'n

**WETTLIN FLORAL CO.
HORNELL, N. Y.**

For quick service to Avoca, Addison, Andover, Arkport, Almond, Angelica, Bath, Corning, Cuba, Canisteo, Castile, Cansarga, Cohocton, Friendship, Wellsville, Wayland, Warsaw, Dansville, Nunda and other Western New York towns.

ROCHESTER, N. Y.

Wilson F. T. D.
THE FLORIST
88 E. MAIN ST
We reach all Western N. Y. Points

HORNELL, New York

C. G. JAMES & SON

Prompt Deliveries to Elmira, Corning and Wellsville.

Elmira, N. Y. RAWSON
THE FLORIST
Deliveries to Ithaca

Binghamton, Hornell, Corning and other points.

JAMESTOWN, N. Y.

Heelas Flower Store
For all Chautauqua County

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Send us your orders for
Washington, D. C.

and the surrounding country

GUDE BROTHERS CO.,

MEMBER F. T. D.

WE OWN and operate 400,000 feet of glass for the cultivation of high class cut flowers and decorative plants in our retail store.

REMEMBER, every customer must be satisfied. If not, either the order will be duplicated or no pay accepted.

1214 F Street, N. W.
WASHINGTON, D. C.

Established 1859
A. WIEGAND'S SONS CO.
1610 to 1620 North Illinois Street
INDIANAPOLIS, IND.
Indiana's oldest, largest and most complete retail establishment
Member Florists' Telegraph Delivery Ass'n.

Indianapolis, Ind.
241 MASSACHUSETTS AVENUE
Bertermann Bros Co.
LEADING FLORISTS
Members Florists' Telegraph Delivery Assn.

INDIANAPOLIS, IND.
GREENE'S FLOWER SHOP
Board of Trade Building
Members Florists' Telegraph Delivery Ass'n
Not Open on the Sabbath, except when a holiday falls on Sunday.

ERIC BUCHHOLZ
MUNCIE INDIANA
Member Florists' Telegraph Delivery
30,000 square feet of modern greenhouses
18 acres of outdoor cultivation
SATISFACTION ON ALL ORDERS ASSURED

VINCENNES, IND.
PAUL C. SCHULTZ CO.
Member Florists' Telegraph Delivery.

GARY FLORAL CO. GARY
118 W. 5th Ave. Ind.
Always a complete stock and prompt service
MINIMUM ORDER, \$2.00

Attica, Ind. and all Surrounding Cities
ATTICA FLORAL CO.
Free daily delivery to Mudlavia Hotel.
Kramer, Ind.

BLOOMINGTON, IND.
Morris & Ellis
Members F. T. D.

TERRE HAUTE, IND.
129 SOUTH SEVENTH STREET
JOHN G. HEINL & SON

Send Orders for
WASHINGTON, D. C.
and vicinity to



EVERYTHING
FIRST-CLASS

Member F. T. D.

14th and H. Streets

ORDERS IN OR AROUND
Washington, D. C.
MEMBER F. T. D.
GEO. C. SHAFFER
900 Fourteenth Street

BEYER FLOWER SHOP
SOUTH BEND, INDIANA
Daily deliveries to Notre Dame University and St. Mary's Academy. Also close Connections with NILES, BERRIEN SPRINGS, ST. JOSEPH, MICH., NEW CARLISLE, MICHIGAN CITY, LA PORTE, ELKHART, GOSHEN, WARSAW, IND.

SOUTH BEND, IND.
Adam Beehler
Williams & Co. South Bend, Ind.
Florists
For Northern Indiana and South'n Michigan 138 S. MICHIGAN ST. Members F. T. D.

directly opposite the well known and flourishing Holznagle place. To show the true spirit of coöperation, the new-comer was extended the glad hand of welcome, with every wish that success may rest upon him.
John Breitmeyer's Sons' store has a most inviting appearance during these summer days. Everybody and everything looks fresh and cool.
Robert Rahaley, of the Michigan Cut Flower Exchange, was tapping the typewriter and mentioned that it only happens when matters of the greatest importance occur and when ordinary methods would not suffice. The summer dullness has set in, with occasional spurts to relieve the monotony.
Asman & Dunn have seen the neighborhood around them steadily advancing in size and have kept ahead of the times, so that they have the cream of

WASHINGTON, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member Florists' Telegraph Delivery.

Ft. Wayne and Northern Ind.
DOSWELL'S
QUALITY FLOWERS
Store: 301 W. Main and Lindenwood Cemetery

FT. WAYNE, IND.
FLICK FLORAL CO.
The Largest Store in the State
207-209 WEST BERRY STREET

FORT WAYNE, IND.
Blossom Floral Co.
MEMBER F. T. D.
QUALITY—SERVICE—ART 110 W. Wayne St.

FORT WAYNE, IND. MEMBERS F. T. D.
W. J. & M. S. VESEY
Prompt Service 2602 Thompson Ave.

RICHMOND, INDIANA
FRED H. LEMON & CO.
Florists and Decorators Send us your orders

RICHMOND, INDIANA AND VICINITY
Member F. T. D. G. R. GAUSE


Telegraph Delivery Department

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PITTSBURGH F. T. D. **A. W. Smith**
 AND VICINITY Service **Flower Stores Company**
 Keenan Building, PITTSBURGH, PA.

Pittsburgh, Pa.
 MRS. E. A. WILLIAMS
 621 PENN AVENUE Member F. T. D.

THINK! Everything in Flowers
GRAKELOW'S
 Member Florists' Telegraph Delivery Association Broad Street at Cumberland, PHILADELPHIA, PA.

PITTSBURGH

 E. C. LUDWIG
 FLORAL CO.
 710 E. Diamond St.
 Members F. T. D.

UNIONTOWN, PA.
 W. R. BARTON
 44 Morgantown Street
 Fine flowers and efficient service have distinguished this house for forty years.

J. J. Habermehl's Sons
 The finest floral arrangements, flowers and plants furnished on telegraphic orders.
 The Bellevue-Stratford Philadelphia Broad and Walnut Streets

Pittsburgh, Pa.
RANDOLPH & McCLEMENTS
 Floral Experts
 5936 PENN AVENUE
 Members of the Florists' Telegraph Delivery

UNIONTOWN, PA.
STENSON & McGRIL, "The Leading Florists"
 11 Morgantown Street
 FRESH HOME-GROWN CUT FLOWERS AND PLANTS at all times

PHILADELPHIA
 Germantown and Chestnut Hill
 Orders carefully filled in first-class style and on time
WILLIAM BERGER'S SONS
 5522 Germantown Ave., Philadelphia, Pa.

PITTSBURGH, PA.
Ludwig Floral Co.
 502 FEDERAL STREET

GILES, The Florist
READING, PENNA.
 Member F. T. D.

ORDERS FOR
PHILADELPHIA
 AND SUBURBS CAREFULLY FILLED
 We are in close touch with all the suburbs by railroad service and can make quick delivery.
CHARLES F. KRUEGER CO.
 Reading Terminal Flower Shop, Philadelphia

HARRIS BROS.
 510 Market St.
PITTSBURGH
 BEST SERVICE

Williamsport, Pa.
W. J. EVENDEN'S SONS
 THE LEADING FLORISTS
 Members Telegraph Delivery Association

Germantown and Chestnut Hill
 ORDERS Carefully executed with taste and promptness.
FRANK R. HASTINGS
 8 West Cheltenham Avenue, GERMANTOWN, PHILADELPHIA, PA.

SCRANTON, PA.
A. L. BESANCON & CO.
 Florists and Decorators
 Adams Ave. and Spruce St., SCRANTON LIFE BLDG.
 BOTH PHONES
 You can depend on us. Order your flowers on any occasion for delivery in Scranton and vicinity

Members Florists' Telegraph Delivery Ass'n
EVENDEN BROS.
 Largest Growers in Central Pennsylvania. Williamsport, Pa.

ORDERS FOR
PHILADELPHIA
 Carefully and Promptly Executed with Good Flowers and Good Taste by
M. J. Callahan, 3924 Market St., PHILADELPHIA

SCHULTHEIS, Florist
 117 Church Street, DUNMORE, PA. 612 Linden Street, SCRANTON, PA.
 Members of the Florists' Telegraph Delivery Ass'n.

the local trade. An actual event illustrates this. During this visit a young lady looked in and, announcing that she was to be married the next day, desired the advice of Mr. Dunn as to the nature and style of her bouquet, etc., and the cool, professional manner in which Mr. Dunn handled the delicate and important subject was a delight to witness.

Wilkes-Barre and near-by Pennsylvania Towns
 Member F. T. D. **A. W. B. EVANS**
 14 N. Main St.

New Kensington, Pa.
McRAE-JENKINSON CO.
 Member Florists' Telegraph Delivery

Beard Bros. are strong as ever on ferns and general stock. This firm is one of the pioneer and prosperous houses that have kept pace with the growth of the city.

Wilkes-Barre, Pa.
 Member F. T. D. **Ira G. Marvin**, 23 So. Franklin St. 63 No. Main St.

TITUSVILLE, PA.
WM. A. MURDOCH, MEMBER F. T. D.

Peter H. Reuss & Co. have the old Schroeter store and make a live showing even during dull times.

WARREN, PA.
 Crescent Floral Garden, SHERM OFFERLE, Proprietor

The L. Bomb Floral Co., as headquarters of the F. T. D., is ever ready to fill any order that comes over the wire.

LANCASTER, PA.
B. F. BARR & CO., Leading Florists

LEBANON, PA. Member F. T. D.
J. F. VAVROUS SONS
 Orders for central Penna. handled with promptness.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Louisville, Ky. F. T. D. orders taken for Louisville and placed with **EDITH V. WALKER & BROS.**
636 FOURTH AVENUE
NEW MEMBERS OF THE F. T. D., BUT OLD AT THE TRADE will be filled according to our reputation, which is the best

LEXINGTON, KY.
MEMBERS F. T. D.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky.

LEXINGTON, KY.
John A. Keller Co.
INCORPORATED
Main St., Opposite Phoenix Hotel
Member Florists' Telegraph Delivery Ass'n.

LEXINGTON, KY.
HONAKER, The Florist
Largest Cut Flower Grower in the State
160 West Main Street
Member Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.
MARRET & MILLER
J. E. MARRET J. S. MILLER
Established 1878
At Cave Hill Cemetery
814-822 CHEROKEE ROAD

J. V. LAVER
ERIE, PA.
Write, Phone or Wire Member Florists' Telegraph Delivery

Baur
Floral Co.
ERIE, PA.

Erie, Pa. Charles G. Offerle
2408 Poplar Street

PITTSTON, PA. Bell Phone 110-J
MARTHA HUNTLEY
Member F. T. D. 81 South Main Street

PITTSBURGH, PA.
Open Sunday. Quick Service. **DAVE HILL & CO.**
Fifth Ave. and Wood St.

A HALF-INCH ADVERTISEMENT
here will keep your name and specialty before the whole trade, at a cost of only 55c per week on a yearly order.

In **KENTUCKY** where prestige counts for much, let your customers be represented by a concern whose progressiveness is combined with the dignity of forty-six years of distinguished service.

Jacob Schulz Co.
INCORPORATED EST. 1874
550 FOURTH AVENUE - LOUISVILLE
Members F. T. D. Association.

LYNCHBURG, VA.
J. J. FALLON CO.
PROMPT SERVICE
Member Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.
AUGUST R. BAUMER
MASONIC TEMPLE
Member Florists' Telegraph Delivery Ass'n

LOUISVILLE, KY.
E. G. REIMERS & SON CO.
Established 1880 Incorporated 1914

Paducah, Ky. LEADING FLORIST
JOHN VAN AART
50,000 Feet of Glass and Retail Store

M. Bloy is chief electrician and is right on the job. He may have something original to show those who attend the S. A. F. convention at Cleveland.

What was formerly known as a suburb, Woodmere, is now touching the city. There is a group of live florists there, in Gus Knoch, Charles Keller, Steinecke & Son, Charles Warneke and John H. Warneke, each possessing an establishment in keeping with the environment and maintaining the excellent reputation gained for this beautiful and restful city.

W. R. Brown has earned the title of "lily king," from the large crop of that popular flower grown this season. From specializing in ferns to lilies is a decided jump.

Edward Fetters keeps his stores in the front by constant variety and attractive settings, undoubtedly the most telling kind of publicity.

J. L. Sullivan sustains the enviable reputation gained long ago of having the headquarters for the finest roses

LOUISVILLE KENTUCKY
Fine Flowers and Efficient Service have distinguished this house for nearly forty years. Send us your particular orders.
William Walker Co.
Incorporated
Home-grown Flowers
615 SOUTH FOURTH AVENUE
Members Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
LARGEST FLOWER STORE IN THE CITY

AUGUSTA, KY.
Victor H. Thomas, Deliveries to Georgetown and Ripley, Ohio

COVINGTON, KY.
Good Stock. Prompt Delivery.
MILLER, "THE FLORIST," Grower

Covington, Ky. Member F. T. D.
ROBERT D. RUTTLE
THE MADISON AVENUE FLORIST

Kentucky — Owensboro
TAPSCOTT, Florist MEMBER F. T. D.

Owensboro, Ky.
Members F. T. D. **NANZ FLORAL CO.**

BOWLING GREEN, KY.
COBBY'S FLOWER SHOP
Cut Flowers and Designs Corsages a Specialty

Telegraph Delivery Department

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JOHN L. RATCLIFFE
209 West Broad Street
"FLOWERS OF QUALITY"

RICHMOND
— VIRGINIA —

BRANCH STORE:
Hotel Greenbrier
WHITE SULPHUR
SPRINGS, W. VA.

GOLDSBORO, N. C.
Gate City to Eastern North Carolina
GOLDSBORO FLORAL CO.
Modern Greenhouses — Retail Store
Members F. T. D. 20 years' experience

Birmingham, Ala.
Tutwiler Flower Shop
FRASER NURSERY CO. Best attention given your orders.

Charlotte, N. C.
Louis G. Ratcliffe
322 S. Tryon Street

Mobile
MEMBER F. T. D.
C. RAVIER & SONS
Ala.

Savannah, Ga.
JOHN WOLF
The Largest Grower of Cut Flowers in the South

Charlotte, N. C. AND VICINITY
Scholtz, THE FLORIST INC.
Member Florists' Telegraph Delivery Ass'n.

MOBILE, ALABAMA
GOODBRAD FLORAL CO.

S A V A N N A H
A. C. Oelschig & Sons
FLORISTS and for all South Georgia
MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Charlotte, N. C.
AND VICINITY
THE FLOWER SHOP
203 N. TRYON ST.
Member F. T. D.

MONTGOMERY, ALA.
Alabama's Leading Florists
Rosemont Gardens
Member F. T. D. Correspondence Solicited

COLUMBUS, GA.
J. T. KEHELEY,
Columbus' Leading Florist
MEMBER F. T. D.

DURHAM, N. C.
J. J. FALLON CO.
LEADING FLORISTS
Member Florists' Telegraph Delivery Ass'n

Mobile, Alabama
Member F. T. D. **The Minge Floral Co.**

GEORGIA — CAROLINA
Orders Executed by *Stull's Nursery* MEMBER F. T. D.
AUGUSTA'S LEADING FLORIST
AUGUSTA, GA.

HIGH POINT, N. C. MEMBER F. T. D.
FRANK H. FORD, Greenhouses

handled over the counter. Recognized as the dean of the profession, he will doubtless head the delegation of the fraternity to the convention at Cleveland, August 17 to 19. W. M.

FLORISTS HAVE FISH SUPPER.
Western Pennsylvanians Meet.

Creech, TARBORO, N. C. FLORIST
WANTS YOUR ORDERS FOR ALL EASTERN NORTH CAROLINA

The Wholesale and Retail Florists' Association of Western Pennsylvania held its fifth meeting at Dubois, Saturday, June 26, with William G. Jones.

The members were met at the train by Mr. Jones and taken to the Pathfinder hunting camp, near the Dubois waterworks dam, where the meeting was held. A bountiful supper was served by the Hay brothers, well known camp cooks. Fish was the main item on the menu and there was much of it.

The business meeting was held in the evening, with President C. E. Gunton presiding. Annual dues were collected and five new members were taken in. They were: J. H. Blaeker, Clearfield; William Gunton, Bradford; Morris Jones, Dubois; R. E. Espy, Brookville, and T. J. Nolan, Seranton.

It was voted that the association

GREENSBORO, N. C.
VAN LINDLEY CO.

ATLANTA, GA.
DEAN'S
FLORIST

DURHAM, N. C.
Durham Floral Co. HEBERD Proprietor

ATLANTA, G A.
Lawrence Floral Co. Supply Flowers for all occasions in Georgia.

ASHEVILLE, N. C.
E. C. DICKINSON, Florist

American Flower Shop
219 N. 20th St. BIRMINGHAM, ALA.

A HALF-INCH ADVERTISEMENT
here will keep your name and specialty before the whole trade, at a cost of only 55c per week on a yearly order

BIRMINGHAM, ALA.
PARKER'S FLOWER STORE

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

RICHMOND, VA.
and all
Nearby Points

Mosmiller
FLORIST
115 E. Main St.

OUR FACILITIES
are unexcelled in this
section of the country.
Member Florists' Telegraph Delivery Ass'n.

NORFOLK
PROMPT SERVICE
FIRST-CLASS STOCK

VIRGINIA
Grandy
THE FLORIST
269 GRANBY ST.
NORFOLK, VA.
NORFOLK'S TELEGRAPH FLORIST

Fortress Monroe, Va.
Special messenger service to above city, \$1.00
Member Florists' Telegraph
Delivery Association.

KNOXVILLE, TENN.
BAUM'S
HOME OF FLOWERS, Inc.
Member Florists' Telegraph Delivery.
Personal attention given to orders for KNOXVILLE
and EAST TENNESSEE.

Knoxville, Tenn.
CROUCH, Florist
Member Florists' Telegraph Delivery
LARGEST AMOUNT OF GLASS DEVOTED
TO CUT FLOWERS IN THE SOUTH

Richmond, Va.
THE HAMMOND COMPANY, Inc.
LEADING FLORISTS
109 EAST BROAD STREET

ROANOKE, VA.
FALLON, Florist
Member Florists' Telegraph Delivery Assn.

ORDERS FOR **ROANOKE, VA.**
are given prompt and careful attention by
WERTZ, FLORIST, Inc. MEMBER F. T. D

Portsmouth, Va.
Colton The Florist, 333 High St.

PETERSBURG, VA.
MRS. ROBT. B. STILES, Florist
Phone 910 1202 W. Washington St

Norton, Va. Flowers delivered promptly to all parts of Southwest Virginia.
NORTON FLORAL CO.

LYNCHBURG, Va.
MISS McCARRON Member Florists' Telegraph Delivery

STAUNTON, VA.
Central Ave. and Lewis St. **JOHN FALLON**

NORFOLK, VIRGINIA
GEORGE, Inc.
Member Florists' Telegraph Delivery Association
Charlottesville, Va.
LANKFORD'S Orders solicited for University of Va.

should make a subscription of \$50 to the national publicity campaign. Several interesting subjects were spoken on. C. E. Gunton spoke on rose growing and John Espy on carnation culture, while William G. Jones told of growing vegetable plants, particularly cauliflower and peppers. The meeting was voted to be the best ever held and T. J. Nolan said that he had come 400 miles to attend it and if there was another in the next week he would do the same again. The next meeting will be held at Kane, Pa., with Oscar Magnuson, November 6. George Crissman, Sec'y-Treas.

BRIDGEPORT, CONN.
The Market.

The busy season is about over, as outdoor flowers are becoming more abundant daily and counter sales are correspondingly decreasing. Commencement exercises kept cut flowers moving during June, although not so many bouquets were sold as in former years. The practice of sending bouquets and baskets to the graduation exercises is being discouraged. A number of small weddings are taking place daily and most of these call for some decorations, as well as bouquets. Funeral orders are also numerous and a number of large designs were called for recently.

In spite of the fact that July is here, carnations are still in good condition, although they are getting small. Outdoor stock is plentiful. Roses are in good supply. Red rambles are just beginning to bloom, although the pink ones are not out yet, owing to the lateness of the season. Vegetable gardens and everything in the plant line show the effects of the late, cold spring. Bedding plants are usually entirely disposed of by this time in the year, but the work of setting them out is still going on.

Various Notes.
James E. Beach reports that he is throwing out his carnation plants and

Nashville and Chattanooga
Member Florists' Telegraph Delivery



Geny Bros. LEADING FLORISTS
Members Florists' Telegraph Delivery
212 Fifth Avenue North
NASHVILLE, TENN.

Send all **MEMPHIS** Orders to
THE FLOWER SHOP
84 Madison Avenue
MEMPHIS, TENNESSEE

"WE NEVER SLEEP"
Idlewild Greenhouses **Memphis, Tenn.**
89 South Main Street
"Up-to-the-minute" Service and Execution
Member Florists' Telegraph Delivery

Memphis, Tenn.
JOHNSON'S GREENHOUSES
153 MADISON AVE.
Established 1888
Member Florists' Telegraph Delivery Assn.

JACKSON, TENN.
Between Nashville and Memphis
SANDS THE FLORIST

HARRISONBURG, VA.
PROMPT SERVICE **WETSEL SEED CO., Inc.**

Telegraph Delivery Department

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BALTIMORE **Samuel Feast & Sons**
 and all Maryland **Members F. T. D.** **Established 1832**
Charles and Pleasant Streets

FURROW & Co.
 Service unexcelled
 for central and northern
 Oklahoma
Guthrie, Oklahoma

Baltimore, Md. **WM. F. KEYS, JR.**
 Guilford Forest Park
 Mt. Washington Roland Park
 Walbrook Catonsville
 1731 HARFORD AVENUE
 Johns Hopkins Hospital Church Home and Infirmary Hebrew Hospital
 Mercy Hospital Md. General Hospital St. Joseph's Hospital
 St. Agnes' Hospital **SEND ME YOUR SUBURBAN ORDERS**

Oklahoma City, Okla.
THE FOSTER FLORAL CO.
 Member Florists' Telegraph Delivery

DICKS FLOWER SHOP
 Member F. T. D. Ass'n.
WESTERN ONTARIO'S FLORIST
LONDON, ONT., CAN.

CANADA
JOHN CONNOR CO., Limited
 HAMILTON, ONT.
 Members Florists' Telegraph Delivery Association.

OKMULGEE, OKLA.
 GEO. W. MARSHALL, 108 N. Grand Ave.
 MEMBER F. T. D.

CANADA'S FLORIST
Dunlop's
 8-10 W. Adelaide Street
Toronto
 Member Florists' Telegraph Delivery Association

McKenna
 Largest Retailers in Canada
 Cor. St. Catherine and Guy Streets
 9 St. John St., QUEBEC, CAN.
 Member Florists' Tel. Delivery **Montreal**

TULSA, OKLAHOMA
 Boston's Flower Store. O. O. Boston
 Member Florists' Telegraph Delivery.

WINNIPEG, MANITOBA
 Member Florists' Telegraph Delivery
R. B. Ormiston
 96 Osborne Street

VANCOUVER, B. C.
BROWN BROS. & CO., Ltd.
 48 HASTINGS STREET, E.
 FOR ALL BRITISH COLUMBIA ORDERS
 Members Florists' Telegraph Delivery Assn.

Hornaday Greenhouse, LAWTON, OKLA.
 can fill your orders for Walter, Temple, Burk-
 burnett, Altus, Snyder, Grandfield, Apache,
 Anadarko and Fort Sill.

ENID, OKLA. Largest growers in northern Okla.
 MEMBER F. T. D. **ENID FLORAL CO.**

FOR ALL TOWNS IN SOUTHERN OKLAHOMA AND NORTHERN TEXAS
 Mrs. B. A. Nelson Sulphur, Okla.

CHICKASHA, OKLA.
 Mrs. Stella Johnson Member F. T. D.

Winnipeg, Man., Can.
THE "KING" FLORIST
 Member F. T. D. Ass'n. 270 Hargrave St.

London, Ont., Can.
J. GAMMAGE & SONS, LTD.
 "The House of Flowers"
 All Orders Carefully Executed
 Members Florists' Telegraph Delivery Ass'n.

HAGERSTOWN, MD.
 HENRY A. BESTER & SONS
 Members Florists' Telegraph Delivery Ass'n.

ENID, OKLAHOMA, Oklahoma Floral Co.
 Will fill your orders for Designs and Cut Flowers in Oklahoma
 Member F. T. D., Elks Bldg., 109 E. Broadway

People's Florists Members F. T. D.
 336 Queen St., west and 92 Queen St., east **TORONTO**

MARY JOHNSTON, Florist
 Nee Paterson
 221-223 W. Madison Street Baltimore, Md.
 Member Florists' Tel. Delivery

Central and Eastern ONTARIO
 Orders carefully executed
THE PETERBOROUGH FLORAL CO.
 Peterborough, Canada

SCRIM'S, FLORIST
 OTTAWA, CANADA

Montreal, Que., HALL & ROBINSON
 825 St. Catherine St., W. MEMBER F. T. D.

VANCOUVER, VICTORIA, B. C. B. C.
 A. J. WOODWARD
 BON VOYAGE ORDERS my specialty

St. Catharines, Ont.
 Robt. L. Dunn 104 Queenston Street
 Member F. T. D.

TRURO, NOVA SCOTIA, CANADA.
 Member F. T. D. **SUCKLING & CHASE, Ltd.**

planting chrysanthemums. Things are being put into good shape for the fall trade. With the exception of funeral orders, business is rather quiet. The Park Garden & Flower Shop still has plenty of carnations on hand. Some late peonies are to be had. This shop has had a number of calls for graduation bouquets. John Reek & Son furnished elaborate church and home decorations for two large weddings recently. Palms, ferns and cut flowers were used profusely. James Horan & Son report plenty of funeral work. They say that the custom of sending commencement flowers is

Saskatoon, Sask., Can.
 Victoria Nursery The Quality Florists in the Center of the west.

Telegraph Delivery Department

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MICHIGAN
 ORDERS WILL BE CAREFULLY
 CARED FOR BY
HENRY SMITH
GRAND RAPIDS
 WHOLESALE AND RETAIL FLORIST.
 Member F. T. D.
 200,000 FEET OF GLASS DEVOTED TO
 FLOWERS AND PLANTS.

GRAND RAPIDS
 ARTHUR F. CRABB
 F. T. D. Member. 13 Jefferson Ave., S.
 Serving all West Michigan Towns

FLINT, MICH. *Hassellbring*
FLORIST
 MEMBER F. T. D.

DETROIT, MICH.
 Peter F. Reuss & Co.,
 56 BROADWAY

MT. PLEASANT, MICH.
 Member F. T. D. Walter W. Caple

MIDLAND, MICH.
 PERCIVAL F. PENFOLD

Saginaw, Michigan
 GROHMAN THE FLORIST
 Member F. T. D. Ass'n. 117 NORTH FRANKLIN ST.

J. B. GOETZ SONS
SAGINAW, MICH.
 OR ANY CITY IN MICHIGAN

Ann Arbor, Mich. Member F. T. D.
 BLUMAIZE BLOSSOM SHOP

Flint, Mich. EVANS
 THE FLORIST
 House of Personal Service

PETOSKEY, MICH.
 AND NORTHERN MICHIGAN RESORTS.
 Member Florists' Telegraph Delivery Association. Frank Winans

Muskegon, Mich.
 F. T. D. Member BUTTERWORTH FLORAL CO.

VAN AKEN BROS.
 LEADING FLORISTS
COLDWATER, MICH.
ELKHART, IND.
 COVER MICHIGAN and INDIANA POINTS
 Orders promptly and carefully taken care of

PHOENIX, ARIZ.
Arizona Seed & Floral Co.
 28 and 30 So. Central Ave. Member F. T. D.

PHOENIX, ARIZONA
Donofrio Floral Dept.
 CHAS. E. MORTON, Mgr.
 Wire your orders to us for delivery in
 Arizona and New Mexico.

Flowers for all ARIZONA
Tucson Seed & Floral Co., TUCSON, ARIZONA

DOUGLAS, ARIZ.
TRAVIS' FLOWER SHOP For all points in Arizona

STURGIS, Mich. *Veget's* Coldwater, Mich.
 Member F. T. D. All So. Mich. points

HILLSDALE, MICH.
 Southern Michigan Points O. A. STOLL F. T. D. Member

Battle Creek, Michigan
 S. W. COGGAN, Florist, 25 E. Main St.
 Member of Florists' Telegraph Delivery

gradually dying out. They did not receive so many orders as in former years. They had an attractive window display recently, consisting of carnations, Easter lilies and ferns. Robert Hawkins has been busy filling wedding, funeral and commencement orders. I. L. B.

BALTIMORE, MD.
The Market.

The market last week was good for this season of the year. Commencements were about over, but weddings kept up. There were more weddings reported last month than any other month in the history of the business. These weddings were noticeable to the florists, because of the fact that they were much better than usual from a floral standpoint. Valley was in big demand, but in a great many cases something was substituted, for not only were its scarcity and high price to be contended with, but, owing to the uncertainty of transportation, it was almost impossible to guarantee it. Swainsona and white roses had to take the place of it. This made good white roses scarce and kept

DETROIT MICHIGAN

Orders given best of care by these five

F. T. D. Members

J. Breitmeyer's Sons
 Broadway and Gratiot Ave.

Fetter's Flowers
 17 Adams Avenue E.

Scribner Floral Co.
 604 East Fort St.

G. H. Taepke Co.
 WALTER G. TAEPKE, 95 Gratiot Ave.

The L. Bemf Floral Co.
 ALBERT POCHELON, 153 Bates Street

Yours For More Co-operation

Detroit, Mich. BEARD FLORAL CO.
 1617 Grand River Avenue

Kalamazoo, Michigan
 G. VAN BOCHOVE & BRO.
 F. T. D. Orders Satisfactorily Filled.

GRAND RAPIDS, MICH.
 GRAND RAPIDS FLORAL CO.
 WENCEL L. CUKERSKI will fill your orders for Designs and Cut Flowers in Michigan.

LANSING, MICH.
 J. A. BISSINGER Established 25 Years
 Member F. T. D.

IONIA, MICH. Member Florists' Telegraph Delivery
 Flowers for Ionia and Montcalm counties Byron L. Smith, Florist

OWOSSO, MICH.
 OWOSSO FLORAL CO.
 Anderson & Smith, Props. Members F. T. D.

PORT HURON, MICH.
 ASMAN, LEADING FLORIST
 Prompt Delivery

DOWAGIAC, Mich.
 Also for Cassopolis, Decatur, Niles ReSHORE & SON!

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Where F. T. D. Members
will always get the great-
est satisfaction.

Fleischman
Members F. T. D.

CHICAGO'S
LEADING
FLORIST
RAILWAY EXCHANGE BUILDING

DECATUR,
ILLINOIS

DAUT BROS.

F. T. D. 120 E. Prairie St.

PEACOCK'S FLOWER SHOP
HERBERT STONE, Mgr. Member F. T. D.
4013 Milwaukee Avenue, CHICAGO

CHICAGO
Paul Blome & Co.
Member F. T. D. 1361 N. Clark St.

JOLIET FLORAL CO.
507 E. Jefferson Street JOLIET, ILL.
All points in Will Co. and Vicinity

STORES IN
DECATUR
and GIBSON CITY, ILL.

Railroad Centers. Excellent
facilities for filling orders
for all Central Illinois towns.

PETERSON FLORAL CO.
Member Florists' Telegraph Delivery Assn.

PONTIAC, ILLINOIS Members
Flowers of all kinds F. T. D.
in their season. W. J. MILLER & SON

GALESBURG, ILL.
I. L. PILLSBURY — For Central Ill.
Member Florists' Telegraph Delivery Association.

QUINCY, ILL.
H. A. GENTEMAN
Member Florists' Telegraph Delivery Association
For Northeastern Missouri and
Central-western Illinois.

FREEPORT, ILL.
JOHN BAUSCHER, Prop.
Established 1868.

We are the largest growers in the Northwest.
100,000 square feet of glass. All orders receive
careful attention and prompt delivery.

GALESBURG, ILL.
H. F. DRURY
All Orders Filled Promptly and Carefully.

J. L. JOHNSON De Kalb, Ill.
NORTHERN ILLINOIS
SOUTHERN WISCONSIN
YOUR ORDER WILL RECEIVE OUR
PROMPT AND CAREFUL ATTENTION.

MOLINE, ILL.
Orders for Western Illinois and Iowa
handled with *care* and *dispatch*.
J. STAACK & SONS

OTTAWA, ILL.
LOHR'S GREENHOUSES

Fancy Cut Flowers and Blooming
Plants.

Good R. R. Service. Orders filled promptly.

KRUG FLORAL CO.
ALTON, ILLINOIS Branch Store
Granite City, Ill.

PEORIA, ILL. 423 Main St.
LARGE GREENHOUSES Member F. T. D.
CHAS. LOVERIDGE

CENTRALIA, ILL.
J. W. ROSS. We serve the following
Illinois towns, direct
train service: Mt. Vernon, Wayne City, Fair-
field, Sesser, Christopher, Herrin, Ashley, Car-
bondale, Nashville, Oakdale, Coulterville,
Sparta, Salem, Odlin, Sandoval, Carlyle, Patoka,
Kinmundy, Farina.
F. T. D. Member.

ELGIN, ILL. MEMBER
158 DuPage Street F. T. D.
GEORGE SOUSTER

AURORA GREENHOUSE CO.
AURORA, ILL.
Our service is the best.

Aurora, Ill., and Vicinity
JOS. M. SMELY PHONES
147

SPRINGFIELD, ILL.
Hembreiker & Cole, Springfield's largest
retail florists
Members Florists' Telegraph Delivery Association

Springfield's Best Florist
ILLINOIS MEMBER F. T. D. A. C. BROWN
217 S. 5th Street

DIXON, ILL., and NORTHERN ILL.
We can and will be
glad to serve you.
Member F. T. D. Dixon Floral Co.

their price soaring. Several large fu-
nerals on top of all the wedding work
kept the market pretty well cleaned up
on all first-class stock.

There is the usual supply of inferior
stock; sometimes it can be sold, but
more often it goes to waste. Easter
lilies were in fine supply during the last
two weeks in June and were of a qual-
ity that was a credit to those who grew
them. Although the supply was large,
I did not hear of an instance of one go-
ing to waste. They were used freely in
funeral work and wedding decorations.
Green goods, which were so scarce a
short time ago, have made a splendid re-
covery and plenty are now to be had.
There is a fair supply of all miscellane-
ous stock. Now that all special flower
occasions are over, we may look for a
dull season, but there are those opti-
mists in the business who declare there

ROCKFORD, ILL., and Vicinity
ROCKFORD FLORAL CO.
103 West State Street
Prompt Deliveries to CAMP GRANT

ROCKFORD, ILL., and Vicinity
SWAN PETERSON & SON Members
F. T. D.
Corner E. State and Longwood Streets.

Rockford, Ill., and Camp Grant
H. W. BUCKBEE
Member Florists' Telegraph Delivery

JACKSONVILLE, ILL.
JOS. HEINL & SONS
Largest Growers in Central Illinois

BRINKERHOFF GREENHOUSES
SPRINGFIELD and CENTRAL ILLINOIS
Member Florists' Telegraph Delivery Association
Best and Prompt Service Always

CENTRALIA AND SOUTHERN ILL.
THE WEBSTER GREENHOUSES
Member Florists' Telegraph Delivery


Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

MEMBER FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Alpha Floral Company
146 S. Wabash Avenue
CHICAGO

Send your telegraph orders to us for Chicago and vicinity.
No orders for less than \$4.00 can be delivered.



THE UNEXCELLED FACILITIES OF THE
E. WIENHOEBER CO.
22 E. ELM ST., CHICAGO
Are available to the trade in filling all orders.
MEMBER F. T. D.

CHICAGO
2132-2134
Michigan Avenue
Member F. T. D.

Samuelson Florist

Orders Carefully Executed

EVANSTON, ILL. WILMETTE, ILL.
1614 Sherman Ave. JOHN WEILAND 1161 Wilmette Ave.
TWO STORES Catering to the best trade in Chicago's Rich North Shore Suburbs. MEMBER F. T. D.

FRIEDMAN, Flowers
CHICAGO, ILL.
522 So. Michigan Ave., Congress Hotel
Courtesies Extended to all Florists.

CHICAGO DETROIT
Central Floral Co.
"FLOWERS THAT LAST LONGER"
35-37 Broadway, Detroit, Mich.
132 N. State St., Chicago, Ill.
CENTRALLY LOCATED
OPEN EVENINGS AND SUNDAYS
Members F. T. D.

CHICAGO
Johnson & Thoenis
FLORISTS
4701 to 4705 Lake Park Ave.
"THE HOME OF FLOWERS"
Our service covers the city and suburbs

CHICAGO
We are growers of Cut Flowers and Potted Plants
J. F. Kidwell Co.
(not inc.) Member F. T. D.
3530 Michigan Avenue

H. Lange Florist
CHICAGO
77-79 E. MADISON ST.

Flower for a Occasions
Tel. Lake View 1121
Lody's
FLOWER SHOP
3912 North Clark St., CHICAGO

MEMBER F. T. D.
Travis
CHICAGO ESTABLISHED 1865
4647 GRAND BL VD.
We cater to those who require the best. Prices reasonable

Emangel Florist
CHICAGO
THE PALMER HOUSE FLORIST
17 EAST MONROE ST.
Member F. T. D.

GEORGE
FISHER & BRO.
183 N. WABASH AVE.
CHICAGO

CHICAGO
C. Frauenfelder
FLORIST
3343 W. Madison St.

OAK PARK
and all western suburbs of Chicago
A. H. SCHNEIDER
Member F. T. D. 1048 Lake Street. OAK PARK, ILL.

CHICAGO
O'LEARY—Florist
369 East 47th Street
Member F. T. D.

Streator, Ill. THORNTON'S FLOWER SHOP
FLORIST - Quality is Our Hobby

Send Your CHICAGO Orders to
H. N. BRUNS
Best Equipped Retail Store on the West Side
3040 W. Madison St., CHICAGO, ILL.

PRINCETON, ILL.
W. E. TRIMBLE For Central and Northern Illinois Members F. T. D.
GREENHOUSE CO.

PEKIN — PEORIA
All Orders Receive Personal Attention
GEO. A. KUHL, Pekin, Ill.

is no longer a dull season in the business.

A Notable Wedding.

Tuesday evening, June 29, Mabel Leach, the youngest daughter of Robert L. Graham, was married to Benjamin Kastner. From the beginning to the end, this was distinctly a floral wedding. The service was performed in the Waverly Presbyterian church by the Rev. A. H. Neiley. The decorations were in three distinct classes, each of which was looked after by a member of the family, and that one endeavored to outdo the other was evident. Miss Margaret Graham had charge of the bridal party and her handiwork was not only commented upon by the public, but by the many florist friends of the family who were present. The bride carried a shower bouquet of lily of the valley and orchids and wore a wreath of real orange blossoms. The valley was bought in New York and delivered by special messenger.

There were four bridesmaids. They

Highland Park, Ill.
HIGHLAND PARK GREENHOUSES
Established 1894 Members F. T. D.

Telegraph Delivery Department

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CINCINNATI'S
LEADING FLORIST
MEMBER F. T. D.

Julius Bauer

138-140 East Fourth Street

DENVER, COLORADO
MEMBER FLORISTS' TELEGRAPH DELIVERY ASSOCIATION
PARK FLORAL COMPANY

CASPER, WYOMING
CASPER FLORAL CO.
We deliver to all of
Central and Northern Wyoming
Western Nebraska and South Dakota.
Members F. T. D.

DENVER and all **COLORADO**
and **WYOMING**
Established 1880
The Mauff Floral Co. 1225 Logan Street
Member Florists' Telegraph Delivery Association

We own and operate the
TWO LARGEST FLOWER STORES
IN WYOMING
Evanston, Wyo. Rock Springs, Wyo.
LOUIS B. WESTHOLDER

SALT LAKE CITY Ship whole of UTAH, Central part
of NEVADA and IDAHO
MILLER FLORAL CO., 10 East Broadway
MEMBER F. T. D.
250,000 sq. ft. of modern glass. Unexcelled facilities. Prompt and courteous service always.

Cheyenne, Wyo.
"THE UNDERWOOD"
FOR PROMPT AND FAITHFUL
SERVICE

Colorado Springs, Colo.
ORDERS CAREFULLY EXECUTED
PIKES PFAK FLORAL CO.
Wholesale and Retail
Member Florists' Telegraph Delivery.

SALT LAKE CITY
AND CONTRIBUTING TERRITORY
BAILEY & SONS CO. Member
F. T. D.
Est. 1865. 61-63 East Second South
Special consideration given Telegraph Orders.
LARGE STOCK ALWAYS ON HAND.

SHERIDAN, WYO.
SHERIDAN GREENHOUSE CO.
Plants and Flowers

wore leghorn hats that were trimmed with natural cattleyas and yellow daisies and carried shower bouquets of the same flowers. Little Miss Margaret Kastner was flower girl and she carried a leghorn hat on her arm by the ribbons, filled with daisies. The church was as pretty a piece of floral work as I have ever seen. The pulpit was a mass of ferns, palms and Easter lilies; indeed, it would have done well for an Easter decoration. The windows were banked with crimson ramblers and field daisies. The whole job was one that Robert, Jr., might be proud of.

The part taken care of by Robert, Sr., was the home. There were flowers in every conceivable place and a glance was all that was needed to see that they were arranged by a master hand. It was a hot night and the lawn about the house was arranged as a Japanese garden and the reception was held there. Anyone who had not been at the church would have thought it a florists' reunion; everywhere he would turn he would meet some old friend of the craft.

Salt Lake City
ALSO PARTS OF COLORADO, IDAHO,
MONTANA AND NEVADA
HUDDART FLORAL CO.
56 South Main Street
Member Florists' Telegraph Delivery Ass'n.

THERMOPOLIS, WYO.
THERMOPOLIS FLORAL CO.
A. SCHULENBERG, Proprietor
State Nursery & Seed Co.
Helena, Mont. Cut Flowers for any
Part of the Northwest.
Only the Best. Members F. T. D. Ass'n.

SALT LAKE'S
LEADING FLORIST
ERNEST LAMBOURNE
67 South Main, Salt Lake City, Utah.

MISSOULA, MONT.
ANDERSON GREENHOUSE
For all towns in Western Montana

OGDEN, UTAH
FLOWERS Best shipping facilities as Dumke
FRESH Ogden is a railroad center. Floral Co.
FROM THE GREENHOUSES

Send your orders for Eastern and Southern Montana
to **M. LANGOHR, F. T. D. Florist**
BOZEMAN, MONTANA.

Denver Bright Spot Greenhouses
Cor. 5th Ave. & Josephine St.
DOWNING & KASK, Proprietor

Livingston, Mont. Quality Flower Shop
Entrance Yellowstone National Park. Train Bouquets. Flowers for all occasions. Member F. T. D.

Colorado Springs, Colo.
Frank F. Crump, Wholesale and Retail Florist
Member Florists' Telegraph Delivery Ass'n.

TRINIDAD, COLO.
J. R. BARKER Trinidad Floral Store
Masonic Bld'g.

FORT COLLINS, COLO.
ESPELIN FLORAL COMPANY
Member Florists' Telegraph Delivery Ass'n.

Trinidad, Colo. The only Greenhouses in this section
The Park Floral and Garden Co.
Members F. T. D.

Various Notes.

William F. Ekas has taken over his new duties as manager of the Baltimore Wholesale Florist & Supply Co. Mr. Ekas has a number of new ideas that he feels are going to prove winners in the wholesale field next winter. Mary Johnston was nearly swamped

Telegraph Delivery Department

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Member F. T. D.

Phone: Canal 1932
1933

H. W. SHEPPARD

FORMERLY HILL FLORAL CO.

FLOWERS OF QUALITY

Service Unexcelled

ARRANGED IN A HIGHLY ARTISTIC MANNER

Your Patronage Solicited

532-534 Race Street, CINCINNATI, OHIO

MILWAUKEE

Member F. T. D.



225 Grand Ave.

MILWAUKEE

E. WELKE & CO.
The House of Roses.

Member F. T. D. 750-752 Third Street

CINCINNATI

FRANK A. VOLZ

Dina Avenue Sta. L.

Most centrally located to the suburbs

Milwaukee, Wis.

429 Grand Avenue

W. C. Zimmermann

Member F. T. D.

Milwaukee, Wis.

A. CURRIE & CO.,

130-132 Wisconsin Street

Member Florists' Telegraph Delivery Ass'n.

Cincinnati, Ohio

Mickley the Florist

108 West Seventh Street

MILWAUKEE, WIS.

J. M. Fox & Son

437-39-41 Milwaukee Street

Members Florists' Telegraph Delivery Ass'n

MILWAUKEE

EXCLUSIVE FLORAL ARRANGEMENTS

BAUMGARTEN, Inc.

Member F. T. D. 93 WISCONSIN ST.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

JOHN A. SALZER SEED CO.

QUALITY AND SERVICE ASSURED

MILWAUKEE

1-3-5 GRAND AVENUE

GIMBELS

A. H. MacDonald, Mgr.

Member Florists' Telegraph Delivery Association

Milwaukee, Wis.

EDLEFSEN-LEIDIGER CO.

419 Milwaukee Street

Members Florists' Telegraph Delivery Ass'n

For WISCONSIN delivery of "HOME-GROWN FLOWERS" GET IN TOUCH WITH

J. E. MATTHEWSON

SHEBOYGAN, WIS.

Member Florists' Telegraph Delivery Association

MILWAUKEE WEST ALLIS WAUWATOSA

ERWIN J. HAMME

Greenhouses and Flower Shop at WAUWATOSA, WIS.

RACINE, WIS.

THE FLOWER SHOP

610-612 Wisconsin Street

Member F. T. D.

GREEN BAY, WIS.

Meier-Schroeder Co.

Orders for Cut Flowers and Designs delivered anywhere in Wisconsin and Northern Michigan at right prices.

with wedding work last week. She had eight orders and all what the florist would call good jobs. Mr. and Mrs. Johnston and their daughter, Isabelle, left for their summer home on Lake Crumhorn, New York, last week, to be gone until September 1.

The next meeting of the Baltimore Florists' Club will be held July 12. At this meeting delegates to the meeting of the National Flower Growers' Association at Cleveland are going to be elected. Don't fail to be at this meeting, for, aside from the business of the evening, the entertainment committee says that it is going to have a fine treat.

Tate.

KENOSHA, WIS.

L. Turner & Sons, 352 Park Ave.

Members Florists' Telegraph Delivery

LA CROSSE, WIS

La Crosse Floral Co.

Member Florists' Telegraph Delivery

Racine and Kenosha

Operating large Greenhouse in both these Wisconsin cities

P. N. Obertin

DENVER'S FREE SHOW.

The preliminary schedule has been issued for the fourth annual flower show and children's garden exhibit, to be held

MADISON, WIS.

RENTSCHLER FLORAL CO.

Member F. T. D.

Telegraph Delivery Department

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Cleveland The **KNOBLE BROS. CO.**,
 Flowers and Nursery Products MEMBERS F. T. D.
 Well equipped to handle your orders. 1836 W. 25th St.

TOLEDO **MRS. J. B. FREEMAN**
 Toledo's Leading Florist
 Member F. T. D. 336 Superior Street

Member F. T. D. **TOLEDO, O.** Est. 1897

 AND VICINITY

MARION, OHIO
 5 railroads with good connections to all parts of State
 A GOOD SELECTION OF FLOWERS ON HAND AT ALL TIMES.
BLAKE'S, 140 W. Center

EGGERT N. ZETLITZ
 THE LEADING FLORIST
 209 West Market Street
LIMA, OHIO
 Member of Florists' Telegraph Delivery

MEMBERS } TOLEDO COMMERCIAL CLUB
 TOLEDO RETAIL MERCHANTS
 FLORISTS' TELEGRAPH DELIVERY
TOLEDO, OHIO
METZ & BATEMAN,
 221 Superior St. Ohio Building

Youngstown, O.
RYAN & CULVER
 27 S. Hazel St. Member F. T. D.

HODY & TULEA
 Leading Flower Stores at
 727 Broadway 378 Broad Street
LORAIN, OHIO **ELYRIA, OHIO**
 Stock is supplied by our range of 30,000 feet of glass

F. T. D. FLORISTS
TOLEDO, OHIO
SCHRAMM BROS.
 1315 Cherry St.

YOUNGSTOWN, O.
HARRY C. WALTHER
 Orders receive prompt and careful attention
 Member F. T. D.

LORAIN, OHIO
 Member F. T. D. **F. G. CAREK** ARTISTIC WORK
 Leading Florist
 Our Motto: "Anywhere; Any time."

TOLEDO and Vicinity
 WHOLESALE AND RETAIL
OTTO P. KRUEGER
 427 East Broadway.

YOUNGSTOWN, OHIO
The Hazy Shoppe
 234 N. Phelps Street QUALITY AND SERVICE

AKRON
 OHIO
THE HEEPE CO.

 **Fremont, O.**
Horn Floral Co.
 912 CROGHAN ST
 Member F. T. D.

Elyria, Ohio **LORAIN, OHIO**
THE L. C. HECOCK FLORAL CO.
 Member Florists' Telegraph Delivery Assn.

AKRON, OHIO
GROSSBERG & CAHILL
 AKRON'S LARGEST FLORISTS
 Prompt and careful attention to all Telegraph Orders
 MEMBERS F. T. D.

COLUMBUS, O., and Vicinity
THE MUNK FLORAL CO., Growers
 Can fill all retail orders.

ELYRIA, O. Member F. T. D.
ELYRIA FLOWER SHOPPE

W. P. McFARLAND **L. C. McFARLAND**
McFARLANDS, Florists
AKRON, OHIO

WILSON'S WE WILL DO IT PROMPTLY
COLUMBUS, OHIO

Upper Sandusky, O.
B. E. CONSTIEN, AT YOUR SERVICE

AKRON, OHIO MEMBERS F. T. D.
HAMMERSCHMIDT & CLARK
 12 W. MARKET ST.

Canton, O. **JOHNSTON'S**
 Flower Shop HARRIS ARCADE
 Member Florists' Telegraph Delivery Assn.

Columbus, Ohio Members F. T. D. Ass'n
THE FRANKLIN PARK FLORAL CO.
 Cut Flowers for Central Ohio.

MANSFIELD, OHIO
Mansfield Floral Company

in the Auditorium, Denver, Colo., November 10 to 12 under the auspices of the Denver Society of Ornamental Horticulture, the Mothers' Congress and Parent Teachers' Association and the Garden Club of Denver. No admission or entry fees will be charged; the

CHAS. A. DUERR
 Newark, Ohio Granville, Ohio
 Member Florists' Telegraph Delivery

Telegraph Delivery Department

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NO ORDER TOO LARGE ——— NO ORDER TOO SMALL

CLEVELAND The J. M. Gasser Co.

Member F. T. D.

1006 EUCLID AVENUE

WE ARE THE LARGEST GROWERS OF CUT FLOWERS IN OHIO

Cleveland

telegraph orders will receive special attention if you address them to us.



The Jones-Russell Co.

1284 Euclid Avenue
Cleveland

Members F. T. D.

Bell Main 2809
Cuy. Central 1866

The Smith & Fetter Co.
LEADING FLORISTS
930 Prospect Avenue
Cleveland

CLEVELAND, OHIO

A. GRAHAM & SON

5523 EUCLID AVENUE

Members Florists' Telegraph Delivery Assn.

CLEVELAND, O.

5923 EUCLID AVENUE

WESTMAN & GETZ FLOWERS and SERVICE

Members Florists Telegraph Delivery.

Zanesville, O.

C. L. HUMPHREY

Has the best facilities for filling your orders.
Member Florists' Telegraph Delivery.

XENIA, OHIO

Engle Floral Company

FIVE STORES IN NORTHERN OHIO

CLEVELAND	[TWO STORES]	1336 EUCLID AVE. 144 PUBLIC SQ.
YOUNGSTOWN	—	33 East Federal St.
WARREN	- - -	215 East Market St.
AKRON	- - -	109 South Main St.

THE PARK FLORAL COMPANY

MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Kirchner's for Cleveland

Member Florists' Telegraph Delivery

Address KIRCHNER'S FLOWERS, 6701 Quincy St., CLEVELAND, O.

CLEVELAND, OHIO

Wm. H. Temblett

FLOWERS

Member F. T. D. 10313 Euclid Avenue

Schneider, Florist

22 EAST HIGH ST.

Largest and Best Store and Greenhouses

Large stock always on hand

Springfield, Ohio

DAYTON, OHIO

16 and 18 W. Third St.

Matthews the Florist

Established in 1883. Member F. T. D.
Greenhouses and Nurseries in Riverdale.

use of the Auditorium is donated by the city and the expenses are met by members of the horticultural society and their friends. Several cups and other prizes have been donated by business firms of Denver, including some of the supply and wholesale firms in the trade. The officers of the show are Adam Kohankie, chairman, and E. P. Neiman, secretary.

CLEVELAND and

EAST CLEVELAND, OHIO

Hahn, The Florist, 10615 SUPERIOR AVE.
Artistic Floral Work and Fresh Cut Flowers
Member F. T. D.



CLEVELAND, O.

BRAMLEY & SON

Store and Greenhouses, 1181 E. 71st St.

Cleveland, PENN SQUARE FLORISTS

ALWAYS OPEN

DAYTON, OHIO

J. W. RODGERS

Member F.T.D., Elks' Bldg., 3d and Jefferson Sts.

VAN METER FLOWER SHOP

SPRING SPRINGFIELD, O.
and HIGH
BEST FLOWERS FOR EVERY OCCASION

Ironton, Ohio

RELIANCE SEED CO.

TRI-STATE FLORISTS

Southern Ohio, Kentucky, West Virginia

WARREN, OHIO

Member F. T. D. ADGATE & SON
FLORISTS
WE GROW OUR FLOWERS

Telegraph Delivery Department

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San Francisco

OAKLAND, BERKELEY and Vicinity

CHAS. C. NAVLET CO.

THREE STORES:
423 and 427 Market Street.....SAN FRANCISCO, CALIF.
917 Washington Street.....OAKLAND, CALIF.
20 and 22 East San Fernando Street....SAN JOSE, CALIF.



Smith's
FLOWER SHOP

Hutchinson,
Kansas

Member Florists'
Telegraph Delivery

COUNCIL BLUFFS, IA.

J. F. WILCOX & SONS

750,000 FEET OF GLASS

Orders shipped to any part of Iowa or Nebraska on a moment's notice.
Daily Delivery to Omaha.

MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Leading Florist
JAMES HAYES, 819 KANSAS AVENUE
TOPEKA, KAN.
Member F. T. D.

Harkett's

For { Eastern Iowa
Western Wis.
N. W. Illinois

FLORAL NURSERY


Dubuque, Iowa

MRS. LORD'S FLOWER ROOM

112 W. 8th Ave., TOPEKA, KAN.
Member Florists' Telegraph Delivery.

SALINA, KANSAS

LEIGHTON FLORAL CO.
Members Florists' Telegraph Delivery Ass'n.



DAVENPORT, IOWA

AND WESTERN ILLINOIS

G. F. FORBER, 313 Brady Street
Member Florists' Telegraph Delivery Association

ATCHISON, KAN.

The Atchison Seed and Flower Store Co.
MEMBER F. T. D.

IOWA



Marshalltown, Boone, Center-ville, Oskaloosa, Oelwein, Mason City, Chariton, Grinnell and Ottumwa.

SEND YOUR ORDER TO HOUSE NEAREST PLACE OF DELIVERY

Kansas City, Kansas

L. C. FIELD
Member Florists' Telegraph Delivery

Atchison, Kan.

GROVES FLORAL CO.
Established 1865. Member of F. T. D.

CEDAR RAPIDS, IA.

I. N. KRAMER & SON
Members Florists' Telegraph Delivery.

WICHITA, KANSAS

Shipments for Kansas and Oklahoma
W. H. CULP & COMPANY
Quality Flowers Personal Service Members F. T. D. A.

DAVENPORT, IOWA

"Say It with Flowers"
BILLS FLORAL CO.
M. A. TIERNEY, Owner Member F. T. D.

DES MOINES, IA.

GUTHRIE-LORENZ CO.

MONTICELLO, IA.

C. L. VAN METER MEMBER F. T. D.

Cedar Falls, Ia.

BANCROFT'S Beautiful Flowers
55,000 Feet Glass Members F. T. D. Joseph Bancroft & Son

COUNCIL BLUFFS, IOWA

GARDINER FLORAL CO.
Leading Retail Florist 545 W. BROADWAY

WATERLOO, IOWA

GALLOWAY'S FLOWER STORE
Russel-Lamson Bldg., 211 West 5th Street
Special attention given to out-of-town orders

PERRY, IOWA

LOUWERSE & CO.

MOBILE, ALA.

The Market.

SIoux CITY, IOWA

Supplies western Iowa, southern Minnesota, all of South Dakota and north-eastern Nebraska.
J. C. RENNISON CO.

NEWARK, OHIO

Most complete stock in central Ohio
HALBROOKS THE FLORIST

Trade in Mobile has been exceedingly good this spring, far ahead of previous seasons. The demand for cut flowers has been strong and prices good. Roses are received in first-class condition. Columbia is the leader.

SIoux CITY, IOWA

Members of F. T. D. ROCKLIN & LEHMAN

Kent Brothers

FLOWER SHOP
Covers All Ohio Points Members F. T. D. Newark, Ohio

The demand created by June weddings has been excellent, far above expectations. Telegraph business also has been excellent. Graduating exercises, over now, called for many bouquets.



FT. DODGE, IA.

NORDWALL
E. E. NORDWALL

MANSFIELD, OHIO

STUHLBREHER BROS.
Members F. T. D. 82 W. 4th Street

Plant sales this season broke all records. Geraniums, ferns, coleus, salvias and other bedding stock all were in demand.

Pocatello, Idaho

Member F. T. D. We cover Southern Idaho and Western Wyoming ATKIN'S

ALLIANCE, O.

Member F. T. D. 522 S. Freedom Avenue H. T. MILLER

Various Notes.
C. Ravier & Sons had a splendid June

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

San Francisco and Vicinity

MacRorie-McLaren Company
141 Powell Street
Florists

We grow our own stock and with extensive nurseries to draw from can give unusual values.

RETAIL

WHOLESALE

San Francisco, Calif.
ALBERT O. STEIN
Flower Shop
1150 SUTTER STREET

San Francisco, Cal.
SHELLGRAIN & RITTER
148 KEARNY STREET
Prompt attention given to all telegraphic orders

Monrovia, Cal.
C. A. BRUNGER
You can depend on us for all orders for delivery in this section. 239 Grand Avenue

SAN FRANCISCO
Podesta & Baldocchi
224-226 Grant Avenue
Prompt and careful attention to orders from out-of-town florists.

Oakland, Calif.
J. SEULBERGER & CO.,
418 Fourteenth Street
Est. 1882 Immediate Deliveries in Berkeley and Alameda
Members F. T. D.

SAN DIEGO, CAL.
BOYLE & DARNAUD
 F. T. D. florists. We grow our own flowers. Telegraph orders carefully executed. Usual discount.
Members Florists' Telegraph Delivery.

SAN FRANCISCO
JOSEPH'S
Member F. T. D.
233-35 Grant Ave.
Steamer and train packages our specialty.

OAKLAND, CAL.
HOGAN & EVERS
1439 Broadway
THE BEST SERVICE

Hollywood Flower Shop
HOLLYWOOD, CAL.
ARTISTIC WORK. MEMBER F. T. D.
Telegraph Orders Delivered to
LOS ANGELES OCEAN PARK
SANTA MONICA VENICE

SAN FRANCISCO, CAL.
ART FLORAL CO.
255 Powell Street
Best attention given your orders
Members Florists' Telegraph Delivery

Santa Barbara, Cal.
912 STATE STREET
GLEAVE'S FLOWER SHOP
ARTHUR GLEAVE, Prop.
Choicest Cut Flowers and Floral Designs on short notice.
Both Phones 1018

San Francisco
DARBEE'S
1036 Hyde Street
LARGEST STOCK OF CHOICEST FLOWERS
Members Florists' Telegraph Delivery

business. One day they had nine wedding orders. The orders for graduating exercises at local schools amounted to large totals.

Fred Ravier was arrested twice, once on Easter Sunday and once on Mothers' day, for violating the Sunday closing ordinance. The city recorder stated that the ordinance was discriminatory, but withheld decision. So defendant appealed to the Circuit court and was found not guilty in a jury trial for his first offense, the judge stating that the ordinance was class legislation.

BRITISH CARNATION GROWERS.

Rapid Rise of Allwood Bros.

One of the best known firms of carnation growers in Great Britain is Allwood Bros. About ten years ago they commenced business as carnation specialists by renting four greenhouses at Wivelsfield, Haywards Heath, Sussex. Now they have a large range on the opposite side of the road, where there are twenty-three houses, the larger ones being 55x250 feet, each filled with 20,000 plants, producing an aggregate of 200,000 blooms in a season. The latest addition of new glass consists of nine smaller houses for the propagation and cultivation of young stock. Besides this establishment, the brothers have taken over a range at Plumpton, and this they

RIVERSIDE, CALIFORNIA
Florist to the Glenwood Mission Inn
ORANGE BLOSSOM FLOWER SHOP

RIVERSIDE, CALIFORNIA
A. M. HOSP
Leading Retail Florist. 659 Main Street

LONG BEACH, CAL.
Lowe's Flower Shop, The Pioneer and Leading Florist
Member Florists' Telegraph Delivery

HONOLULU, HAWAII
TAYLOR, FLORIST
Wireless and Cable Address, "FLORIST" Honolulu

ROSWELL, N. MEX.
ALAMEDA GREENHOUSES
Headquarters for Flowers New Mexico and Texas.

POMONA, CALIFORNIA
POOLEY'S FLOWER SHOP
MEMBER FLORISTS' TELEGRAPH DELIVERY

JULIUS EPPSTEIN, FLORIST AND DECORATOR
Flowers for All Occasions Delivery Anywhere
Hotel St. Francis. SAN FRANCISCO

Berkeley OAKLAND SAN FRANCISCO
THE FLOWERSHOP
Berkeley's most up-to-date flower establishment.

BERKELEY, CAL. MEMBER F. T. D.
Curtis D. Shoemaker, Prop. NORTON, Florist

Sacramento, Cal.
A. NAVLET, 130 Tenth St. 20 YEARS AT IT

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

LOS ANGELES

414½ SOUTH BROADWAY

SEND YOUR ORDERS TO

BROADWAY FLORISTS

LOS ANGELES, CAL.
REDONDO FLORAL CO.
 218 West Seventh Street
 Members of Florists' Telegraph Delivery
A. KNOPF **A. F. BORDEN**

PASADENA, CAL.

SIEBRECHT'S HOUSE OF FLOWERS

Henry A. Siebrecht, Jr. Member F. T. D.

WOLFSKILLS' and MORRIS GOLDENSON
 FLORISTS AND DECORATORS
 We Solicit Telegraph Orders.
 Regular Trade Discount.
 229 W. Third St., LOS ANGELES, CAL.

IT PAYS you to
 DEPEND ON US

Occidental

Florists

430 South Hill Street

LOS ANGELES

Portland

ORE.

Tonseth's

287 Washington Street
 In the heart of the city

Growers and Retailers F. T. D. MEMBERS

Darling's Shop


"FLOWERS FOR HER"

208 West Sixth Street, LOS ANGELES, CAL.
 Cut flowers or good design work by best artists and designers delivered anywhere in the west on receipt of mail or telegraph orders.
 Members Florists' Telegraph Delivery Association.

LOS ANGELES, CAL.
HOWARD & SMITH
 NINTH AND OLIVE STREETS
 You can depend on us for all orders for delivery in this section.

The Alexandria Florist

Member of
 F. T. D.
 and S. A. F.



Hotel Alexandra
 Los Angeles,
 Calif.

LOS ANGELES, CAL.
ATHLETIC CLUB FLORIST
 Formerly California Cut Flower Co.
 433 West 7th Street
 Takes care of telephone and telegraph orders over the whole of Southern California.
 Usual trade discount.

LICHTENBERG'S
 324 W. Sixth Street
LOS ANGELES
 Say It with Flowers. Member F. T. D.

Pasadena, Cal. 342 East Colorado St.
THE ORCHID
 PASADENA'S OLDEST FLORIST WILL EXTEND THE USUAL COURTESIES
 Member of F. T. D.

are devoting to the cultivation of their new race of perpetual pinks, *Dianthus Allwoodii*. Two of the three brothers, with modest assistance, managed the business at the outset; now the employees are about 120 in number.

New Varieties.

Montague Allwood has made large numbers of crosses between species of *dianthus*, between carnations and pinks, and between pinks or carnations and species of *dianthus*.

Like all other raisers of new plants. Mr. Allwood has experienced many disappointments, but his many successes have encouraged him to continue. *Wivelsfield White*, *Wivelsfield Beauty*, *Wivelsfield Claret*, *Apricot*, *Destiny* and *Mary Allwood* were all raised by him and they are all popular varieties of the perpetual-flowering race in England. Allwood Bros. grow them extensively for cut flowers, together with *Beacon*, *Enchantress Supreme*, *White Enchantress*, *Salmon Enchantress* and a scarlet seedling of their own raising.

Jessie Allwood is a perpetual *mal-maison* variety, with large, handsome flowers of light yellow color. It was raised at *Wivelsfield*, as the name suggests. To the credit of the firm must also be placed several perpetual-flowering border carnations, of which the light yellow *Roslyn* is a good example.

Probably nothing Allwood Bros. have raised has taken the popular fancy so quickly as the new race of perpetual pinks dignified by the name of *Dianthus Allwoodii* and for which the firm received a certificate of appreciation from the Royal Horticultural Society. The race is of hybrid origin and was obtained by fertilizing flowers of the old-fashioned garden pinks with pollen of per-

PORTLAND, ORE.

Clarke Bros'

FLORISTS

200,000 Feet of Glass
 Established 20 Years

OAKLAND, CAL.

PORTLAND

ORE.

Lubliner's

FLORIST

328 & 348 MORRISON ST.

California Florist

TACOMA, WASH.

Orders for Cut Flowers and Designs delivered anywhere in the United States and Canada.

TACOMA

SMITH FLORAL Co., 1112 Broadway

PASADENA, CAL.

ELDRED FLOWER SHOP.
 Member Florists' Telegraph Delivery.

Telegraph Delivery Department
 The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

SEATTLE

Woodlawn Flower Shop

Member Florists' Telegraph Delivery Association.

1410-1412 2nd Avenue—Beside Clemmer Theater Building

"IN THE HEART OF THE CITY"

Base the Recipient of Your Telegraphic Orders Upon Merit

We offer unexcelled facilities. More than 13,000 square feet of store space devoted exclusively to retailing of flowers. Where quality and service reign.

21 EMPLOYEES

CHARLES E. SULLIVAN, in charge of Telegraphic Service

SEATTLE HOLLYWOOD GARDENS

SEATTLE'S LEADING FLORIST

1622 SECOND AVENUE

Member Florists' Telegraph Delivery Ass'n.

Walla Walla, Wash. CUT FLOWERS FLORAL DESIGNS

Artistic Work Personal Attention
Quality Right Prices Right

Telegraph orders filled promptly. Good train service to Southeastern Washington, Northeastern Oregon and Idaho.

THE FLOWER SHOP
(Formerly JONES')

SEATTLE

1001-1003 Third Avenue

Finest Floral Studio
in the Northwest



Bellingham, Wash.

Telegraph orders delivered anywhere in the northwest country
FLORAL EXCHANGE

SEATTLE

Choice Flowers, prompt and careful
L.W. McCOY 904 3rd Avenue
Established 1900

WALLA WALLA, WASH. YOUNG & LESTER

SOUTHEASTERN WASHINGTON
NORTHEASTERN OREGON
NORTHERN IDAHO orders filled promptly
Members Florists' Telegraph Delivery Association

petual-flowering carnations. Many varieties have been raised, and all have the hardiness and free habit of pinks, with a taller growth, branching inflorescence, larger blooms and a perpetual habit derived from the carnation parent.

Coshocton, O.—Miller's Greenhouse is the name of the firm which is operating the business formerly owned by Edgar Nash, who is now in Colorado.

Pompeii, Mich.—H. C. Reed, whose resignation as cashier of the Pompeii State bank is to take effect September 1, has ordered a Moninger 30x100 greenhouse and will get into the new business as soon as possible after that date.

Dallas, Tex.—J. C. Harris, who has been a market gardener in this city for the last twenty-three years, started in the florists' and nursery business two years ago, buying nine acres of land, of which three and one-half acres were covered with nursery stock. One of his chief flower crops is sweet peas.

Spokane, Wash.

Eugene's Flower Shop
PROMPT AND RELIABLE

Yakima, Washington STATE FLORAL CO.

We Grow Our Own Flowers
Telegraph Orders filled promptly and carefully
Members F. T. D. Association.

Spokane, Wash.

A. J. BURT, Florist
Established 20 Years Always on the job
CLEMMER THEATER BUILDING

YAKIMA, WASHINGTON
ANNAVEE FLOWER SHOP (Formerly Bourn's)
QUALITY FLOWERS Artistic Arrangement
Members Florists' Telegraph Delivery.

FORSHAW, Florist
THE ROUND-UP CITY PENDLETON, ORE.

Spokane, Washington

Reimer's Floral Art Shop
RETAILERS AND GROWERS

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Rochester, Minn. ROCHESTER GREENHOUSE CO.
 EMIL RIEPLE, Manager
 ROCHESTER'S ONLY STORE HAVING ITS OWN GREENHOUSES
 Member F. T. D. FLOWERS ON SHORT NOTICE 111 2nd Street

ROCHESTER, MINN. ROCHESTER FLORAL CO.
 114-116 FIRST AVE., S. W.
 Run in connection with Greenhouses.
 Cut Flowers and Plants delivered promptly.
 Under new management.
 H. W. KLEIN, Mgr. Member F. T. D.

ST. PAUL, MINN. THE LARGEST STORE IN AMERICA
 MEMBER F. T. D. ASS'N
 The finest and largest stock west of Chicago
 Awake night and day looking for orders
HOLM & OLSON, Inc., 20-22-24 W. 5th St.

Swanson's
 Incorporated
 912 Nicollet Avenue, offers the trade its unexcelled facilities for filling orders in
MINNEAPOLIS

SEND ORDERS FOR
Minneapolis and Minnesota
 To **J. J. WEST'S, Inc.**
 3009 4th Ave., South
TWO STORES—LARGE STOCK

AUSTIN, MINN. A. N. Kinsman, Inc.
 Competent Service to all Iowa and Minnesota Points.
 Member Florists' Telegraph Delivery.

Duluth, Minn. Flowers delivered promptly to any place within 300 miles
THE ALPHA FLORIST

DULUTH, MINN. THE ONLY GREENHOUSES IN DULUTH OR SUPERIOR
 Flowers delivered anywhere on the Iron Range
J. J. LEBORIOUS

DULUTH FLORAL CO.
 200 MILES in any direction. Duluth, Minn.
 We are the center of the great Northwest. Daily deliveries to SUPERIOR, WIS.

Lincoln, Neb. Flowers for All Occasions, from Cradle to Grave
CHAPIN BROS., Retail Florists

Yankton and Mitchell, S. D. We grow Roses, Carnations and all seasonable flowers. Floral emblems that are right. Give us your northwest orders. 160-page catalogue.
Gurney Greenhouse Company

Mitchell S. D. WM. DETHLEFS Leading Florist
 Choice flowers and prompt service
 731 SOUTH MONTANA ST. Member F. T. D.

ABERDEEN, S. D. Member F. T. D. Quality Blossoms for all Occasions. Milady's Flower Shop

Your Orders to **North Dakota TRY US**
RUGBY GREENHOUSES, Rugby, N. D.
 We are centrally located. Members F. T. D.

GRAND FORKS, N. D. McELROY'S FLOWER SHOP
 Orders for North Dakota and Northern Minnesota

STEAMER SAILINGS.
 The following sailing list, displayed in a conspicuous place in the window or store or used in advertising matter with the information that you have facilities for filling bon voyage orders on short notice, will aid in developing your telegraph orders for steamer trade:

Steamer	From	To	Sails
Haverford	Philadelphia	Liverpool	July 9
Kroonland	New York	Antwerp	July 10
Philadelphia	New York	Southampton	July 10
D. Alighieri	New York	Naples	July 10
Mobile	New York	Liverpool	July 10
Roma	New York	Marseilles	July 10
Monteagle	Vancouver	Yokohama	July 10
Luriae	San Fr'sco	Honolulu	July 10
Enterprise	San Fr'sco	Honolulu	July 10
La Lorraine	New York	Havre	July 10
Metagama	Montreal	Liverpool	July 10
La Touraine	New York	Havre	July 13
Ryndam	New York	Rotterdam	July 13
Madonna	New York	Marseilles	July 13
Belvedere	New York	Trieste	July 13
Nanking	San Fr'sco	Yokohama	July 14
Emp. of France	Quebec	Liverpool	July 14
Imperator	New York	Southampton	July 15
United States	New York	Copenhagen	July 15
Niagara	Vancouver	Sydney	July 15
Rochambeau	New York	Havre	July 17
Lapland	New York	Antwerp	July 17
New York	New York	Southampton	July 17
Canada	Montreal	Liverpool	July 17
Saturnia	Montreal	Glasgow	July 17
K. Aug. Vic.	New York	Liverpool	July 17
Stavangerf'd.	New York	Norway	July 17
Corsican	Montreal	Liverpool	July 17
Sonoma	San Fr'sco	Sydney	July 20
Rotterdam	New York	Rotterdam	July 21
Cretic	New York	Naples	July 21
Drottningholm	New York	Sweden	July 21
France	New York	Havre	July 21
Mellita	Montreal	Liverpool	July 24
Ecuador	San Fr'sco	Yokohama	July 24
Nile	San Fr'sco	Yokohama	July 24
Caronia	New York	Liverpool	July 24
Celtic	New York	Liverpool	July 24
Finland	New York	Antwerp	July 24
St. Paul	New York	Southampton	July 24
Megantic	Montreal	Liverpool	July 24
Shinyo Maru	San Fr'sco	Yokohama	July 26
Gius. Verdi	New York	Naples	July 27
Pres. Wilson	New York	Trieste	July 27
Sleilian	Montreal	Glasgow	July 28
Pr. Fr. Wilh'm.	Quebec	Liverpool	July 28
Royal George	New York	Southampton	July 28
Em. of Russia	V'Couver	Yokohama	July 29
Oscar II.	New York	Copenhagen	July 29
Gramplan	Montreal	Antwerp	July 30
Fushimi Maru	Seattle	Yokohama	July 30
Lafayette	New York	Havre	July 30

LINCOLN, NEB. 1338 O Street
FREY & FREY
 WHOLESALE AND RETAIL
 120,000 square feet of glass at your service.
 Trade Discount
 Members of the Florists' Telegraph Delivery

National Florist C. H. FREY
 Wholesale and Retail Florist
 1133 O Street, LINCOLN, NEB.
 Will Fill Orders for the West on Short Notice. Trade Discounts. First-class Stock.

NORFOLK, NEB. Norfolk Floral Co. Member F. T. D.
 For all Northern Nebraska, Southeastern South Dakota and Northwestern Iowa.

MANKATO, MINN. THE WINDMILLER CO.
 Flowers to all points on short notice
 Member Florists' Telegraph Delivery

OMAHA, NEB. Member F. T. D. Louis M. Rogers, 319 So. 16th St.

OMAHA, NEBRASKA Lee L. Larmon
 Fontenelle Florist, 1814 DOUGLAS ST.

Hess & Swoboda, Florists
 Telephones 1501 and L 1582
 1415 Farnam Street, OMAHA, NEB.

OMAHA, NEBRASKA John H. Bath,
 The Careful Florist, 1804 FARNAM STREET
 Member Florists' Telegraph Delivery

Lewis Henderson, Florist
 1519 Farnam Street OMAHA, NEBRASKA
 Member Florists' Telegraph Delivery Ass'n

FOR ALL NEBRASKA ORDERS CENTRAL NEBRASKA USE
ED. WILLIAMS, Grand Island
 Competent Florist Railroad Center



Florists' Refrigerators

We manufacture, in our own plant, a complete line of florists' refrigerators. While we have many popular standard designs, most refrigerators are built for individual requirements.

Brecht Refrigerators are the result of 67 years' experience. They are designed on a scientific basis, from the best material obtainable, and are built to give greatest service with minimum ice consumption.

We will be glad to quote you on our standard designs, or to offer suggestions and submit special designs upon receipt of your requirements.

Address Dept. N.

THE BRECHT COMPANY

Main Office and Factories
ST. LOUIS, MO., U. S. A.

BRANCHES

New York, 174-176 Pearl St. Chicago, Monadnock Bldg.
San Francisco, Calif., 67 Second St.
Paris, France Liverpool, England Buenos Aires, A. R. Capetown, S. A.



Exterior finish, white enamel. Ice chamber at the top can be filled through doors at either end. Three sliding doors at front, of French beveled plate glass, and two overhead French beveled plate glass mirrors. Overhead center display compartment. Interior is finished in white enamel. This is an especially attractive design, built of any wood, finish, and in any size desired. Glass or metal shelves resting on patented nickel-plated brackets, adjustable to any height.



THE HELP PROBLEM Relieved by the Ever Ready Flower Pot Cover....

Dresses your plants in a smart style quickly and without work. Write for sample and price list today.

Send 10c Postage.

The Ever Ready Flower Pot Cover Co.
146 Hughes Avenue, BUFFALO, N. Y.

Write for our 32-page 1920 booklet

"Modern Flower Shops"

Refrigerators and Store Fixtures

A. L. Randall Co., COMPLETE FLORISTS' OUTFITTERS Chicago, Ill.

MCCRAY
REFRIGERATORS for all Purposes
Send for Catalogue
McCray Refrigerator Co., 2088 Lake St., Kendallville, Ind.

WESTERLY, R. I.

Smith's Flower Shop reports an unusual run of wedding and funeral work.

Peter S. Byrnes, of the Homeganset Greenhouses, Wickford, was one of the judges at the Bristol hand engine muster.

Welcome Carmichael, of Carmichael Bros., Shannock, who underwent a serious operation at the Rhode Island hospital about two months ago, is recuperating well. W. H. M.

Wakefield, R. I.—R. A. Browne, formerly of New York, is starting in business.

Flower Facts—
Beauty preserved—
Profits assured—
use Gloekler
Refrigerators for
cut flowers

Bernard Gloekler Co.
Pittsburgh, Pa.

Write for Catalogue
BUCHBINDER BROS.
11 S. La Salle St., CHICAGO
Room 731
Mention The Review when you write.

Seed Trade News

AMERICAN SEED TRADE ASSOCIATION.

President, H. G. Hastings, Atlanta, Ga.;
secretary-treasurer, C. E. Kendel, Cleveland, O.

W. W. BARNARD, the Chicago seedsman, celebrated his sixty-fourth birthday anniversary July 4.

REPORTS from California are to the effect that some of the fields of freesias have been abandoned—not worth the labor of digging.

ROZELL J. BOWEN, of J. Bolgiano & Son, Baltimore, Md., and C. Alfred Bolgiano, eldest son of Charles J. Bolgiano, are traveling in Europe, inspecting the growing crops in England, France, Germany, Holland and Belgium. Their stay will cover a period of several months.

It was the late Patrick O'Mara who ventured the opinion, at the close of the 1917 seed season, that the seed business of that year would stand as a record until either a material increase in immigration or a period of hard times made large numbers of people in the United States willing to work at gardening.

ACCORDING to a recent report from a Dutch seed growers' association, the trade in field and vegetable seeds was dull this season. The repeal of the governmental and food controlling measures, the high rate of exchange of Dutch currency as compared with that of other countries and a smaller home demand were some of the factors that contributed to the dullness of the seed trade.

WITH S. & S. C. paper nominally at 17 to 18 cents per pound, but actually difficult to engage at open price for any delivery in 1920, and with coated stock 22 to 24 cents and still harder to connect with, the seedsman can spend the summer profitably pruning his mailing list. The average catalogue can be cut ten per cent in number of pages and twenty-five to fifty per cent in number of copies printed without loss of business.

DISCOURAGING reports are being received concerning the mustard crop, which was expected to be unusually large in the Lompoc district of California this season. Because of the great quantity of small beans held unsold in the warehouses in the northern part of the county, the usual acreage planted to mustard was increased this spring, with a great acreage of bean land turned over to the mustard crop. Light rainfalls for two successive years are given as the reason for the poor showing now being made by the mustard. The mustard is now at the seed development stage and most of it is past the blossom. Its growth has been cut short by insufficient moisture, and cool and favorable weather is needed in order for any of the seed to develop.

DICKINSON ABSORBS RIVAL.

Merger of the Albert Dickinson Co. and the Continental Seed Co. was announced in Chicago last week and will be completed, it was reported, as soon as possible. It is to include all of the interests and properties of the affiliated companies in Chicago, Minneapolis, Buffalo and New York. Details of the consolidation will not be completed for some time.

The Albert Dickinson Co. was started in 1855 by A. F. Dickinson, who

Tested Proven Seeds



Early View of Our Trial Grounds

Did you ever sow Peacock's Flower Seeds? If not—why not? Other florists do.

Please see full list of Florists' and Market Gardeners' Seeds in the 16-page Green Section, pages 117 to 132 of The Review for January 29.

Everette R. Peacock Co.

SEED GROWERS AND IMPORTERS

4011-15 Milwaukee Avenue,

CHICAGO, ILL.

Get Quotations on Seeds from

LANDRETH

Before Buying Elsewhere

We will quote you for immediate or future shipment

D. LANDRETH SEED CO.
Bristol, Pennsylvania

Mention The Review when you write.

Western Seed & Irrigation Co.

Seed Growers and Dealers

Office and Warehouse, Fremont, Neb. Growing Station, Rocky Ford, Colo.

SPECIALTIES

CUCUMBER

MUSKMELON WATERMELON
PUMPKIN and SQUASH
SWEET, FLINT and FIELD CORN

Write for Special Contract and Spot Prices

Mention The Review when you write.

THE J. C. Robinson Seed Co.

WATERLOO, NEB.
ROCKY FORD, COLO.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed, Sugar, Flint and Field Seed Corn.

THE KIMBERLIN SEED CO.

Wholesale Seed Growers San Jose, Cal.

GROWERS OF

ONION, LETTUCE, RADISH, ETC.

Correspondence Solicited

The C. Herbert Coy Seed Co.

VALLEY, Douglas County, NEB.

Wholesale Growers of High-grade Seeds

Cucumber, Muskmelon, Squash and Pumpkin; Sweet, Flint and Dent Seed Corn

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

Fitchburg, Mass., U. S. A.

An Experience of Half a Century IN PRODUCING HIGH GRADE

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

Orange, Conn. S. D. Woodruff & Sons New York City

Waldo Rohnert

GILROY, CAL.

Wholesale Seed Grower

Specialties: Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

We are Headquarters for the BEST OF EVERYTHING

in VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

Peas, Beans, Corn and Vegetable Seeds

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery

Jerome B. Rice Seed Co., Cambridge, N. Y.

Mention The Review when you write.

YOU will be satisfied with the products of Burpee's "Seeds that Grow"

Better write to Burpee, Philadelphia, - for new Complete Catalogue

Mention The Review when you write.

Onion Sets *GROWERS for the Trade*

LEONARD SEED CO.

226-230 W. KINZIE STREET, CHICAGO

BEANS
PEAS
CORN

Write for Prices

Braslan Seed Growers Company

Growers for the Wholesale Trade Only. Onion, Lettuce, Carrot, Parsnip, Parsley, Celery, Endive, Salsify, Named and Mixed Grandiflora and Spencer Sweet Peas and Sunflower.

SAN JOSE, CALIFORNIA

Mention The Review when you write.

The Everett B. Clark Seed Co., Milford, Conn.

Branch Houses in Wisconsin, Colorado, Montana, Idaho and Washington

Beans, Peas, Sweet Corn, Onion, Beet, Turnip, Tomato, Spinach

Mention The Review when you write.

Wholesale Seed Grower

Pepper, Eggplant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn, Vine Seeds.

Correspondence Solicited

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.

Mention The Review when you write.

I. N. Simon & Son Garden Seeds

—AT WHOLESALE—

438 Market St., PHILADELPHIA, Pa.

Mention The Review when you write.

TOMATO SEED

Pepper, Eggplant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn, on contract.

EDGAR F. HURFF
Correspondence Solicited. Swedesboro, N. J.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.
SANTA ANA, CALIFORNIA

JAMES VICK'S SONS

GROWERS OF FLOWER and VEGETABLE SEEDS

Get the benefit of our 71 years' experience

All Seasonable Varieties

Our Stocks Are Very Complete

Rochester, N. Y. The Flower City

JOHANSEN-WINSLOW CO.
Growers of HIGH GRADE FLOWER SEED

SPECIALTIES

Alyssum	Verbenas	LOS ANGELES
Candytuft	Asters	EL MONTE
Carnations	Dianthus	CALIFORNIA
Nasturtiums	Zinnias	
Sweet Peas		

Send for 1920 Contract List

Lilium Giganteum

FOR IMMEDIATE SHIPMENT

F. O. B. Denver		F. O. B. New York		F. O. B. London (Ont.)		F. O. B. New York	
Per Case	Per Case	Per Case	Per Case	Per Case	Per Case	Hardy Lily Bulbs	
6 to 8-inch.....400.....	\$42.00	7 to 9-inch.....300.....	\$49.50	7 to 9-inch.....800.....	\$49.50	Per Case Per Case	
7 to 9-inch.....300.....	49.50	8 to 10-inch.....250.....	47.50	8 to 10-inch.....250.....	47.50	RURRUM - 7 to 9-inch..220..	\$29.00
8 to 10-inch.....250.....	47.50	9 to 10-inch.....200.....	50.00	9 to 10-inch.....200.....	50.00	AURATUM - 11 to 12-inch..90..	25.00
9 to 10-inch.....200.....	50.00	10 to 11-inch.....150.....	49.50	10 to 11-inch.....150.....	49.50	ALBUM - 7 to 9-inch..220..	30.00
						" 8 to 10-inch..170..	30.00
						" 9 to 11-inch..130..	30.00

Bamboo Canes—Natural and Dyed Green—all sizes. Raffia—Three grades and colored.

FOR FALL SHIPMENT

Dutch Bulbs—Hyacinths, Tulips, Narcissus, Crocus, etc. French Bulbs—Paper White Grandiflora, Trumpet Major, etc. Valley Pips—for forcing, 2500 per case.

Write for prices, specifically stating your requirements.

TERMS: 60 days net, less 2 per cent cash 10 days from invoice date. Cash with order unless your credit is established with us.

McHUTCHISON & CO. : 95 Chambers Street : NEW YORK

did a general commission business on South Water street, Chicago, as it was necessary in those days to handle all kinds of produce and seeds. Albert Dickinson, his son, assumed control in 1868, and the business was incorporated in 1890.

The Continental Seed Co. was launched last October by former employees of the Albert Dickinson Co., first incorporating as the United States Seed Co. The officers of the company were: President, Charles A. Heath; vice-presidents, H. W. Doughten, of New York, and A. E. Reynolds, of the Crabbs, Reynolds, Taylor Co., Crawfordsville, Ind.; secretary, Harold A. Abbott; treasurer, C. A. Johnson.

There has been current of late rumor to the effect that Charles D. Boyles would resume his connection with the Albert Dickinson Co., in an important executive position.

FRENCH BULBS IN FLURRY.

The situation with regard to French bulbs appears to be a repetition of last year's experience, inasmuch as the cable has been kept busy during the last few days with communications concerning the inability of shippers to fill American orders except at sharply advanced prices, if at all. The digging of the crops reveals that the supply is less than had been expected. Soleil d'Or is practically a crop failure, while the quantity of Paper Whites is much less than is needed to fill all orders. How much short the crop actually is will not be known until the bulbs have percolated to the hands of the actual distributors to the trade, as the exporters and dealers have an interesting habit of buying and selling between themselves up to the point where the bulbs sometimes complete a circle and are back where they started from, but there are reports that the orders booked by all the dealers may aggregate five times the actual crop, ridiculous as such a situation would be. Last year the exporters were content to obtain by cable from their American customers their assent to increased prices, but this year they go the ultimate distance and demand, not only increased prices, in

Lily Bulbs

Now in storage awaiting your order.

GIGANTEUM

6 to 8-inch.....	\$45.00 per case
7 to 9-inch.....	49.50 per case
8 to 10-inch.....	52.00 per case
9 to 10-inch.....	55.00 per case

Shipment any time you say.



American Bulb Co.
172 North Wabash Avenue, Chicago

Mention The Review when you write.



Lilium Giganteum

7-9 in. 300 per case.....	\$17.00	100	case	\$50.00
8-9 in. 250 per case.....	20.00	20.00		50.00

Orders Shipped Promptly

Tuberose

Caladium Esculentum

Excelsior 100	1000	100	1000
Pearl 4-6....\$4.50....\$40.00	5-7....\$5.00....\$45.00		
6-8 ... 6.00 ... 55.00	7-9 ... 7.50 ... 72.50		

Order new Asters and Other Flower Seed for Late Planting

FOTTLER, FISKE, RAWSON CO.
12 and 13 Faneuil Hall Sq., BOSTON, MASS.

VAN MEEUWEN & TEGELAAR
Wholesale Dutch Bulb Growers
1133 BROADWAY
NEW YORK
Nurseries at LISSE, HOLLAND

M. Veldhuyzen Van Zanten & Sons
Established 1870.
Wholesale Bulb Growers Lisse, Holland
Catalogue Free on Application

many cases, regardless of the terms of the original order, but call for payment in full by cable transfer in francs be-

fore the bulbs will be shipped. The indications are that the forer in America will have to pay more for his

NEW EARLY-FLOWERING or WINTER-BLOOMING
Giant Pansies



An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering and its unusual hardiness, which enables them to withstand quite severe winters, and to bloom right on into the summer. Sown at the same time as other Pansies, they begin flowering the early part of March, or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant. They are highly recommended for Autumn planting on graves, and for very early bedding, as well as for early cut flowers.

- No. 4. JOVE. Lower petals violet; upper ones light blue.
- No. 5. MARS. Cornflower blue.
- No. 6. NORTH POLE. Pure snow white.
- No. 7. WODEN. Quite black.
- No. 8. HELIOS. Pure yellow.
- No. 14. WINTER SUN. Golden yellow, with dark eye.
- No. 15. ICE KING. Silvery white, with dark blue eye.
- No. 16. CELESTIAL QUEEN. Light or sky blue.
- No. 17. CHARM OF MARCH. Dark velvety blue.
- No. 18. MIXED. The above colors and other shades.

500 Seeds, 25c; 1000 Seeds, 40c; 1/8 oz., \$1.10;
 1/4 oz., \$2.00; 1 oz., \$7.50.

For list and price of other Kenilworth Pansy Seed, see my ad of the previous week.

Chas. Frost
 Kenilworth,
 N. J.

Orlando Offerings

GODFREY CALLA BULBS
LEATHER-LEAF FERN

See classified ads.

F. W. FLETCHER,
 Orlando, Florida.

Mention The Review when you write.

Hart & Vick Inc.
 ROCHESTER, N.Y.

Florists' seeds, plants and bulbs. A complete stock of all the leading varieties.
Buy Your Seeds from Men Who Know
 Get our new catalogue.

Mention The Review when you write.

GIGANTEUM LILIES

Inch	To case	Per case
7 to 9	800	\$55.00
8 to 9	250	55.00
9 to 10	200	55.00

10% discount on five-case lots

HOLTON & HUNKEL CO., Milwaukee, Wis.

Seeds, Bulbs and Horticultural Supplies

BECKERT'S SEED STORE
 101-103 Federal St., PITTSBURGH, PA.

NATIONAL BULB FARMS, Inc.
 Benton Harbor, Michigan

Gladioli, Dahlias, Peonies
 and Hardy Perennials.

300 acres under cultivation

Mention The Review when you write.

BULBS

C. J. SPEELMAN & SONS, 470 Greenwich Street, New York City
 ESTABLISHED 1868

Mention The Review when you write.

THE HOUSE OF KELWAY

has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (*delivery after 1920 harvest*), not tomorrow but NOW.

Specialties: GARDEN SEEDS and FARM ROOT SEEDS
KELWAY & SON, Wholesale SEED GROWERS, LANGPORT, ENG.

For Vegetable, Flower and Farm Seeds of the highest quality, try the pedigree strains

Grown by

Watkins & Simpson, Ltd.

27-29 Drury Lane

LONDON, W. C. 2, England

Always mention the Florists' Review when writing advertisers

Paper Whites than ever before and that the small crop may turn out to be enough.

Romans will be refused shipping permits for the same reason they were last year.

SMALL TRUSTEE SUES PECK.

The Lamaseo bank was appointed receiver of the Dave Peck Seed Co., Evansville, Ind., by Judge Lockyear in the Probate court June 26 at Evansville. The appointment of a receiver to handle the business of the firm and \$60,000 damages was asked by the Mercantile-Commercial bank, trustee for W. H. Small & Co., in a suit filed in the Probate court. It is asserted that the Dave Peck Seed Co. is indebted to W. H. Small & Co. for goods purchased.

The appointment of a trustee for W. H. Small & Co. was reported in last week's issue of The Review. Outside capital is being interested, it is reported, with the object of straightening out the company's affairs.

Mr. Small states: "Because bankers were calling in loans and were not extending credit, and because of the late season causing a decrease in the sale of field seeds and the tieup on the railroads causing transportation difficulties, the company was forced to go into the hands of a trusteeship. We expect to be on our feet again within three or four months, and we will pay dollar for dollar to those who have stock."

ARCHIAS IN IMPERIAL VALLEY.

"I have traveled through the Imperial valley, California, from Niland at the north to Calexico on the Mexican border, visiting the farmers and truck growers. The cantaloupe season is at its best. Over 200 cars per day are being shipped from Brawley alone. Poppy, El Centro, West Moreland, Imperial and Heber are also shipping points for melons. General crop conditions in the valley are good. Farmers are prosperous and prices are good."

Thus writes L. H. Archias, president of the Archias Seed Store Corporation and the Archias Floral Co., Sedalia, Mo., as well as of the Missouri State Florists' Association, who has been inspecting seed growers' establishments in the Imperial valley, California, while on a tour of the southwestern states in company with his brother, J. C. Archias; his daughter, Marian, and his brother's family, in J. C. Archias' automobile.

QUARANTINE INTERPRETATION.

The interpretation of a clause of Quarantine No. 37 by Curtis Nye Smith, counsel for the American Seed Trade Association, is undoubtedly of interest to others besides the firm which submitted the inquiry. Regarding the importation of certain perennial seeds, he states:

"Answering your inquiry as to the meaning of the words 'hardy perennial plants,' as used in amendment No. 1 to Regulations Supplemental to Notice of Quarantine No. 37' (section 5), we beg to advise you that the expression 'seeds of hardy perennial plants,' as used in regulation No. 3, refers to seeds of woody or other plants which are not herbaceous and are either of a hardy and woody growth or are not killed to the ground in the temperate zone.

"The term 'flower seeds,' as used in regulation No. 2, refers to seeds of an-

Zvolanek's Winter Sweet Pea Seed



Xmas Pink Orchid

1 oz., 75c; 1 lb., \$9.00

Zvolanek's Rose Zvolanek's Orange

1 oz., \$4.00; 1 lb., \$40.00

Miss L. Gude Watchung Orchid Mrs. M. Spanolin Bridal Veil

Mrs. Chas. Zvolanek Zvolanek's Blue

1 oz., 75c; 1 lb., \$10.00

Sim Orchid or Rose Queen

1 oz., 50c; 1 lb., \$5.00

Zvolanek's Beauty Zvolanek's Red (best red)

1 oz., \$1.00; 1 lb., \$10.00

For other varieties
send for price list.

Seed will be ready
about July 15th.

Ant. C. Zvolanek & Sons
Lompoc, Cal.

P. Vos & Son

Growers of
New and Choice

Mt. Clemens, Mich. **GLADIOLI**

Hyacinths Tulips
Narcissus Crocus

Catalogue and
special prices
on application

J. M. THORBURN & CO.,
53 Barclay St., NEW YORK



Selected Seed of
Solanum Melvinii
and
Bird's Eye Peppers
50c per trade packet
PETER PEARSON
5732 Gunnison Street, CHICAGO

Mention The Review when you write.

GLADIOLI

Please send for my quotations on large or
small quantities of all the leading varieties

JELLE ROOS

GLADIOLUS SPECIALIST

Dept. A CONCORD, MASS.

THE STANDARD BULB CO.

BENTON HARBOR, MICH.

Holland Bulbs, Paper Whites,
Gladioli, Dahlias, etc.

"Quality Best, Prices Right"

Ask Quotations

Mention The Review when you write.

United Bulb Co.

THE HOME OF CHOICE GLADIOLI.

Box A, Mount Clemens, Mich.

Ask for our prices on Tulips, Hyacinths,
Daffodils, Etc.

WING'S

Iris, Peonies, Dahlias, Gladioli

"You Can Get It At Wing's"

Write for Wholesale Price Lists

The Wing Seed Co.
MECHANICSBURG, OHIO

Mention The Review when you write.

DANISH SEED IMPORT

Import of all kinds of Seeds direct from seed
growers in Denmark. Please send for price list.

Chr. Mosbjerg, 216 7th St. N., Minneapolis, Minn.

nual, biennial, or even perennial plants
which are essentially herbaceous, name-
ly, plants which perish annually down
to and sometimes including the root
(i. e., soft, succulent plants).

"Specifically answering your inquiry



Also all other seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Price List.

MICHELL'S FLOWER SEEDS

Pansy Seed

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt; 1/2 oz., \$1.25; \$7.00 per oz.

Giant Trimardeau, Mixed. Large flowering and choice colors Tr. pkt., 30c; \$2.50 per oz.

Giant Sorts in Separate Colors

	Tr Pkt.	Oz.
Azure Blue	\$.40	\$3.50
Black Blue	.40	3.50
Emperor William, blue	.40	3.50
Hortensia Red	.40	3.50
King of the Blacks	.40	3.50
Lord Beaconsfield, purple violet	.40	3.50
Peacock, blue, claret and white	.40	4.00
Snow Queen, pure white	.40	3.50
Striped and Mottled	.40	3.50
White with Eye	.40	3.50
Pure Yellow	.40	3.50
Yellow with Eye	.40	3.50

Myosotis

Alpestris Victoria	.25	1.25
Eliza Fanrobert	.25	1.25

Daisy, Double English

Monstrosa Pink, 1/4 oz.	\$2.00	\$0.50
Monstrosa White, 1/4 oz.	2.00	.50
Monstrosa Mixed, 1/4 oz.	1.75	.50
Longfellow, Pink40	\$2.00
Snowball, White40	2.00
Mixed30	1.50

Cineraria

	1/2 Tr.	Tr.
Grandiflora Prize, Dwarf	\$.60	\$1.00
Grandiflora Prize, Med. Tall	.60	1.00

Primula Chinensis

Alba Magnifica	\$.60	\$1.00
Chiswick Red	.60	1.00
Duchess	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens	.60	1.00
Rosy Morn	.60	1.00
Prize Mixture	.60	1.00

Primula Obconica Gigantea

Lilacina, Lilac	\$.50
Kermesina, Crimson	.50
Rosea, Pink	.50
Alba, White	.50
Hybrida Mixed	.50

HENRY F. MICHELL CO., 518 Market St., Phila.

XXX SEEDS

Chinese Primrose—Finest grown, mixed, 350 seeds, \$1.00; 1/2 pkt., 50c; 10c, \$2.00.
Primula Obconica—Finest Giants, pkt., 50c.
Primula Malacoides—Giant Baby, pkt., 25c.
Primula Kewensis—New Dwarf, yellow, 25c.
Cineraria—Large Flowering Dwarf, finest grown, all colors, mixed, pkt., 50c; 1/2 pkt., 25c.
Cyclamen Gigantum—Choicest Giants mixed, 150 seeds \$1.00; 1/2 pkt., 50c.
Pansy—Finest Giants, 4000 seeds, \$1; 1/2 pkt., 50c.
Bellis Monstrosa (Daisy)—Monstrous Giant Rose, white and mixed, pkt., 25c.
Calceolaria Hybrida Grandiflora, very finest, 20 choicest spotted varieties, mixed, pkt., 50c.
JOHN F. RUPP, Shiremanstown, Pa.



Snapdragons

the past year have made growers more money than ever. Be sure you have plenty for next season. Time to sow seed for fall blooms.

Seed of our famous Silver Pink, \$1.00 per pkt.; 3 for \$2.50; 7 for \$5.00.

Seed of our new Hybrid Pink and of our new Golden Pink Queen, same price.

Seed of Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton and Fancy Mixed, 85c per pkt.; 3 for \$1.00.

Free cultural directions. All orders cash.

G. S. RAMSBURG, SOMERSWORTH, N. H.

Let Me Be Your Seedsman

J. K. RUGOWSKI SEED CO., Inc.
MANITOWOC, WIS.

—Enough said

Chas. Schwake & Co., Inc.

LILY OF THE VALLEY

Japanese Lilies, French and Dutch Bulbs

90-92 West Broadway NEW YORK

as to whether or not sweet william, fox-glove, larkspur and the like can only be admitted to this country under permit of the Federal Horticultural Board under regulation 3, subsection (5) of Quarantine No. 37, it is our opinion that the plants named fall within the definition of 'flower seeds,' which, under regulation 2 of said quarantine, are admitted without restriction as to permit or otherwise."

NEW PRESIDENT OF A. S. T. A.

From Nursery to Seeds.

Harry G. Hastings, of Atlanta, the newly elected president of the American Seed Trade Association, was born in Springfield, O., March 8, 1869, and lived in that city until his parents moved to Interlachen, Fla., in 1884.

Mr. Hastings' first business contact

[Continued on page 108.]

DREVON-TEGELAAR & CO.

Wholesale French Bulb Growers
1133 BROADWAY
NEW YORK

Nurseries at OLLIOULES, FRANCE

Mention The Review when you write.

F. G. MARQUARDT, Inc.

Importers of Bulbs

116-120 West 32nd Street
NEW YORK CITY

Mention The Review when you write.

Tomato Seed and Sweet Potato Plants

Pleased to quote you prices on quantities and varieties wanted for present or future delivery.

H. AUSTIN Felton, Del.

BOLGIANO'S

"BIG CROP" SEEDS

"Tested and Trusted" Over a Century
Special Price List to Florists and Market Gardeners.

Write for a copy at once--it will save you money.

J. BOLGIANO & SON, Baltimore, Md.



Mention The Review when you write.

SEEDS

Stump & Walter Co

30-32 Barclay St., New York City

Mention The Review when you write.

ST. LOUIS SEED CO.

The Home of "Pure and Sure" Seeds

411-413 WASHINGTON AVENUE
ST. LOUIS, MO.

NEWS OF THE NURSERY TRADE

NEW PRESIDENT OF A. A. N.

Lloyd C. Stark, vice-president and general manager of the Stark Bros. Nurseries & Orchards Co., Louisiana, Mo., elected president of the American Association of Nurserymen at its convention in Chicago, June 23 to 25, was born at Louisiana, Mo., November 23, 1886. He was the eldest son of the late Clarence M. Stark, who for many years was head of the Stark Bros. Nurseries & Orchards Co., Louisiana, Mo. He was educated in the public schools and graduated from the U. S. Naval Academy at Annapolis, Md. In 1917 he resigned the position of vice-president and director in the Stark Bros. Nurseries & Orchards Co. to accept the commission of captain in the army.

Mr. Stark was elected to the office of president of the American Association of Nurserymen in 1917, but had scarcely begun his term of office before he entered the army. So, on his return, he was elected vice-president last year and now assumes leadership once more. He has also served as president of the Western Association of Nurserymen, president of the Mississippi Valley Apple Growers' Association and president of the Louisiana Commercial Club.

Mr. Stark is a member of the Wholesale Ornamental Growers' Association, American Protective Association, Retail Nurserymen's Protective Association, Missouri Nurserymen's Association, American Rose Society and the Missouri Horticultural Society. He is also a member of the Army and Navy Club, Washington, D. C.; University Club, St. Louis, Mo., and the Army and Navy Club, New York city.

SOUTHERN PROSPECTS.

A recent visit to two of the chief nursery districts of the south, that around Winchester, Tenn., and that around Huntsville, Ala., found an even smaller acreage planted than was expected. On an estimate, hardly twenty-five per cent of the normal number of cherries are in the field this year. Peaches are nearest normal, with apples next, but both are decidedly short. It is, however, in evergreens and other hardy ornamentals that the shortage is the most pronounced. It seems as though at least three years would be required before there could be much change. But some of the larger growers are prepar-

ing to propagate in large quantities those items which have hitherto been imported. Thousands and tens of thousands of cuttings are in the sand, but it will be years before they are ready for sale. F. B.

WINTER INJURY TO EVERGREENS.

Variation in Effects.

Last winter was quite severe on evergreens in many parts of the middle Atlantic states. The injury was not confined entirely to transplanted trees, as native red cedars and other species were killed in places, but transplanted trees usually have a shallow, confined root system, which makes them more susceptible to winter killing.

The extent of the winter injury to the evergreens varies from the browning or death of the tips of the needles to the death of fairly large trees, which have been planted ten to fifteen years. Trees of the same kind growing together in rows often show considerable variation in the amount of injury; thus one tree will be entirely killed, another will lose its leaves, while a third tree will be apparently unharmed. Different kinds of trees also show considerable variation in their resistance to winter injury; for instance, arbor-vitæ trees as a class suffered severely, while pines came through with little injury. Trees

in exposed locations were much more severely injured than those protected by other trees or by buildings. The injury as a general rule was more severe on western exposures and on the west side of individual trees.

Most of the evergreens which lost only parts of their leaves are putting out vigorous new growth, and their value as ornamentals will not, in the long run, be seriously impaired. Some of the hemlocks and holly trees which lost all of their leaves are also rapidly recovering. On many trees, where the ends of the twigs and the more exposed branches were killed, new growth is developing farther back toward the main stem.

It is best to prune off the dead twigs quite close to the new, live sprouts, as



Box-Barberry Bordered Garden

Make a Leader of BOX-BARBERRY

IN YOUR 1921 Catalogue

Many of the leading firms already have booked with us for their stock.

Write for Terms

Elm City Nursery Company

Woodmont Nurseries, Inc.
New Haven, Conn.

EVERGREENS that GROW

The scramble for this stock has just begun. Try our POT-GROWN EVERGREENS and invite success. These are shipped with pot ball attached and with just ordinary care will give 100% stand. Can you beat it?

	Per 100
150 Thuya Erecta.....	\$10.00
150 Thuya Douglasii Pyramidalis....	12.00
400 Thuya Ericoides.....	10.00
1200 Thuya Globosa Woodwardii.....	11.00
1500 Thuya Hoveyi.....	9.00
2000 Thuya Pumila.....	11.00
8500 Thuya Pyramidalis.....	10.00
1000 Thuya Tom Thumb.....	10.00
8900 Thuya Wareana.....	10.00
900 Juniper Hibernica.....	8.00
250 Juniper Sabina.....	15.00
1400 Retinispora Filifera.....	11.00
2000 Retinispora Plumosa Aurea.....	8.00

Samples sent on request

We grow also a full line of fruit and ornamental stock. Write for prices.

Farmers Nursery Co.
TROY, OHIO

NURSERY STOCK for FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits,
Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

WRITE FOR OUR WHOLESALE TRADE LIST **W. & T. SMITH COMPANY, Geneva, N.Y.**

74 Years — 1000 Acres

IVIES and Other Choice Plants

These trained Ivies are exceptionally fine for formal work either inside or outside. They are well covered and established, nicely shaped specimens.

GLOBE IVY

18x18-inch	Each	\$ 4.00
24x24-inch		7.50
30x30-inch		12.50
36x36-inch		20.00
42x42-inch		25.00

PYRAMIDAL IVY

30 inches high x 18 inches at base	Each	\$ 6.00
36 inches high x 24 inches at base		10.00
42 inches high x 24 inches at base		12.50
48 inches high x 24 inches at base		15.00
60 inches high x 26 inches at base		17.50
72 inches high x 30 inches at base		20.00
84 inches high x 36 inches at base		25.00

STANDARD IVY

4 feet high, 24-inch stem, 24x24-inch head	Each	\$15.00
Good Pot-grown Plants in following sizes:			
3-inch pots, 2-8 vines in pots		\$12.00 per 100
These will make fine plants for Fall.			
4 to 4½-inch pots, fine plants		\$25.00 per 100
5 to 6 feet tall		60.00 per 100

EVONYMUS JAPONICA

A first-class plant for window-box work.
5½ to 6-inch pots, bushy compact plants.....\$50.00 per 100

AMPELOPSIS VEITCHII

4½-inch pots, well grown.....\$25.00 per 100

STANDARD BAY TREES

The Bays are just now in particularly good condition, thick, bushy heads with an abundance of clean, healthy foliage.

28 to 30-inch diameter	Pair	\$ 35.00
32 to 34-inch diameter		40.00
36-inch diameter		50.00
36 to 38-inch diameter		60.00
40-inch diameter		65.00
42 to 46-inch diameter		75.00
48-inch diameter		100.00

We also offer a limited number of Hydrangeas in the following sizes, all nicely budded and some in flower.

6 to 7-inch pots	Each	\$1.50 to \$2.00
10-inch tubs		2.50 to 3.00
11-inch tubs		3.50 to 4.50
14-inch tubs		7.50 to 10.00
12-inch tubs		5.00 to 6.00

POT-GROWN CLIMBING ROSES

Excelsa, scarlet-crimson	Each	\$0.60
Dorothy Perkins, pink50
Lady Gay, shell pink50
Tausendschoen (extra strong), pink		1.00
Dr. Van Fleet, flesh60
Hiawatha (extra), red75
Rubin, crimson75
Cl. Orleans, red75
Baby Orleans, dark red50
Baby Catherine Zelmot, white50
Baby Marie Pavle50
Jessie, dark red50

And a Complete Assortment of Pot-Grown Vines and Climbers.

BOBBINK & ATKINS

Nurserymen and Florists

RUTHERFORD, N. J.

NURSERY STOCK

AT WHOLESALE

A complete assortment of general nursery stock—shrubs, roses, vines, shade trees, fruit trees, etc., well grown and well graded, such as will satisfy your customers and build up your trade.

We solicit a trial order, believing that our stock, service and reasonable prices will make you our regular customer.

Our Wholesale Trade List free upon request.

SHENANDOAH NURSERIES

D. S. LAKE, Pres.

SHENANDOAH, IOWA

ENGLISH LAUREL

BY THE HUNDRED OR THOUSAND
THE AUDUBON NURSERY
WILMINGTON, N. C. M. VERZAAL, Prop.

any dying portion left simply serves as a breeding place for fungi and insects, which later may cause trouble. All injured portions of the tree which show a darkened or brown inner bark and cambium should be removed. It is safe to plant new trees in the same holes from which the dead ones were removed, as the trees have not been killed by a fungous disease.

SELECT VARIETIES OF FRUIT.

The recently organized California Nurserymen's Bud Selection Association plans doing for the other fruit interests in the state what the bud

Profitable to Grow

Now is the time Larkspur blooms.

Find out price paid for cut flowers.

Plants produce THREE CROPS of flowers in

ONE SEASON

Delphinium Belladonna, 1-year plants	\$ 9.00 per 100
" " 2-year plants	12.00 per 100
" " 3-year plants	15.00 per 100

Order now for fall delivery

The Wayside Gardens Company
MENTOR, OHIO

NURSERY STOCK FOR FLORISTS

WHOLESALE ONLY

JACKSON & PERKINS CO. - Newark, New York

supply division of the California Fruit Growers' Exchange has done for the citrus industry. It plans to concentrate on such varieties of each fruit as are in greatest demand for the canners and shippers, and eliminate the bewildering list of varieties that are of least value.

In order that some definite information might be had regarding the suitable varieties of certain fruits, the associate and representative canners recently held a meeting in which the canners indicated their preferences for varieties. Among the clingstone peaches

C Y C L A M E N

Fine, large plants, all colors, for immediate delivery. These are exceptionally good plants, of the very best strains.

\$35.00
AND
\$40.00
PER 100

Cash with order

J. F. WILCOX & SONS, COUNCIL BLUFFS, IOWA

all white varieties were eliminated, because of their tendency to take on an overripe and displeasing appearance in the can. The approved varieties were as follows, in the order of their respective popularity among the canners: Phillips, Tuscan, Pelora, Sims, Peak's, Libbes, Albright, Levy, McDevitt. Because of their similarity to Pelora, the varieties Hauss and Johnson were eliminated, and Orange was dropped because of its similarity to Albright.

In the freestone group Lovell stood at the top, followed by Muir, Elberta and Salway. For canning purposes it was recommended that Foster, Crawford and J. H. Hale be dropped, but that they be retained as shipping peaches, but the vote stood 85 to 15 for clingstone peaches for canning purposes, thus practically confining the freestone varieties to the shippers.

Among apricots Blenheim, Royal and Tilton were the popular sorts, and the recommendation was made that Moorpark, Routier's Peach, Hemskirk and Large Early Montgamet be taken out of coming catalogues.

For canning purposes the Royal Ann received the most votes, with assorted black varieties next, followed by Rockford and Governor Wood. Shipping varieties were strongly recommended because of the greatly increasing popularity of them on eastern markets. Montmorency was recommended as the sour cherry most suitable for increased planting in California.

PROPAGATING HARDY PLANTS.

Will you tell me how to root Japanese barberry, Amoor River privet and Boston ivy? G. H.—Ill.

The Japanese barberry, *Berberis Thunbergii*, comes readily from seeds which should be gathered when ripe, stratified in dry sand and sown in flats in winter or early spring. The Amoor River privet, *L. amurense*, propagates most easily from ripened wood. Cut the shoots off in late fall or early winter, remove the foliage, tie in bundles and pack in damp sand in a cellar over winter. Line out in nursery rows in early spring, burying the shoots three-fourths of their depth; eight to ten inches is long enough. Firm well and practically all will root.

The Boston ivy, *Ampelopsis Veitchii*, propagates readily from seeds, which should be started under glass in winter or early spring. Pot the seedlings off singly when of sufficient size and later set outdoors in nursery rows. Cuttings

CANNAS

3-inch pot plants ready for immediate shipment.

\$1.00 per doz. **\$5.00 per 100** **\$40.00 per 1000**

Alphonse Bouvier	Feuermeer
Florence Vaughan	Gladiator
Maros	J. D. Eisele
President Myers	Jean Tissot
Richard Wallace	Queen Charlotte
Souv. d'Antoine Crozy	Rubin
Venus	Uncle Sam

Wyoming

King Humbert Canna, \$6.50 per 100

Alyssum, Double Giant; Ageratum, Dusty Miller, Achyrantes, assorted; Heliotrope, Lantanas, Hardy English Ivy, Vinca Variegata. All 2-inch, \$2.75 per 100; \$25.00 per 1000.

Send for Catalogue. Cash with Orders.

R. Vincent, Jr., & Sons Co.

White Marsh, Maryland

Hill's Evergreens

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitae, Yews, in small and large sizes. Price list ready soon.

THE D. HILL NURSERY CO.

Evergreen Specialists. Largest Growers in America.
Box 403, Dundee, Ill.

Peonies and Iris

Send us your name now for our 1920 Catalogue
NOW READY

PETERSON NURSERY
30 N. La Salle S., CHICAGO, ILL.

from ripened wood will root and plants may also be layered, but you will find

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H., New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS

The **GONARD & JONES CO.** West Grove, Penna., U. S. A.
Robert Pyle, Pres. Ant. Wintzer, V.-P.

Hardy Old-fashioned Plants

Our Specialty

Specially grown for Florists, Nurserymen and Landscape Architects. Prices on request.

WILLIAM TOOLE & SON
Hardy Plant and Peony Farm BARABOO, WIS.

seed sowing much the simplest method to adopt. C. W.

Plants for Immediate Delivery

Kentias, single plants, large specimen plants, up to, each.....	\$100.00
Phoenix Roebelenii, each.....	\$10.00 to 25.00
Phoenix Roebelenii, large specimen plants, up to, each.....	100.00
Phoenix Canariensis, large specimen plants, each.....	25.00
Livistona Rotundifolia, 5-inch, each.....	1.25
Livistona Rotundifolia, 6-inch, each.....	\$2.00 and 2.50
Sansevieria Zeylanica, 4-inch, each.....	.75
Sansevieria Zeylanica, 6-inch, each.....	1.50
Crotons, 4-inch, each.....	.75
Crotons, 6-inch each.....	2.50
Geonoma Gracilis, 3 1/2-inch, per hundred.....	35.00
Dracaena Lindenii, extra strong plants, 2 1/4-inch, per 100	35.00
Dracaena Terminalls, extra strong plants, 3-inch, per 100	35.00
Dracaena Terminalls, extra strong plants, 2 1/4-inch, per 100	20.00
Dracaena Lord Wolseley, ex. strong plants, 2 1/4-in., per 100	25.00
Dracaena Lord Wolseley, ex. strong plants, 3-inch, per 100	35.00
Dracaena Stricta Grandis, extra strong plants, 2 1/4-inch, per 100	25.00
Dracaena Stricta Grandis, extra strong plants, 3-in., per 100	35.00
Dracaena Eugene Andre, 4-inch (well colored extra fine stock), per 100.....	50.00
Dracaena Eugene Andre, 5-inch (well colored extra fine stock), each.....	1.00
Dracaena Gladstonei, 5-inch (well colored extra fine stock), each.....	1.00
Dracaena Gladstonei, 4-inch (well colored extra fine stock), each.....	.60
Dracaena Lord Wolseley, 5-inch (well colored extra fine stock), each.....	1.50
Dracaena Superba, 5-inch (well colored extra fine stock), each.....	\$0.75 to 1.00
Dracaena Juno, 4-inch (well colored extra fine stock), each.....	.75
Asparagus Plumosus, 2 1/4-inch, per 100.....	6.00
Asparagus Plumosus, 3-inch, per 100.....	10.00
Asparagus Plumosus, 5-inch, each.....	.40
Asparagus Plumosus, 6-inch, each.....	.60
Table Ferns, Pteris Wimsettii, 2 1/4-inch, per 100.....	6.00
Table Ferns, Pteris Victoria Vari., 2 1/4-inch, per 100.....	6.00
Table Ferns, Pteris Victoria Green, 2 1/4-inch, per 100.....	6.00
Helly Ferns, 2 1/4-inch, per 100.....	6.00
Cyclamen, 2 1/2-inch, per 100.....	15.00
Geraniums, S. A. Nutt, 4 1/4-inch, extra strong stock, per 100	25.00
Kentia Belmoreana, Single, 2 1/4-inch, per 100.....	20.00
Kentia Belmoreana, Single, 3-inch, per 100.....	35.00

Kentia Belmoreana, Single, 4-inch, per 100.....	\$75.00
Kentia Belmoreana, Single, 6-8 leaves, 5-inch, each.....	2.00
Kentia Belmoreana, Single, 6-inch, each.....	3.50
Kentia Forsteriana, made up, 5-inch, each.....	3.00
Macawil Ferns, 6-inch, each.....	1.25
Macawil Ferns, 7-inch, each.....	2.00
Pandanus Veitchii, 4-inch, each.....	.60
Pandanus Veitchii, 3-inch, each.....	.40
Pandanus Utilis, strong plants, 3-inch, per 100.....	25.00
Pandanus Utilis, strong plants, 4-inch, per 100.....	50.00
Begonia Chatelaine, 4-inch, per 100.....	25.00
Begonia Chatelaine, 5-inch, each.....	.50
Begonia Mrs. M. A. Patten, 2-inch, per 100.....	10.00
Begonia Mrs. M. A. Patten, 3-inch, per 100.....	20.00
Begonia Mrs. M. A. Patten, 4-inch, per 100.....	40.00
Begonia Mrs. M. A. Patten, 5-inch, per 100.....	60.00
English Ivy, 6-inch pots, each.....	.75
Adiantum Gloriosa, extra fine stock, 7-inch, each.....	3.00
Geraniums, S. A. Nutt, 4-inch, per 100.....	15.00
Geraniums, Poitevine, 4-inch, per 100.....	20.00
Petunia Rosy Morn, Single, out of pots, 3-inch, per 100....	8.00
Petunia Rosy Morn, Single, out of pots, 4-inch, per 100..	15.00
Tradescantia, out of pots, 2 1/4-inch, per 100.....	5.00
Begonia Luminosa, 2 1/4-inch, per 100.....	6.00
Begonia Prima Donna, out of pots, 2 1/4-inch, per 100.....	6.00
Celosia Cristata, 2 1/4-inch, out of pots, per 100.....	6.00
Salvia, 4-inch, per 100.....	15.00
Stocks, Double Mixed, 3-inch, out of pots, per 100.....	10.00
German Ivy, 2 1/4-inch, out of pots, per 100.....	6.00
Thunbergia, Mixed, 2 1/4-inch, out of pots, per 100.....	5.00
Hanging Baskets, Combination, each.....	2.00
Hanging Baskets, Wandering Jew, each.....	2.00
Hanging Baskets, Asparagus Sprengeri, each.....	2.00
No Drip Hanging Baskets, filled with Wandering Jew, Petunias and Geraniums, each.....	3.00
Snapdragons, 3-inch, in bloom, per 100.....	10.00
Primula Obconica, 2 1/4-inch, per 1000.....	70.00
Fancy Leaf Caladiums, each.....	\$1.25 to 2.50
Bird's-Nest Ferns, 5-inch, each.....	1.50
Rubbers, 4-inch, each.....	.75
Rubbers, 5-inch.....	1.00
Rubbers, 6-inch.....	1.50
Cyclamen, 4-inch, per 100.....	40.00

All orders booked subject to strikes and delays. We will hurry shipments through as fast as conditions warrant.

POEHLMANN BROTHERS CO., Morton Grove, Ill.

CHRYSANTHEMUMS

	Prices per 100	
	Rooted Cuttings 2 1/4-in.	
Unaka.....	\$2.00	\$3.50
Mixed Pompons.....	2.00	3.50
Chrysolora.....	3.00	4.50
Pacific Supreme.....	3.00	4.50
Oconto.....	3.00	4.50
Mrs. E. A. Seidewitz.....	3.00	4.50
Dr. Enguehard.....	3.00	4.50
Mistletoe.....	3.00	4.50
Diana.....	3.00	4.50
Golden Climax.....	3.00	4.50
Mrs. Buckingham.....	3.00	4.50
Marigold.....	3.00	4.50
Late Yellow.....	3.00	4.50

Will exchange for named Gladioli or 2 1/4-inch Carnations.

	Per 100
Mesembryanthemums, large pink, 2 1/2-in.....	\$ 5.00
3-in.....	8.00
Asparagus Sprengeri, 2 1/2-in.....	5.00
3-in.....	8.00
Vinca Variegata, 4-in.....	\$15.00 and 20.00

Abby Ave. Greenhouses
3010 W. Third St. DAYTON, OHIO

Mention The Review when you write.

Write for prices and description of
Madame Butterfly
The Jos. H. Hill Co.
RICHMOND, IND.

ROSES Own Root
From 2 1/4-inch and 4-inch pots.
The Best Varieties for Forcing and Bedding.
Three Million Plants for 1921.
Send us your list.
The American Rose & Plant Co.
Springfield, Ohio

Frank W. Dunlop

We are now catching up with our orders and offer for immediate delivery:

	Per 1000
5000 F. W. DUNLOP, 2 1/2-inch, own root.....	\$300.00
3000 F. W. DUNLOP, 2 1/2-inch, grafted.....	375.00
5000 COLUMBIA, 2 1/2-inch, own root.....	150.00
1000 AMERICAN BEAUTY, 4-inch, own root.....	300.00

CHARLES H. TOTTY CO., Madison, New Jersey

Mention The Review when you write.

ROSE PLANTS

3000 2 1/4-inch own root Sunburst, \$100.00 per 1000; 1000 2 1/4-inch own root Columbia, \$125.00 per 1000. Immediate Delivery.
WHITE BROS., Medina, N.Y.

ROSE PLANTS

Per 100 Per 1000
Ophelia, 2 1/4-in.. \$15.00 \$125.00
J. W. YOUNG - - Enfield, Pa.

Bargains to Close Out

English Ivy, very strong, 5-inch pot plants, 25c.
Vincas, 4-inch, light, 10c; 3-inch, 6c.
Boston Ferns, 2 1/4 inch, heavy, rooted, \$6.00 per 100. Bench Plants from 3c to 50c.

W. W. COLES
Kokomo Indiana

CARNATIONS

F. Dorner & Sons Co.
LA FAYETTE, IND.

ROSES TO PLANT (PLEASE NOTE GREATLY REDUCED PRICES)

Most excellent young stock of Premier, Columbia, Ophelia and White Killarney.

	2½-inch		8-inch	
	Per 100	Per 1000	Per 100	Per 1000
PREMIER.....	\$16.00	\$150.00	\$20.00	\$180.00
COLUMBIA.....	12.00	110.00	15.00	140.00
OPHELIA.....	10.00	95.00

BENCH PLANTS—Well rested and carefully packed:

	Per 100	Per 1000
MILADY.....	\$10.00	\$90.00
MRS. RUSSELL.....	10.00	90.00

GERANIUMS — At Clearance Prices: Stock up—be ready for fall propagation. Nice thrifty Nutt, Grant and Mrs. E. G. Hill, 2½-inch, \$4.00 per 100, \$35.00 per 1000; 3-inch Nutt and Grant, \$6.00 per 100, \$55.00 per 1000; 4-inch Nutt and Grant, \$15.00 per 100.

HYDRANGEAS, Pelargoniums for Stock. Don't delay to stock with 2¼-inch French and Otaksa Hydrangeas at \$6.00 per 100, \$55.00 per 1000. Very fine stock to grow on. We offer also for propagation, 4-inch, 5-inch and 6-inch French and Otaksa, well branched, at the low price of 20c, 35c and 50c each; splendid value to grow on. Pelargoniums, strong 5-inch for stock, 35c each.

GULLETT & SONS, :: LINCOLN, ILLINOIS

NEW PRESIDENT OF A. S. T. A.

[Continued from page 103.]

with commercial horticulture was through the nursery business. As the result of an almost accidental suggestion, a seed department was added to the nursery business in 1889. Within a year or so Mr. Hastings became so interested in the seed department that he severed his connection with the nursery work.

With only a limited field, the business naturally grew slowly and it was not long until a new location was sought, one which would give full scope to the ambition to build the business into one of the larger mail order seed businesses of the country. Mr. Hastings moved the business to Atlanta in 1899 and during the last twenty-one years a steady, consistent growth has been maintained.

A Widely Serving Citizen.

Mr. Hastings has never been content to serve his city, state and section through his business alone, but has contributed freely of time and money to civic activities leading toward the development of the south. Before the removal of the business to Atlanta he served for several years as secretary of the Florida State Horticultural Society. For many years he was a vice-president and director of the Atlanta Chamber of Commerce, for three years president of the Georgia State Chamber of Commerce and for the last four years president of the great Southeastern Fair, of Atlanta.

He is also interested in the publishing and printing business, being a vice-president of both the Southern Ruralist Co. and the Ruralist Press, Inc. He was recently elected a director of the Central Bank and Trust Corporation, of Atlanta, and, last but not least, is president of the H. G. Hastings Co.

The Rising South.

Mr. Hastings lives in Decatur, Ga., one of Atlanta's best suburbs. He is married and has three sons, two of whom are already associated in the business; the third one is taking special college training looking toward preparation for special work in seed and plant breeding.

He is an active member of both the Atlanta Rotary Club and the Advertising Club of Atlanta, and of the Capital City, Atlanta Athletic and Druid Hills Clubs. While he has not yet acquired any particular hobby, he is especially interested at this time in the de-

Winter-Flowering Roses

We have a surplus of winter-flowering roses after meeting our own planting requirements, which we can offer in more or less limited quantities in the following varieties, fine strong plants from 3½-inch pots, **OWN ROOT Stock:**

**American Beauty
Frank W. Dunlop
Columbia
Francis Scott Key**

**Hadley
Ophelia
Double White Killarney
Mignon or Cecile Brunner**

and the following sorts in **GRAFTED** stock from 3½-inch pots:

**Mrs. Charles Russell
Hoosier Beauty**

**Mrs. Aaron Ward
Premier**

F. R. PIERSON,

Tarrytown, N. Y.

FERNS—Exclusively

Boston Roosevelt	} 2¼-inch..	100	1000	Boston, 3-in.....	100	1000
Teddy, Jr.		\$7.00	\$65.00	Asparagus Plumosus, 2¼-in.	4.00	35.00
Whitmanii Comp.				" " 2½-in.	5.00	45.00
				" " 3-in.	8.00	75.00

Trade references or cash with order.

**The Springfield Floral and Fern Co.,
SPRINGFIELD, OHIO**

A. L. MILLER
Pot Plants a Specialty
Jamaica, N. Y.

Mention The Review when you write.

CHAS. D. BALL
GROWER OF
PALMS, ETC.
Holmesburg, Philadelphia, Pa.

Mention The Review when you write.

The Storrs & Harrison Co.
PAINESVILLE NURSERIES
Nurserymen, Florists and Seedsmen
PAINESVILLE, OHIO

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WM. K. HARRIS
55th Street and Springfield Avenue
WEST PHILADELPHIA, PA.
Wholesale Grower of
Flowering and Decorating Plants

Mention The Review when you write.

Spring Specialties

We offer the largest and most complete line of Spring Plants in the country and feel sure we can take BEST care of your ORDERS, considering Quality and Assortment. Would suggest early booking to avoid disappointment. Bear in mind the

Craig Quality Stock is Unsurpassed

HYDRANGEAS

The New French Hydrangeas

All of the varieties here offered have been tested by us under ordinary conditions as to their adaptability to spring forcing.

4-inch pots, \$8 per dozen.
 5-inch, 6-inch and 7-inch pots, from 8 to 20 flowers, \$9, \$12, \$15, \$18, \$24.
 2½-inch pots, Hydrangea Otakes, strong plants, \$8 per 100, \$75 per 1000.
 Assorted French Hydrangeas, 2½-inch pots, strong plants, \$8 per 100, \$75 per 1000.
 4-inch for growing on, \$30 per 100.

For Growing On

4-inch pots, in bud and flower, \$8 per doz., \$45 per 100. Larger Plants, \$9, \$12, \$15 and \$18 per doz.

10,000 ROSES

Hybrid Tea Roses

Including American Beauty, Hadley, Ophelia and Prima Donna.
 6-inch pots, \$75 per 100.

MARGUERITES

An exceptionally large and well grown stock, well shaped and well flowered.
 4-inch pots, heavy, \$35 per 100.
 6-inch pots, heavy, \$9 and \$12 per doz.
 8-inch pans, \$18 per doz.
 10-inch pans, \$30 per doz.

NEW DOUBLE DAISY CRAIGII

A sport of Mrs. Sander. Much freer, large flower, being golden yellow center with white petals. Produces less single flowers than Mrs. Sander. Makes an ideal variety for either cut flowers or pot culture. Stock ready now. Orders filled strictly in rotation.

2½-inch pots, \$20 per 100, \$150 per 1000.
 4-inch pots, \$50 per 100, \$450 per 1000.
 6-inch pots, \$18 per doz.

CROTONS

The Croton, with its highly colored foliage, is indispensable during spring and summer. We have the largest and most complete collection of Crotons in the world, carrying at the present time for spring sales over 50,000 in 200 varieties, all of the very highest quality and brilliantly colored.

Immediate Delivery.

4-inch pots, strong plants, \$9 per doz.
 5-inch pots, strong plants, \$12 and \$15 per doz.
 6-inch pots, strong plants, \$18 per doz.
 8-inch pots, strong plants, \$4 each.
 10-inch pots, strong plants, \$7.50 and \$10 each.
 12 and 14-inch tubs, specimen plants, \$15, \$20 and \$25 each.

Crotons (Narrow Leaf Type)

Delicissima, Golden Thread and Florence. These varieties are indispensable for table decoration and we predict a great future for them, as nothing surpasses them for use in artistic arrangement.

4-inch pots, \$9 per doz.
 5-inch pots, \$15 and \$18 per doz.
 6-inch pots, \$18 and \$24 per doz.

Croton Punctata

One of the finest and most satisfactory varieties for basket work and centers of ferneries.

4-inch pots, \$50 per 100.
 Every retail store and grower should feature Crotons this spring. We know our stock will please you and your customer.

DRACAENAS

There is no variety of foliage plants of greater use to florists.

Dracaena Kelleriana (New)

One of the finest foliage plants for combination boxes or baskets.
 2½-inch pots, \$20 per 100.
 8-inch pots, \$35 per 100.
 4-inch pots, \$50 per 100.
 8-inch pots, made up, very handsome, \$4 and \$5 each.

Dracaena Terminalis

Exceptionally well colored.
 8-inch pots, \$35 per 100.
 6-inch pots, \$1.50 each.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.
 6-inch pots, \$30 per doz.

Dracaena De Smetiana

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.
 4-inch pots, \$7.50 per doz., \$60 per 100.
 5-inch pots, \$1 each.
 6-inch pots, \$1.50 each.

Dracaena Indivisa

Very large stock in splendid condition.
 6 and 7-inch pots, \$24 per doz.

Dracaena Shepherdii

Very handsome plants; red and green.
 6-inch pots, \$18 per doz.
 7-inch pots, \$30 per doz.
 8-inch pots, \$4 and \$5 each.

CALADIUMS

Bright red variety, 4-inch pots, \$5 per doz., \$35 per 100.

FICUS PANDURATA

Positively the best house and porch plant to date. Our stock of this wonderful plant this year is finer than we have heretofore offered.
 6-inch pots, 2 ft. tall, \$2 each.
 7-inch pots, 3 ft. tall, \$2.50 each.
 8-inch pots, 4 ft. tall, \$3 each.
 10-inch and 11-inch tubs, 5 ft. to 10 ft. tall, \$4, \$5, \$6 and \$7.50 each.
 The large plants are unusually fine.

ARECA LUTESCENS

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in the country.

4-inch pots, made-up plants, 8 plants, \$50 per 100, \$475 per 1000.
 6-inch pots, made-up plants, 8 plants, 24 to 28 inches tall, \$24 per doz.

PANDANUS VEITCHII

Well colored plants.
 7-inch pots, \$3.50, \$4.00 and \$5.00 each.

GARDENIA VEITCHII

We have an exceptionally fine stock for growing on and for spring flowering.
 2½-inch pots, \$15 per 100, \$140 per 1000.
 4-inch pots, in bud, \$9 per doz.
 6-inch pots, \$18 per doz.

PHOENIX ROEBELENI

10-inch tubs, \$10 and \$12.50 each.

150,000 NEPHROLEPIS

(In Variety.)

We are the largest growers of Nephrolepis Ferns in the country; in fact, we are headquarters for them.

Nephrolepis Scottii

Our stock is in superb condition.
 2½-inch stock, \$10 per 100, \$90 per 1000.
 6-inch stock, heavy, \$12 per doz.
 8-inch ¾ pots, heavy, \$24 per doz.
 10-inch ¾ pots, \$36 per doz.
 11-inch tubs, \$4 and \$5 each.

Teddy, Junior

A Grand, New Dwarf Fern

Fine young plants from 2½-inch pots, \$10 per 100, \$90 per 1000.
 6-inch pots, \$100 per 100.
 7-inch pots, \$18 per doz.
 8-inch pots, \$2 each.
 11-inch tubs, \$5 and \$6 each.

Nephrolepis Harrisii or Roosevelt

2½-inch pots, \$10 per 100, \$90 per 1000.
 6-inch pots, \$100 per 100.
 8-inch pots, \$2 each.
 10-inch pots, \$3 each.
 11-inch tubs, \$5 and \$6 each.

ADIANTUM GLORIOSA

Same as Farleyense, but as hardy as Nephrolepis.
 4-inch strong plants, \$60 per 100.

BEGONIA MRS. PATTEN

Dark Sport of Chatelaine.
 Blooms continually the entire year.
 4-inch pots, \$6 per doz., \$40 per 100.
 6-inch pots, \$12 per doz., \$90 per 100.

SPRING PLANTS

We will offer this year an immense stock of Spring plants, all of the same high quality as other Craig Specialties.

Geraniums, strong plants, 8 varieties, 4-inch pots, \$20 per 100.

Geraniums, 6-inch, 8 varieties same as 4-inch, \$50 per 100.

Verbenas, best strain, 2½ and 3-inch pots, \$6 and \$8 per 100; 4-inch pots, \$15 per 100.

Snapdragon, Sutton's Prize Winners, 2½ and 3-inch pots, \$6 and \$8 per 100; 4-inch pots, \$15 per 100.

Sweet Alyssum, Little Gem, 2½ and 3-inch pots, \$6 and \$8 per 100.

Phlox Drummondii, 2½ and 3-inch pots, \$6 and \$8 per 100.

Thunbergia, Black-Eyed Susan, 2½ and 3-inch pots, \$6 and \$8 per 100.

Ageratum, Little Blue Star, 4-inch pots, \$15 per 100.

Ageratum, Stella Gurney, 4-inch pots, \$15 per 100.

Begonias, Luminosa, red; Prima Donna, pink, 4-inch pots, \$15 per 100.

Nasturtiums, yellow and red, 4-inch pots, \$15 per 100.

Coleus, Sutton's large asst., Thompsonii and Plumosa, 4-inch pots, \$15 per 100.

Torenia, blue, 2½ and 3-inch pots, \$6 and \$8 per 100.

Petunia, California Giant, 4-inch pots, \$18 per 100.

Heliotropes, 4-inch pots, \$15 per 100.

Petunia, Rosy Morn, 2½ and 3-inch pots, \$6 and \$8 per 100; 4-inch pots, \$15 per 100.

Petunia Star, 2½ and 3-inch pots, \$6 and \$8 per 100.

Coleus, five varieties, 2½ and 3-inch pots, \$6 per 100, \$50 per 1000.

Coleus, large-leaf seedlings, 4-inch pots, \$15 per 100.

Alternanthera, red and yellow, 2½-inch pots, \$5 per 100.

Cannas, eight varieties, asst., 4-inch pots, \$15 per 100.

Cannas, King Humbert, 4-inch pots, \$15 per 100.

Fuchsias, heavy, 4-inch pots, \$15 per 100.

Periwinkle, variegated, heavy, 2½-inch pots, \$8 per 100; 4-inch pots, \$20 per 100.

Salvia, America, 2½-inch pots, \$8 per 100; 4-inch pots, \$12 per 100.

IMPORTANT NOTICE

Owing to the very great increase in price of all materials used in packing of plants, we find it necessary to make a small charge for same, as follows, much lower than the percentage plan:

Full size cases.....\$1.50 each
 Three-quarter size cases..... 1.00 each
 Small size cases..... .50 each

Would suggest taking plants in paper pots whenever possible. It is a big saving in both packing and express charges.

POINSETTIAS

CRAIG QUALITY IS UNSURPASSED

Refer to special ad, page 110 of Review for July 1

Poinsettias ★ New Carnations

Get your order in for what Poinsettia plants you will need. We will forward them on any date you specify. Our stock is large, but probably not large enough to care for your needs, unless you order in advance.

\$8.00 per 100; \$75.00 per 1000

5 per cent extra for packing.

FOR 1921

**The Harvester—Our new White.
Edna—Zweifel's new Scarlet.
Maine Sunshine—Strout's Yellow.**

You will need these. Let us book your order now.

\$15.00 per 100; \$120.00 per 1000

Baur & Steinkamp

3800 Rockwood Ave.

INDIANAPOLIS, IND.

velopment of the new 1,500-acre farm about twenty-five miles south of Atlanta, which was acquired by the H. G. Hastings Co. in the fall of 1919 and which is historic ground, in that on its acres occurred the last fighting of the Atlanta campaign during the Civil war.

Mr. Hastings is the first president which the American Seed Trade Association has had from what may be termed the lower south. Virginia has twice furnished a president, both times from the organization of T. W. Wood & Sons, Richmond. Mr. Hastings' election is not only a compliment to him personally, but a recognition of the rapid development of the seed business in the south.

MOTT-LY GLEANINGS.

Manager Ernest Chamberlain, of the Lohrman Seed Co., Detroit, Mich., was found pondering over the stock inventory ledger. "Never had such a season," he said. "Of course, we looked for an increase in proportion to the population, but our most sanguine expectations were exceeded. For this we give due credit to Henry Ford, who, by his invention of the 'tin lizzie,' sowed the seed that has made our city famous the world over. This is publicity of the most positive kind and we are sharing in the general benefit. By a system of coöperation we have been enabled to scatter broadcast the seed that otherwise would have been kept at home. We look for a heavy sale on Dutch bulbs, as a result of the successful tulip show held June 3."

S. M. Isbell & Co., Jackson, Mich., experienced an excellent counter seed trade this season. They possess one of the finest seed stores in the state. Manager William Luck predicts a good general harvest, judging from the bulletin submitted by their growers. P. C. Pratt, of the publicity bureau, looks for a plunge into fall advertising by means of catalogues and the local press. Inquiries for bulb prices are being received somewhat earlier than usual.

The American Seed Co., Detroit, Mich., looks for a continuation of the low prices for many seed stocks until the old supply has run out completely

Poinsettia Plants—Ready Now

Well rooted strong plants, 2¼-inch

\$10.00per 100 | \$90.00.....per 1000

CINCINNATI AND MELIOR BEGONIAS

**From top cuttings Ready now
\$32.50 per 100**

MELIOR from leaf cuttings

Ready now. Very fine, heavy stock.

\$35.00 per 100

Cash or satisfactory trade references. No C. O. D. Shipments.

**L. J. REUTER CO., PLANT 15 Cedar St.
BROKERS Watertown, P. O. Boston, Mass.**

Mention The Review when you write.

Growers' Exchange

Featuring the BETTER BEST in ROOTED CUTTINGS and PLANTS of all descriptions.

Exclusive agents for the best Fertilizers.

**GROWERS' EXCHANGE
JAMESTOWN, N. Y.**

Mention The Review when you write.

and the house is thoroughly cleaned up for a new start all around. W. M.

Florence, Kan.—The establishment of J. H. Shaw & Son has grown in twelve years from four acres of land, representing an investment of \$600, to a place of five houses, representing an investment of \$10,000.

Monongahela City, Pa.—There is no coal shortage at the range of the I. S. Crall Co., which is located about thirty miles from Pittsburgh up the Monongahela river, in the coal producing section of Pennsylvania. The company is mining its own coal on its own property and is now in the midst of housing the winter's supply. A number of florists are similarly situated in this territory.

"Zetlitz Quality Makes Repeat Orders"

ROLF ZETLITZ CO.

LIMA - COLUMBUS - DAYTON - ADA, OHIO

Mention The Review when you write.

For Bedding and Stock Plants

See our VINCAS - Easter Greeting Pelargoniums, Geraniums, Ferns, Cyclamen, Chrysanthemum and seedlings of Plumosus, Sprengeri; Cleveland Cherries, Bird's-Eye, Cluster and Celestial Cherries in Review, June 17.

GEO. A. KUHL, Wholesale Grower Pekin, Ill.

Mention The Review when you write.

ABUNDANCE OF STOCK	Per 100	Per 1000
Chinese Primroses—2-inch.....	\$5.00	\$45.00
Primula Obconica—2-inch.....	5.00	45.00
Chrysanthemums—28 varieties, 2-inch.....	3.75	35.00
Asparagus, Plumosus and Sprengeri—2½-inch ..	5.00	48.00
Smilax—2½-inch ..	4.00	38.00

Abundance of other stock. Correspondence solicited.
ALONZO J. BRYAN, Washington, N. J.

Always mention the Florists' Review when writing advertisers.

FERNS

B. L. E. Fern, an Improved Teddy, Jr., stronger and better. Have been growing this fern for five years and never have enough to meet the demands.
 Strong, 2½-inch.....\$16.00 per 100
Scottii, Teddy, Jr., Boston, Harrisii, Whitmanii, Pieronii, Elegantissima.
 Strong, 2½-inch... \$10.00 per 100
 5-inch 50c each
Teddy, Jr., strong, 6-inch\$1.50 each
B. L. E., strong, 7-inch.....\$2.00 each

Miscellaneous Plants

Asparagus, Plumosus and Sprengeri, 2½-in., 5c each.
Asparagus Plumosus, 3-in., 12½c each.
Kentias, 4-in., 75c; 5-in., \$1.50 each.
Kentias, Belmoreana, 6-in., \$3.50 each.
Kentias, made up, 5-in., \$1.50; 6-in., \$3.00 each.
Kentias, made up, large plants, \$6.00 to \$20.00 each.
Areca Lutescens, 4-in., made up, 50c; 5-in., 75c each.
Cibotiums, fine plants, 8-in. tubs, \$7.50 each; 10-in., \$10.00 each.
Rubbers, 4-in., 40c; 5-in., 75c; 6-in., \$1.00, \$1.50 and \$2.00 each.
Pandanus, 4-in., 50c; 7-in., \$4.00; 8-in. tubs, \$5.00 each.
Bird's-Nest Ferns, 4-in., 75c each.
Ampelopsis Veitchii, 4-in., 40c each.
Clematis Paniculata, 4-in., 25c; 5-in., 35c each.
Bamboo, 8-in., \$7.50 each.

Send for List of Bedding Plants.

JOHN BADER CO.
 Mt. Troy, N. S. Pittsburgh, Pa.

Mention The Review when you write.

Aschmann Bros.

Wholesale Growers of

Pot Plants for the Trade

Second and Bristol Sts.,
 Philadelphia, Pa.

Mention The Review when you write.

A. N. PIERSON

INCORPORATED

Growers of Plants, Cut Flowers
 Palms and Ferns

CROMWELL, CONNECTICUT.
 Mention The Review when you write.

JULIUS ROEHRS CO. RUTHERFORD, N.J.

ORCHIDS, PALMS
 and plants of every variety

Mention The Review when you write.

Schiller's

"The Strain That Leads"

Primroses

Sweet Pea Seed

For July and Early August to December delivery

Hand-Rogued Hand-Picked Hand-Threshed

For Greenhouse Use

If you have been troubled with badly mixed Pea seeds, or immature seed that does not grow, try our **hand-picked seed**. Each pod is picked when ripe and matured, instead of pulling up the vines and stacking them to cure, then threshing them in a machine, as most growers do. While picking by hand the fields get rogued almost daily, not only for off colors but Winter flowering plants only are permitted to remain.

PINK SHADES

	Oz.	¼ Lb.	Lb.
Mrs. A. A. Skach.....	\$0.75	..	\$ 9.00
Miss Flora Fabing.....	.75	\$ 2.00	8.00
Belgian Hero	1.00	2.50	9.00
Rose Queen (Genuine)....	1.50	6.00	18.00
Morning Star (Genuine)..	1.00	3.00	10.00
Yarrawa (Australian)....	.75	2.50	8.00
Mrs. Wm. Sim Orchid....	.75	2.50	9.00
Miss Louise Gude.....	2.00	7.50	25.00
Mrs. Paul Dasha.....	3.00	10.00
Early Empress	1.50	5.00	15.00
Apricot Orchid85	3.00	10.00
Fordhook Pink85	3.00	10.00
Fordhook Rose	1.00	10.00
Early Song Bird.....	1.00	3.00	10.00
Early Melody	1.00	3.00	10.00
Early Spring Maid.....	1.00	3.00	10.00
Zvolanek's Rose	2.00	6.00	18.00
Gertrude Welch	3.00	10.00	30.00
Morning Star	1.00	3.00	10.00
Cherry Ripe	2.00	7.00	25.00
Exquisite	1.50	5.00	15.00
Daybreak (Burpee)	1.50	17.00
Primrose	2.00	6.00	17.00

LAVENDER AND BLUE

	Oz.	¼ Lb.	Lb.
Lavender Orchid	\$0.75	\$2.50	\$ 8.00
Mrs. Chas. A. Zvolanek....	2.00	6.00	20.00
Early Lavender King.....	1.50	4.00	14.00
Early Zephyr	1.50	4.00	14.00
Spanolin, Lavender.....	4.00	15.00
Early Heather Bell.....	1.00	3.00	10.00
Zvolanek's Blue	2.50	9.00	30.00
Zvolanek's Pale Blue.....	2.50	30.00
Blue Bird	1.50	5.00	15.00
Blue Jacket	1.50	5.00	15.00

WHITE

Watchung Orchid.....	3.00	10.00	30.00
Bridal Veil85	3.00	10.00
White Orchid75	2.50	8.00
Venus75	3.00	10.00
Mrs. M. Spanolin.....	.75	2.50	8.00
Snowstorm	1.50	5.00	15.00
Daintiness	1.50	5.00	15.00
Zvolanek's Red	2.00	6.00
The Beauty	1.00	3.00	12.00
President Wilson	1.00	3.00	10.00
Concord Red	1.00	3.00	10.00
Britannia	3.00	10.00	35.00
Early King	1.50	18.00
Christmas Pink Orchid...	1.00	3.00	10.00
Pink and White Orchid...	.75	2.50	9.00

C. U. LIGGIT, Office, 303 Bulletin Bldg., Philadelphia, Pa.

Double Snapdragon June Hefko

Rooted Cuttings — \$15.00 per 100, \$125.00 per 1000
 2½-inch pots, \$17.00 per 100.

October and later delivery.

See illustration and description, page 111 of The Review for June 24.

T. D. HEFKO, Marshfield, Wis.

PALMS and FERNS

FERNS—Scottii, Teddy Jr., Macawii, 6-inch pots, 75 cts.; Scottii, Teddy Jr., Boston and Whitmanii, 4-inch pots, 30 cts; Macawii, 2½-inch pots, \$10.00 per 100.
PALMS—Kentia Balmoreana and Forsteriana, 4-inch pots, 60 cts. each; Kentia Forsteriana, 5-inch, \$1.50 each; 6-inch pots, 3½ feet high, \$3.00 each.
DRACAENAS—Lord Wolseley, 3-inch pots, 30 cts.
HOLLY FERNS—4-inch pots, \$15.00 per 100.
ASTERS—Late Branching and Crego, rose pink, pale lavender, purple, crimson and white, 2½-inch pots, \$1.00 per 100, \$35.00 per 1000

Cash with order. No plants shipped C. O. D. Add 5% for packing.

All goods travel at purchaser's risk, All plants will be shipped out of pot unless otherwise stated.

GODFREY ASCHMANN, 1012 W. Ontario St., Philadelphia, Pa.

Greenhouse Heating

SUBSCRIBERS are invited to write the Editor of this Department with regard to any details of greenhouse heating that are not understood. When information is desired regarding the capacity of boilers, or the amount of radiation required for a greenhouse, the needed temperatures should be stated in the inquiry, as well as the amount of glass in the side walls, and the dimensions and general arrangement of the greenhouses. It is often helpful, also, to have a sketch showing the location of the houses.

FOR PROPAGATING HOUSE.

I am building a place above my workroom for propagating geraniums and other plants. It will be 21x27 feet, with the side walls four feet high, boarded and papered roof and one gable of glass. The other gable connects with the greenhouse proper. I have a Giblin hot water boiler, with a 24-inch round pot, which will be in the workroom below. I wish to put the pipes under the benches. How much piping will be needed and how should I arrange it?
C. G. L.—N. Y.

If there are three benches in the house, run a 2½-inch flow pipe under each bench and connect each flow pipe with a coil of 2-inch return pipes. Three returns could be used under each of the side benches and four returns under the middle bench, making ten return pipes in all.

With four benches, run the middle flow pipe overhead and at the farther end of the house connect it by means of 2-inch pipes with a coil of two 2-inch returns under each of the middle benches, or a 2-inch flow pipe could be used under each of the middle benches.

Run the flow pipes downhill and connect the highest point in each flow pipe with the expansion tank, which should be located higher than the flow pipes.

HEATING HOUSE AND HOTBEDS.

I am sending you a plan of our house and frames. We intend to add to each side of the house a frame to be covered with sashes and to build a frame at right angles to the boiler room also to be covered with sashes, but to be of double width and to slope from the ridge both ways. We also intend to bury pipes in the ground under our cabbage beds to connect with our greenhouse heating system, for forcing sweet potato plants. We should probably have two 14x75-foot beds piped. Is this practical? What size of pipes would be required? How close should they be placed

The greenhouse would have to be heated to 60 degrees when the outside temperature is zero, but the frames are used only in the spring, when the outside temperature is seldom lower than 15 degrees and then 50 degrees would be enough. What size of boiler would be required? Should we use hot water or steam? We will burn soft coal. What size of pipes should be used for flows and returns? W. E. W.—Ark.

For the present greenhouse use one 2½-inch flow pipe under the ridge and four 1½-inch returns under the side benches. If it is intended to heat the

"The Boiler of Unequaled Fuel Economy"

KROESCHELL BOILERS have no bulky, soot-accumulating surfaces—you avoid the disagreeable work and trouble indispensable to cleaning boilers with complicated and tortuous back and forth fire passages.

The superiority of our boilers has resulted in the removal and abolishment of hundreds of cast iron sectional boilers—in every instance KROESCHELL BOILERS give more heat with the same piping with less fuel.

N-O-T C-A-S-T I-R-O-N



There is a Kroeschell for every greenhouse plant, be it large or small.

The Kroeschell will put high temperatures into your heating lines.

N-O-T C-A-S-T I-R-O-N



Rose Range of Riverbank Greenhouses, Geneva, Ill. Charles McCauley, Supt.

Heated by No. 15 Kroeschell Boiler, Kroeschell 2-inch Return Piping System and Kroeschell Generator. Greenhouses each 28 feet by 200 feet. Garland Construction.

The mains are arranged to take care of a future addition of 40,000 sq. ft. of glass; 2-inch returns are used throughout the entire range and each 2-inch return line is controlled by 1-inch gate valve (strictly a Kroeschell feature), insuring perfect control. It is a gravity job; the circulation is perfect, reaching the extreme ends of range in fifteen minutes. The Kroeschell Generator (the high speed gear for hot water heating) is also used for this system.

"Your No. 15 Kroeschell Boiler heats our entire range. We maintain a temperature of 60 degrees in our greenhouses, and this temperature is easily maintained, even in the very coldest weather. Your boiler has given entire satisfaction. It is the best and quickest heater I have ever used or seen. I have found the boiler very economical in the use of fuel and labor, as it is not necessary to use the best coal, and any labor will do for a fireman. The Kroeschell Piping System with Generator works like a charm. When I want to sulphur, I can heat the water up to 230 to 240 degrees and I get the same results as from steam. Seeing is believing—all growers are invited to call. Any further information concerning boiler and piping system will be gladly given. We had a large number of florists at our place recently, and they all thought we had the finest equipped plant in the business."

THE RIVERBANK COMPANIES
CHARLES McCAULEY, Vice-Pres. and Mgr.

WHEN YOU BUY—GET A KROESCHELL

KROESCHELL BROS. CO., 444 W. Erie Street
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Showing ease with which Plibrico is laid in place.

PLIBRICO IS PLASTIC

and particularly adapted for Jointless, one-piece front-door arches, bridge-walls, side-walls, combustion chamber-walls and baffles.

BETTER THAN FIRE BRICK

Can you see the advantage and economy?

Write for book on furnace building.

Shipped in steel containers only. Warehouse stock carried in principal cities for immediate delivery.

JOINTLESS FIRE BRICK CO.

Offices and Factory, 1130-1150 Clay St., Chicago, Ill.



Trade Mark Reg. U. S. Pat. Office

IT PAYS TO USE —

ELASTIC FIRE BRICK in all your boiler work.

Any handy man can install it.

Use it for patching when you cannot afford to cut a boiler out.

ELASTIC FIRE BRICK can be used for all fire brick purposes.

Hoerber Bros., Geo. Wittbold Co., Miller Bros., C. Hausermann, John Reading and Broadbeck the Florist are using Elastic Lining. These are only a few of the thousands we are selling.

IT COMES IN BARRELS READY FOR USE. A TRIAL ORDER WILL CONVINCING YOU.

CURRAN & COMPANY

Tel. CANAL 1013

1163-67 W. Twentieth Street, CHICAGO, ILL.

Address Dept. 6

Mention The Review when you write.

Morehead Back-to-Boiler SYSTEM

Uniform Heat for Flowers

The Morehead Back-to-Boiler System keeps your steam lines clear of condensation.

Uniform temperature throughout your greenhouse is assured.

Fuel is saved—because the condensation is returned to the boilers as hot, pure water—ready to burst into steam.

Let us send you complete information about the Morehead System.

MOREHEAD MFG. CO.
Dept. "M" DETROIT, MICH.

Mention The Review when you write.

hotbed on the west side of the greenhouse, use two 1½-inch returns either on the side walls or place them about ten inches below the surface and three feet apart. These may be connected with the flow pipes supplying the greenhouse by means of a 2-inch supply pipe. For heating the two hotbeds, which

BUY COAL NOW!

OR FREEZE UP NEXT WINTER

— We can ship you the —

BEST GREENHOUSE COAL

WRITE US

Greenhouse Coal and Supply Co. 30 E. Randolph St. CHICAGO, ILL.

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It Lets the Florist Sleep

You don't have to sit up and watch a

GIBLIN GREENHOUSE BOILER

GIBLIN & CO.

UTICA, N. Y.

WRITE NOW.

Let us tell you what one will cost delivered at your Railroad Station.

Mention The Review when you write.

Pipe Fittings - Imico Boilers

— FOR GREENHOUSE WORK —

ILLINOIS MALLEABLE IRON CO.

1801-1825 DIVERSEY BOULEVARD CHICAGO

are 14x75 feet, run a 2½-inch flow pipe under the ridge and connect this at the west end of the hotbeds with four 1½-inch returns. These should be placed about nine inches below the surface and should have a fall of one inch in fifteen



GREENHOUSE CONSTRUCTION MATERIALS

AT REASONABLE PRICES

Durable, Efficient, Light, Convenient, Inexpensive

It will be to your interest to let us quote you on your requirements. No charge for estimates.
OUR CATALOGUE WILL BE OF INTEREST TO EVERY GROWER.

Louisiana Red Gulf Cypress or Washington Red Cedar

CONSTRUCTION MATERIALS

FITTINGS

HARDWARE

HOTBED SASH

A. DIETSCH CO. DEPT. "B." 2640 SHEFFIELD AVE. CHICAGO, ILL.

feet. All of the flows, as well as the returns, should run downhill.

The foregoing is intended as hot water radiation and to supply it one should use a heater rated for about 1,000 square feet. While the size of the grate will vary with the different kinds of heaters, most of them would have a grate twenty-four or twenty-five inches in diameter.

In order to secure a good circulation in the system, it will be desirable to have the top of the heater lower than the returns.

While steam heat might be used for heating, it would require more attention and, in order to have the water return to the boiler by gravity, it would be necessary to have the flows at least two feet above the top of the boiler. While it is desirable to have the lowest part of the flows slightly above the boiler when hot water is used, it will be possible to secure a fairly good circulation when they are one foot above the level of the grate at the lowest part of the coils.

Okmulgee, Okla.—The new store address of the Ellis Greenhouse Co. is 208 West Fifth street.

Tomahawk, Wis.—Mrs. Arthur Nickel and her son are starting in business, specializing in the growing of hardy perennials.

Dayton, O.—Harold Gustafson, who was formerly with George Heim & Co., Blue Island, Ill., is now a rose grower for the Rolf Zetlitz Co.

Goshen, Ind.—Miss Dora Brown has sold the Colonial Flower Shop to Miss Lillian Jones, who will continue the store at the same location for the present. The greenhouse will be removed.

New Castle, Ind.—Frank Schelsky has purchased the greenhouses of Lindsey & Dawson. Mr. Schelsky has been employed by the South Park Floral Co. for the last twelve years.



To stop that

pipe leak permanently—cheaply—use Emergency Pipe Clamps.

M. B. Skinner Co.
558-562 Washington
Boul., Chicago.

GREENHOUSE GLASS

LOW PRICES
PROMPT SHIPMENTS

GOOD QUALITY. UNIFORM STANDARD THICKNESS. WELL FLATTENED.

Our Service and Prices Will Save You Time and Money.
We Solicit Florists' Inquiries.

THE THROOP-MARTIN CO., COLUMBUS, OHIO

DAYLITE GLASS CLEANER - QUICK - POWERFUL

Will Not Injure Paint or Putty

25 gals. or more.....\$1.00 per gal.
5 to 25 gals..... 1.25 per gal.
Less than 5 gals.... 1.50 per gal.
F. O. B. Chicago.

ANDERSEN SPECIALTY CO.



Leaves No Greasy Surface

One gallon will clean from 500 to 700 sq. ft.
ASK YOUR JOBBER FOR IT
or write to
6 EAST LAKE ST., CHICAGO
Phone Central 630

TUBING, ALL SIZES

PIPE CUT TO SKETCH

SECOND HAND PIPE

Large stock, all sizes, furnished with new threads and couplings.

JAMES F. GRIFFITH, 416-24 Moyer Street, PHILADELPHIA, PA.

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BOILER FLUES

We make a specialty of handling carefully selected Boiler Flues, 4 inches in diameter and other sizes for Retubing Boilers. Also Flues for greenhouse piping, etc.

All flues are thoroughly cleaned inside and out, trimmed and are ready for use. General sales agent for Stuttle's Patent Clamp and Elbow for joining flues—no packing, no leaks. New Standard Pipe and all kinds of Greenhouse Fittings. Right prices and prompt shipment.

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IT'S YOURS—ASK FOR IT "POWER PLANT SPECIALTIES"

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Agencies in all principal cities

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PIPE

Wrought Iron of sound second-hand quality with new threads and coupling, 16-ft. lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

ALSO NEW PIPE AND FITTINGS

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WILKS SELF-FEEDING HOT WATER BOILER

For Economy, Durability, Dependability

Install a WILKS and forget your troubles.

No night fireman required—as the magazine or coal chamber holds sufficient fuel to keep fire 10 to 12 hours without attention. Best made for a small greenhouse.

Send for Catalogue and Prices

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Advance Ventilating Apparatus

works like a charm, and so easily that a boy or girl can operate it. When you install an Advance your troubles are over, for it always works. You should have one of our catalogues accessible at all times. Besides VENTILATING APPARATUS, we make a complete line of

Greenhouse Fittings

Use our catalogue in comparing parts and prices. You will find that it is to your interest to deal with us. Then, besides, it is important to have proper greenhouse fittings and a reliable ventilating equipment. Whether you are going to build or remodel this season or not, send for one of our catalogues today.

Any business you may have in our line, whether large or small, will receive our exacting attention and, furthermore, be appreciated. You can make no mistake in dealing with us, for we guarantee entire satisfaction. Let's get acquainted. Write today.

ADVANCE CO., Richmond, Indiana

GREENHOUSE GLASS

ALL SIZES BEST BRANDS

SHARP, PARTRIDGE & CO.
2263 Lumber Street,
CHICAGO

Greenhouse Glass

WE ARE THE WORLD'S LARGEST PRODUCERS

Ask the dealers for prices, or write us direct if the dealer doesn't handle our product. We guarantee uniform **Grading, Flattening, Annealing and Careful Packing.**

"GET ACQUAINTED" WITH OUR SPECIALTIES
29-34-39-ounce Glass

AMERICAN WINDOW GLASS CO.

General Offices: Farmers' Bank Building, PITTSBURGH, PA.

WE ARE SPECIALISTS IN GREENHOUSE GLASS

Free from Bubbles—Uniform in Thickness

PAINTS AND PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
251 Elm St., BUFFALO, N. Y.

Mention The Review when you write.

YOU Will find all the best offers all the time in The Review's Classified Advs.



Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty.
Lasts Longer Than Putty. Easy to Apply

Best Quality Extra Heavy Perfectly Flat

Greenhouse Glass

Our Glass is especially selected for the Greenhouse Trade and we know it will please you.

Write us for prices on any SIZE OR QUANTITY—SINGLE OR DOUBLE STRENGTH GLASS

BAUR WINDOW GLASS CO.
EATON, IND.

REMARKABLE RESULTS

obtained by the use of LIME-FERTILE (the inoculated soil builder); also NITRO-FERTILE (the odorless liquid fertilizer).

We have endorsements from a number of the most reputable people in this country, including the largest growers of cut flowers in the world.

Let us fill your order early. WRITE TODAY.

THE FERTILE CHEMICAL CO., Dept. A, Cleveland, Ohio.

Mention The Review when you write.

OVERISSUED NEWSPAPERS

Car Load Lots **FOR WRAPPING PURPOSES HAVE GIVEN EXCELLENT SERVICE AND** Protect your Supply
 Our Specialty **HAVE SAVED MONEY FOR MANY OF OUR SATISFIED CUSTOMERS** by ordering Now
910 Michigan Blvd. MENDELSON BROS. PAPER STOCK CO. CHICAGO, ILLINOIS

Mention The Review when you write.

SALT LAKE CITY, UTAH.

The Market.

Business during June was all that could be expected. Many wedding decorations kept florists busy most of the time. Peonies were late this season and did not come on until about June 10. The supply of these was large and hindered the sale of roses and other indoor stock considerably for about ten days. Roses have been of fine quality for June, on account of the cool weather. Carnations are fairly good for this time of the year. Most growers are replanting and a shortage of all indoor stock is beginning to be felt.

Outdoor flowers are abundant and of excellent quality. Gypsophila, feverfew, gaillardia, coreopsis, Delphinium Belladonna, veronica and other perennials are cleaning up well at all times. Gladioli and sweet peas are arriving in small quantities, but the supply is short of the demand.

Various Notes.

The Miller Floral Co., at 10 East Broadway, has handled an especially large amount of fine Canterbury bells this month. These were grown at the firm's greenhouses at Farmington. The employees of the firm enjoyed an outing at Lagoon Saturday, July 3. A baseball game between the rose men and the carnation men was the big feature of the day.

E. A. Lambourne is visiting in Atlantic City, N. J. G. J. B.

SPECIFY MAGIC BRAND FERTILIZERS

Pure Steamed
Bone Meal

Magic Special
Rose and Carnation
Feed



Precipitate
Bone Phosphate

Magic
Blood and Bone

Pure Pulverized Sheep Manure NATURE'S OWN FERTILIZER

Write for Prices and our Instructive
Booklet containing Feeding Charts.

CHICAGO FEED & FERTILIZER CO.
 MANUFACTURERS AND DISTRIBUTORS
 UNION STOCK YARDS CHICAGO

Mention The Review when you write.

Dreer's Peerless Glazing Points For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts. The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid.
Samples free.

HENRY A. DREER
714 Chestnut Street,
Philadelphia.



FOR RESULTS USE

Master Brand Prepared Concentrated Manures

THEY ARE NATURE'S MASTER SOIL BUILDERS

They will give lasting results and are perfectly adaptable for both outside and inside growing conditions.

MASTER BRAND Pulverized Sheep Manure

MASTER BRAND Vine and Plant Manure

Guaranteed Analysis			Guaranteed Analysis		
Ammonia	Phos. Acid	Potash	Ammonia	Phos. Acid	Potash
2.25%	1.50%	1.50%	5.00%	2.00%	1.00%

Quotations on any quantity and all information furnished on application.

THE PROTO-FEED AND GUANO COMPANY
 "Manufacturers and Distributors of MASTER BRAND PRODUCTS"

4121 S. LaSalle Street, Chicago, Ill.

Mention The Review when you write.

PREVENTION!

These are the months when NATURE and INSECTS
This DO THEIR BEST

Spray Nozzle



Now is the Time

will assist plant growth and prevent the ravages of pests.

The most extensively used nozzle—Controls flow—A turn of the control cap and you have a fine mist or a coarse spray, placed just where you want it—Operates under normal hose pressure. Weight, 4 oz.; length, 9 in.; fits 3/4-in. coupling.

to combat red spider, rose and chrysanthemum midge and other insects.

**P. C. F. CO. SPRAY NOZZLE
 BRASS-NICKEL PLATED**

Sent Prepaid for \$2.00. It's a Wizard.

**Pittsburgh Cut Flower Co., 116-118 Seventh St.,
 PITTSBURGH, PA.**

with a kick in it!!!

Sheep Manure with a kick in it! That's.....



because Wizard Brand is best quality Feeding Station and Stock Yard Sheep Manure—not leached out, air-dried Western corral manure with 15% to 20% moisture. Wizard Brand is new fresh stock dried and sterilized by high temperature direct heat process that always makes a bone dry, uniformly pulverized product—weed seed, fungus and disease germs destroyed—highly concentrated, always safe and dependable. The highest standard of quality in Pulverized Sheep Manure. Unequaled under glass or in the field.

Insist on **WIZARD BRAND** through your supply house or write us direct.

THE PULVERIZED MANURE CO., 33 Union Stock Yards, CHICAGO

INSECTONOS

This non-poisonous contact insecticide will enable you to control **White Fly, Rose Leaf Roller, Chrysanthemum Leaf Tyer, etc.** One pound makes 82 gallons of spray.

SEND \$2.25 For 1-lb. Can Postpaid

Case of 8 Cans Sent Postpaid **\$13.50** in the U. S.

Use according to directions and it will do the work

EARL L. HEMPSTEAD,
 Distributer Bloomington, Ill.

For Sale in Chicago by

**Poehlmann Bros. Co., 66 E. Randolph St.
 A. Henderson & Co., 166 N. Wabash Ave.**

Mention The Review when you write.



Long-service paint costs less in the end because it saves the labor and material cost of repainting.

DIXON'S SILICA-GRAPHITE PAINT will give many years of service under the most trying conditions. Write for Booklet No. 64-B and long service records.

Joseph Dixon Crucible Company
 Jersey City, N. J. Est. 1827

Always mention the Florists' Review when writing advertisers.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100	No.	Diam.	Each	Doz.	100
10	20 in.	\$4.50	\$49.50	\$375.00	60	12 in.	\$1.90	\$15.00	\$115.00
20	18 in.	3.90	36.00	298.00	60	10 in.	.90	9.90	77.50
80	16 in.	2.85	26.00	200.00	70	8 in.	.75	8.00	61.00
40	14 in.	1.90	21.50	170.00					



The Riverton Tub is sold exclusively by us and is the best ever introduced. The neatest, lightest and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER
 Seeds, Plants, Bulbs, Supplies
 714-16 Chestnut St., Phila



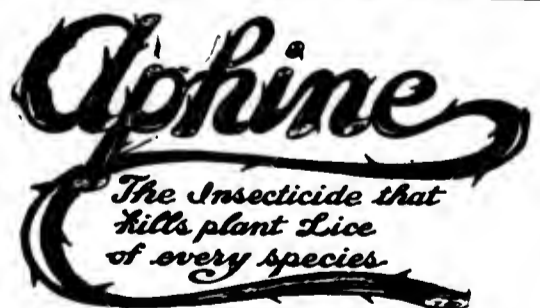
Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to direction, our Standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/2 Pint, 30c; Pint, 50c; Quart, 90c;
 1/2 Gallon, \$1.50; Gallon, \$2.50; 5-Gallon Can, \$10.90; 10-Gallon Can, \$20.00. Directions on package.

LEMON OIL COMPANY
 420 W. Lexington St., BALTIMORE, MD.



THE RECOGNIZED STANDARD INSECTICIDE

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

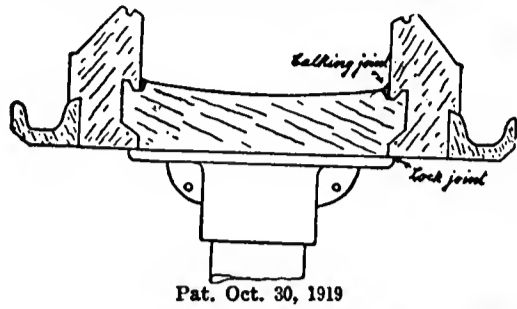
For eelworms, angleworms and other worms working in the soil.

Quart, \$1.00 Gallon, \$3.00

Sold by Dealers

Aphine Mfg. Co., Madison, N. J.

"A satisfied customer is the best AD"



Pat. Oct. 30, 1919

Mr. Frank Carek, of Lorain, Ohio, writes:

"In regard to your patent LEAK-PROOF gutter, we can say it is there with the goods. It is all that we want; it does our work with great satisfaction and is a good job. We put it all through the annex and it is tight and most satisfactory."

We are the patentees and sole manufacturers of this LEAK-PROOF gutter which is giving so much satisfaction.

ICKES-BRAUN MILL CO.

2330 Wabansia Avenue,
GREENHOUSE MATERIAL

Near Western and North Aves.

CHICAGO, ILL.
GREENHOUSE HARDWARE



KAHLER REAL RED POTS

are recognized everywhere for quality.

Your orders always receive prompt and careful attention. Made of high-grade material by skilled workmen in a modern plant. Write for prices and samples.

KAHLER POTTERY CO. - - - - - **Louisville, Neb.**

SEATTLE NOTES.

[Concluded from page 61.]

on the Portland trade during the last week and will visit eastern Oregon points before returning.

Palermo F. Rosaia, of Rosaia Bros., is one of the three incorporators named at Olympia, Wash., in the formation of the Coburn Oil Co., Seattle, Wash.

C. Benson, who has been in charge of the Department of Agriculture's experiment station at Fairbanks, Alaska, during the last few years, has retired from government service and will start as a grower here. He is erecting two greenhouses, 27x200 feet, and will specialize in growing chrysanthemums for the trade. Before entering the government service Mr. Benson was connected with Rosaia Bros.

The Woodlawn Flower Shop showed some good Russell roses last week and these were effectively combined with several other outdoor flowers to produce a number of different window combinations.

From present indications, there will be more chrysanthemums for local delivery this fall than ever before, since three growers controlling a good-sized acreage will take up this culture for the first time, while all the older growers are at least duplicating last season's planting. The good results secured on the last season's work are said to be largely responsible for this increase.

McCoy's is making some changes in the floor arrangement of the store and will shortly have the new quarters arranged so as to allow the best handling of the business.

Most of the florists worked short-handed July 4, opening only a half-day and letting a part of the help take the greater part of July 5 off also.

Several large weddings have been handled recently by the Hollywood Gardens. Some nice combinations of spring flowers were shown in baskets. H. M.

Salt Lake City, Utah.—The Evans Floral Co., which lays claim to having given its patrons twenty-eight years of satisfactory service, has removed from its old location, at 36 Main street, to a new home at 261 State street.



THE ELVERSON POT

It is a dollars and cents saving proposition—plus satisfaction—to use the pot that proves its merit in the test of actual service. Write for free samples of that pot. **W. H. Elverson Pottery Co., New Brighton, Pa.**

IONIA POTS ARE STRONG

Always burned to the same degree of hardness. Our kilns are equipped with heat-measuring pyrometers and other up-to-the-minute improvements. Every detail of manufacture, from the clay bank to the strong crates in which Ionia pots are carried to you, marks an advancement over old-time methods. Let us have your order now. We will ship when you are ready.

REMEMBER that we solved the breakage problem years ago

IONIA POTTERY CO., IONIA, MICH.



"MOSS AZTEC" Ware

Azalea Pots
Hanging Baskets
Lawn Vases
Bird Baths, Etc.

COMPETITION PROVES OUR QUALITY

RED POTS

Best Materials—Skilled Labor—Uniformly Burned—Carefully Packed.

The Peters & Reed Pottery Co. HORACE C. GRAY CO. 200 Fifth Ave., New York. **So. Zanesville, Ohio**

CAMBRIDGE

NEW YORK



World's Oldest and Largest Manufacturers of

FLOWER POTS

WHY?

A. H. HEWS & CO., INC.

Cambridge, Mass.

Mention The Review when you write.



BLAKE'S LEVER CLIP for Roses, Carnations, etc.; fasten stakes, cross wires, etc.

They never slip, and are a great saving of both time and money.

Price.....\$1.75 per 1000
5000.....\$1.60 per 1000
10,000 or more..... 1.40 per 1000

F. O. B. Rochester. Samples Free.

B. S. BLAKE & SON
8 Metrose St., Rochester, N. Y.



Your spring rush is nearly over. Now is the time to try a package of the **Harris Ready-to-Use Locked Plant Bands**, so that next season you can order in quantity.

A trial package of 250 bands sent postpaid for 75c.

A. W. HARRIS MFG. CO.

401 Pine St. **SLEEPY EYE, MINN.**



SPLIT CARNATIONS

Easily Mended with **Pillsbury's Carnation Staples**

"Best device on the market."—Joseph Traudt. "Could not get along without them."—S. W. Pike.

1000, 35c; 3000 for \$1.00, postpaid
I. L. Pillsbury Galesburg, Ill.

The Price Is Low

There has been great improvement in the process of making **Glazing Cements** since they first were put on the market by us, in 1911, and the better article can now be sold for less than the inferior one has cost.

Considering the rise in other commodities

It amounts to an important reduction here.

Federal Greenhouse Cement No. 2 is a medium thick consistency. We consider this the ideal consistency for glazing work, not too thick nor too thin. Can be used in greenhouse gun, putty bulb, or other instruments. Those who prefer a slightly thinner consistency can thin with **Federal Special Greenhouse Thinner**.

SOLD DIRECT TO THE GREENHOUSE TRADE BY

The Federal Process Co.

We make several other grades of Cement for Special work. Write us about your problems.

Manufacturers **Cleveland, O.**

GASOILA STOPS OIL AND GASOLINE LEAKS

Federal Greenhouse Cement No. 2
(Regular)



Mention The Review when you write.

JACOBS BUILT TO LAST GREENHOUSES



Range of five greenhouses built for John De Martini, Esq., at Wheat Road, N. J. Ask Mr. De Martini about our workmanship, speed of erection and personal service.

HOTBED SASH MATERIALS AND GLASS

PLANS AND PRICES SUBMITTED

1363-1381 FLUSHING AVENUE BROOKLYN, N. Y.

No loss if you mend your split carnations with
'SUPERIOR CARNATION STAPLES'
35c per 1000; 3000 for \$1.00, postpaid.
Wm. Schlatter & Son
422 Main St. Springfield, Mass.
BEFORE AFTER
Mention The Review when you write.

Cemetery Vases

—cone-shaped, made strong, galvanized, painted green, will last indefinitely
7½ inches deep, 3¼ inches diameter.
Per dozen\$ 2.00
Half gross (6 doz.) for..... 10.80
One gross (12 doz.) for.... 19.20
Get our complete list of other items—it's free.
GEO. H. ANGERMUELLER CO.
1324 Pine Street, ST. LOUIS, MO.

GEORGE KELLER POTTERY CO

Successors to **GEO. KELLER & SON**

Manufacturers of



RED POTS

Before buying write for prices
2614-2622 Herndon Street
Near Wrightwood Ave.
CHICAGO, ILL.

RED POTS

Our superior facilities enable us to keep
QUALITY UP—PRICES DOWN
Write for prices and Save Money
MISSOURI POTTERY CO.
and SUPPLY
4219 Iowa Ave. ST. LOUIS, MO.
Mention The Review when you write.

Standard Red Flower Pots

Price list and samples on application.
PADUCAH POTTERY CO., Inc.
PADUCAH, KENTUCKY

FOR THE SMOOTHEST, MOST POROUS

RED POT

In which plants do the best, write to
MISSOURI POTTERY CO.
1227 W. 8th St., Kansas City, Mo.

If you just want to know what is the best material for framing greenhouses we'll just tell you—it is ALL-HEART "Tide-water"

CYPRESS "THE WOOD ETERNAL"

But if you want (as a wise man should) to know why and all about it you will send for Vol. 3, the Greenhouse Book, and Vol. 1, the U. S. Government Report.

Shoot a card to the

Southern Cypress Mfrs.' Assn.

1230 HIBERNIA BANK BLDG.,
NEW ORLEANS, LA., or
1230 HEARD NAT'L BANK BLDG.,
JACKSONVILLE, FLA.

Mention The Review when you write.

CLEVELAND, O.

The Market.

The end of the week finds the market well supplied with most kinds of stock, although carnations are fast disappearing and the few that are on the market are hardly worth handling. Outdoor stock seems to be exceptionally plentiful. The extremely hot weather of the last few days made stock arrive faster than for some time. This weather also makes it hard to hold any kind of flowers for more than a day.

Easter lilies are arriving of good quality and in large quantity. Gladioli are still scarce and are bringing a good price. The call for valley has dropped considerably since June. Orchids have been moving well, although there is just a limited supply. Delphinium and coreopsis make up a goodly portion of the stock now on the market, while rambler roses, daisies and thunbergias have made their appearance.

Various Notes.

The Jones-Russell Co. is closing the store at 3 p. m. Saturdays and 5 p. m. other week days, beginning July 1.

A messenger from the Park Flower Shop was held up on his way to a bank to make a deposit last week, but the hold-up man only got a small amount and was later arrested. From the latest reports he was sentenced to four years' imprisonment.

F. Kirchner, of West Park, O., has a new Dodge delivery car.

Frank Williams, of the Cleveland Cut Flower Co., is on a week's vacation and

GREENHOUSES

WRITE FOR CATALOGUE OR ESTIMATE
State Type of Construction You Want

King Construction Co., North Tonawanda, N. Y.
Harrison Building, Philadelphia, Pa. 307 N. Irving Ave., Scranton, Pa. 1 W. 47th St., New York City, N. Y.

A Fine Seller in Retail Flower Stores

Gro-Well Plant Food



We put this up to be able to meet the calls in our own flower store. It has taken so well we have decided to wholesale it at

\$2.00 per dozen;

\$15.00 per 100.

Retails at 25c per pkg.

BRAMLEY & SON

1181 East 71st Street, CLEVELAND, O.

Mention The Review when you write.

William Behl intends to go when Mr. Williams returns.

Mr. and Mrs. Paul C. Hahn intend leaving for California July 12, having sold their flower store to Walter Felton.

Mrs. Adriany has just been married and now intends to operate her business under the new name of R. Takacs.

G. G. Stehn will remove to his new store, at West Sixty-fifth and Detroit avenues, as soon as the building, which is now under construction, is completed.

W. A. Rokusek, of the J. M. Gasser Co., is on a two weeks' vacation.

When it comes to Greenhouses come to Hitchings & Co.
Send for Supply Book
New York 1170 Broadway Boston 201 Devonshire St.

Lewis Bros.

Manufacturers of

Wired Picks and Sticks Labels and Pot Markers

Candy Sticks and Skewers

PEEKSKILL, N. Y.

The bad check game has been worked on several florists recently. It is done by a man who orders a funeral piece for \$15 and offers a check for \$25, leaving with \$10 change. W. A. R.

AJAX BLACK GLAZING CEMENT

A PRACTICAL glazing material made for application in a *practical* manner. No clumsy, slow working tools necessary—simply a putty bulber or two and a filling gun to load them—furnished *free* to users.

Ajax Black Glazing Cement has been used throughout the country for several years with excellent results. To prospective purchasers we can give names of satisfied users in every greenhouse center—over a hundred names in Chicago locality alone.

NOT AFFECTED BY EXTREME HEAT OR COLD

Our product is a cement-like composition of Asbestos Fibres, and heavy, semi-drying hydro-carbon oils. Its exceptionally long life is due to the fact that it never thoroughly hardens like old fashioned white putty. The outside surface (which is exposed to the oxygen of the air) forms a resilient tough skin, below which the material remains soft and plastic. Because of this we guarantee that the coldest weather will not cause it to become brittle or pull away. On the other hand our product is warranted not to sag or run in extremely hot weather due to its being inter-laced with the Asbestos Fibres.

As Ajax Black Glazing Cement never thoroughly hardens, glass glazed with it can be shifted when desired without the loss of breakage that so often results when hard drying white putties are used.

LOW COST

Compared with the old fashioned White Lead putties, Ajax Black Glazing Cement not only lasts years longer, but is a great deal lower in initial cost.

One gallon is sufficient to glaze 500 lineal feet of sash.

While primarily made to stop water leaks, so thoroughly does Ajax Black Glazing Cement hermetically seal up the sash, that it will soon pay for itself in the saving of heat that is otherwise lost through air voids. This fact has been demonstrated time and again, and we can prove it.



Easily applied with a bulber. No clumsy tools necessary.

D. S. CHAPIN

1410 Olive Avenue

Chicago

FREE OFFER

To facilitate the application of our product we furnish the following apparatus free of cost:

With each Barrel
2 Bulbers
1 Gun for filling bulbers

With each Half-Barrel
1 Bulber
1 Gun for filling bulber

SALESMEN
CALLING ON
GREENHOUSES
ARE INVITED TO
WRITE FOR
PROPOSITION

NET PRICES—TERMS: 3 MONTHS DATING—LESS FREIGHT TO YOUR TOWN

Barrels (about 55 gallons)
per gallon
\$1.25

Half-Barrels (about 30 gallons)
per gallon
\$1.30

10-Gallon Kits
per gallon
\$1.40

5-Gallon Kits
per gallon
\$1.45

**THIS
IS
IT**

PAT.
Nov. 24-19

Take a good "mental" look at the "Wire Tie" for supporting all plants that require tying. Acts like a flash—holds just right—stays right where you put it and does its work well. Biggest time saver you ever had around the place—just a simple little twist and the plant is securely tied to the stake. Can be used indefinitely. Just the thing the mum grower wants in a hurry.

\$2.00 per 1000

Samples Free

WM. BUSCHARDT

6 E. Woodland Ave., BALTIMORE, MD.

Asbestfalt

An Elastic Cement That Expands and Contracts With the Weather

Make your greenhouse weather-tight with Asbestfalt, the elastic cement that never gets hard, cracks or peels in cold weather or runs in hot weather.

\$1.25 per gallon. Why pay more?

You can't get anything better no matter how much more you pay. The ingredients are of the purest; weighs but 10 pounds to the gallon.

With the scarcity of coal and its high prices, the careful application of Asbestfalt will more than pay for itself by keeping your greenhouse air-tight.



To insure best results, apply Asbestfalt with our Liquid Putty Machine, price \$2.00. With every barrel purchase of Asbestfalt, one machine free.

Metropolitan Material Co.

PATENTED GREENHOUSES

1299-1323 FLUSHING AVENUE,

BROOKLYN, NEW YORK

Mention The Review when you write.

PECKY CYPRESS

WE ARE SPECIALISTS

We were practically the first to sell to this trade, and guarantee perfect satisfaction and rock-bottom prices. Get the value of our long experience. PECKY CYPRESS, because of its durability, is the only wood now being used for greenhouse benches. Will ship in any quantity, carload or less.

Drop Siding, Ship Lap, Flooring, White Cedar Posts, Everything in Lumber
WRITE FOR PRICES

Adam Schillo Lumber Co.,

Kingsbury and Weed Sts.
CHICAGO

L. D. Phones Lincoln 410 and 411

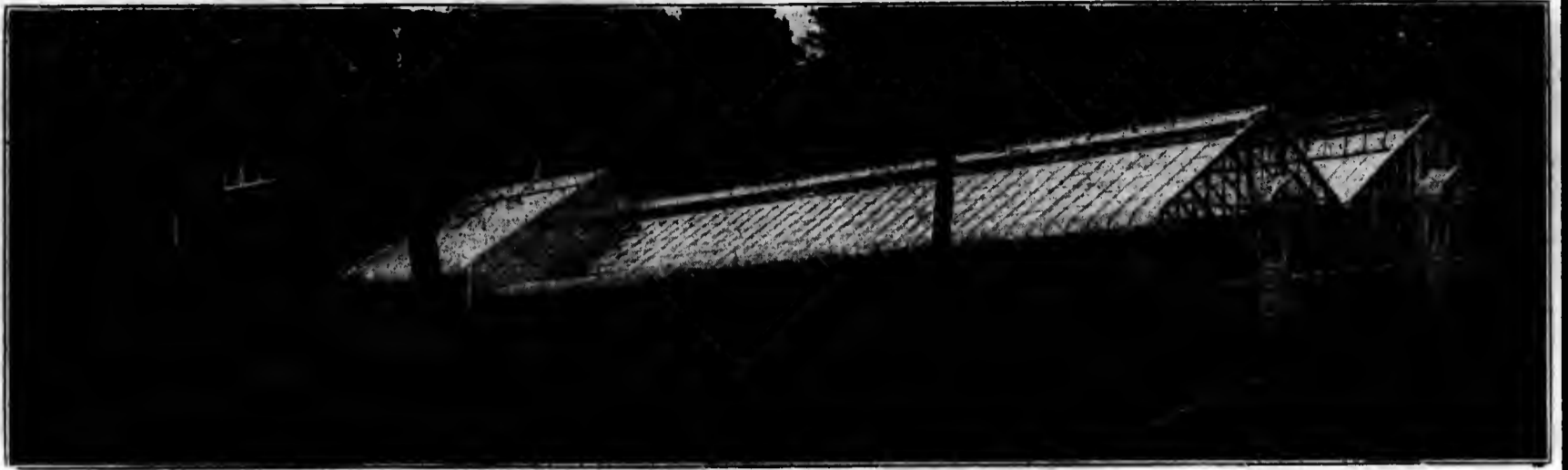
**THE
REGAN PRINTING HOUSE**

Large Runs of

CATALOGUES

Our Specialty—Get Our Figures
531-537 Plymouth Pl., CHICAGO

FOLEY GREENHOUSES



WHETHER Iron Frame with Curved Eaves—Iron Frame or Pipe Frame of the Commercial Type, with straight eaves, Foley Greenhouses give owners the greatest measure of satisfaction.

When ready to talk building—let us show you why it should be a Foley house.

THE FOLEY GREENHOUSE MANUFACTURING CO.

Designers—Builders—Heating Engineers

3248 West 31st St.

CHICAGO, ILL.

FLORISTS' SUPPLIES

MAGNOLIA LEAVES
PREPARED BY
REEVES.

COLORS: BROWN, GREEN OR PURPLE.
Per carton\$1.25
25 lbs. of Leaves.....\$ 4.50 per case
50 lbs. of Leaves..... 8.00 per case
100 lbs. of Leaves..... 15.00 per case

SEE LARGE AD FOR PREPARED BEECH AND OAK.

MOUNTAIN LAUREL FOLIAGE 2.50 per case
DECORATIVE EVERGREENS
HUCKLEBERRY FOLIAGE.....\$2.50 per case
REEVES FOLIAGE CO., INC., BREWTON, ALA

FRESH STOCK—MAGNOLIA LEAVES.
Dux Superiora Brand
Brown and green

Per carton\$ 1.50
Per 10 cartons 14.00
AMERICAN BULB CO.,
172 N. Wabash Ave., Chicago, Ill.

GOLDFISH

Goldfish, aquarium plants, castles, globes and all supplies. Send for wholesale catalogue.
Auburndale Goldfish Co.,
1449 Madison St., Tel. Haymarket 152, Chicago.

GREENS

Asparagus Plumosus sprays. Send for price list. The Pennock Plantation, Jupiter, Fla.

IRRIGATION EQUIPMENT

IRRIGATION EQUIPMENT.
MAKE MORE MONEY out of the crops you grow.
BETTER CARNATION PLANTS
to set in your benches;
more and earlier cut flowers,
Gladliol, etc.,
Send today for our big
new catalogue.
Describes watering systems for inside and out.
SKINNER IRRIGATION CO.,
223 Water St., Troy, O.

LEAF MOLD

Our screened LEAF MOLD is good stuff. Big growers say so. 2½ bu., \$1.35; 5 sacks and up, \$1.15 per sack.
JOHN B. ROY, CONWAY, MICH.

POTS

PAPER POTS.
Neponset—the best made.

2¼-inch\$ 4.20 per 1000
2½-inch 4.80 per 1000
4-inch 10.50 per 1000
5-inch 16.55 per 1000
6-inch 22.30 per 1000
These prices are f. o. b. Chicago. We can quote lower prices for shipment from the factory in the east.
AMERICAN BULB CO.,
172 N. Wabash Ave., Chicago, Ill.

SPHAGNUM MOSS

SPHAGNUM MOSS.

STANDARD BURLAPPED BALES

1 to 5 bales.....\$1.35 each
6 to 15 bales..... 1.30 each
16 to 25 bales..... 1.25 each
26 to 100 bales..... 1.20 each

F. O. B. Shipping Point.

Write for prices on car lots.

AMERICAN BULB CO.,
172 N. Wabash Ave., Chicago, Ill.

SPHAGNUM MOSS.

During the first half of July we will sell 10 bales for \$12.00. Cash.
Z. K. Jewett & Co., Sparta, Wis.

CLEAN MOSS—LOW PRICES.

Sphagnum Moss, burlapped, \$1.75 per bale, 5 bales \$8.00, 10 bales \$15.00.
GULLETT & SONS, LINCOLN, ILL.

Sphagnum Moss, 10 bbl. bales, \$4.00; 5 bales, \$14.50; 8 bbl. bale, \$3.00; 5 bales, \$13.00; 5 bbl. bale, \$2.25; burlapped 40c per bale. Cash.
Jos. H. Paul, Box 150, Manahawkin, N. J.

SPHAGNUM MOSS, burlap bales, each \$1.75, 10 bales for \$16.50

A. HENDERSON & CO.,
166 N. Wabash Ave., Chicago.

High grade Sphagnum Moss, standard burlapped bales, \$1.75 each; 10 bales or more, \$1.50 each. 3% for cash with order.
A. J. Amundson Co., City Point, Wis.

Sphagnum Moss, burlapped, \$2.00 per bale; 25 bale lots, \$1.80 per bale.
Kemble Floral Co., Oskaloosa, Ia.

SHEEP MANURE

SHEEP MANURE, PULVERIZED SHEEP'S HEAD BRAND ONLY

100 lbs., \$2.00; 1000 lbs., \$17.50;
500 lbs., \$9.25; 2000 lbs., \$34.00;
3 to 5 ton lots, \$33.00 ton;
5 to 15 ton lots, \$31.00 ton.

Guaranteed purest fertilizer ever sold,
G. M. REBURN & CO.,
3807 Lake Park Ave., Chicago, Ill.

Dry ground pulverized Sheep Manure, in 125 burlap bags (analysis on request), f. o. b. Philadelphia, \$45.00 per ton.
S. S. Skidelaky & Co., 50 Park Place, New York.

TOBACCO

TOBACCO STEMS.

Good, fresh Tobacco stems in bales of 200 lbs. each. Price per bale, \$3.00; per ton, \$28.00. Check with order.
THE VIGOR CO., FOSTORIA, OHIO.

Strong Tobacco dust, \$2.00 per 100 lbs.; 200 lbs., \$3.50. G. H. Hunkel Co., Milwaukee, Wis.

FRESH TOBACCO STEMS

1¼c per lb.
Bales weigh about 250 lbs.
Prompt delivery,
Write today.

JOSEPH J. SCHAEFFER,
117 Joe St., Dayton, O.

CIGAR TOBACCO STEMS.

Write or wire us for quotations on finest quality stems. We have an unlimited supply at all times and can furnish from single bales to car-load lot shipments at prices much lower than usual quotations. Stems are clean, dry and free from all foreign matter; also limited quantities of tobacco dust available.

GLOVER KOLTER TOBACCO CO., LIMA, O.

Cigar Tobacco stems, \$1.50 per 100 lbs. Special prices in ton lots. Peter N. Jacobsen, Cigar Mfr., 332 Harrison St., Davenport, Ia.

Tobacco stems for fumigating, large bales, 250 to 300 lbs. each, at \$5.00 per bale. Cash with order. Willis H. Baldwin, Conshohocken, Pa.

CIGAR TOBACCO STEMS, \$1.50 PER 100 LBS. SPECIAL PRICES IN TON LOTS.
EDGERTON CIGAR CO., EDGERTON, WIS.

WIRE WORK

FLORISTS' WIRE DESIGNS.

100 wreaths, 10-in., 12-in., 14-in., \$8.00.
Special discount on all wire orders. Write us for a catalogue.

PITTSBURGH CUT FLOWER CO.,
116-118 SEVENTH ST.,
PITTSBURGH, PA.

FLORISTS' WIRE DESIGNS

FALLS CITY WIRE WORKS,
451 S. THIRD ST., LOUISVILLE, KY.

WOOD LABELS

LABELS, for nurserymen and florists.
Benjamin Chase Co., Derry Village, N. H.

Arcade, N. Y.—M. F. Lewis has bought the establishment of George Bookmiller.

Greeley, Colo.—The Dunham Floral Co., 1207 Thirteenth avenue, is successor to the Gardner Floral Co.

Wellington, Kan.—H. R. Mueller, who was formerly in business in Wichita, Kan., has bought the greenhouse range of W. M. Shanks.

GULF CYPRESS

Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS

HOTBED SASH

All Kinds and Sizes

Lower than the market prices.



MOST PRACTICAL SHELF BRACKET



Made for two 6-inch boards or two lines of 1-inch or 1 1/4-inch pipe, and can be clamped on 1 to 2-in upright pipe columns.

38c with bolts complete

FLATS Well made, iron-bound, 20c each. Send 80c for sample.

NON-KINK WOVEN HOSE

Remnants, 12 ft. and up, coupled, 13 3/4c per ft. This hose is cheap at twice the price:



Metropolitan Material Co.
PATENTED GREENHOUSES

1299-1323 Flushing Ave., Brooklyn, N. Y.



NOT AN EXPENSE—AN INVESTMENT

It pays to build concrete greenhouse benches—they last several lifetimes—never need repairing—the first cost is the last cost.

READY-SET CONCRETE BENCHES

are easily and quickly built. Cost but little more than those built of wood. Send for full information and cost to build under the most practical system.

MEAD-SUYDAM CO.

371 Park Avenue, NEWARK, N. J.



A SURE Water Supply

Install a Caldwell Tubular Tower and let it deliver you by force of gravity a dependable water supply every day in the year.

Simple, strong, safe. You can erect it yourself. Cost moderate. Most economical.

Send for Catalogue **W. E. CALDWELL CO.**

Incorporated 1900 Brook St. **LOUISVILLE, Ky.**

C. J. Brooks, Florist
Bloomington, Ill.



TANKS AND TOWERS



Inside Facts On Outside Watering

Every little while some Florist says to us:

"If I was a market gardener I'd get Skinner System Irrigation in a minute.

"But not growing any vegetables, don't see that I can use it."

Let's see about that.

Arn't the florists just about as dependent as the market gardener on what his *outside* crops will do for him?

First off, his direct income for many weeks in the year depends largely on flowers grown outside.

You know the money there has been the last few years in late summer and early fall flowers—when you had them.

With Skinner System you can always have them, and you have them earlier, bigger, and more of them.

Even when flowers are plentiful, the extra select stock always moves.

Secondly, there are the plants, like carnations, violets or snaps, that you grow outside before putting them inside.

But the money these will make for you inside depends on how they've grown outside.

How vigorous they are; how well branched and full of flower buds.

Third, if you grow any potted things, your profit depends directly on getting strong, branchy new growth on your stock plants for cuttings.

It is the experience of hundreds of florists that Skinner System Irrigation *doubles* results on outside crops.

This being so, you will naturally want to know just what Skinner System is and how you can try it out.

That's just what we've told in "RAIN, for the Asking," which we'll gladly send you.

The Skinner Irrigation Co.

225 Water St.

Troy, Ohio

SKINNER SYSTEM OF IRRIGATION.



You'll sleep better—

after you've ordered what you need from the following lists.

HEATING FITTINGS

	Size, inches— $\frac{1}{2}$	$\frac{3}{4}$	1	$1\frac{1}{4}$	$1\frac{1}{2}$	2	$2\frac{1}{2}$	3	$3\frac{1}{2}$	4	$4\frac{1}{2}$
Cast Iron Elbows, R.H., straight sizes.. Each	\$0.07	\$0.09	\$0.11	\$0.17	\$0.21	\$0.30	\$0.53	\$0.79	\$1.10	\$1.26	\$1.84
Cast Iron Elbows, reducing sizes08	.10	.13	.19	.24	.34	.63	.89	1.26	1.47	2.10
Cast Iron Elbows, 45°08	.11	.13	.20	.25	.36	.63	.95	1.31	1.52	2.31
Cast Iron Tees, straight sizes10	.13	.16	.24	.31	.43	.77	1.16	1.58	1.84	2.68
Cast Iron Tees, reducing sizes11	.15	.18	.29	.35	.50	.87	1.31	1.84	2.10	3.10
Cast Iron Plugs02	.03	.04	.05	.06	.09	.15	.26	.32	.35	.55
Cast Iron Bushings.....	.04	.04	.05	.06	.08	.11	.17	.24	.32	.40	.60
Caps04	.06	.09	.15	.21	.28	.42	.57	.79	.92	1.10
Unions, M. I., brass seat (R. R. type)..	.24	.28	.38	.57	.75	.94	1.50	2.26
Unions, M. I., plain; gasket extra14	.17	.21	.29	.37	.47	.98	1.32	2.30	2.74	...
Flange Unions, C. I.40	.46	.52	.64	.78	1.00	1.25	1.50	1.80	2.10	2.70
Couplings, R. & L., M. I.06	.09	.12	.19	.27	.39
Couplings, reducing ..	.06	.08	.12	.15	.21	.34	.52	.74	1.11	1.37	...

Lunkenheimer Valves

Globe or Angle

Size, inches—	$\frac{1}{2}$	$\frac{3}{4}$	1	$1\frac{1}{4}$	$1\frac{1}{2}$	2
Price—	\$1.86	\$2.75	\$3.25	\$4.64	\$6.38	\$10.14

Size, inches—	$2\frac{1}{2}$	3	4	5	6
Price—	\$16.50	\$20.35	\$34.10	\$50.60	\$67.10

Pratt & Cady Check Valves

Bronze Body, Rotating Bronze Disk, Regrindable Seats

They are reliable, tight and are thoroughly tested and guaranteed.

Size—	$\frac{1}{2}$	$\frac{3}{4}$	1	$1\frac{1}{4}$	$1\frac{1}{2}$	2
Price—	\$2.04	\$2.30	\$2.96	\$4.07	\$5.18	\$7.40

AGMCO HOT WATER CIRCULATORS

One of our circulators operating on a system where the water is traveling over 700 feet is giving the owner a temperature difference of less than 10 degrees between the water entering the boiler in the return and that leaving the boiler in the flow.

PRICE LIST

F. O. B. Factory

The "Four-Inch" Size

For all Pipe Sizes $2\frac{1}{2}$ -inch to 4-inch

$\frac{1}{2}$ H. P. Motor, 1750 R. P. M.

Pump and tee, complete for belt drive, \$120.00

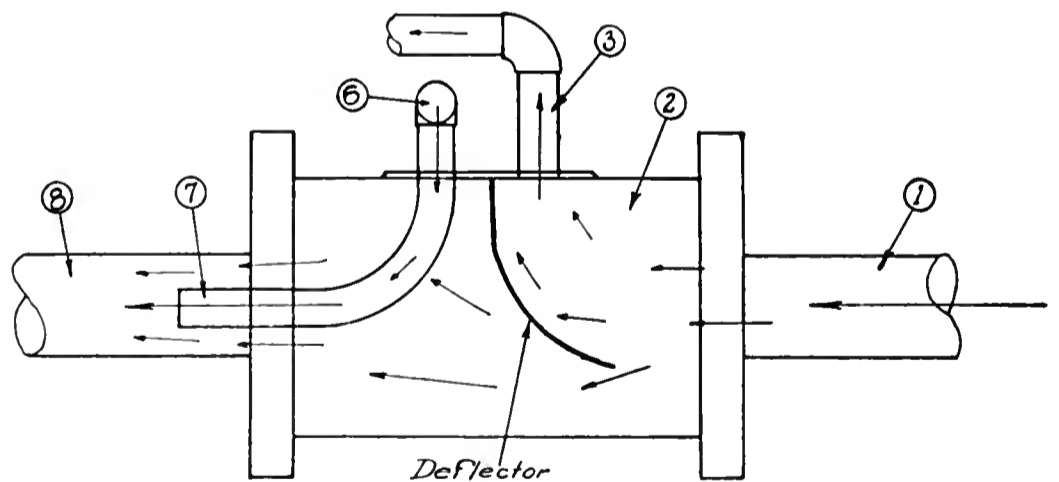
The "Eight-Inch" Size

For all Pipe Sizes $4\frac{1}{2}$ -inch to 8-inch

1 H. P. Motor, 1200 R. P. M.

Pump and tee, complete for belt drive, \$135.00

Above prices DO NOT include motor.



DIAGRAM

Send in your order while this list is before you.

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Kansas City
N. Y. Life Bldg.

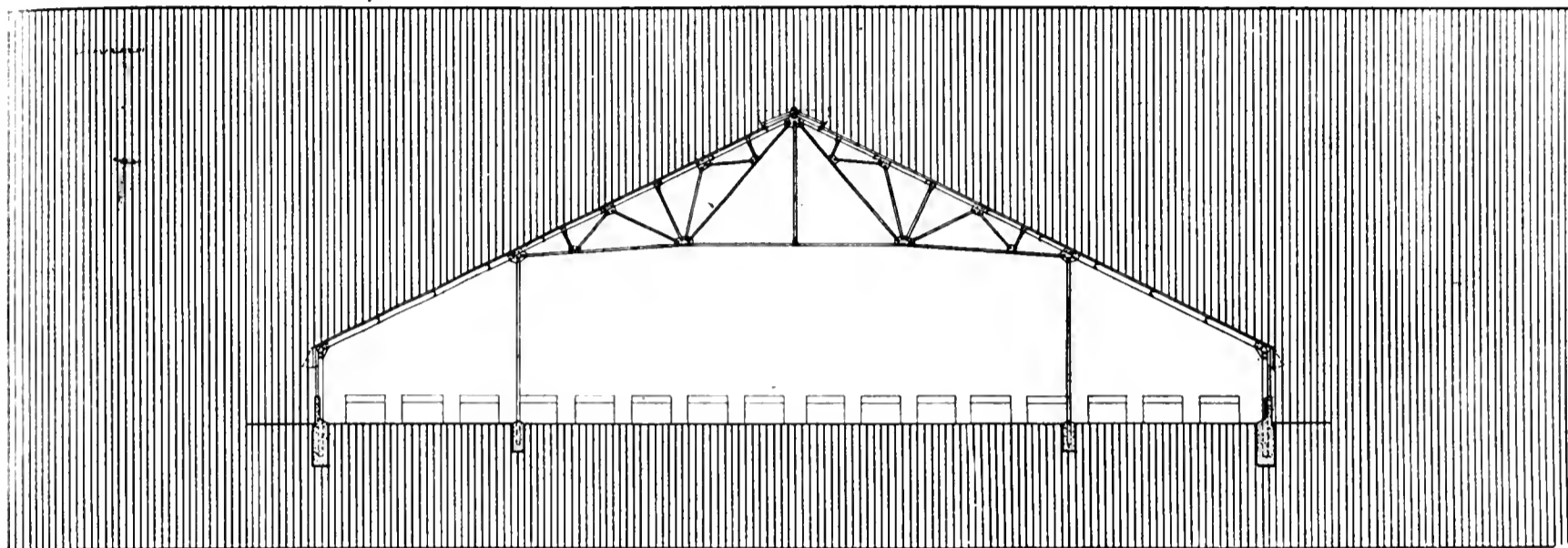
Pana, Ill.
Drawer 335

Seattle, Wash.
Smith Bldg.

General Office - - -
Factory - - -

Chicago
Pana, Ill.





—and on Long Island

the autumn sun will shine on an AGMCO steel frame house, 86 x 100 feet. This house will belong to Mr. J. George Jurgens, of Northport. The commercial range of which this will be a part is made up of a succession of additions representing almost every recognized type of greenhouse except the AGMCO.

With each addition Mr. Jurgens has made an advance. And with the completion of the AGMCO steel framer, the range will, in a measure, demonstrate the evolution of greenhouses.

If you want a wide house, why not save time by writing at once for figures and drawings of this same house?

A postal card will do.

**Two prominent owners of AGMCO
86-ft. steel framers —**

R. A. LONG, Long View Farms, Lees Summit, Mo.
EICHE FLORAL CO., Lincoln, Neb.

SALES OFFICES:

New York 5 Columbus Circle	Chicago Masonic Temple General Office Factory	Kansas City N. Y. Life Bldg.	Pana, Ill. Drawer 335	Seattle, Wash. Smith Bldg.
			- - - Chicago Pana, Ill.	





Hot Weather and Boilers

TO the average person it seems almost foolish to talk about boilers at this time of the year, but to the greenhouse man, who will have to see to the heating of his greenhouses next winter, it is a most opportune time.



You have known for years that we are greenhouse heating experts, but you will probably not realize that this year it will be necessary to get started installing or repairing your heating system earlier than usual. This is due to the extreme shortage of heating materials of all kinds.

Better get your orders in now while our stock is in good shape. Everything from boilers to pet cocks carried in stock. Elaborate vacuum heating systems or simple hot water jobs.



JOHN C. MONINGER COMPANY

914 BLACKHAWK STREET

CHICAGO, ILLINOIS



EVERYTHING FOR THE GREENHOUSE



Improved Challenge



Fig. 44
8-inch



Fig. 41
8-inch



Fig. 47
8-inch
Split Gutter Bracket



Single Combination Shelf Bracket. Carries one 12-inch board, or two pipes.



Fig. 24
Double Pipe Carrier

The best proof of the real value and quality of our ventilating machines is the number of florists and growers they are serving.

We are pioneers in the manufacture of Ventilating Apparatus and can furnish you Lifters, Arms, Hangers, Shafting Pipe, Gutter Brackets, Y Brackets, Purlin and Ridge Brackets, Tie Brackets, Split Tees, Split Crosses, Shelf Brackets, Pipe Carriers, Pipe Straps, Side Board Bench Brackets, Sash Hinges 3 x 2½ galvanized steel with brass pins, Door Hinges 4 x 4 galvanized steel with loose brass pins—in fact almost everything in this line.

Write us for complete estimate on your requirements.

John A. Evans Co., Richmond, Ind.

Corner North 14th and Penna. R. R.



NOSE

Price, \$7.50

THE FLORISTS' REVIEW

10 cents the copy
SUBSCRIPTIONS
\$1.50 Per Year

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MAY DEC. 8, 1897, AT THE POST-
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THE ACT OF MARCH 3, 1879.

A WEEKLY JOURNAL FOR FLORISTS, SEEDSMEN AND NURSERYMEN.
FLORISTS' PUBLISHING CO., 590 Caxton Building, 508 South Dearborn St., CHICAGO.

VOL. XLVI.

CHICAGO, JULY 15, 1920.

NO. 1181.

Calendula Orange King

(FOR GREENHOUSE FORCING)

A special selection of this popular annual, which we have sold for several years with excellent results. Our grower, in sending us the seed this year, writes as follows. "Would state that the strain is better than ever, and you can depend upon its giving your customers unqualified satisfaction."

Trade Pkt., 50c; 1/4 oz., 75c; oz., \$2.50

Cineraria, prize mixture 1000 seeds, \$1.00; 5 pkts. for \$4.50
Pansy, florist mixture, new crop..Tr. pkt., \$1.00; 1/4-oz., \$2.00; oz., \$7.00
Cane Stakes, Natural Japanese 6-foot, \$15.00 per 1000
Sphagnum Moss, burlap bales.....\$1.75 each; 10 bales for \$16.50

A. HENDERSON & CO., 166 N. Wabash Ave., Chicago

COLUMBIA, MILADY and OPHELIA Roses

3-INCH, FINE STOCK

SEE CLASSIFIED COLUMNS

C. C. Pollworth Co., Milwaukee, Wis.

Cincinnati and Melior Begonias

2 1/4-inch, \$35.00 per 100

CYCLAMEN

Assorted, 2 1/2-inch, \$12.00 per 100.

Wm. F. Kasting Co., Inc., 568-570 Washington Street, Buffalo, N. Y.

Splendid stock for benching Strong 2 1/4-inch Roses, ready now

Mme. Butterfly } \$300.00 per 1000
Frank Dunlop..... }
Ophelia 120.00 per 1000
Columbia..... 150.00 per 1000

The E. G. Hill Co., Richmond, Ind.

FOR PROMPT DELIVERY
or for shipment later from Cold Storage

Lilium Giganteum

6 to 8 inch, 400 bulbs to the case 9 to 10 inch, 200 bulbs to the case
7 to 9 inch, 300 bulbs to the case 9 to 11 inch, 180 bulbs to the case
8 to 10 inch, 250 bulbs to the case 10 to 11 inch, 150 bulbs to the case



All Standard Packing.

\$59.00 per case for any size.

RALPH M. WARD & CO., Inc.
The Lily House

Not How Cheap,
But How Good

25 Murray Street, NEW YORK

CYCLAMEN PLANTS GIANT FLOWERING ALSO NEW CROP SEED READY NOW

Grown from selected German strain seed, and grown by Cyclamen specialists, in the following colors:

Dark Xmas Red Pure White
American Beauty Bright Red
Pink Rose with Dark Eye
Salmon, Glory of Wandsbek White with Carmine Eye

ALL SIZES READY NOW

2 1/4-inch \$12.00 per 100 3 1/2-inch, selected.. \$35.00 per 100
3-inch, selected 20.00 per 100 4-inch 35.00 per 100
4-inch, ext. selected. \$50.00 per 100

Add 5% for packing. If Salmon color only is ordered, add 10% to above prices.

NEW CROP SEED of all above. American grown, at \$2.50 per 100, \$20.00 per 1000.

ROMAN J. IRWIN, 43 W. 18th St., New York City

For Immediate Delivery

Some Choice Macawii, the new fern introduced last year and better than either Teddy, Jr., or Scottii; 2 1/4-inch or transplanted bench stock, as preferred, \$15.00 per 100. Write us for special price on quantity.

Cold Storage Giganteum—7/9: 300 per case, \$55.00; 100 per case, \$20.00. 9/10: 200 per case, \$55.00. Write us for our new Seed list and quotations on anything else you may want in plants, seeds, bulbs.

S. S. SKIDELSKY & CO., 50 PARK PLACE, New York City

LILIES Giganteum

7 to 9-inch, 300 per case.....\$49.50 per case
8 to 10-inch, 225 per case..... 50.00 per case
9 to 10-inch, 200 per case 52.50 per case

Choice Cold Storage Stock for Immediate or Future Shipment

FERTILIZERS

Order your fall requirements now.
Remember, transportation service is slow.

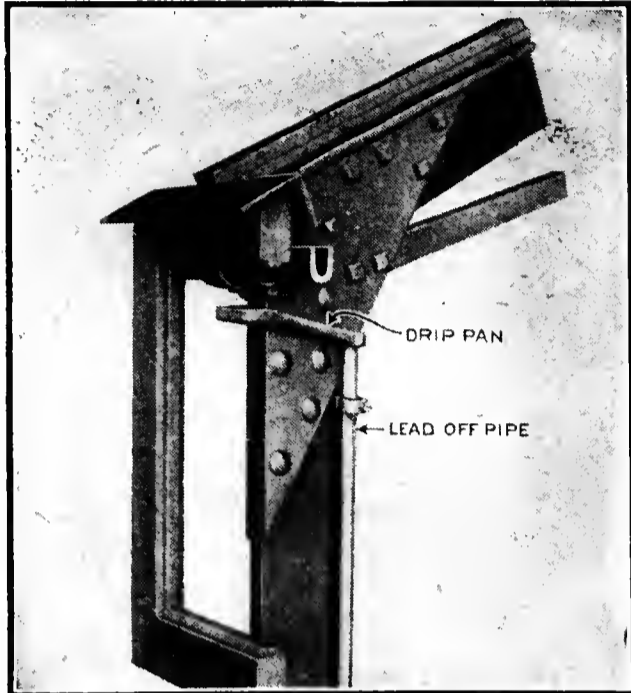
Bone Meal..... 1000 pounds, \$35.00; ton, \$65.00
Blood and Bone..... 1000 pounds, 45.00; ton, 80.00
Sheep Manure..... 1000 pounds, 24.00; ton, 45.00

F. O. B. Chicago.

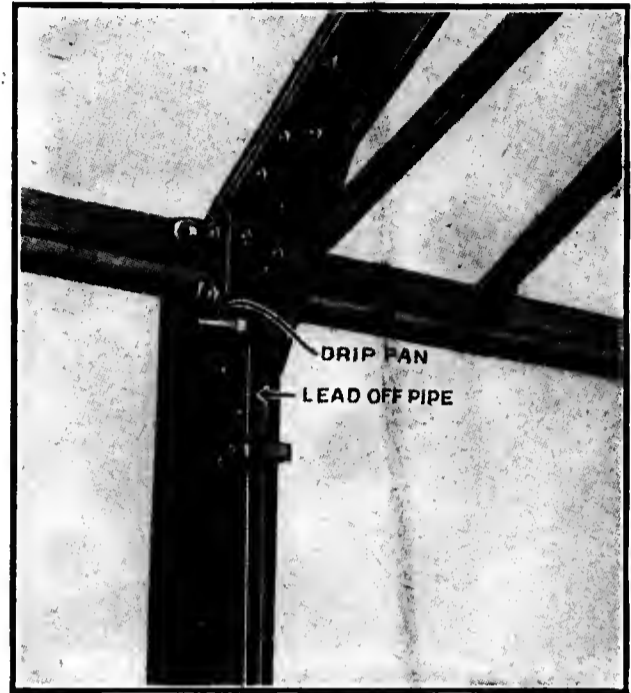
The W. W. BARNARD CO., 231-235 W. Madison St. CHICAGO



Greenhouse Builders



The ventilating sash is hinged directly to the galvanized eave plate, doing away with the usual fascia. This method cuts out at least an inch and a half of shade.



Just below the eave plate is the U-Drip gutter. Note the fitting that carries the drip from the gutter to the lead-off pipe, alongside of the post.

Taking the Evil Out of Eaves

By eaves we mean the general construction at the eaves, including the post and rafter.

Our posts are wrought iron. Not steel. Because of steel's open fiber texture, it deteriorates more rapidly than wrought iron.

Wrought iron, because of its close, silicate-surrounded fiber, strongly resists rust. Much so-called wrought iron is only steel. Our posts are guaranteed to be high grade rust-resisting wrought iron.

The posts run in one solid piece from eave plate to the foot piece, two and one-half feet below grade.

The eave is our patented galvanized angle plate, equipped with our new non-clogging roof bar clasp.

The U-Drip Gutter is independent from the plate, which is a decided advantage.

The steel rafters are securely bolted to the posts by double gusset plates. Notice in the illustrations how THOROUGHLY bolted it is.

The non-freezing, no-sticking sash sill is made of a steel angle.

All of which are just the plain facts, plainly stated.

We might argue the merits of all of them, but there's no need to argue any of them.

Just go look at a Lord & Burnham house and you will find in its construction a satisfactory answer to all arguments.

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

IRVINGTON
New York

BOSTON-11
Little Bldg.
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TORONTO
Royal Bank Bldg.

CHICAGO
Continental Bank Bldg.

Canadian Factory
St. Catharines, Ont.



Summer Specials

Now is the time to stock up for the heavy fall months

GNATT'S PREPARED FOLIAGES

Have stood the test for years

Cycas Leaves, Lycopodium, Ruscus, Oak, Beech, Magnolia Leaves

Prepared by scientific European process which insures lasting flexibility and color.

Ruscus

Painted Ruscus, soft, pliable, non-sticky; Olive Green or dark Green.....75c per lb.; in lots of 25 lbs., 65c per lb.
Dyed Ruscus; Colors, Green, Purple or Xmas Red\$1.25 per lb.; 25-lb. lots, \$1.15 per lb.
Gray Tinted Ruscus\$1.00 per lb.; 25-lb. lots, 85c per lb.

Lycopodium, or Prepared Evergreen

NEW STOCK, FRESHLY prepared. Our Lycopodium is dyed and CHEMICALLY TREATED. Can be carried in stock indefinitely and will not dry out.
 Price, per 10-lb. carton, \$3.50; in bulk, 100-lb. cases, \$33.00.

Cycas Leaves

Non-Curling—Flexible—Fast Color.

	Per 100		Per 100		Per 100
8 to 12	\$3.80	20 to 24	\$ 6.75	32 to 36.....	\$12.50
12 to 16	4.50	24 to 28.....	8.50	36 to 40.....	13.50
16 to 20	5.50	28 to 32.....	10.00	40 to 44.....	17.00

Oak Branches

NEW STOCK—FRESHLY PREPARED. Colors:—Red, Brown or Green.
 Branches 24 to 36 inches long, in bulk, per lb., 30c; 25-lb. cases, 27½c per lb.; 100-lb. case, \$25.00 per 100 lbs.

Crepe Paper

NEW STOCK—WATERPROOF. Colors—Moss Green, Red, Lavender, Yellow, White, Pink.
 Per doz., \$5.00; per 100, \$40.00.

Thread

O. G. Quality Brand, extra strong. Full 2-oz. spools, put up in 2-lb. boxes.
 Price, per lb., \$2.25; 10 lbs. or over, \$2.00 per lb.

Silk Fiber

Colors:—Pink, Nile Green, Moss, Lavender, Yellow, White, Blue, Xmas Red.
 50-yd. bolts. 1-inch size, \$2.25 per bolt; 1-doz. bolt lots, \$2.15 each; 2-inch size, per bolt, \$4.75 each; 1-doz. bolt lots, \$4.50 each.

THE OVE GNATT CO., Inc.
 Seven acres of floor space devoted exclusively to preparing of Natural Foliages and the manufacture of Baskets and Florists' Supplies.
La Porte, Ind.



We lay particular stress on

Russell, Premier

*We believe there are no finer Roses
larger supply—73 large greenhouse*

Large quantities of Garden Flowers:

Centaurea
Cosmos
Feverfew
Bachelor's Buttons
Achillea The Pearl

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Poehlmann Service with Poehlmann



POEHLMANN BROS.

66 to 74 East

TELEPHONE

CHICAGO

our large and fine cuts of
and Columbia Roses

*in America today—and certainly no
 handled specially for the summer crop*

Choice offerings:

- Easter Lilies**
- Valley**
- Cattleya Gigas**
- Carnations**
- Sweet Peas**

Greens:

- Smilax Strings**
- Plumosus Sprays**
- Sprengeri**
- New Ferns**
- Adiantum**

Quality Means Satisfaction

THE FLETCHERS COMPANY

Randolph St.

RANDOLPH 35

D. S. A.



*The Largest Growers
 of Flowers in the World*

A New Firm Specializing in the Manufacture of Florists' Willow and Reed Baskets. Latest Styles and Finish

A purchase of either of our Florists' Assortments in various colors will prompt you to look to us for your future supply of Baskets.

To introduce our goods we are offering these Florists' Assortments.

Assortment No. 1

Twenty-seven Baskets ranging in height from 12 to 31 inches, complete with those requiring metal liners. **\$25.00**

Assortment No. 2

Twenty-five large Baskets, ranging in height from 15 to 31 inches, complete with those requiring liners. **\$35.00**



Assortment No. 3

Fifty-five Baskets, ranging in height from 12 to 35 inches, complete with those requiring liners. **\$47.25**

Assortment No. 4

Fifty Tumblers (not lined) **\$17.50**

Baby Assortment

Fifteen Dandy Baskets (not lined) **\$9.50**

Send for Illustrated Catalogue

Cash with Order

Quincy
Art Willow Ware Co.
QUINCY, ILLINOIS, U. S. A.

FERD. FISCHER

SPECIALKULTUR und VERSANDGESCHÄFT
WIESBADEN-AUKAMM

Wiesbaden, den 25. April 1920

TO MY CUSTOMERS IN AMERICA:

Those who are in the market for high grade Cyclamen Seed, I wish to advise you that I have perfected the finest strain of Cyclamen Seed I have ever offered, as for the past four years I have devoted my attention to improving my varieties. Cyclamen offered by me this season are all true to name and selected only from the best and healthy plants which in turn give very good results.

I have paid strict attention to my Salmon and Red shades particularly for the American trade. My seed will be offered by the American Bulb Company, who are my sole agents, and none is genuine unless purchased through the American Bulb Company. It is with pleasure that I recommend to all florists who are growers of high class plants to try out my seed. I hold recommendations from the best growers in the world.

Yours very truly,
FERD. FISCHER

For Prices and Particulars Write



AMERICAN BULB CO.

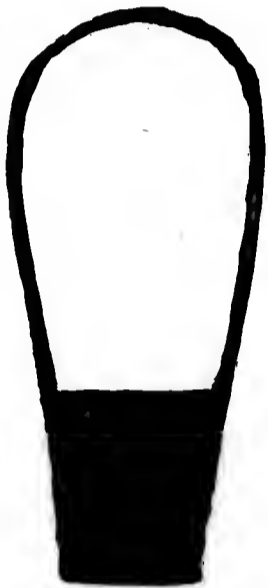
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CHICAGO, ILL.



BASKETS

for
Summer Uses



No. 118

TWO GOOD NUMBERS
 No. 324 each 60c
 No. 118 each 40c

Pastel Grasses

Try Our Assortment

Full satisfaction guaranteed. Great for Summer display. **\$10.00**



No. 324

Sphagnum Moss

\$1.75 per full size bale

F. O. B. Chicago



Decorate Your Window and Store for the Summer

Use our new Pastel Oak and Beech Sprays. Beautiful colors, large sprays, 30 to 36 inches long. **\$35.00 per 100.**

Orders placed for Wire Work will receive our best attention. The chances are it will be very hard to obtain raw material later.

POEHLMANN BROTHERS COMPANY

Complete Service for Florists

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Shipments will soon move from abroad, so it is high time that orders for this season's delivery be placed. Booking orders in advance assures being properly filled without substitution.

Prices Booking Advance Orders

Horseshoe Brand Dutch Bulbs

Delivery Season 1920

All are quoted for strictly high-grade quality of stock—production of old established, reliable Holland Growers. Duty paid and f. o. b. New York. Packing and case charges extra, at cost. Prices are subject to change without notice and to any revision of tariff. All bulbs sold under usual catalogue conditions and at our regular established terms. Here is your opportunity to obtain best-to-be-had Dutch Bulbs from a reliable source. Send us your order at once.

HYACINTHS

	Price per 1,000
First Size, Named.....	\$90.00
Second Size, Named.....	75.00
Bedding (also good for pot culture).....	55.00
Mixed, Double or Single.....	45.00
Miniatures, Named.....	30.00
Miniatures, Mixed.....	27.00

TULIPS

Singles, Mixed.....	19.00
Artus, scarlet.....	20.00
Belle Alliance, scarlet.....	29.00
Chrysolara, golden yellow.....	29.00
Cottage Maid, rose and white.....	29.00
Cramoisie Brillante, red.....	29.00
Crimson King, crimson scarlet.....	27.00
Duchesse de Parma, red, yellow border.....	29.00
Dusart, scarlet.....	27.00
Flamingo, pink.....	40.00
Joost Van Vondel, cherry red and white.....	26.00
Keizerskroon, red, yellow edge.....	27.00
King of the Yellows.....	28.00
La Reine, white.....	27.00
L'Immaculee, white.....	26.00
Mon Tresor, yellow.....	26.00
Ophir d'Or, yellow.....	36.00
Pottebakker, white.....	35.00
Pottebakker, yellow.....	26.00
Pottebakker, scarlet.....	26.00
Prince of Austria, orange scarlet.....	35.00
Proserpine, rose.....	50.00
Prosperity, pink.....	36.00
Rosamundi Huikman, rose and white.....	26.00
Rose Grisdelln, rose.....	26.00
Rose Luisante, deep rose.....	39.00
Rose Tendre, rose and white.....	26.00
Vermilion Brilliant, scarlet.....	36.00
White Hawk, white.....	35.00
Yellow Prince, golden yellow.....	26.00
Doubles, Mixed.....	21.00
Alba Maxima, white.....	28.00
Couronne d'Or, yellow, orange shaded.....	35.00
Gloria Solis, red, yellow bordered.....	27.00
Imperator Rubrorum, scarlet.....	38.00

TULIPS—Continued

	Price per 1,000
La Candeur, white.....	\$27.00
Murillo, light rose.....	28.00
Rex Rubrorum, scarlet.....	29.00
Rubra Maxima, scarlet.....	30.00
Salvator Rosa, deep rose.....	38.00
Tea Rose, yellow.....	40.00
Tournesol, red and yellow.....	35.00
Vuurbaak, scarlet.....	45.00

DARWIN TULIPS

Mixed.....	22.00
Baronne de la Tonnaye, rose.....	27.00
Clara Butt, salmon rose.....	26.00
Glow, vermilion.....	29.00
Gretchen, pink.....	28.00
Mme. Krelage, rose.....	32.00
Painted Lady, cream white.....	25.00
Pride of Haarlem, rose.....	32.00

NARCISSUS

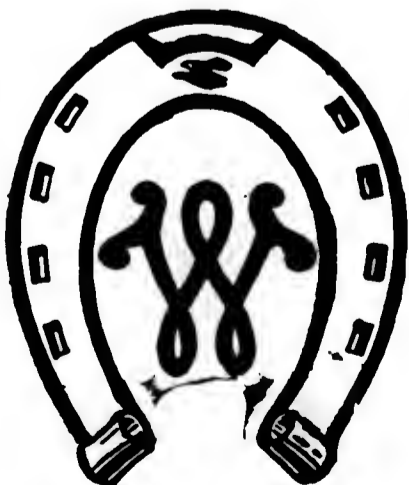
Emperor, yellow, double nose.....	42.00
Emperor, yellow, 1st size, round.....	32.00
Empress, yellow, white perianth, double nose.....	42.00
Empress, yellow, white perianth, 1st size, round.....	32.00
Golden Spur, yellow, double nose.....	42.00
Golden Spur, yellow, 1st size, round.....	35.00
Princeps, yellow, sulphur perianth, double nose.....	35.00
Princeps, yellow, sulphur perianth, 1st size, round.....	25.00
Poeticus Ornatus, double nose.....	28.00
Poeticus Ornatus, 1st size, round.....	25.00
Poeticus (Pheasant's Eye).....	25.00
Victoria, yellow, white perianths, double nose.....	48.00
Victoria, yellow, white perianths, 1st size, round.....	35.00
Von Slons, double nose.....	46.00
Von Slons, 1st size, round.....	32.00
Jonquils, double or single.....	22.00
Jonquils, Campernelle.....	25.00

CROCUS

Mixed, colors separate.....	9.00
Named (average assortment).....	15.00

For those that prefer buying F. O. B. Growers' Warehouse in Holland, prices will be quoted on any list submitted. Send us your orders for *French* and *Lily Bulbs* as well—the dependable *Horseshoe Brand*.

Lilium Giganteum and Magnificum in cold storage ready for immediate or future shipment—write us for prices.



Not How Cheap,
But How Good

Ralph M. Ward & Co., Inc.
The Lily House
25 Murray Street NEW YORK

CHOICE SUMMER ROSES FOR SHIPPING

OUR SPECIALTY

**PREMIER
RUSSELL
COLUMBIA**

**SUNBURST
OPHELIA
WHITE KILLARNEY**

A very heavy crop of extra choice White Killarney now being cut. We have the largest quantity of White Killarney now coming to this market.

Cut, handled and packed especially to arrive in good condition in hot weather.

Buy Direct From the Grower

We are equipped with a ten-ton ice machine and cooling rooms 40 x 40. This gives us ample facilities for correct handling of flowers in hot weather.

PRICE LIST

OPHELIA, SUNBURST, WHITE KILLARNEY		RUSSELL, COLUMBIA AND PREMIER	
	Per 100		Per 100
Extra Long.....	\$10.00	Fancy Ex. Long.....	\$16.00
Medium.....	8.00	Medium.....	\$10.00 to 12.00
Good Short.....	\$4.00 to 6.00	Short.....	5.00 to 8.00

ASSORTED ROSES—OUR SELECTION—including some Russell, Columbia and Premier

Lots of 200 or more.....per 100, \$6.00

Of miscellaneous flowers now coming into market, we will procure the best at lowest market prices.

NEW FANCY FERNS, per 1000.....	\$2.50 to \$3.00
ADIANTUM, very choice long.....	Per 100, 2.00
GALAX, bronze.....	Per 1000, 2.00
SPRENGERI.....	Per 100, 3.00
ASPARAGUS SPRAYS.....	Per 100, 3.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

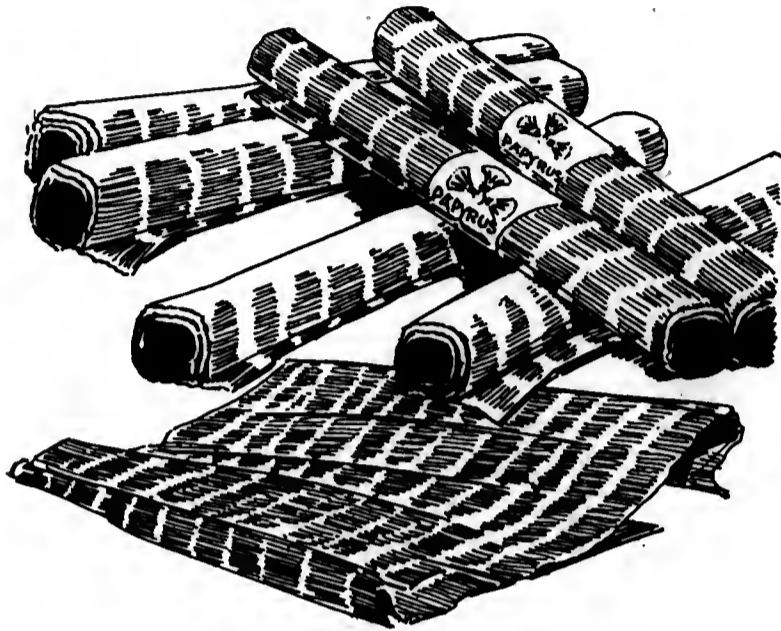
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THE condition of the paper market today is so uncertain that all shrewd buyers are foreseeing their Christmas needs NOW. Transportation, freight difficulties, etc., make it imperative that you place your order today for future delivery.

We are prepared, despite these conditions, to meet your demands. Our supply of Genuine Papyrus Crepe Paper, in green and white, is such that we can make immediate delivery by express. We can offer Genuine Papyrus Crepe Paper in any color for September delivery. We also have a supply of tissue paper, white and green waxed and craft papers. Take advantage of our low prices.

“DURO” BOXES

You will need boxes in the near future. Foreseeing a scarcity in the box market, we urge you to place your order TODAY. Prices will inevitably increase. Be your own friend and avail yourself of our low prices, superior quality boxes and prompt delivery.

We can make prompt delivery on all Gray Florist Boxes and Pink and White Glazed Boxes, if you order today.

A. L. RANDALL COMPANY
180 N. WABASH AVE. : : : CHICAGO, ILL.

CALL TO THE TRADE

The crop of Freesia Purity is a failure; Roman Hyacinths will not come in this year; force more Freesias and use the finest WHITE available today; stock is ready; order at once by wire, while we can still take care of you. Only appearance of advertisement. LAST CALL.

Freesia Fischerii



LIFE SIZE

Incomparably beautiful; selected from the choicest of millions of seedlings; the Finest, Largest, Purest, Strongest and Most Fragrant Freesia the creation of which could possibly be hoped for. It represents the most careful and painstaking work over a period of fourteen years. We consider ourselves very fortunate in securing the control of this splendid novelty.

Price for responsible growers exclusively, \$50.00 per thousand

JOHN SCHEEPERS, Inc., FLOWER BULB SPECIALISTS, 522 Fifth Ave., NEW YORK

Mr. Alex. Anderson, well known Freesia grower of Manhasset, L. I., under date of July 5, 1920, writes:

Very favorably impressed with both the flower and bulb increase of FREESIA Fischerii, I wish you to book my order for ten thousand bulbs.

I wish also to say a word in regards to Fischerii; do not plant it close; last season I planted part of them just like I do Purity or any of the colored sorts and I was somewhat disappointed with them, as I told you early this year. I had another lot planted just twice as far apart, having noticed that Fischerii branches; this other batch flowered beautifully, some bulbs producing five to six flower spikes from the one bulb.

I like to say that Fischerii is far ahead of Purity or Improved Purity and after this season I expect to discard all the other whites in favor of Fischerii.

The Pittsburgh Cut Flower Co. writes under date of July 7:

Our President, Mr. Burkl, brought our attention to this wonderful Freesia, having seen it grow in Mr. Fischer's place, and his report to us also speaks of its commercial value and it being a wonderful flower, etc.

Mr. Fischer States:

"After introducing Purity I turned my attention to producing a still better Freesia by eradicating the yellow spot. At first it seemed a hopeless undertaking, but I have succeeded and the result is a Freesia of wonderful purity; rarely is a trace of yellow seen; the flowers are very large, measuring two inches across; more like Lillies than like Freesias in size and purity of color. The stems are long, strong and stiff; it is most prolific in bloom, many of the bulbs sending as many as four stems. Not being a single type, it comes into bloom more gradually than Purity, the crop lasting more than two weeks longer in bloom; is not affected by hot spells, so that the cut flower is always a fine large bloom of good substance."

E. Fardel of Great Neck, N. Y., himself famous these many years for his colored Freesias, paid a visit to Rudolph Fischer at San Gabriel, Calif., in March, 1918, while on a trip through that State. Of this new Freesia he writes:

"I saw there FREESIA Fischerii in all its glory; I can say I was amazed by its stateliness and its clear color. It towers above Freesia Purity in every respect, as to stem, size of bloom, texture and purity of color. Its appearance speaks for itself, it requires no flattering from my pen."

CYCLAMEN

STRONG, HEALTHY STOCK, READY TO SHIFT

FINEST STRAIN IN ASSORTED COLORS

Mostly Bright Shades
3-inch, \$20.00 per 100

CASH WITH ORDER

The Above Price Includes Packing

R. S. McMurray

Bellefontaine, Ohio

Buy Direct from the Grower

Supreme Quality Russell, Columbia, Premier, Richmond, Milady, Ophelia, Killarney, White Killarney, Killarney Queen, Cecile Brunner, New Pink Radiance and Champ Weiland.

AND ALL OTHER STOCK IN SEASON

Subject to market change

PRICE LIST

Open Days, Nights and Sundays

Mrs. Chas. Russell and Premier	Per 100
Specials.....	\$20.00 to \$25.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	4.00 to 8.00
Ophelia, Radiance, Killarney, White Killarney, Killarney Queen, Champ Weiland	Per 100
Specials.....	\$15.00
Select	\$10.00 to 12.00
Medium	6.00 to 8.00
Short.....	4.00 to 5.00

Columbia, Milady, Richmond	Per 100
Specials.....	\$15.00 to \$18.00
Select	10.00 to 12.00
Medium	6.00 to 8.00
Short.....	4.00
Cecile Brunner	2.00
Roses - Our Selection.....	3.00
Carnations - Fancy.....	2.00 to 3.00
Gladioli	6.00 to 10.00
Daisies - Per 100	1.00 to 1.50
Asparagus - Per Bunch.....	.50
Ferns - Per 1000.....	3.00

W. E. TRIMBLE GREENHOUSE CO.

Wholesale Growers

MEMBERS F. T. D.

PRINCETON, ILL.



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RICE
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“KEYSTONE QUALITY”
Has Become the Standard in Supplies

Whatever it is which bears that trade-mark,
you can rest assured none other equals it in
workmanship and finish.

The Exhibits of
Baskets, Wreaths, Fancy Goods
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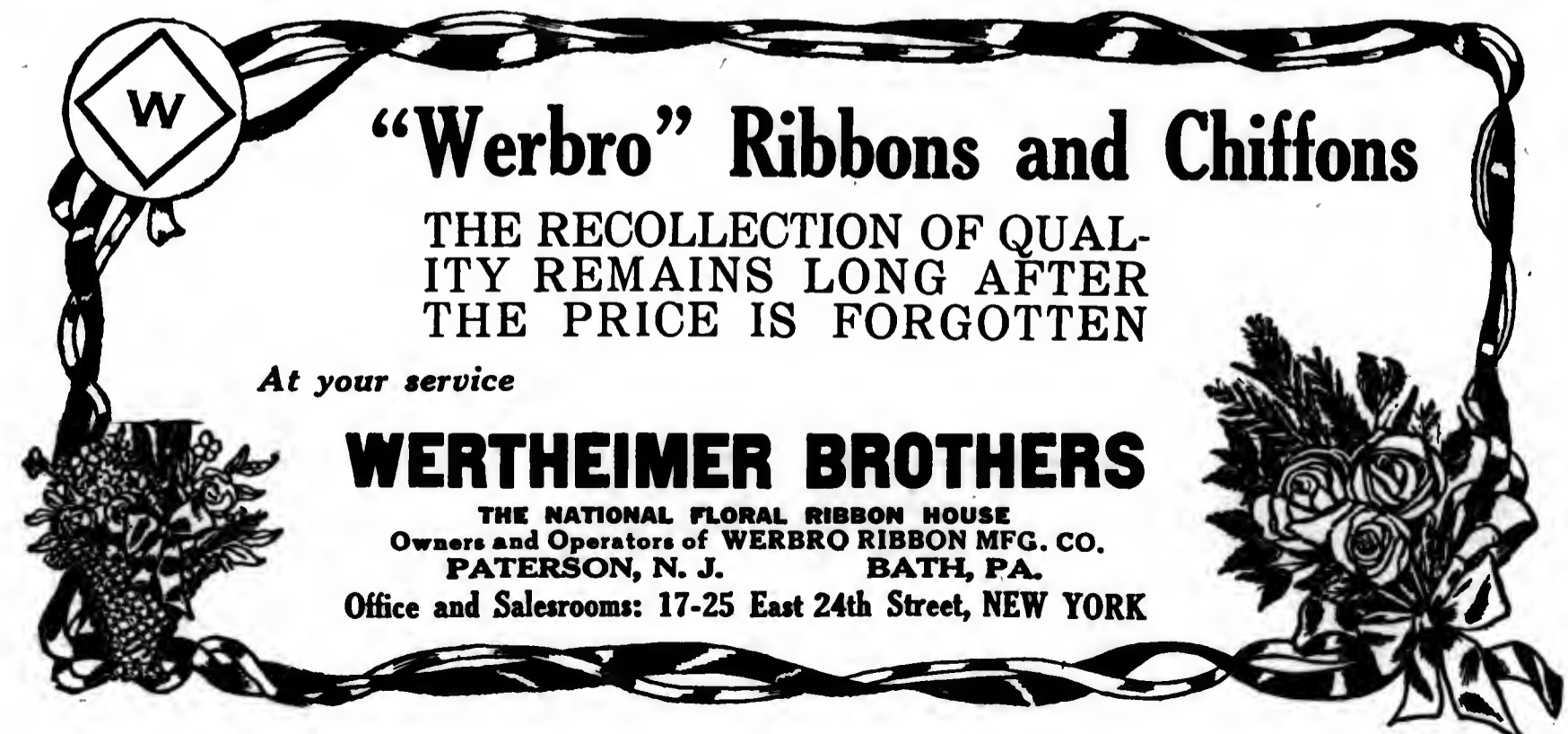
that the RICE SALESMEN are showing, are
well worth all the time it takes you to visit
their sample rooms.

If you want to have the most up-to-date
flower store in your city, don't miss your chance
to get posted, by seeing the best line ever shown.

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Florists' Supplies That Excel

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“Werbro” Ribbons and Chiffons

THE RECOLLECTION OF QUALITY
REMAINS LONG AFTER
THE PRICE IS FORGOTTEN

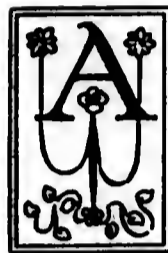
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SOME SUCCESSES IN SWEET PEAS

Most fascinating is the story of the experiences of a raiser of new varieties. He, as well as the sweet peas, has his trials. His reward is the varieties suitable for dissemination. One of the most expert raisers has, written for The Review the following story of his successes this season.

By **GEORGE W. KERR.**



AGAINST the cry of "There are too many varieties," I might cite the remark made to me last March by one of the largest middle-west growers of winter-flowering sweet peas; namely, that the culture of sweet peas under glass was still in its infancy and

that the advent of new colors and forms would still further enhance the ever-increasing popularity of this beautiful annual. Such a statement coming from an authority, one who makes the growing of sweet pea flowers a business, should be a decided stimulus to all raisers of new varieties.

The day when only three or four colors were in demand is past. The old Pink and White (Blanche Ferry color) was then the popular favorite, but the discriminating public wants more desirable shades or at least a greater range of colors. The advent of Rose Queen and a few other varieties, some years ago, did much towards creating this desire, and at the present time practically all the principal colors found in this family are in existence among the early-flowering varieties, although they are in some instances not yet in commerce.

Surprises.

In the quest for certain colors it is surprising what at times turns up. For instance, in a series of crosses made by me with the hope of securing rich salmon and pure orange-colored early-flowering varieties, in addition to being rewarded with these colors, I obtained from the same crosses two immense cherry

cerises, in a light and deep shade, one of which will be introduced under the name of Cheerful. There also resulted a giant-flowered light orange-pink, quite distinct from any variety of the summer-flowering type, which, on account of its huge flowers and delightful color, should become quite popular. This has been named Flamingo. These same crosses have also given a number of fine summer-flowering novelties, one of which, a rich rose, will in time be offered under the name of Rosalind. In addition to the rose seedling, there are a number of promising orange, orange-scarlet, crimson, shrimp-pink and bright

cerise selections, all late flowering, which I hope will become standards in their several classes when we have tried and trued them for another season or longer, according to their behavior. They certainly looked like winners at our Floradale Farm, in California, and again when I got back to Fordhook and found them all in full bloom around the middle of June.

The presence of the late-flowering seedlings is accounted for by the fact that in all these crosses a late-flowering variety was one of the parents.

As already explained, the crosses just referred to were made with a certain color in view, and this I was lucky enough to get; namely, a rich, pure salmon self.

In color it is similar to the late-flowering variety, Barbara, at its best, and when grown under glass it is simply superb. Named Mrs. Kerr, when exhibited at the international flower show in New York, last March, it created a sensation, the judges signifying their approval of it by awarding it a certificate of merit. In contradistinction to some seedlings, Mrs. Kerr has been perfectly fixed, coming true since the first plants bloomed in the second generation of the cross. It is doubtful, however, if there will be sufficient seed to offer before the fall of 1921.

Disappointments.

The most interesting of a seed grower's work is surely the raising of new varieties, but in addition to the prizes secured many disappointments await him. What may appear to be a winner so often turns out to be no improvement over some existing sort, or it may be



Vase of New Early-Flowering Orange-Pink Sweet Pea, Flamingo.



Cheerful, a Giant-Flowered Cherry Cerise, and White Star, Black-Seeded Opaque White.

impossible to "fix" it; no matter how carefully it is rogued and separate plant selections of seed made, saved and sown by themselves, still it may continue to "break." These trials all take time and valuable space, and in the course of several years, before it is decided to discard it, such a variety has been a considerable expense to the grower.

The charming cerise shades in the summer-flowering type, which are so popular, will be seen in all the flower markets this winter, represented by Glorious, Illumination, Fire King and Glitters. The last-named is almost startling in its rich color effect, which is fiery orange on cerise.

Blues and lavenders are now well represented in the winter-flowering type and in varying shades to suit all tastes. The same may be said of the pink and rose-pink shades, but I am still trying for something better than the present-day best in these colors.

Narrow Escape.

The white-seeded white class has been given much attention by the various raisers, and the cut flower grower has found one or another of the varieties offered to suit his special requirements. Improved Snowstorm (not to be confounded with the original Snowstorm) was the result of crossing King White on Yarrowa and I almost lost it. The second generation of plants gave me only one white, and this plant was quite carefully staked and watched. But what was my horror to find one morning that some stranger had ven-

tured among these precious seedlings and, in helping himself to flowers, had almost destroyed the entire plant! The result was one solitary pod, which gave me eight seeds, the entire stock at that time of the now famous Improved Snowstorm.

A good black-seeded white, one better than any now offered, is much wanted. The seed germinates better than the white-seeded sorts, and this is naturally a great consideration with the grower. Albatross is good, but there is a better coming for 1922; namely, White Star. This is really a winter-flowering Constance Hinton and is an opaque white with practically no sign of color.

From England.

English raisers have given us a number of outstanding summer-flowering novelties this season. In my opinion the gem of some thirty varieties we have tried out both in California and on our home farm, Fordhook, is Hawlmark Pink. Others of special merit are found in Doris, cerise; Hebe, pink; Red Ensign, scarlet; Bluestone, mid-blue; Commander Godsall, deep blue; Pink Pearl, Unwin's Pink and Salena, cream flushed and edged rose; Daisybud, light pink, and Brocade, deep rose. Needless to say, I have been using some of the best of these in my crosses on certain of the winter-flowering varieties. What will they give us? Time will tell.

Sidney, Ill.—Otto Wright has purchased property here and will erect a greenhouse.

IN WEST VIRGINIA.

Arthur Langhans, Wheeling, W. Va., was putting the finishing touches on a handsome floral broken wheel and observed that it was symbolic of the trade today in that it was attractive in idealism, but highly incomplete in the working of its mechanism. "What affects our branch of the business," said Mr. Langhans, "is naturally of the first importance, but we are all more or less interested in the whole structure. When the F. T. D. was first launched I was one of the original eight rowers, so to speak, in the boat, and while we had a chart to guide us, each had an idea of his own. Mine was to establish a clearing house, but it was overruled. I am still of the same opinion, believing that such, in whatever form it may appear, is our only safety in what is generally accepted by the most optimistic as a most risky and unsatisfactory system."

John Dieckmann, Elm Grove, W. Va., is a combination florist, market gardener and farmer. To see the crops both inside and outdoors, as they now are, one can understand why the owner is prosperous. Since he is a stockholder in a coal mine close by, winter has no terrors for Mr. Dieckmann, but when Jupiter Pluvius let loose recently and forced out an immense concrete wall of a reservoir and thousands of gallons of water rushed downhill, missing the big range of glass by less than 100 feet, one can imagine the fears the owner had that there would be no use for coal, even though he had it. W. M.

SWEET PEA SHOW

EXHIBITORS AT BOSTON FEW.

A. J. Jenkins Sweeps Decks.

The annual show of the American Sweet Pea Society was held at Horticultural hall, Boston, July 10 and 11, in conjunction with the exhibition of the Massachusetts Horticultural Society. The show of sweet peas was much below those of prewar years seen here and exhibitors were comparatively few, but the quality of the flowers shown was distinctly high. The exhibitors at these shows are mainly from private estates, and the abnormal labor conditions existing this year made it impossible for many to grow sweet peas at all. That there is, however, no decline in interest in these beautiful and fragrant annuals was evidenced by the crowds of visitors inspecting them in spite of the rather torrid weather prevailing.

The splendid exhibits from Lenox, Newport, Bar Harbor and elsewhere were practically a minus quantity this year, but everyone feels that in one or two more years these popular shows will once more reach their normal level. The redeeming feature of the show, from a sweet pea standpoint, was the remarkable display made by Allen J.

Jenkins, of Iristhorpe Farm, Shrewsbury, Mass., the estate of Mrs. Homer Page. Mr. Jenkins showed several thousands of splendid flowers and almost swept the deck, capturing every special prize competed for in the schedule of the American Sweet Pea Society, a record never before equaled.

A. J. Jenkins and Others.

The Boston Gardeners' and Florists' Club special prize for twelve vases, twenty-five sprays to a vase, went to Allen J. Jenkins, with fine flowers of Dobbie's Cream, Blue Jacket, R. F. Felton, Royal Purple, Hawlmark Pink, which was perhaps the most admired variety in the show; King Manoel, Thomas Stevenson, Hercules, Mascot White and Mrs. Tom Jones, a fine deep blue; second, William Noonan, gardener for C. F. Cartledge, Locust Valley, N. Y.

The Thomas J. Grey special for eight varieties, twenty sprays to a vase, went to Allen J. Jenkins, with Annie Bownass, Constance Hinton, Royal Purple, Margaret Atlee, R. F. Felton, Loyalty, Blue Jacket and Dobbie's Cream.

The Stumpp & Walter premium for six vases, distinct, twenty sprays to a vase, went to A. J. Jenkins, with Loyalty, King Manoel, Dobbie's Cream,

Thomas Stevenson, Constance Hinton and The President. The last named is a brilliant scarlet, the best of its color shown. The second prize went to William Noonan.

A. J. Jenkins took first in the Carter's Tested Seeds Co. class for six vases, twenty-five sprays in each, to include white, pink, salmon, cream, light blue and dark blue, with Jack Cornwall, V. C.; Constance Hinton, Wedgwood, Hercules, Robert Sydenham.

A. J. Jenkins captured the Boddington prize for six varieties, twenty sprays in each, with splendid flowers of Doris, King Manoel, Blue Jacket, Mascot White, Annie Bownass and Dobbie's Cream, the latter still the leader of its color.

The Max Schling prize for the best vase of a 1920 novelty catalogued by an American firm went to A. J. Jenkins for a grand vase of Doris.

Cups Awarded.

The Hutchins memorial cup, which is to be held by the winner for one year only, also the Burpee cup and a cash prize went to A. J. Jenkins for Mrs. C. W. Breadmore, Royal Purple, Mrs. H. Cuthbertson, Constance Hinton, Her-



Glitters, a Startling, Flery Orange on Cerise, and Mrs. Kerr, Rich, Pure Salmon Self.

cules, Loyalty, Blue Jacket, Rosabelle, Mrs. Tom Jones, Dobbie's Cream, King Manoel and R. F. Felton; second, William Noonan.

A. J. Jenkins won the Weeber & Don prize for three vases with Scarlet Emperor, Mascot White and Doris; second, William Noonan.

The Henderson prizes for fifty sprays of mixed Spencer peas went to A. J. Jenkins, W. G. Taylor, Newport, R. I., and E. H. Wetterlow, gardener for Mrs. Lester Leland, Manchester, Mass.

The Malvern Greenhouses special for twenty-five sprays of Hercules went to A. J. Jenkins.

In the amateur classes, prizes were divided between W. G. Taylor, Newport, R. I.; Mrs. A. M. Forbes, Worcester, Mass., and W. D. Blossom, Cliftondale, Mass. The Garden Magazine special went to W. G. Taylor, for Mrs. Tom Jones.

The James Vick's Sons gold medal went to A. J. Jenkins.

Burpee's Imposing Display.

W. Atlee Burpee & Co., Philadelphia, had a long, imposing stand tastefully staged by George W. Kerr and his assistants; most of the flowers, having come from Doylestown, Pa., did not stand up as long as the more local flowers. Included in the 100 or more varieties in this fine display were: Barbara, Elegance, Elfrida Pearson, Lavender Gem, Annie Bownass, The President, Mavis, Floradale Fairy, Lilian, Fiery Cross, Isobel Malcolm, Hawlmark Pink, King White, Brocade, Mrs. Tom Jones, Constance Hinton, Edith Cavell, Royal Salute, Hercules, Mrs. A. G. Gentle, La France, Warrior, Mrs. Hugh Dickson, Beryl and Daisybud.

In the classes allotted to sweet peas for the Massachusetts Horticultural Society and calling for a vase of twenty-five sprays of each color, A. J. Jenkins led for white, with Constance Hinton; second, E. H. Wetterlow, with King White. For twenty-five crimson, A. J. Jenkins won with The President, which is really a scarlet; also for carmine, with Rosabelle; second, E. H. Wetterlow, with the same variety. For yellow, Mr. Jenkins won with Dobbie's Cream, and for blue with Blue Jacket; second, Mrs. S. O. Riddle, Philadelphia.

E. H. Wetterlow had the best blush in Lady Evelyn Eyre, and also won for deep pink with Hercules; second, A. J. Jenkins, with Elfrida Pearson. For orange, A. J. Jenkins won with Robert Sydenham; second, Mrs. S. O. Riddle, with Helen Lewis Spencer.

R. F. Felton, from Mr. Jenkins, was the best lavender; second, E. H. Wetterlow with the same variety. Royal Purple, from Messrs. Jenkins and Wetterlow, were the best vases of purple. For maroon Mr. Jenkins was first, with King Manoel; second, Mrs. S. O. Riddle, with Othello Spencer. Mrs. C. W. Breadmore, from Mr. Jenkins, was the best picotee, and Loyalty, from Messrs. Jenkins and Wetterlow, was the best striped or flaked. For bicolor other than picotee-edged, Mrs. H. Cuthbertson, from A. J. Jenkins, was the winner. The amateur prizes drew a good competition. The leading winners were Mrs. Alice M. Forbes, Walter D. Blossom, W. G. Taylor and J. A. Raddin.

Other Flowers Shown.

Hillcrest Gardens had the best display of cut rambler roses. Mrs. C. F.

Upham, H. L. F. Naber and Hillcrest Gardens had the best collections of native plants.

The Blue Hill Nurseries received a silver medal for a grand collection of astilbes, some of the most striking being Brunhilde, Rose Pearl, Queen of Holland, Rubens, Ceres, America, Vesta, Kriemhilde, Pyramide, Juno, Venus and Siegfried. The same firm received a first-class certificate for a new hybrid lily, Philadelphia x bulbiferum, and honorable mention for the fine white delphinium, Mrs. Eric Wetterlow.

Thomas Roland had a table of excellent forms of cypripediums, an excellent form of *C. Harrisianum* superbum receiving a certificate of merit. A similar award went to E. H. Wetterlow for the fine new yellow tuberous begonia, Frau Hellen Harms. W. N. Craig received honorable mention for an early white *Phlox paniculata*, blooming earlier than Miss Lingard. Iris-thorpe Farm received the same for a display of Japanese iris, and Thomas Roland a similar award for cypripediums.

E. H. Wetterlow had a fine table of hardy roses on long stems, and Henry Stewart, gardener for Miss C. Warren, had a long table filled with splendidly flowered specimens of *Oncidium flexuosum*, also Japanese iris.

Albert C. Burrage, for whom Douglas Ecclestone is superintendent, staged a splendid group of orchids in about 100 varieties. Included were groups of fine cattleyas like *Dowiana* and *gigas*, handsome *odontoglossums*, *oncidiums*, *cypripediums*, *ondontiodas*, *Stauroopsis Batemanii*, *lycastes*, *brassavolas*, *brassias* and other species, all finely flowered. First-class certificates were awarded to *Odontoglossum Hyeaenum* and *Cattleya Rhoda*.

The judges of the American Sweet Pea Society classes were: William C. Rust, James Methven and W. H. Golby. The Burpee exhibit received the gold medal offered in class 19. A. J. Jenkins won first for display in class 16, a silver cup, with fifty splendid vases.

Visitors.

Among visitors from a distance noted at the exhibition were: George W. Kerr, Doylestown, Pa.; David A. Burpee, Philadelphia; W. A. Sperling, New York; J. S. Hay and Hosea Waterer, Philadelphia; J. I. Ammand and George Ammand, Glen Riddle, Del.; W. G. Taylor and William Gray, Newport, R. I.; Allen J. Jenkins, Shrewsbury, Mass.; T. A. Weston, New York; Edward C. Vick, Newark, N. J.; A. F. Faulkner, New York; Robert Kift, Philadelphia; George W. Goold, Sussex, N. B.

SOCIETY ELECTS

AMERICAN SWEET PEA SOCIETY.

Annual Meeting.

The American Sweet Pea Society held its annual meeting at Horticultural hall, Boston, July 10, in conjunction with its annual show and the exhibition of the Massachusetts Horticultural Society. There was a moderate attendance.

The officers elected for the coming year are as follows:

President—W. A. Sperling, New York.

Vice-president—David Burpee, Philadelphia.

Secretary—E. C. Vick, Newark, N. J.

Treasurer—William Sim, Cliftondale, Mass.

Executive committee—James Stewart, Mamaroneck, N. Y.; John H. Stafford, Bar Harbor, Me.; William Noonan, Locust Valley, N. Y.; T. W. Weston, New York, and William Gray, Newport, R. I.

The meeting place for 1921 will be decided upon later.

President Kerr's Address.

President Kerr in his official address spoke as follows:

"It is again my privilege and pleasure as president of the American Sweet Pea Society to welcome the members present to this the twelfth annual meeting and exhibition of our society. It is always a pleasure to come to Boston; any meeting of horticulturists held here is invariably a meeting of enthusiasts. Although our last show here brought out many excellent exhibits, yet it fell considerably short of the numbers we had at our 1912 and 1913 exhibitions in the same hall. There are, however,

a number of reasons for this falling away of exhibitors, and it is, I know, not due to any lack of interest in the flower, but may be traced directly to the abnormal conditions prevailing generally throughout the country. Then again, many growers who had intended exhibiting were unable to do so on account of the backward spring. These conditions have again been duplicated this year. Lack of help in the gardens, supplemented by unseasonable weather, has had much to do with the falling off which is so noticeable in looking round the show.

"In spite of our rather poor exhibitions during the last four years our society has been holding its own financially, and this is a matter on which we must congratulate ourselves. If we can only hold our own for a time, there is no doubt that conditions generally will sooner or later be so improved that we may expect the old time enthusiasm and so more spirited competition.

Marked Improvement.

"However, even though our exhibitions have not of late brought forward the number of exhibits we would expect and rejoice to see, yet the quality of the flowers presented has on the whole been wonderful and a great advance on those shown at the earlier exhibitions of our society. Improved methods of culture and the introduction of new and superior varieties no doubt accounts for this improvement. The wonderful varieties offered during the last two years should still further add to the interest taken in the queen of annuals. As it is, more space is devoted by our seed growers to this flower than perhaps all other flowers put together.

To realize this I need only explain that while I was in California during the early part of June, I had the privilege of inspecting practically 1,000 acres of sweet peas on various seed ranches, all growing for seed. The masses of unsurpassed color effects, the glorious flowers and the perfume laden air are impossible to describe. The most natural thought that arises in one's mind is: Where does all the seed go? Although it is not all used in American gardens, much of it finding its way to Europe, yet the enormous quantities of sweet pea seed sold in this country is almost past belief. This is proof, if indeed proof be required, to demonstrate the fact that our lovely annual holds a favored place with the majority of flower lovers.

Flourishing Financially.

"If our society has not grown as fast as we would all delight to see, still, as will be emphasized by our treasurer's report, we are doing much better financially than at one time seemed possible.

"Much of this success is due to the untiring efforts of our secretary, William Gray, who has not spared himself on our behalf, while William Sim, our treasurer, and the other members of the executive committee have at all times been ready and willing to further the welfare of the society.

"With our finances in a fairly flourishing condition, it remains with the members to increase still further our usefulness in the horticultural world, so that we may realize the hope that there is a great future ahead for the American Sweet Pea Society."

Treasurer's Report.

William Sim presented the following report as treasurer of the society:

INCOME.	
January 1:	
Balance	\$226.86
Membership	72.00
Affiliation	20.00
Advertising	187.00
	\$505.86
EXPENSES.	
February 11:	
William Gray	\$ 13.66
March 11:	
Ward Printing Co.....	159.14
	172.80
Balance	\$333.06

LADIES' S. A. F.

Committees Appointed.

The committees for the annual convention of the Ladies' Society of American Florists, to be held in Cleveland August 17 to 19, have been appointed by the president, Mrs. B. Hammond Tracy, as follows: Introduction committee, Mrs. Charles Maynard, Mrs. J. A. Peterson, Mrs. A. Austin, Mrs. E. G. Wilson and Mrs. F. C. Witthuhn; general welfare committee, Mrs. Herman Knoble, Mrs. E. B. George, Mrs. Frank Friedley, Mrs. A. L. Miller and Miss Ida Peterson; entertainment committee, Mrs. Charles Graham, Mrs. Albert M. Herr and Mrs. Philip Foley.

Amendments.

Miss Perle B. Fulmer proposes the following amendment to the constitution and by-laws, article 6, section 4, relative to the duties of the treasurer: "She shall turn over to her duly elected successor all moneys, books and papers, so that they shall reach her by January 1."

Mrs. Albert M. Herr proposes an



George W. Kerr, Retiring President of the American Sweet Pea Society.

amendment to article 6, to become section 6 of the same, relative to the duties of directors, as follows: "They shall meet at the call of the president as soon as convenient after the appointment of the new members and elect their chairman; they shall fix the amount of the bond of the treasurer and secretary according to the financial status of the society and they shall have power to dispose of any unfinished business and to vote on any or all questions pertaining to the welfare of the society during the time between meetings."

Mrs. Albert M. Herr, Sec'y.

SOCIETY OF AMERICAN FLORISTS.

As a Business Organization.

Thirty-six years ago at this time a small group of pioneers in our industry were preparing to hold, in Cincinnati, the first convention of our society. The convention was held in due course and was well attended, although the membership during 1885 did not exceed 450. Today it is advancing rapidly toward the 4,000 mark.

But as an organization representing an industry of such magnitude as ours, we ought to be at least 5,000 strong, and even then we should embrace, perhaps, only a quarter of those engaged in the business. Of course, there are men in every profession who are so wrapped up in themselves that they will hold aloof from everything; let us look at them as something we do not want to be. Every live florist ought to be a member of the S. A. F. The dues, \$5 per year, certainly entail no hardship, and it should be a pleasure to be able

to pay them for a partnership in such an organization.

Are You a Member?

The society has done lots of good and prevented lots of harm. It is the spokesman of the industry and recognized as such, and its members share in the recognition. It should be a matter of pride with any florist to become a member. As President John Thorpe said in his address at the first convention, "Just think of an industry of such magnitude without a voice or a word in its own interest." That contingency is past. We have a grand and glorious organization, whose voice is heard whenever there is occasion to lift it, and whose representative qualification is unquestioned.

There are none too big or too little to come into our society. It really ought to be made a 100 per cent alliance. Our prime object is to foster the interests of the trade at large. Every florist shares in these interests and therefore should join with us. If you are not already a member, why not send in your application to the secretary, addressed to the society's own offices, 43 West Eighteenth street, New York, and if you can break away from your business cares for a few days, why not attend our thirty-sixth convention at Cleveland, August 17 to 19? You will feel the better for it.

A. L. Miller, Pres.

Warren, Pa.—Donald Head and his father have about an acre of gladioli.

Pella, Ia.—Martin J. De Jong is preparing to start in business with two Foley greenhouses, which are being erected.

TATE'S TIPS

NEW BUSINESS.

Coming Back Strong.

The florists of the United States are now working under the head of "New Business." Now, Cushing's Manual provides for debate on every question before the final vote. This question is now open; it is a big question and should be given the most careful thought and attention.

Notice what the great fires did for cities like Chicago and Baltimore, the earthquake for San Francisco and the tidal wave for Galveston. Numerous other instances could be cited, but most of us are familiar with these. The point is that these seeming catastrophes were not catastrophes at all for these cities, but blessings in disguise, for in every instance they are bigger, broader and, in every sense of the word, better cities than before these mishaps came. In each case it brought out the best that was in the inhabitants of these cities; they accomplished things they had no idea they were capable of; they went to work and built finer cities. When the rest of the business world saw the grit and determination with which the people of those cities went about rebuilding, the former realized that they would be good cities to tie up with, and the result was that outside capital found its way into these cities and business went so fast that it was hard for the original citizens to keep pace with the progress. Had the citizens of the stricken cities failed at this point, their cities would have just drifted back to what they were before the catastrophes visited them. But, to the honor and credit of every one of them, they met the emergency like men. This is distinctly an American trait; visit any of the cities mentioned and you will find a progressive city.

The War as a Help.

But you will be saying, "What has all this to do with the florists' business and, especially, with going after new business for that craft?" Well, what these catastrophes were to these cities in a business way, the late war was to the florists' business.

Last winter clearly demonstrated the fact that the florists of this country were not able to keep pace with the progress the business has made; every one of the cities mentioned found themselves in exactly the same position. What did they do? Did they let well enough alone? No; the live business men of these towns got together and made preparations for this progress. Municipal committees were appointed; boards of trade and mercantile associations took the questions up and solved these problems. There has never been a time in the history of this country when a city or an industry had such a problem to face that the men for the occasion were not forthcoming — men who had a vision of the future, men in whom the members of that city or industry had confidence, men whom they would follow. In every case these have

been not men who have had a hobby to ride, but men who have had the courage of their convictions. These are the true leaders of men; these are men whose sole aim is the greatest good for the greatest number. This is the caliber of men who launched the National Flower Growers' Association. You have read the article by Joseph Kohout, president of the Commercial Flower Growers of Chicago, in *The Review* of June 24. Every one of the items in that article can be worked out; all that is required is an organized start. They will be found so good that they will be developed even beyond the expectations of Mr. Kohout himself.

Some Possibilities.

When we speak of new business, or in other words new uses for flowers, we have not yet scratched the surface. The flowers that are being used in this country today are being used through no systematic effort of the florist. People outside of the business who have given this problem a little study are amazed at the possibilities. Take our larger cities, for instance, with their 300,000 to 5,000,000 birthdays every year. This, of course, represents the entire population, but cut these figures in half and see what we still have; then take the wedding anniversaries and the anniversaries of deaths. Here are just three items; flowers are the logical thing for each. If the proper educational campaign were made in just these three items,

think what it would mean to the trade.

But there are also other prospects that are just as inviting; for instance, in these days of labor problems, when good will counts for so much between employer and employee, there is not a day that the large employers of labor have not from two to a dozen employees sick, either at home or a hospital. Educate these employers to "Say It with Flowers" and see what this will mean. This idea came from a large employer of labor, one who has tried it out and who declares that to "Say It with Flowers" is one of the best things his company has ever done.

Using Gluts for Advertising.

Mr. Kohout suggests in his article to use gluts of flowers for advertising purposes. This would be the best business move the florists could possibly make; it would not only prevent cutting of prices—and the injury to business in this respect cannot be computed—but it would indirectly pay big returns on the investment. For instance, *The Review* has urged florists to encourage merchants to use flowers in their window decorations. How often have we stood and admired the window of some store, the window of an exclusive store that featured ladies' gowns! Figures were used to display evening gowns; the setting was perhaps a drawing room; the whole thing just needed a vase or two, or perhaps a basket of flowers, to take the stiff, mechanical look from it. Here is an opportunity to "Say It with Flowers" during a glut. Any merchant would welcome it and after one or two times he would find he could not do without them and his brothers would be quick to follow. The possibilities are wonderful. You are at the critical stage; don't stop!
Tate.

MOTT-LY MUSINGS

Carl Fletcher, manager of the Rolf Zetlitz Co., Lima, O., observed as he was leaving for Dayton, O., by automobile, "While this is the day of community enterprise, the combining of the florists' interests, consisting of handling of perishable stock, needs most careful manipulation."

R. S. McMurray, Bellefontaine, O., reports large sales on cyclamens and predicts a good season for table plants next winter. "Nature," observed Mr. McMurray, "seems anxious to assist the publicity movement, for rarely, if ever, has there been a more glorious display of crimson ramblers, purple clematis and candidum lilies for July 4 than there was this year."

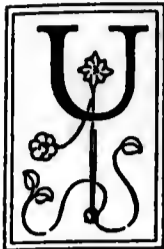
The acquisition of the Warren G. Matthews establishment, Dayton, O., by Rolf Zetlitz and Carl Fletcher as equal partners, makes another link in the chain that comprises the Dayton, Columbus, Ada and Lima ranges. The store and greenhouses will be remodeled. It is intended to have a place thoroughly up-to-date, which the Dayton public will undoubtedly appreciate, judging from the interest shown. Mr. Fletcher mentioned that preparations were under way

for a complete organization in every department, each to be independent of the others. Discussing the question of coal, Mr. Fletcher said that he intended to personally supervise their shipments direct from the fields in West Virginia, believing it to be the most practical plan under existing conditions.

"Never was the situation so perplexing," observed Wallace W. Wilson, of S. Wilson & Sons, Marion, O. "With the home-coming of Senator Harding we scoured the surrounding country for stock. This has been the situation for some time."

The home-coming of Senator Harding brought a large crowd to Marion, O. "While we made no extra display, we were complimented by many visitors who looked through our store and show house," observed F. E. Blake, Jr., of Blake's Flower Shop. "Many patrons whose voices we had often heard, though we had never seen their faces, made themselves known and it made us all feel good." Mr. Blake said that either he or his father, who takes care of the greenhouses, will attend the S. A. F. convention in August unless some unforeseen circumstance arises.

KEEPING THE BOOKS



UNDER the heading, "Simple System of Accounting," The Review presented in its leading article last week the outline of an easy method of bookkeeping devised by the National Association of Credit Men for the use of small businesses. The general purpose of such a system was pointed out last week. This week are considered in detail the items which go to make up the books of account. These are presented in the simplest possible form, so as to reduce the work of keeping such books to the degree that it will not deter any florist from employing this necessity to business success.

Reference to the two tables, one showing the form of statement of business worth, and the other the form of statement of net income, or profit, will make clear the relation of the various accounts mentioned.

The Assets.

The capital investment is to be determined as outlined in the table headed "Assets."

"Cash on hand and in bank" (Account No. 1).—This figure, when obtained, is entered on the left side, or debit side of the ledger sheet, and placed under the asset section of the ledger.

"Merchandise on hand" (Account No. 2).—Take inventory of the stock on hand, by putting down each item of stock on a sheet at its cost price, if that cost price is at or below the figure at which the article can be duplicated; or at its exact market value, if the market is less than the price that was originally paid. After taking down all the items of merchandise, then the total is entered on a ledger sheet on the left or debit side, and placed under the asset section of the book.

"Accounts owing from customers" (Account No. 3).—Each customer's ac-

count is by name entered on a separate sheet, and the amount owing and collectible from each placed on the left, or debit side and placed under the asset section of the ledger.

"Furniture, fixtures, etc." (Account No. 4).—A fair valuation of these items should be made and the total of them all recorded under this caption on the left side of ledger sheet and also placed under asset section.

"Lands and buildings" (Account No. 5).—If the merchant owns a store, warehouse, factory, or a plant, improved or unimproved land, a reasonable valuation is placed upon it and the total thereof is entered on a ledger sheet, left, or debit side, and placed under the asset section of the ledger.

"All other items of value not classified in preceding accounts."—These accounts should be itemized and the total entered in this account on the left side of ledger sheet, and placed, like the others, in the asset section of the ledger.

The left side of the ledger is always the debit side; the right side is known as the credit side.

We debit what we have.

We credit what we owe.

We debit our expenses.

We credit our income.

By entering the items 1 to 6 on the left side, the merchant has charged his gross investment on the books.

The Liabilities.

We are ready now to take up the second section, the liabilities section. From the gross investment, the liabilities must be deducted in the table under that head to determine the merchant's net investment.

"Amount owing for merchandise" (Account No. 10).—The total owing by the merchant to each creditor is listed on a separate ledger sheet on the right side and placed under this liability section of the ledger. There should be one account for each concern from whom the merchant buys on credit.

"Amount owing for borrowed money" (Account No. 11).—The total when accurately determined is listed on a ledger sheet on right side and placed under liability section of the ledger.

"Amount owing for items of expense" (Account No. 12).—If, at the time this net worth is being determined, there are any unpaid expense bills, the amount owing to each creditor should be listed on a separate sheet on the right-hand side and filed under the liability section.

"Amount owing on lands and buildings" (Account No. 13).—The amount owing, usually in the form of a mortgage, is entered on the ledger sheet, and placed on the right-hand side thereof, and filed under this liability section.

"Amounts owing to all others not included in accounts 10 to 13." (Account No. 14).—This account is self-explanatory. If there are any amounts owing, they are to be placed on the right-hand side of the ledger sheet and filed as liabilities.

"Net worth, capital, or net investment" (Account No. 15).—there must

be one account in the liability section that is headed as above—the difference between all that is listed in the asset section and all that is listed in the liability section. That exact difference constitutes this item, and the amount, when determined, is placed on the right-hand side, or credit side, of this account, showing the exact net investment in the business enterprise.

It is a simple matter at this point to prepare a financial statement, as outlined in the first table, which will give one his true financial condition.

The Income.

We will consider now the third section, the income. Just as with the assets and liabilities, accounts should be opened in which will be recorded the transactions arising out of the operation of the business.

"Profit on sales" (Account No. 20).—The profit on sales can be easily determined by consulting the inventory, if the goods were inventoried; if purchased since inventory taking, then by consulting the bills. The difference between the price paid and what it is sold for, is the profit on the sale. This profit is credited to this account by entering the sum on the right side and placing it in the income section. If the business is such that the items are too numerous—and it is possible to take an inventory frequently—then the profit on sales is determined as follows on the desired periods of time:

Stock on hand beginning of period	\$
Add stock purchased during period	\$
<hr/>	
Total	\$
Deduct inventory end of period.	\$
<hr/>	
Difference is cost of goods sold.	\$
Sales during period...	\$
Deduct cost of goods sold, as above.....	\$
<hr/>	
Difference is profit on sales	\$

"Profit on contracts" (Account No. 21).—Where a contracting business is

FIGURING NET WORTH.

ASSETS.

1. Cash on hand and in bank.....	\$
2. Merchandise on hand.....	\$
3. Accounts owing from customers..	\$
4. Furniture, fixtures, etc.....	\$
5. Lands and buildings.....	\$
6. All other items of value not in above classification	\$
<hr/>	
Total Assets	\$

From which deduct:

LIABILITIES.

Amounts owing for	
10. Merchandise	\$
11. Borrowed money	\$
12. Items of expense accumulated and unpaid	\$
13. Lands and buildings (mortgage)	\$
14. All other debts not included in above classification.....	\$
<hr/>	
Total Liabilities	\$
Net Worth, Capital or Investment	\$

FIGURING NET PROFIT.

INCOME.

20. Profit on sales	\$
21. Profit on contracts.....	\$
22. Interest on bank balances.....	\$
23. Discount on merchandise purchased	\$
24. Items of income not above classified	\$
<hr/>	
Total Income	\$

From which deduct:

EXPENSES.

30. Rent (fair rate, if owner).....	\$
31. Wages paid (not charged on contracts)	\$
32. Allowance to merchant for his service (at fair rate).....	\$
33. Insurance on merchandise, fixtures, etc.	\$
34. Interest on borrowed money.....	\$
35. Delivery expenses	\$
36. Taxes of all kinds	\$
37. Fuel and light	\$
38. Charity	\$
39. Bad accounts	\$
40. General expenses not included in above	\$
<hr/>	
Total Expenses	\$
When deducted from total income gives net profit, or net income	\$

carried on, the profit on the contract—which is the difference between the cost of the operation (whether in material, labor or other expenses) and the price charged the customer—is credited on the ledger sheet on the right-hand side and placed under this income section.

"Interest on bank balances" (Account No. 22).—This is the amount which your bank allows for average cash balances. It is placed on a ledger sheet and credited on the right-hand side under this section, from your check book.

"Discount on merchandise purchased" (Account No. 23).—This item is self-explanatory. Rarely does a merchant who discounts his bills find his way into financial trouble. The bills discounted are carefully noted in the check book and the amount of discount is credited on the right-hand side of the ledger sheet and filed in this classification.

"Items of income not classified" (Account No. 24).—All income that the business may produce which could not properly be placed in the other income classifications, should be entered in this section on the right-hand, or credit, side of the ledger sheet.

The Expenses.

We are now up to the fourth and last section in the books of entry or ledger, known as the expense section.

In this division, accounts or ledger sheets are opened for items of expense suitable to the business in which the merchant is engaged. These expenses are generally outlined in the second table (accounts 30 and upward).

At the time when bills are entered for expenses incurred or bills are paid, they are marked for posting under any one of these accounts, as will be referred to under another paragraph.

The expenses, when deducted from income at any time, give the net profit for the period, and when books are closed for the period, this net profit is transferred to "capital," account No. 15.

The Journal Section.

Another section of the book is the journal section. In this section on one sheet, for instance, there will be entered bills received for goods purchased, after they have been corrected as to price and quantity.

The name of each concern, date of bill, amount thereof, is entered. Each such creditor's bill is entered from this journal sheet to his account in the liabilities section of the record book on the right or credit side. The total of all the merchandise bought is charged or entered monthly, on the left-hand side, or debit side of merchandise account No. 2.

The Check Book.

We will explain briefly the use of the check book, with which all men in business are familiar. This book may be as simple or as elaborate as your business will justify.

We will assume that the merchant has a check book.

It is extremely important that every dollar actually received from any source whatever be deposited in the bank to the credit of the business and that the deposits be made daily, writing the name of the maker of the check, the amount and bill or item being paid, on the back of the stub.

Another principle, quite as important, is, that all items, no matter how small, be paid by check, and all information about the check issued should be recorded on the stub.

If the merchant follows the method described in the two preceding paragraphs, his bank really helps to prove his account in so far as his cash is concerned. Have your bank book balanced monthly.

Cash received from customers must not be used for expenses. It should be deposited. When cash is needed for petty expenses, such as postage, carfare, etc., a check for the exact amount needed should be drawn from the bank by check.

Crediting Items.

From the back of the stub of the check book—the deposit side—items received are credited to the right side or credit side in the account book.

If a customer pays his bill, the amount is to be credited to that customer under the asset section.

If money is borrowed from the bank,

Every Florist

Has hit upon Ideas
that have made Money
for Him. The Spread
of such Ideas through
the Trade makes Progress.

THE
FLORISTS'
REVIEW

Is the medium for spreading those money-making ideas. Tell the trade about yours. Contributions on any subject relating to the trade are always welcomed by the Editor.

The way they are written is not so important as the ideas they convey. Write as you would talk.

the amount must be credited to liabilities, under "Borrowed from banks."

On the other side of the check book, all payments that are made must be posted on the left-hand side, or debit side of the ledger, under proper heading or account.

If a bill is paid for merchandise purchased, it must be charged to that creditor and not to merchandise, because it has previously been charged to merchandise in the journal.

At the end of any desired time, when a balance of the ledger is taken—it should be on the last of every month—the total cash received, as it appears in the check book, should be posted in the ledger under "Cash Account No. 19," on the left-hand side.

The total payments, as determined from the check book, should be posted in the same account on the right-hand, or credit side. The balances in the accounts will then agree with the balances in the check book.

Any merchant, we feel reasonably sure, can understand the nature of the books we have suggested and described, and the uses to which they are to be put.

The entire bookkeeping system is comprised within the ledger under four

divisions. These divisions and the accounts they contain, when grouped together on the expiration of a given period, will show where the business enterprise is heading, whether or not it is making a profit and whether the net worth or capital is increasing or decreasing.

Using Files.

Letter-size files should be used, such as the following:

File No. 1—Amount owing for merchandise.

File No. 2—Merchandise bills paid.

File No. 3—General correspondence.

The use of the folders in which to place all correspondence with one firm is suggested.

All unpaid bills for merchandise bought from Blank & Co. are placed in one folder, and all unpaid bills for merchandise bought from John Doe & Co. are placed in another folder, and these folders are filed alphabetically in File No. 1.

When these bills are paid, they are to be filed alphabetically in one folder in File No. 2.

All correspondence from or to any particular customer, individual, creditor, etc., is filed in file No. 3, so that if the correspondence of Blank & Co. is desired, it will be found in one folder—letters to them, from them, etc.

Files are increased as the number of folders multiply.

Rendering Bills.

Bills rendered to customers for goods purchased, or jobs completed, are always to be written or typewritten in duplicate. The original goes to the customer and the duplicates should be filed according to date in a loose-leaf binder, which can be purchased from any stationer.

From the loose-leaf binder, the customer is charged with the amount of the sale under account No. 3, "Accounts owing from customers," by placing the amount on the left-hand side of the customer's ledger sheet.

Each bill should be given a number, and that number is always recorded in the ledger in order to furnish an easy reference to any particular bill with which the customer may be charged.

Watch Credits.

You will want to exercise the greatest of care in extending credit and in giving goods to your customers on credit.

The books will tell you how much each man owes you, and it is easy to call a halt when too much is owed by any particular customer.

Collections are helped, because the accounts are always up-to-date and the amount of overdue is easily ascertainable, and one is pressed to get in the cash to keep things moving.

The system outlined above, if adopted, will, it is conscientiously believed, secure the accuracy needed in conducting your business.

GOLDEN RULE IN PRACTICE.

"I heartily agree with George Haas, of Meadville, Pa.," said F. H. DeWitt, of F. H. DeWitt & Co., Wooster, O., "in his opinion as expressed in The Review, touching the subject of the golden rule, as applied to its practice among

the growers and sellers of small plants. Mr. Haas touched a tender spot. For example, we have built up a profitable shipping business through the classified columns and believe that our patrons are satisfied with our dealings; if not, we endeavor to make them. We can hardly say this of some with whom we trade." Instances were given of firms which refused to answer letters or acknowledge receipt of cash, and of a house, old enough to know better, which sent out disreputable stock.

"Now," continued Mr. De Witt, "it is a certainty that the trade is hindered and hurt through the lack of confidence, which, under the circumstances, is but natural. Until that confidence is created and maintained, all interested are suffering. The total loss to business from the fear to purchase, in the first place, from the inferior stock sent on a purchase, in the second, and from the determination to conserve and do without whenever possible is beyond computation. This is the most vital trade issue today." W. M.

GLADIOLUS EXHIBITION.

At Boston in August.

The first annual exhibition of the Massachusetts Gladiolus Society will be held in conjunction with the exhibition of the Massachusetts Horticultural Society at Horticultural hall, Boston, Saturday and Sunday, August 14 and 15. The officers of the Massachusetts Gladiolus Society are: President, Charles F. Fairbanks; first vice-president, S. E. Spencer; second vice-president, John Zeestrattan; treasurer, C. W. Brown, and secretary, Robert R. Walker. The executive committee is composed of S. E. Spencer, Jelle Roos and A. L. Stephen. The exhibition committee is composed of Eugene N. Fischer, Thomas M. Proctor and Merton L. Gage. The auditor is F. H. Goodwin.

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There are to be many pleasing surprises on the program, details of which are not to be given out, and special features are being arranged for the ladies. The list of speeches and addresses has received careful attention and subjects will be dealt with by men of ability.

Large Attendance.

The membership has been greatly increased lately and a record attendance is assured. Many horticulturists from the far western and eastern provinces have announced their intention of being present. Special arrangements have been made to entertain American florists and the message of the committee to the members of the trade in the United States is: "Come to Hamilton August 10 to 13. A hearty welcome awaits you."



Gerhard Fleischer.

The trade exhibition will be a strong feature. The convention hall in the Royal Connaught hotel is admirably adapted for this purpose and all records for the number of exhibitors and for the variety of exhibits will no doubt be broken.

Program of Addresses.

The following list of addresses has been prepared: "Canadian Horticulture Yesterday, Today and Tomorrow," by W. J. Potter, Toronto; "Coöperation, a Retrospect and an Outlook," by W. E. Groves, Hamilton; "The Retail Florists' Business," by Silas McFadden, Toronto; "Insect Pests," by Arthur Gibson, Ottawa; "Foreign Importations," by W. H. Gray, Dundas; "Foreign Importations with Special Relation to the Retail Florists' Business," by W. W. Gammage, London, and "Private Gardening," by F. D. Clark, Toronto.
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FLEISCHER SELLS BUSINESS.

After twenty-eight continuous years of serving the people of Pueblo, Colo., during which time he executed the principal landscape effects in the parks of

Pueblo, besides filling their wants for cut flowers and plants, Gerhard Fleischer has sold his business to the Pueblo Floral Co. and retired from active work.

Since 1892 Mr. Fleischer has conducted a successful florists' business in Pueblo. He is president of the Mountain Boy Mining & Milling Co., which demands a good deal of his time, and has interests in local enterprises in Pueblo, to which his attention will be given. His son, Wildemar Fleischer, who has been associated with him in business for several years, is interested in the Pueblo Floral Co., which is incorporated for \$100,000, and will remain with the new company as superintendent of the greenhouses.

Mr. Fleischer, upon selling his establishment, placed an advertisement in the local paper thanking the public for the liberal patronage and expressing the hope that the same patronage would be extended to the new firm.

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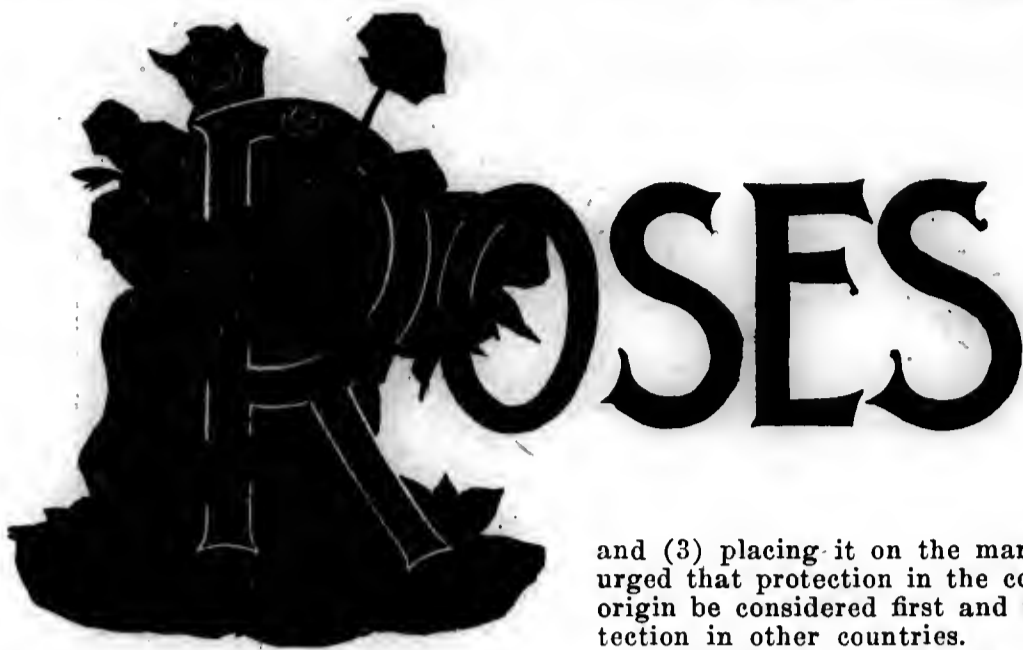
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FRENCH PLAN NOVELTY TAX.

Raisers Review Roses.

During the week of the spring exhibition in Paris, there were numerous horticultural meetings. The most important was the conference of French rose growers, which had not been held for five years previously. Dr. Viger presided over the meeting.

Jacques de Vilmorin showed about eighty botanical types of the genus *rosa*, from the fruticetum at Les Barres. He called special attention to the following species as material for hybridization: *Rosa Hugonis*, yellow flowered; *R. Moyesii*, red; *R. Willmottiae*, pink; *R. sericea* var. *pteracantha*, remarkable for its ornamental red spines; *R. ferruginea*, with purple foliage; *R. longicuspis* with long leaves.

M. Pernet-Ducher next passed in review, in a detailed account, all the new roses placed in commerce from 1913 to 1918, giving his own personal observations on the merits and demerits of each variety.

On the subject of synonyms, the conference decided to retain the name originally given to a variety by the raisers, without translation or other change.

Protection of Novelties.

At the horticultural congress held the preceding day the burning question of the creation and protection of novelties—also discussed at the rose growers' congress—was canvassed. M. Lemoine, of Nancy, advocated, in order that the raiser might receive a legitimate profit on his production, the imposition on each sale for a certain number of years of a percentage, to be deposited to the credit of the raiser with an international organization such as the International Horticultural Federation. He cited in support of his proposal the method of collection of the luxury tax as practiced in France, which yielded satisfactory results. M. Nonin proposed that there should be a fee for the registration of novelties, sufficiently high to eliminate those of no value. He also suggested that the appropriate association in each country should collect all the necessary particulars of each novelty registered and advertise the fact of registration widely in the horticultural press. By way of penalty, all firms refusing to pay the fee should be placed on a black list. M. Nonin summarized the various aspects of the question under (1) creation of the novelty, (2) its protection

and (3) placing it on the market. He urged that protection in the country of origin be considered first and then protection in other countries.

In order to attempt the solution of this important question, a general conference of delegates from the various societies and federations of horticulturists in France took place on Friday, June 4. At the Congress of the Federation Horticole Professionnelle Internationale, held recently at Ghent, it had been decided that the names and descriptions of various novelties should be sent, on the responsibility of the raisers, to the International Union, and immediately sent for verification to the national societies interested.

MM. Nomblot, Cayeux, Lemoine, Nonin and others advocated a reverse procedure; namely, the deposit of the name, with an example of the plant, with the interested society, then with the national bureau and finally with the international bureau.

MM. Pernet, Rivoire and Turbat preferred the first method, as being more rapid. This opinion finally prevailed, but the matter was left to the option of those interested to inscribe their novelties at the national or the international bureau, whichever they preferred. The discussion was then closed, and a further conference of the delegates, with the addition of representatives of the Museum of Natural History, was fixed for July 8.

Bagatelle Winners.

The international competition of roses at Bagatelle took place June 8. A gold medal was awarded to Rose Souvenir de Claudius Pernet, from M. Pernet-Ducher, and to Frances Gaunt, from Alex. Dickson & Sons, Newtownards, Ireland. A first-class certificate was awarded to Rose Bénédicte Séguin, sent by M. Pernet-Ducher, and certificates of merit were awarded to Rose Président Parmentier (M. Sauvagoet), Rose La France Victorieux (Roseraie de l'Hay), Rose Mermaid (W. Paul & Sons, Waltham Cross, Ltd.), and Rose Comtesse de Cassagnac (M. Guillot).

AMERICAN ROSE SOCIETY.

Rose Registration.

The following varieties have been accepted by the rose registration committee of the society and, unless objections are received by the secretary within three weeks of this publication, the registrations will become permanent.

By the Cleveland Cut Flower Co., Cleveland, O.:

White Ophelia—Hybrid tea; parentage, sport of Ophelia. The plant is similar to the parent, with abundant foliage, but stronger growth.

The color is white, tinted with pink in center, fragrant and with more petals than the parent. It is also a more robust grower.

By Clarke Bros., Portland, Ore.:

Oregon Ophelia—Hybrid tea; parentage, sport of Ophelia. The flower is similar in shape to Ophelia, light pink in color, shading to yellow at base; fifty-six petals. It is tall-growing and hardy, having withstood zero weather unprotected; prolific, having produced 127 blooms outdoors during 1919. The foliage is practically disease-proof and, because of the increased number of petals, the flower holds its shape longer.

Garden Days Held.

The garden days at the Hartford and Cornell rose test gardens were delightful ones. At Hartford, June 25, while the roses were not fully in flower, there were enough attractive varieties to make an interesting exhibit. The attendance was disappointing. However, the majority of rosarians near Hartford are frequent visitors in the garden and doubtless will visit it when the varieties are at their best. The hospitality of the park department in the entertainment of the guests was all that could be desired. A bountiful lunch was provided by G. R. Parker, superintendent of parks, and Alex. Cumming, chairman of the Hartford rose test garden committee, did everything possible to make the day profitable and enjoyable.

At Ithaca, the rose day, June 30, was planned to coincide with the first of three days set for farmers' field days at the College of Agriculture. Aside from the delegates from the Auburn, Syracuse and Rochester Rose Societies, hundreds of New Yorkers thronged the rose and peony gardens during the three days and many remarks appreciative of the beauty of both areas were heard. Surely this was a splendid object lesson to the visitors on the beauty of the rose. Detailed reports of these meetings will be made by the chairmen of the rose test garden committees.

E. A. White, Sec'y.

CORNELL ROSE TEST GARDEN

Rose Society Pilgrimage.

A large number of the members of the rose societies of Auburn, Rochester and Syracuse, N. Y., motored to Ithaca, N. Y., June 30, to inspect the roses in the test garden of the American Rose Society on the grounds of the department of floriculture of Cornell University. The roses were in splendid condition and the visitors expressed themselves as highly pleased with their trip. After lunch at the Home Economics building the visiting rosarians proceeded to the garden, where they gathered under the shade of a large tree while Professor E. A. White delivered a short address welcoming the visitors and telling them of the work of the other test gardens of the American Rose Society. He was followed by Dr. A. C. Beal, who spoke on the classification of roses and the special work of the Cornell test garden. Mr. Hubbard described the methods of winter protection employed in the garden. Dr. A. C. Fraser demonstrated the method of preparing the flowers and applying the pollen in pollinating roses. The visitors spent the afternoon inspecting the various species and varieties that were in bloom. At the field office punch was served by the feminine members of the staff and the wives of the professors.

Many Visitors.

The rose pilgrimage was held on the

first of the three days of the first summer farmers' week of the College of Agriculture, which brought thousands of country people to Ithaca to view the experimental plots of the college and experiment station. Large numbers of these visited the rose garden and also the peony plantation, as the flowers in the latter were in splendid condition this year because of the late season. In this manner a foundation was laid for an ever-increasing interest in the outdoor flower trials of the department. Most of the farmers who visited the gardens had never seen the rose garden and did not know that anything like it was carried on in central New York. Next year many others will motor through the beautiful Finger lakes country on their annual pilgrimage to the prettiest spot in all this favored land of natural beauty—the rose garden.

Many Varieties Seen.

Some notable varieties seen were:

Lieutenant Chaire (Pernet-Ducher, 1910), velvety crimson-red; exceptionally fine, hardy rose.

Red Letter Day (A. Dickson, 1914), unusually vigorous, tall-growing, semi-double, brilliant scarlet-crimson. Its cactus-like flowers retain the pleasing color under all conditions. K. of K. is said to be an improvement on this, but, thus far, we fail to see it. K. of K., instead, lacks vigor.

Chrisie MacKellar (A. Dickson, 1913), a bedding rose of rare merit. Free and continuous bloomer. It has pointed buds of orange and crimson and semi-double flowers of a beautiful orange-pink.

Duchess of Sutherland (A. Dickson, 1912). Among the light pink double roses the merits of this variety appear to have been overlooked. Two lots of plants in different beds both show the same valuable qualities. It is a warm rose-pink.

Gladys Holland (McGredy, 1917), a salmon-pink of large size and good form, some flowers being seven inches in diameter; a good grower.

Mme. Hector Leuillot (Pernet-Ducher, 1904). This is usually classed as a climbing H. T., but, like many others of that class, it is not so vigorous that it cannot be used for bedding. It is a large, deep salmon-yellow.

Ulster Gem (H. Dickson, 1916), a large primrose-yellow single hybrid tea rose, with prominent deep yellow anthers. A worthy companion of Simplicity, which has always been the best white single H. T. in the garden. Isobel continues to lead the pink singles.

Golden Spray (H. Dickson, 1917). This promises to be one of the best of the new yellows.

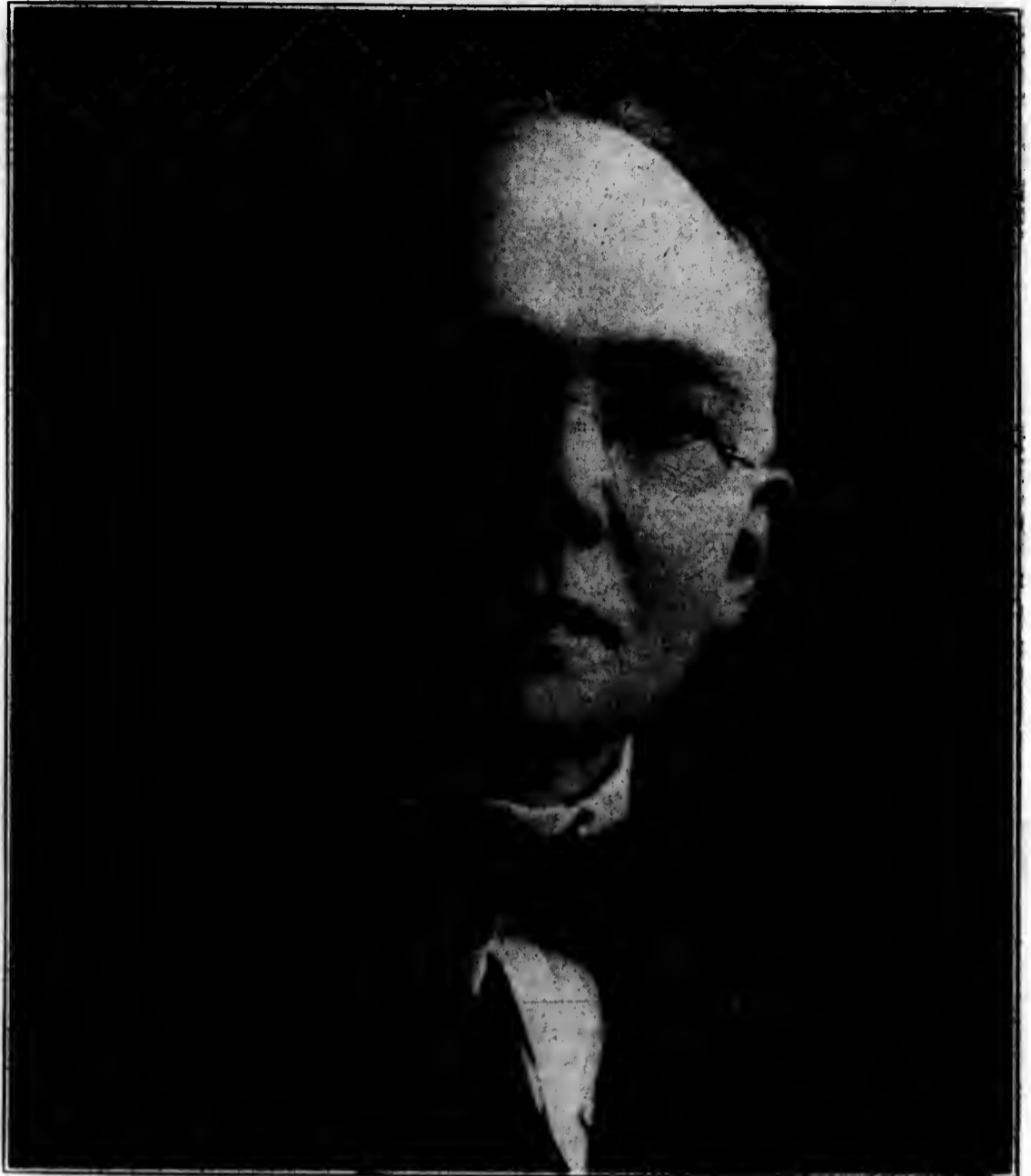
Willowmere (Pernet-Ducher, 1913). This variety continues to lead the salmon-pink roses of its class.

Danea (Pemberton, 1913). This hybrid musk rose deserves to be more generally known. It is an unusually free bloomer and continues on the strong shoots sent up from the base. The buds are rich yellow, but the flowers are a cream white. Although a semi-climber, this appears to best advantage as a bedding rose.

Few Climbers in Bloom.

Among the polyanthas or baby ramblers, White Baby Tausendschoen and Baby Elegance are two that are worthy of a place in any garden.

WHO'S WHO IN THE TRADE AND WHY



WILLIAM A. CLARKE.

SIXTY years ago today, in the Clarke home in Louisville, Ky., the arrival of one William A. Clarke was the cause of much enthusiasm. Today, after three-score years of battle with life, this same William A. Clarke is treasurer of the Pittsburgh Cut Flower Co., Pittsburgh, Pa., having arrived at this position after a business career that would have been entitled by Horatio Alger, "From Cash Boy to Treasurer." He is called one of the "grand old men" of western Pennsylvania, and he is not old at all. Mr. Clarke went to Pittsburgh when a child and started his career as a cash boy in a retail department store. During the summer vacation periods of school years he worked in the nursery of the late James Wardrop, at Sewickley. At the age of 17 he entered the employ of the B. A. Elliott Co., where he remained for sixteen years. Then he was with Elliott & Ulam for five years and left to help organize the Pittsburgh Cut Flower Co. Mr. Clarke is a member of the Masons, being a Shriner, and represents the wholesale flower business in the Rotary club.

Not many of the climbers were in bloom, but among the early bloomers were noted the following:

Paul's Scarlet Climber (W. Paul, 1916). This rose, wherever we have observed it, has been in splendid condition this year. At Ithaca its merits have been verified in other seasons. Its glorious color and long keeping qualities while on the plant are two of its merits.

Aviateur Bleriot (Fauque, 1910). This rose in bud or flower is a decided attraction to a garden its orange and yellow buds are beautiful.

Rugosa repens alba (Paul, 1900), a pure white-flowered hybrid rugosa, with free blooming qualities and a trailing habit. For covering banks or boulders, this rose deserves to be better known, as it remains a long time in bloom and is much earlier than Rosa Wichuraiana.

Seashell (Dawson, 1916), a large, beautiful, single, pink variety.

Purity, Christine Wright and Climbing American Beauty were magnificent pillars of bloom where grown on posts. These three are indispensable.

The display of climbers will continue until July 20 or 25. A. C. Beal.

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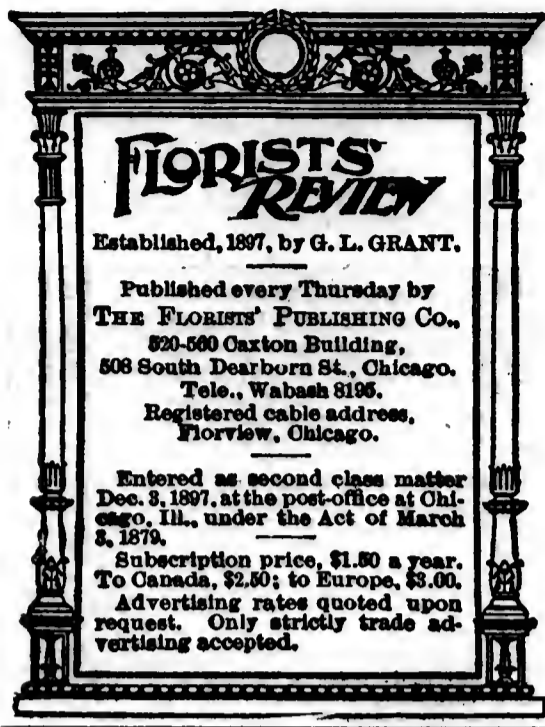
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RESULTS.

We give them. You get them.
We both have them.

HOT weather will start some more florists on the road to Sunday closing.

FLORISTS whose businesses are incorporated must make their capital stock tax return by July 31.

AN English firm that offered Money-maker daisies now presents Rentpayer for the trade's assistance.

IT'S only a month till the big convention at Cleveland, August 17 to 19. Are you a member of the S. A. F?

RAILROAD officials give out reports that the freight congestion is much reduced, yet cars weeks in transit are still missing at their destination.

NEXT week the Lone Star state will attract many southern florists when the Texas State Florists' Association meets at Forth Worth July 20 to 22.

FAILURE of subscribers to the national publicity campaign to meet their pledges has caused much perplexity in the minds of those who are conducting it as to the reason for such lack of interest.

A GRADUAL decline in commodity prices seems unlikely; when prices begin to weaken nearly everybody stops buying, with the result of a decided drop, or a sharp advance when it is seen there will be no drop at all.

THE fern pickers are having their troubles to get workers to go into the woods and the sphagnum moss market is affected by the same influence. Bouquet green probably will be in short supply again this autumn, for the same reason.

COAL reports sum up the situation as less favorable last week than the week before, showing a decrease in production. While public utilities and factories are crying for fuel for immediate needs, greenhouse men will have small opportunity to store it.

THE Carnation Yearbook for 1920, published by the British Carnation Society, contains among its interesting articles one by C. Engelmann, on "Carnations in the U. S. A.," and also a plate of the varieties with which he won the American cup at the society's last show, Peerless, Matchless and Belle Washburn. Laddie evokes enthusiastic praise from Mr. Engelmann.

THE last week of June broke all immigration records since 1914, thereby raising hopes in those now troubled by the labor scarcity.

TRADE society shows do not flourish in a time of prosperity for growers. When stock is not so valuable more of it will be seen on the exhibition tables.

IF the coal and transportation difficulties become so acute that manufacturing industries are forced to shut down part of the time, florists in many places foresee a slump in next season's business.

SHORTAGE of present stocks has been adduced to postpone the publicity campaign discussed in British horticultural circles. It is doubtful if enough favor the move to insure a fund of \$50,000, which is set as the necessary amount to institute such a campaign.

INTERESTED IN PROGRESS?

Have the florists had enough of the national campaign?

Have we had so little success with our national publicity as to cause those who have as yet not contributed to feel that it is unnecessary to continue longer?

Have we had lack of efficiency in our publicity committee to continue?

Have we had too little results to prove the needs of furthering our campaign? Have the florists had too little or too much business since the campaign was inaugurated?

Are we going to continue or discontinue this part of the work, only just budding out and just beginning to prove itself?

These are just a few questions that come into the minds of those who are interested in the work.

Perhaps a little judgment on the part of those who show indifference to the work might assist those who have already contributed and who have been interested since its inception, and might solve our problem.

What's the answer?

Let us hear so we may know where we stand.

Henry Penn, Chairman,
National Publicity Committee.

SURE ROAD TO BANKRUPTCY.

"Though in these times we are enjoying a seller's market, the florist who sends out immature plants, or substitutes young stock for old or old for young, or departs in any way from fair dealings with his customers, is on the sure road to bankruptcy." These words of a man well known in the trade, uttered recently, composed a strong statement. He emphasized his meaning by explanation: "The day will come when instead of hunting for stock we shall be hunting for orders, when a weak demand will cut our margin down far below the generous percentage of today, when a shrinkage of business will be dangerous and a loss of many customers will spell ruin. Then the man who has followed his conscience when it has meant returning money and turning down orders will enjoy a patronage which will maintain his business in all weathers. But those who have trimmed the corners here and hedged a trifle there will find that those who sent them orders when stock was scarce will not even reply to offers when the supply is to be had elsewhere. Right treatment of customers now means permanent and

successful business; deviation from such a course is the sure road to bankruptcy."

NEED FOR BOOKKEEPING.

In the presentation, in last week's and this week's issues, of a simple system of bookkeeping, The Review offers the opportunity of establishing an easy accounting method to the many, many members of the trade who do not now possess any such thing in an accurate sense. The system outlined is not intended, nor is it needed, for a large business, since the florist whose business is of good size has been compelled to add a bookkeeper to his staff long since. But the florist who has a small annual turnover needs and, for his own safety and success, must establish some method of bookkeeping.

A few years ago the Federal Trade Commission made a careful study of business in this country and found that "only ten per cent of our manufacturers and merchants know the actual cost to manufacture and sell their products, forty per cent estimate what their costs are and fifty per cent have no method, but price their goods arbitrarily." Since then, mainly because of the compulsion of the federal income and profits tax regulations, many businesses have been forced to find out something about their own financial operations. A liberal estimate of businesses which know their costs is twenty-five per cent—and it is probably less. This means that at least seventy-five per cent are doing business in a groping way—ignorant and blind. That is why, at the time of this investigation, out of the 250,000 business corporations in this country other than banking, railroad and public utility, 100,000 had no net income whatever. Less than \$5,000 a year was the income of 90,000 of these corporations and the remaining 60,000, which were the more successful ones, made \$5,000 a year or more.

The reason is painfully simple. Business success, business progress, is based on profit—the difference between cost and selling price. Where cost is unknown and price arbitrary, profit is uncertain. Many florists' businesses seem to prosper anyway—perhaps they develop some mysterious sense to guide them through—but few of us would willingly be blinded just to possess this sixth sense. An accurate set of books are the best guide either grower or retailer can have to business success.

OVERRUN WITH ORDERS.

Are you overrun with cutworms? Or with other pests that eat up your stock and put nothing into your pocket in its place? That's bad. But how is it when you're overrun with orders? They take your stock too, but they give you something in its place. That's all right. Then the only money that goes out is other people's money, being returned to those who were too slow in answering an ad in The Review. It works this way:

Please discontinue our Classified ad for dracaenas. We have been so overrun with orders from this small ad that our stock in these sizes is entirely sold up and we are having to return the money to some of our latest replies. When we have another surplus, shall be only too glad to send another ad to your valuable paper.—Minge Floral Co., Mobile, Ala., July 1, 1920.

When you hear a man complain of the cost of advertising you can be pretty certain he spends a good bit of money elsewhere than in The Review.

OBITUARY

Michael Henry Lynch.

Michael Henry Lynch, president of the Dingee & Conard Co., West Grove, Pa., died June 30 at St. Vincent's hospital, Indianapolis, Ind. He had been taken sick while on a visit to his brother, Joseph, and died following an operation.

Mr. Lynch was born and raised in West Grove and had been connected with the Dingee & Conard Co. for thirty-six years, having entered the greenhouses when a lad. He owned considerable land and had a model farm near Philadelphia. He was wealthy and well known in West Grove and Philadelphia for his philanthropies. He was a member of the Catholic church and of Philadelphia Council, Knights of Columbus.

He is survived by his wife, who was formerly Miss Carey, of New York, and whom he married in 1901, and one child, Marie.

Funeral services were held at St. Mary's church, in West Grove, Pa.

NEW YORK.

The Market.

The New York cut flower market is showing the effect the dull season now entered upon, in both supply and demand. Most of the wholesale stores are closed by 3 p. m., and business might well be considered finished at noon.

There is an exodus every day of hundreds of families seeking a summer vacation, practically all users of flowers during the months considered in this market as "the season." The same thing happens every year; so all interested are used to it. The situation, properly considered, has a humorous side. The local population bends every effort to flee the city during July and August, while an influx of visitors from cities all over the country makes of New York a summer resort, and, really, it can live up to that reputation save in the estimation of its own people. The visitors, however, do not buy flowers.

Roses are plentiful, really too plentiful for the legitimate demand. Often a box newly arrived is sold without more than the formality of opening, so that a purchasing prospect shall not get away. While records of such purchases cannot and do not affect straight-line prices, it may be said that they are more than 100 per cent better than similar transactions were in years not long past. American Beauty is in quantity sufficient to meet all demands, and the best specials occasionally move at \$30 per hundred, but more often for less. The range might be said to be from \$8 to \$20. It is the same with hybrid teas; arrivals are in excess of legitimate demands, and when the best selections are made, the remainder is moved only at concessions in price, which, it must be said, are not so low as might be expected.

The supply of carnations has tapered off to almost a negligible quantity. A few good flowers, exceptionally good for the time of year, are coming in, but the rest of the arrivals are of the low quality usual at this time and are moved at 50 cents or less per hundred. Top fig-

ures are \$2 and \$3, and the offerings quite worth these prices.

Cattleya orchids are not in really good supply, and the quality of the best of the arrivals is nothing to boast of. If a retailer's requirements run to selected stock he must pay \$1, but for funeral work the supply of presentable flowers is sufficient to bring the price to 20 cents and less.

Easter lilies are more plentiful than could be expected at this time of year, and prices have gone to a range of \$6 to \$8, with extra specials reaching \$10. Lily of the valley is somewhat in excess of the demand, and 50 cents to \$5 per hundred was the range July 12.

There is a little shortening in the supply of miscellaneous flowers, but only the ash-barrel is the loser. Good stock sells readily, but inferior flowers predominate. Some fine Japanese iris is arriving and in demand for window displays. Gladioli are late; most of the arrivals are of the greenhouse varieties.

Various Notes.

Early closing is a feature of both the Eighteenth street flower market and the stores in the Twenty-eighth street district.

The wife of Edward Johnson, who, with her husband, was the victim of a burglarious assault by a negro in their home, 852 East Twenty-ninth street, Flatbush, Brooklyn, July 4, died as a result of her injuries, and the alleged murderer has been captured and is held for action by the grand jury.

S. S. Butterfield, formerly prominent as a member of the New York Florists' Club and at one time vice-president of

that organization, now resident in Oklahoma county, Okla., has made a good record as a member of the last two legislatures of the state and is now being boomed by his friends for the office of county commissioner on the Democratic ticket.

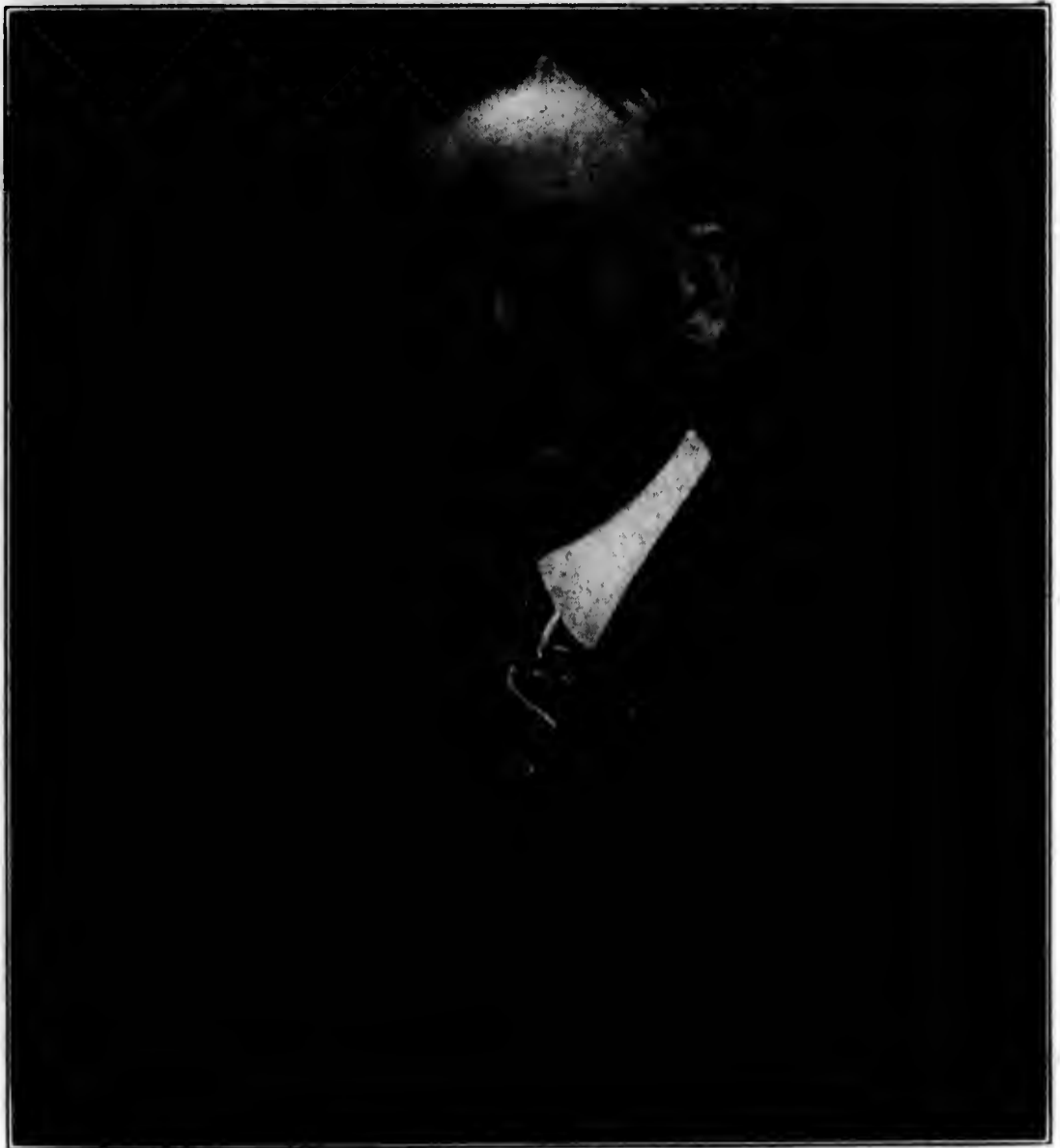
The executive committee of the American Dahlia Society held a meeting in New York Monday, July 12, at which preparations for the forthcoming show of the society in New York were fully discussed. J. H. P.

CHICAGO.

The Market.

It is midsummer, but it is remarkable the way the shipping trade holds up. Of course the volume of business is much reduced from the high levels of May and June, but it is better than ever before in July. There are, as usual in summer, many fluctuations in the demand from day to day, influenced by the call for funeral work and the condition of the weather, but as each week is recorded it shows an excellent percentage of gain over last July, hitherto the best this market has known. At last it may be said that the flower business has become an all-the-year-around affair, not only for the Chicago wholesale market but for the enterprising retailers everywhere who are keeping up their window displays and working for sales.

The weather always is a big influence on the flower business, but it is even more so in the summer than at other times. Whenever there is a few days of heat the result is apparent in increased supply and deteriorated quality.



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M. Henry Lynch.

Large Crop of Premier, Russell, Columbia, Sunburst,

These Roses are excellent summer quality—they are dependable increase the volume of their July and August are no good Roses with which to

Try Victor, deep pink; Butterfly, pink; Golden Rule,

Lilies

The growers who use Lilies as a catch crop have cut most of their summer supply and the Market has shortened up—but our Lilies are grown by a Lily Specialist, who sends them to us every day in the year.

You can get good Lilies at Am-ling's any time you wire for them, but it will be better to arrange for frequent regular shipments.

Valley

This is headquarters—a daily supply of the best grade. Why not place a standing order?

CURRENT

AMERICAN BEAUTIES

Per doz.

Long stems.....	\$6.00
Stems 30 to 36 inches.....	5.00
Stems 24 to 30 inches.....	4.00
Stems 18 to 24 inches.....	3.00
Stems 12 to 18 inches.....	2.00
Stems 12 inches..... Per 100	\$4.00 @ 8.00

ROSES

Per 100

Premier, Russell, special	\$20.00 @ \$25.00
Premier, Russell, medium ...	15.00 @ 18.00
Premier, Russell, select	10.00 @ 12.00
Premier, Russell, short	4.00 @ 8.00
Columbia, special	15.00 @ 18.00
Columbia, medium	10.00 @ 12.00
Columbia, select	6.00 @ 8.00
Columbia, short	4.00
Milady, medium	15.00
Milady, select	8.00 @ 12.00
Milady, short	4.00 @ 6.00
Montrose, medium	15.00
Montrose, select	10.00 @ 12.00
Montrose, short	4.00 @ 6.00
Ophelia, special	15.00
Ophelia, medium	10.00 @ 12.00
Ophelia, select	6.00 @ 8.00
Ophelia, short	4.00
Dbl. White Killarney, med. , ..	15.00 @ 20.00
Dbl. White Killarney, select , ..	10.00 @ 12.00
Dbl. White Killarney, short ..	4.00 @ 8.00
Sunburst, special	18.00
Sunburst, medium	12.00 @ 15.00
Sunburst, select	8.00 @ 10.00
Sunburst, short	4.00 @ 6.00

Extra special roses billed accordingly.

E. C. AMLING CO.

Headquarters for Greens

The Largest, Best Equipped and Most Centrally Located Wholesale Cut Flower House in Chicago

Choice ROSES

Double White Killarney, Ophelia, Milady

shipping stock and their use will enable Retailers everywhere to sales—forget forever any old idea that there keep your business up in summer.

yellow; Crusader, red—Now offered in moderate supply

PRICE LIST

CORSAGE ROSES Per 100
Cecile Brunner..... \$2.00

CARNATIONS Per 100
Large and Fancy..... \$3.00
Average Grade..... 2.00
Laddie..... 6.00

LILIES
Giganteum..... doz., \$ 1.50 @ \$ 2.00
" 100, 10.00 @ 15.00

PEONIES Per 100
Select \$4.00 @ \$ 6.00
Fancy 8.00 @ 10.00

MISCELLANEOUS Per 100
Pond Lilies, colored \$10.00 @ \$12.00
Bachelor's Buttons, double.. 1.00 @ 1.50
Valley 10.00 @ 12.00
Daisies, white 2.00
Gladioli 8.00 @ 10.00
Delphinium Belladonna 6.00
Coreopsis 1.00 @ 1.50
Feverfew per bunch .25
Candytuft per bunch .25

GREENS
Ferns, new..... per 100, 25c; per 1000, \$2.00
Plumosus per bunch, \$0.50 @ .75
Sprengeri..... per bunch, .50
Adiantum, fancy long..per 100, 2.00
Smilax..... per doz., 4.00
Galax per 100, \$0.25; per 1000, 2.00

Prices Subject to Market Changes.
Store Open from 7:30 A. M. to 5 P. M.
Saturday to 8 P. M. Closed on Sunday

Carnations

Our Carnations are selling briskly because they are well grown—without a superior and with few equals.

Peonies

Use Amling's Peonies, the flowers that make the biggest show for the money. We still have a good supply.

Colored Pond Lilies

The only supply in this market; \$10.00 and \$12.00 per 100. Fine for summer water windows.

Bachelor's Buttons

Double flowers, in many colors.

NOTE—Order Early

We close at 5 p. m. It then is only 4 p. m. in places that are not "saving daylight." Send orders in time.

169-175 N. Wabash Ave.

Long Distance Telephone

Central 1978
1977
1975

CHICAGO, ILL.

GEO. C. WEILAND, President
 EDWARD MEURET, Vice-President
 RUDOLPH ELLSWORTH, Secretary
 CHARLES McCAULEY, Treasurer

Our Customers Want—and

The Chicago Flower Growers Association

WHOLESALE GROWERS / CUT FLOWERS / PLANTS

182 N. Wabash Avenue

Chicago

L. D. Phone Randolph 631

Roses

Very Choice Special and Extra Special Russell and Milady

The Rose is one of the most dependable flowers for shipping in warm weather and we have arranged for a large supply of specially grown Roses for summer cutting. Crops now ready. Place a standing order and be assured of your daily supply.

Lilies

Very Fine Giganteums from Chicago's Most Successful Grower

These are the flowers which make the most show for the money. We have fine stock in quantity. Can fill all orders. You can have them shipped in bud for stock, or open for immediate use. Better have some always in your icebox.

Gladioli

Very Fancy Flowers for Those Who Call for the Best

A large supply of the best varieties and popular colors. Show your trade this fine stock now, and you will lay the foundation for an all-summer demand. Our supply will last till frost cuts the fields.

Order Early We close at 5:00 o'clock—at your place it probably then is **4:00 P. M.**

Get—the Best There Is

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 1/2 N. Wabash Avenue

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CURRENT PRICE LIST

NOTICE Retailers who want the Longest and Finest Mrs. Russell Roses to be found in America this month, order our Extra Special grade and give a day's notice if possible.

	Per 100
Premier	
Extra Special..	\$25.00
Special.....	\$15.00 to 20.00
Long	10.00 to 12.00
Medium.....	8.00
Short.....	6.00

Russell	
Special.....	\$25.00
Long	\$15.00 to 20.00
Medium.....	10.00 to 12.00
Short.....	6.00 to 8.00

Dunlop	
Special.....	\$25.00
Long	\$15.00 to 20.00
Medium.....	10.00 to 12.00
Short.....	6.00 to 8.00

Milady	
Special	\$20.00
Long	\$15.00 to 18.00
Medium.....	10.00 to 12.00
Short.....	4.00 to 6.00

Columbia	
Extra Special..	\$20.00
Special.....	\$15.00 to 18.00
Long	10.00 to 12.00
Medium.....	6.00 to 8.00
Short.....	4.00

	Per 100
Ophelia	
Special.....	\$15.00
Long	\$10.00 to 12.00
Medium.....	6.00 to 8.00
Short.....	4.00

Sunburst	
Special.....	\$15.00
Long	\$10.00 to 12.00
Medium.....	6.00 to 8.00
Short.....	4.00

White	
Special.....	\$15.00
Long	\$10.00 to 12.00
Medium.....	8.00
Short.....	6.00

Mrs. Ward	
Medium	\$8.00 to \$10.00
Short.....	4.00 to 6.00

Butterfly	
Long	\$15.00 to \$18.00
Medium.....	10.00 to 12.00
Short.....	6.00 to 8.00

BRUNNER, the Miniature Rose.....\$2.00 to \$3.00 per 100

Miscellaneous Flowers

	Per 100
Carnations	
Good stock	\$ 2.00
Fancy stock.....	3.00
Valley	\$10.00 to 12.00
Daisies , white or yellow.....	1.00 to 2.00
Gladioli	8.00 to 10.00
“ extra fine	12.00 to 15.00

Candytuft , colored, per bunch.....	25c
Coreopsis , per 100	\$1.00 to \$1.50
Feverfew , per bunch	25c
Giganteum Lilies , per 100.....	\$10.00 to \$15.00
Cornflower , blue, per 100.....	1.50 to 2.00

Decorative Greens

Ferns , new	\$2.00 per 1000
Adiantum	\$2.00 per 100
Plumosus50c bunch

Sprengeri35c to 50c bunch
Smilax	\$4.00 doz.
Galax	\$2.00 per 1000

Prices Subject to Change Without Notice

NO ORDER TOO LARGE FOR US TO FILL

Excellent Summer Roses

In Large Supply

Fine Quality in All Leading Varieties

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Killarney,
Richmond, besides Nesbit and Brunner, the Miniature Roses

GLADIOLI

Use them now that Carnations are near the
end of their season. Can supply fine quality.

GLADIOLI

Easter Lilies, Coreopsis, Snapdragons, Sweet Peas, Daisies, Valley, Larkspur,
Bachelor's Buttons, Feverfew, Candytuft, Calendula, Gypsophila
and all other seasonable Cut Flowers, including Greens of all kinds.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House

J.A. BUDLONG CO.

WHOLESALE CUT FLOWERS AND GREENS

Roses, Valley and Carnations our Specialties

184-186 North Wabash Ave.

CHICAGO

WE ARE CLOSED ALL DAY SUNDAY

SHIPPING ORDERS GIVEN CAREFUL ATTENTION

QUALITY
SPEAKS
LOUDER
THAN
PRICES

PRICES
AS
LOW
AS
OTHERS

We are in constant touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention The Review when you write.

On the other hand, a few days of Chicago's famous summer resort weather brings a prompt improvement in the quality of stock and a reduction in the supply. The changes at this season are so frequent that it is impossible to write anything about the market's present condition which might not be changed within twenty-four hours by a rise or fall in the temperature.

There are larger supplies of roses than in any previous summer season. The predominating varieties are Russell, Columbia and Premier, or Premier, Russell and Columbia, though a few houses say Columbia, Russell and Premier—it all depends on which variety the grower has specialized. At any rate, they are all good roses and at present quite alike in color and popularity. There are few red roses and not much demand for them when it is hot. White is in much better request, but in even smaller supply. The few yellow roses sell well.

The supply of carnations is steadily decreasing, but asters have begun and there are promises of considerable supplies of indoor flowers as well as the garden crop, soon to be ready. Gladioli

TOPPER

Wholesale
Cut Flowers
and Supplies

30 E. Randolph St.
CHICAGO
Telephone Central 6284

are increasing every day. There are considerable quantities of other garden flowers and they have been selling well, as the public has seemed to welcome anything in the way of change.

Perhaps the most apparent change in the market condition in the last few days has been the passing of the heavy crop of giganteum lilies. These are now

in only moderate supply. While the price has advanced only a little insofar as dozens and hundreds are concerned, no one now feels the need of sacrificing values and the growers are getting a much better average return, greatly to everyone's satisfaction.

Orchids continue scarce, but there is enough valley. Peonies are holding out

ROSES! ROSES!

We have a large supply

Grown specially for July and August cutting. These crops will enable YOU to do a profitable Rose business all summer.

Russell	Premier	Columbia	Hoosier Beauty
Sunburst	Ophelia	Milady	White Killarney

FRANK W. DUNLOP, the Newest Rose

We have a daily supply of this popular novelty. Try it. You and your trade will like it. We can fill advance or standing orders.

Giganteum Lilies, \$1.50 and \$2.00 per dozen
\$10.00, \$12.00 and \$15.00 per 100

We have a large supply of the very finest quality, cut in various stages of development. During warm weather we ship in whitening bud stage unless open Lilies are ordered.

Gladioli, \$6.00, \$8.00 and \$10.00 per 100
The best and newest varieties

We recommend these flowers—fine for funeral work, decorations, vases and baskets. Good values at the prices quoted.

Choice Peonies

We offer the best quality—\$6.00 and \$8.00 per 100

Fancy Valley

A steady supply of the best quality. You can, of Randall's, get all you need.
\$12.00 per 100

Carnations

Use them — our supply still is large and prices quite reasonable, offering a fine chance for profit.

Asters

A limited quantity now available at \$4.00 to \$6.00 per 100. Arrivals increasing daily.

Gypsophila

All you want of it—stock up—order a quantity now.
50c and 75c per bunch.

Green Goods

New Ferns, Plumosus, Sprengeri and all other greens in season.

In ordering of Randall you have the assurance that you have back of you the largest supply in America.

A. L. Randall Co.

180 N.
Wabash Ave.

CHICAGO

L. D. Phone
Central 7720

Roses, Lilies, "Glads"

Larkspur, Coreopsis, Gaillardia, Daisies

AND ALL OTHER FLOWERS IN SEASON

Our Prices Never Are Higher than Others Ask for an Equally Good Grade of Stock.

ERNE & COMPANY

30 E. Randolph St.

WHOLESALE FLORISTS
L. D. Phone Randolph 6578

CHICAGO

Mention The Review when you write

well, although the principal call for them now is for local funeral use. Adiantum now is the only scarce green.

The "Best People" Were Here.

The Elks' convention, July 5 to 10, was the largest ever held in Chicago. It is an order to which many florists belong and there were numerous visitors who deserve to be classed as among the "Best People on Earth" because they are in the trade as well as in the benevolent and patriotic organization. Among those who called at the office of The Review or whose presence was noted in the wholesale market were:

Aldous, James, and wife, Iowa City, Ia.
Blackman, George, Evansville, Ind.
Blackman, Walter, Evansville, Ind.
Balluff, Charles, Indianapolis.
Bonham, F. E., Macomb, Ill.
Bird, Ollie, Denison, Tex.
Cohen, J., Boston.
Cole, Iles, Springfield, Ill.
Fischer, W. D., of Fischer & McGrath, New Castle, Pa.
Gorly, Frank X., St. Louis.
Grakelow, Charles H., Philadelphia.
Hill, H. L., and wife, Maquoketa, Ia.
Heacock, C. E., and wife, Austin, Tex.
Kidder, H. E., Ionia, Mich.
Kolb, J. J., Beaver Dam, Wis.
Lydon, William V., Paducah, Ky.
Manheim, A., and wife, Shreveport, La.
McKay, J. U., Jackson, Miss.
Pederson, O., of Pederson & Sandahl, Seattle, Wash.
Peterson, Arthur, and wife, Escanaba, Mich.
Reiman, W. A., Vincennes, Ind.
Reith, Frank, Jr., and wife, New Orleans.
Rentschler, Fred, Madison, Wis.
Ritter, J. J., Baltimore.
Roberts, David, York, Neb.
Ross, E. T., Barahoo, Wis.
Smith, C. F., Red Oak, Ia.
Smith, W. O., St. Louis.
Thoirs, J. M., Camden, N. J.
Walsh, F., Malden, Mass.
Wiegand, Homer, Indianapolis.
Wildhagen, F. O., Waterloo, Ia.
Williams, Mrs. F., of Milady's Flower Shop, Aberdeen, S. D.
Winter, H. F., Charleston, W. Va.

Many of these visitors placed large or numerous orders here for materials needed for the rapidly approaching autumn season. One and all, they reported the best year's business on record and the expectation of a big season for 1920-21.

Various Notes.

D. E. Freres and Jack Beyers have formed a partnership as D. E. Freres & Co. Their location is Room 218 in the Atlas block, 162 North Wabash avenue. Mr. Beyers is well known to everyone who frequents the wholesale section,



You can have in your store, like these,

ROSES

All varieties—All lengths—
Best quality

We also offer Gladioli, Lilies, Larkspur, Yellow Daisies and all other stock in season in large supply for you.

New Ferns and other Greens

A. T. Pyfer & Company

Our Motto: "Nothing is too much trouble to please a customer."

164 NORTH WABASH AVENUE;

CHICAGO, ILLINOIS

NOTICE!

FOR reasons which seem good to ourselves and to our friends in the trade, the undersigned Chicago Wholesale Florists are **NOT** in any way connected with any wholesale florists' credit association. We do not refuse or limit credit on the say-so of anyone outside our own concern, nor do we reply to inquiries regarding the standing of our customers unless such inquiries come direct from members of the trade or other actual sources of supply.

If any of our customers, seeking to open accounts with new sources of actual supply, are disposed to refer these sellers direct to us, we shall be glad to furnish promptly such credit information as we possess.

E. C. AMLING CO.,
169-175 N. Wabash Ave.
J. A. BUDLONG CO.,
184-186 N. Wabash Ave.
CHICAGO FLOWER GROWERS'
ASSOCIATION, 182 N. Wabash Ave.
POEHLMANN BROS. CO.,
66-72 E. Randolph St.
A. L. RANDALL CO.,
180 N. Wabash Ave.

CHICAGO

"The Great Central Market"

Use **EASTER LILIES** In Your
Our **EASTER LILIES** Work

We have a large supply of fine quality

ROSES OF GOOD **PEONIES** THAT WILL
QUALITY SHIP

GLADIOLI and all other stock in season.

You will find this a good source of supply.

ZECH & MANN
Wholesale Cut Flowers

30 East Randolph Street

CHICAGO, ILLINOIS

although since his return from France he has been with Thomas Fogarty, at Friedman's. Freres & Co. plan to do a general wholesale business in cut flowers.

Word has come from Pasadena, Cal., that O. P. Bassett is quite ill with rheumatism. The veteran Chicago grower is now in his eighty-seventh year.

As an instance of what Columbia will do when well handled, Poehlmann Bros. Co. is cutting 40-inch stems from plants benched in 1920.

The employees of the A. L. Randall Co. are arranging a picnic, to be held at Reisig's grove at Lyons, July 24. The factories will be closed that day. The offices and supply department will close at noon and everyone will attend the outing except enough of the cut flower staff to take care of the Saturday afternoon orders.

Peter Reinberg, Mrs. Reinberg and Master Charles Reinberg returned from San Francisco July 12.

Wholesalers report that the American Railway Express is settling for c. o. d. shipments much more promptly than in the earlier days of government control. When the express service was consolidated the wholesalers had lengthy lists of c. o. d. shipments for which no returns had been made. It has taken a long time to work these out, but nearly all of the old cases have been settled and the c. o. d. service is working much better than heretofore.

The directors of the Chicago Flower Growers' Association held a meeting July 13 to close up the year's business prior to the annual meeting of the stockholders, which will be held July 15. The association's year closed June 30 and its current report that its sales for the twelve months passed three-quarters of a million.

George Ball and his party set out July 11, in Mr. Ball's new 6-cylinder Knight, for a motor trip to Pittsburgh, Philadelphia, Washington and New York. With Mr. Ball were three of his

---Present and Future

Our service to the RETAIL FLORIST
arises to every occasion —

CUT FLOWER BUYERS through us
dominate the market.

YOU WANT this EXTRA service; then

try

KENNICOTT BROS. CO.

174 North Wabash Avenue

The Principal Location of the Market

CHICAGO

H. B. KENNICOTT, Pres.

J. E. POLLWORTH, Sec'y & Mgr.



"Under Growers'
Supervision"

"ROSES
ALL
SUMMER"

ROSES

RUSSELL, SUNBURST, OPHELIA, KILLARNEY and WHITE KILLARNEY

Not only PLENTIFUL, but of QUALITY; also a fine grade of CARNATIONS

Buy Direct From the Grower

Current Price List

Subject to change without notice

MRS. CHAS. RUSSELL and PREMIER

	Per 100
Specials	\$20.00 to \$25.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00

OPHELIA, MILADY and SUNBURST

	Per 100
Specials	\$15.00
Select	\$10.00 to 12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

COLUMBIA

	Per 100
Specials	\$15.00 to \$18.00
Select	10.00 to 12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

Killarney

	Per 100	
White Killarney... } Specials	\$15.00	
Killarney Brilliant } Select	\$10.00 to 12.00	
Champ Welland... } Medium	6.00 to 8.00	
	Short	4.00 to 5.00

ROSES, OUR SELECTION..... 4.00

CARNATIONS—

	Per 100
All Colors	\$2.00 to \$3.00
Adiantum	2.00

Asparagus, per bunch	\$0.50 to \$0.75
Ferns, per 1000.....	3.00
Galax, bronze and green, per 1000.....	2.00

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

PETER REINBERG

WHOLESALE GROWER OF CUT FLOWERS

30 E. Randolph St., PHONES: Central 2846 and 601 CHICAGO, ILL.

SUMMER ROSES

and all other Seasonable Flowers for particular buyers.

JOSEPH FOERSTER CO.

Wholesale Dealers in Cut Flowers

160 North Wabash Ave.

CHICAGO

JOHN KRUCHTEN

HENRY KRUCHTEN

JOHN KRUCHTEN CO.

(NOT INCORPORATED)

Wholesale Florists

30 East Randolph Street,

L. D. PHONE, CENTRAL 8016-8017-8018

CHICAGO, ILL.

greenhouse employees, Louis Kaelin, Martin Friedson and W. G. Sutter, and W. S. Gilbert, the Wheaton grower.

The E. C. Amling Co. comments that

buyers in communities that are not saving daylight are prone to forget that Chicago wholesalers set their clocks ahead. It is an almost daily experience

to receive in the morning telegrams for stock which was wanted shipped the night before.

Lieut. Fred Haeger, who was with the

PINEHURST FLORAL CO.

Successors to Geo. M. Kellogg Floral Co.

1121 Grand Ave.

Wholesale Florists

Kansas City, Mo.

CURRENT PRICE LIST

Roses	
Russell.....	Per 100, \$6.00 to \$25.00
Columbia.....	Per 100, 5.00 to 20.00
Ophelia.....	Per 100, 4.00 to 15.00
Killarney.....	Per 100, 4.00 to 15.00
Sunburst.....	Per 100, 4.00 to 15.00
Richmond.....	Per 100, 4.00 to 15.00
Kaiserin.....	Per 100, 4.00 to 15.00

Miscellaneous	
DAISIES.....	Per 100, \$ 1.00 to \$ 1.50
GLADIOLI.....	Per 100, 8.00 to 10.00
LARKSPUR.....	Per bunch, 1.00
Cornflower.....	Per 100, 1.00 to 1.50
Delphinium.....	Per bunch, .75 to 1.25
Adiantum.....	Per 100, 2.00
Sprengeri, Plumosus.....	Per bunch, .50
Candytuft.....	Per bunch, .50
Ferns.....	Per 1000, 8.00

Hardy Peas.....	Per bunch, .35
Gypsophila.....	Per bunch, .50 to 1.00

Home Phone Main 2765
Bell Phone Grand 2765

Store closed all day Sunday. Open weekdays until 5:00 p. m.
Sunday shipping orders accepted at Greenhouses:
Pleasant Hill, Mo., Phone 18

OVER 500,000 FEET OF GLASS

A. L. Randall Co. before he went into Uncle Sam's army, July 1 joined the staff of the George Wittbold Co.

The A. B. C. reports the arrival, last week, of California freesias and Japanese red frieze.

Max Cohen, 748 East Sixty-third street, is taking advantage of the slack season to redecorate his store. He reports that plant sales up to the present have been exceptionally good.

S. Y. Bloom, 822 East Sixty-third street, has had to draft a former girl employee who is on her vacation to help him, as his clerk resigned recently.

Upon entering the store of the University Floral Co., 6302 University avenue, patrons are greeted by the song of birds in cages hanging from the ceiling. There is also a little fairy in the window inviting them in. Business is reported good for this time of the year.

Lincoln park had one of the attractive Elks' displays. It was a big bed, fifty feet in diameter, planted to reproduce the Elks' emblem. Over 8,000 plants were used and it required much effort on the part of Head Gardener O'Carroll to get the stock ready in time, as it was not only an "Eleventh Hour" design, but an eleventh hour idea. The figures "1920" were made with Mme. Sallerioi geraniums. The word "Welcome" and the inner and outer circles of the bed were planted with sweet alyssum, the clock numbers of santolina, the hands of alternanthera, the star of achyranthes and the filling of lobelia. The eyes and nose of the elk were red achyranthes. Mr. O'Carroll received many compliments on the effect produced.

Among the visitors July 12 were Charles Rathjen, Janesville, Wis.; George F. Crabb, Grand Rapids, Mich., and Mr. Miller, of the Burlington Floral Co., Burlington, Wis. Alpha Elberfeld, of the Alpha Floral Co., Kansas City, was here July 13, on his way north for a vacation.

PITTSBURGH, PA.

The Market.

No one can complain of the usual let-down of business which, as a rule, is so much in evidence at this period of the year. Business in all branches continues good. Cut flowers from greenhouses are exceptionally good. Roses, carnations, gladioli and Easter lilies in sufficient quantity reach the wholesale houses daily. Among the new flowers, snapdragons, gypsophilas, delphinium, feverfew, cornflowers, candytuft and

Cut Flowers Florists' Supplies

Everything New

We can furnish the goods at the right prices. Plenty of room now to carry a larger selection of everything for Florists' use.

July and August we close at 5 p. m. Not open on Sunday.

T. J. NOLL FLORAL CO.

1117-1119 McGee St. KANSAS CITY, MO.

Mention The Review when you write.

Special Notice

From June 15th to Sept. 15th our store will close at 5 o'clock on week days, 12 o'clock Saturday, all day Sunday. Get your orders in early and be sure you have our latest price list of supplies.

Geo. H. Angermueller Co.
Wholesale Florists
1324 Pine St., St. Louis, Mo.

Mention The Review when you write.

CHOICE

VALLEY

— Per 100, \$8.00 —

Leave your order with us for regular shipments

C. A. KUEHN WHOLESALE FLORIST
1312 Pine St., St. Louis, Mo.

Mention The Review when you write

southern gladioli are all plentiful, at fair prices.

The supply business is also setting a pace for other years. Pittsburgh's wholesalers have developed this business of late and are preparing for a big season.

Various Notes.

The summer closing hour is 5 p. m., which is equivalent to 4 p. m. in places that are not saving daylight.

Pittsburgh will be represented at the S. A. F. convention in the trade ex-

H. KUSIK & CO.

Largest Shippers of
Fresh Cut Flowers
at Kansas City.

Florists' Supplies
Manufacturers of Wire Designs

1018 McGee Street
KANSAS CITY, MO.

Mention The Review when you write.

Cut Flowers

OUR SPECIALTY

H. G. BERNING
1402-4 Pine St., ST. LOUIS, MO.

Mention The Review when you write.

WM. C. SMITH

Wholesale Floral Co.

WHOLESALE FLORISTS
1316 PINE ST. (Both L. D. Phones) ST. LOUIS
Supplies and Everything in Season Always on Hand
Mention The Review when you write.

Now that Kansas City can supply your wants in

Cut Flowers and Supplies

the smart florists in this vicinity are patronizing this market.

We now have a larger variety and better stock than any other market.

Colorado Carnations Gladioli, Larkspur, Gypsophila

MANY OTHER GARDEN FLOWERS

Ferns, Asparagus, Easter Lilies, Best Shipping Roses

Kansas City Wholesale Cut Flower Co.

L. R. BOHANNON — at your service.

1108-10 Grand Ave.

KANSAS CITY, MO.

GOLD LETTERS—SPECIAL PRICES



Letters packed 25 to each package
Numerals in same colors and price



No. 1 In Gold and Purple, per 1000, \$5.50 No. 4 In Gold Only, per 1000, \$5.00 No. 6 In Gold Only, per 1000, \$4.50

The kind that will stick, STICK and STICK, and won't come off.

B. E. and J. T. COKELY, **201 N. 7th Ave., SCRANTON, PA.**
Established 25 years Manufacturers and Importers of Florists' Supplies

ABOVE PRICES ARE POSTPAID

PAPER SCRIPT LETTERS

Can be had in the following inscriptions in Gold and Purple

Father	Rest	Darling
Mother	Our	Dear
Brother	My	Too Soon
Sister	Asleep	Grandpa
Husband	Baby	Grandma
Wife	Sleeping	Friend
Mamma	Cousin	Aunt
Comrade	Peace	Uncle
Nephew	Niece	Papa
At Rest	Daughter	Son

Ten Words to Each Package
Per 100 words.....\$3.50

Always state what color is wanted, otherwise gold will be sent.

hibited by the Pittsburgh Cut Flower Co. and the McCallum Co.

Extensive alterations are well under way at Mrs. E. A. Williams' store. Harvey Sheaff is much gratified with the business transacted during the first half of 1920 and looks forward to a big business in the fall and winter.

Randolph & McClements have had a remarkable season's business. Edward Weaver reports that there is no let-up on business and many orders for fall weddings have been booked.

Fred Burki, president of the Pittsburgh Cut Flower Co., wrote from Los Angeles, Cal., July 3, that he is gradually coming around, but slowly. It may surprise some of Mr. Burki's friends to read this report. For the last year he has lived in California, where

he expected to regain his former health.
T. P. L.

CINCINNATI, O.

The Market.

Business was not particularly good last week. While there was no over-supply of stock, still there was no demand. The only thing that did move was roses and that was due to the fact that they were scarcest. Lilies now are moving fairly well and are bringing an adequate price, the best selling for \$12.50 per hundred. The growers seem to be throwing the carnations out, judging from the looks of arrivals.

The first asters and buddleia arrived and went fairly well. Some especially

fancy rubrum lilies sold well because of their scarcity. Scabiosa, catchfly, field daisies and gaillardias are the garden flowers arriving, but they find only a fair market.

Good outdoor gladioli arrived last week and went well; among the leading varieties were Schwaben, Mrs. Francis King and Pendleton.

Shasta daisies are still coming in, but they are of poor quality and do not find a ready sale.

Various Notes.

Julius Baer reports a large amount of funeral work.

Louis Kyrk has been receiving some excellent outdoor sweet peas and gaillardias.

The William Murphy Co. has received

a nice lot of Russell roses, which are moving well.

E. A. Forter has had some especially striking window displays during the last few weeks.

E. G. Gillett received some of the first asters.

H. W. Sheppard had a good week in telegraph orders, but local business was not quite up to the standard.

The Cincinnati Florists' Club held a meeting at H. W. Sheppard's establishment Monday evening, July 12; important business was transacted and an effort was made to get more members for the club. G. H. K.

PHILADELPHIA.

The Market.

Last week was disappointing—June had been so active. July a year ago was so brisk that hopes for this month ran high. Perhaps these hopes had their effect on the supply. It certainly was unusually large. The demand, on the other hand, was light, lighter than the demand of a year ago.

There were three strong features of the supply: The large number of lilies, the immense crop of roses and the unusual number of carnations for so late in the season.

A year ago there were hardly any lilies at this season. Now there are more than there ever have been before in July. Pretty nearly all of them sold, but at low figures.

Just as roses were helped at Memorial day by the absence of peonies, so were they injured last week by the presence of lilies. The lily is a good warm weather flower; it is nice and clean; it gives pretty good value at present quotations. The roses, while good for the season, are not at their best; so, when there was a choice, the lily was chosen and the rose was left.

Carnations sold pretty well, everything considered, but of course a good many allowances must be made, for the carnation is not an especially good warm weather flower.

With the door only a crack open on Monday and just opened wide on Tuesday, business was much better than later in the week. After stock had been selected for the orders, the quantity sales for the entire lot were heart-rending. Under such conditions prices on even the most desirable flowers declined to a point that will soon cut off part of the supply.

Gladioli are becoming more numerous; many of them are fine. Asters have come.

An Exalted Ruler.

The Pennsylvania Limited that left Broad Street station for Chicago a little after 1 o'clock on the afternoon of Sunday, July 4, was followed within the brief period of one half hour by two additional sections of ten cars each. These twenty cars bore the Philadelphia Elks to the great meeting in Chicago. You have probably read of their doings in the Windy City, so glowingly described in the Chicago papers, of the prizes they won, of the dash they cut. Did you read of the chariot drawn by four milk-white steeds and ornamented profusely with the purple and white colors of the Elks, of the Exalted Ruler who sat therein, what he wore and how he looked? Do you know who is the Exalted Ruler of this great

For Seasonable Flowers

we do not think that you can find a better supply in the Philadelphia market. In addition to this, we offer you the kind of service that has made a standard for itself, and which we are always still trying to improve upon in every possible manner.

When you want good flowers, and want them to reach you on time, you should order from us.

For shipment now we recommend:

GLADIOLI

The best commercial varieties, \$8.00 to \$10.00 per 100

EASTER LILIES

\$2.00 per dozen

\$15.00 per 100

ASTERS

We cannot say the supply is large, but if you order early you have a good chance of getting your order filled.

CANDYTUFT
GYPSOPHILA

FEVERFEW

ACHILLEA
GAILLARDIA

This stock can be had in almost any quantity. They are very good items for the reason they are inexpensive, and make a good showing for a little money.

Business Hours 7 A. M. to 4 P. M.

THE LEO NIESSEN CO.

Wholesale Florists

Branches:
BALTIMORE
WASHINGTON

1201-3-5 Race St.

PHILADELPHIA

Mention The Review when you write.

BERGER BROTHERS

PREMIER, COLUMBIA, and other Good Roses

CARNATIONS DELPHINIUMS

LILIES VALLEY EASTER LILIES

All Seasonable Cut Flowers

1609 Sansom Street

PHILADELPHIA

Roses
Cornflower
Centaurea
Gladioli

CHARLES E. MEEHAN

5 South Mole Street,

PHILADELPHIA, PA.

PLUMOSUS
Strings and Bunches
ADIANTUM
and Greens
of all kinds

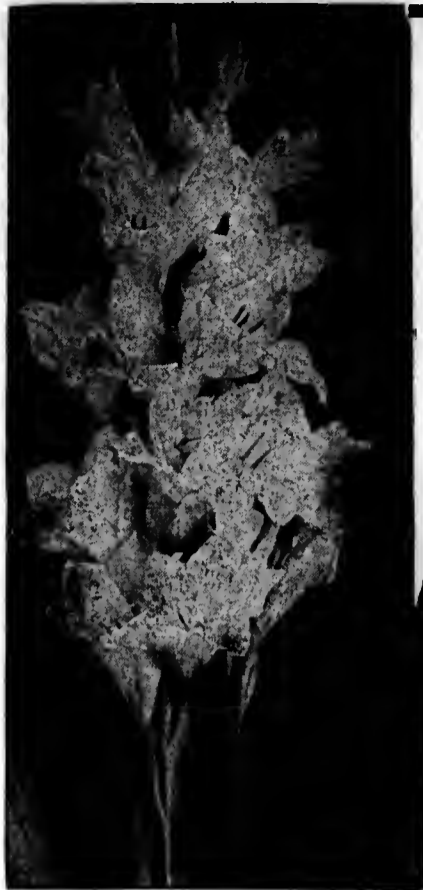
gathering? No! It cannot be. Why, it is Charles H. Grakelow himself!

Mr. Grakelow has been Exalted Ruler of the Elks for only a few brief months. In that short time he has infused life and added new members in a way most

surprising. Great things are confidently predicted during the next few months of his sovereignty.

In the Slack Time.

Looking ahead at the close of one



GLADIOLI



With us, we have one or two growers who are Gladiolus Specialists, and wonderful stock they are sending in—the newer and better kinds.

\$10.00, \$12.00, \$15.00 per 100

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

BUSINESS HOURS: 7 a. m. to 4 p. m. and Saturdays 1 p. m.

S. S. PENNOCK COMPANY

1608-20 Ludlow St., PHILADELPHIA, PA.

NEW YORK
17 West 28th Street.

BALTIMORE
Franklin and St. Paul Sts.

WASHINGTON
1216 H Street, N. W.

Extra Fine Gladioli

*Pink Beauty, Halley,
Prince of Wales, Herada
and all leading varieties*

Philadelphia Cut Flower Co.

GEORGE AEUGLE, Prop.

1517 Sansom Street, PHILADELPHIA, PA.

Mention The Review when you write.

EDWARD REID Summer Flowers

“Glads,” Asters, Roses—

Victory (Kaiserin), Russell, Ophelia, Columbia, White Killarney, Premier

Remember—When They're Reid's They're Right

1619-21 Ranstead St., PHILADELPHIA, PA.

All Seasonable Cut Flowers

WM. J. BAKER

Wholesale Florist

12 South Mole Street, Philadelphia, Pa.

Sweet Peas

ROSES, CARNATIONS and other stock
of the finest quality.

JERRY BROOKINS & SON

Orchard Park, N. Y.

Mention The Review when you write.

Valley, Roses, Carnations, Outdoor Sweet Peas—pink, white and lavender.

Feverfew and all Greens

We want your business.

THE PHILADELPHIA WHOLESALE FLORISTS' EXCHANGE

1615 Ranstead Street, PHILADELPHIA

GRAVE MARKERS

Stein's Floral Supply Mfrs. 2223 N. Front St., Philadelphia.

Mention The Review when you write.

voted to the culture of sweet peas next season as there was last season.

“I am afraid that violets are still on the decline. The market does not seem to be willing to pay the price for them.

“I think that the forcing of Dutch bulbs for cut flowers is unprofitable. The only way that they can be made to pay is by flowering a moderate number regularly.

“I think the market needs French Paper White narcissi and California Freesia Purity. They, too, should be

THE HOUSE OF MERIT FLORISTS' SUPPLIES

JOS. G. NEIDINGER CO.

1309-11 N. Second Street

PHILADELPHIA, PA.

brought in as a steady crop throughout their season and not all at once.

“I think the popularity of snapdragons is increasing.”

Various Notes.

William J. Moore succeeded Martin Gannon as salesman for Alfred M. Campbell July 12.

Robert B. Bragg has returned from

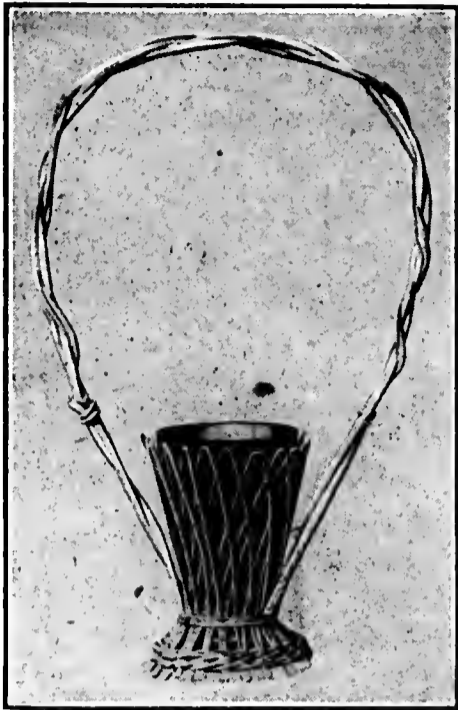
season and before the opening of another, it is interesting to look over the field and note the changes.

Here are some of the ideas which Samuel S. Pennoek kindly voiced in reply to questions:

“I am afraid that the new roses have been so heavily planted that there is danger of their being overdone, as Killarney was a few years ago.

“I think that this has been a good season for carnation plants in the field, but despite this I do not think that there will be enough stock to meet the demand.

“I think the sweet pea growers, as a rule, have done well and that there will be as much space under glass de-



Send for an Assortment of "McCallum" Baskets

Right NOW you can use a nice assortment of baskets with Gladiolus, Phlox and Larkspur in season—such flowers really require a suitable basket to set them off to the best advantage.

Let us send you an assortment of \$50.00 worth, or say a \$25.00 assortment—we even have assortments at \$15.00. Pick your choice of an assortment and send for it today. It is fully understood that you must be absolutely satisfied after you get the baskets before the sale is closed.

No. 450 The basket illustrated on the left has a body depth of 7 inches; opening width of 5 inches and entire height 19 inches. Painted two-tone. Price, each, \$1.00; per dozen, \$11.00.

The McCallum Company

DETROIT BRANCH . . . 34 W. Elizabeth Street
CLEVELAND BRANCH 421 High Avenue
CINCINNATI BRANCH . . . 112 E. Third Street
SAN JUAN, P. R., BRANCH .. 15 Luna Street

MAIN OFFICE AND
FACTORIES
PITTSBURGH, PA.

his holiday. Mr. Bragg will take command at Edward Reid's while Mr. Reid is in Europe.

Mrs. Manley has succeeded William J. Moore as right-hand man (?) for Charles E. Meehan.

Stuart H. Miller has returned from a short trip to Baltimore.

H. Bayersdorfer gave a fishing party at Atlantic City this month. Among Mr. Bayersdorfer's guests were Otto Lang, of Dallas, Tex., and John P. Habermehl. Mr. Habermehl caught the fish that brought the dollars! No, no! There were no bank notes inside this fish and there were no coins either; it was just a wager who would haul in the first.

Charles E. Meehan has put a new car on the street.

The Philadelphia Cut Flower Co. is receiving some beautiful gladioli that for careful growing, careful cutting and careful packing set a new standard in the market last season. They are even finer now than ever. The varieties are Pink Beauty, Prince of Wales and Halley.

Harry Marchant has purchased a piece of ground of about an acre in size at the corner of Mount Airy avenue and the county line.

Edward Reid announces the arrival of early asters.

Two more greenhouses of the Robert Craig Co. were taken down last week.

The damage caused by the lightning to the stack of August Doemling at Lansdowne was not so serious as it might have been.

Henry Claus returned from California July 5.

William Swayne, of Kennett, has had



THE HELP PROBLEM Relieved by the Ever Ready Flower Pot Cover....

Dresses your plants in a smart style quickly and without work. Write for sample and price list today.

Send 10c Postage.

The Ever Ready Flower Pot Cover Co.
146 Hughes Avenue, BUFFALO, N. Y.

MCCRAY
REFRIGERATORS for all Purposes
Send for Catalogue
McCray Refrigerator Co., 2088 Lake St., Keadsville, Ind.

the best season that he has ever experienced.

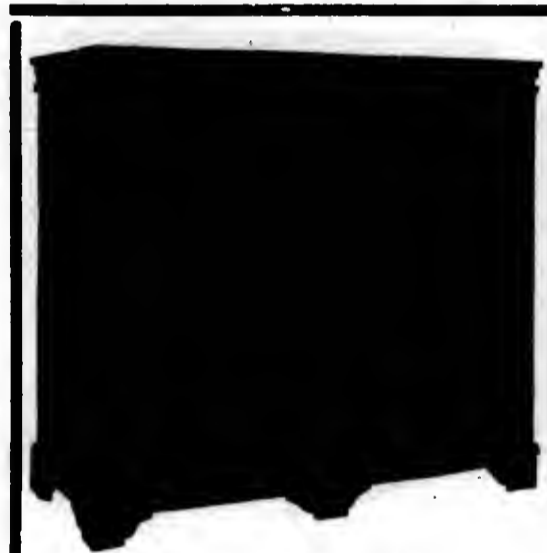
John R. Andre, of Doylestown, wishes to dispose of his retail flower store.

Fred J. Michell has opened his summer cottage at Avalon, N. J.

John C. Wister succeeded James Boyd as president of the Pennsylvania Horticultural Society.

The next regular meeting of the Florists' Club will be held September 7. Phil.

Houston, Tex.—Robert G. Hewitt has opened the Hewitt Flower Shop, in this city.



Write for Catalogue

BUCHBINDER BROS.

11 S. La Salle St., CHICAGO
Room 731

GLOEKLER FLOWER REFRIGERATORS.....
Send at once for Catalogue F, illustrating and describing flower homes.
BERNARD GLOEKLER CO., Pittsburgh, Pa.

Sumter, S. C.—F. H. Burns, who has been in business about seven years, is preparing to open a store.

Mitchell, S. D.—The Gurney Greenhouse Co. had 3,035 lights of glass in its range broken during the hail storm Saturday, June 26.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Some people say

Our Attractive Offer of Christmas Goods

last week was a little early.

Maybe it was. We are putting you wise to freight congestion and to the fact that the goods are here now and you are sure to get them at low prices. We do not know what the fall will bring.

These importations include the following:

- Statice - Moss Wreaths - Immortelles**
Thistles and Grasses for Making Wreaths
Chiffons and Baskets
Red Cape Flowers

Special July Basket Offer

For the month of July we make a Special Offer of unusual value in Baskets. Send for our \$10.00, our \$25.00, our \$50.00 or our \$100.00 assortment. Please state whether these baskets are to be used for cut flowers, for plants, or for both.

RED IMMORTELLES at \$1.00 a pound—There are five bunches of Immortelles in a pound. This price is rock bottom—it will be the same rate for one pound or one thousand pounds.

H. Bayersdorfer & Co.

1129-1133 Arch St.

PHILADELPHIA, PA.

Branch Factory, 709 First Ave., New York City, Telephone Vanderbilt 4976

Mention The Review when you write.

BOSTON.

The Market.

Regular midsummer dullness reigns in the markets and business is at a low ebb. The majority of growers are now sending nothing in and most of the salesmen in the wholesale and retail establishments are either away on vacations or preparing to go. The amount of stock coming in is small, but it more than satisfies the demand. This is not a grower's market and buyers can secure almost anything at their own figures; no reasonable offer is refused and salesmen are glad to get away from the close, uncomfortable markets as soon as possible.

Roses are rapidly deteriorating with

Write for our 32-page 1920 booklet

“Modern Flower Shops”

Refrigerators and Store Fixtures

A. L. Randall Co., COMPLETE FLORISTS' OUTFITTERS **Chicago, Ill.**

the arrival of steady hot weather and must be of good quality to bring \$1 the same holds true of carnations, which per hundred. Sweet peas are now from

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES



Representatives:

M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size	Per 100
7 x 4 x 4 2-inch Top	\$ 5.00
10 x 6 x 5 1/2 2-inch Top	6.00
12 x 8 x 5 1/2 2-inch Top	7.65
14 x 10 x 8 1/2 2-inch Top	12.60

For Cut Flowers

18 x 5 x 3 2-inch Top	\$ 6.10
20 x 4 x 3 2-inch Top	6.05
21 x 5 x 3 2-inch Top	7.25
24 x 5 x 3 1/2 2-inch Top	7.70
24 1/2 x 8 x 4 2-inch Top	10.80
28 x 8 x 4 2-inch Top	12.10
28 x 8 x 5 2-inch Top	13.05
30 x 5 x 3 1/2 2-inch Top	9.25
36 x 8 x 5 2-inch Top	16.20

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT

CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago. When printing is wanted there will be a charge of \$9.00 per color for printing 500. \$12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size	Telescope	Per 100
16 x 16 x 8	Telescope	\$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3 1/2	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55
40 x 10 x 6	Telescope	44.00

outdoors and good flowers sell well. Most of them, however, carry short stems. There is little call for lilies, callas and other flowers, while gladioli are more or less neglected. A few small asters made their appearance last week, but it will be a few weeks before they cut much of a figure. Small supplies of orchids only are available and valley is in little demand.

Various Notes.

The leading coming event of interest in local circles is the annual picnic of the Gardeners' and Florists' Club at beautiful Cunningham park, East Milton, July 22. An illustrated account of this park appeared in the Boston Sunday Herald for July 11. There are eighty acres of beautiful woodlands, fine open fields for games and commodious buildings for shelter in case of rain. While most of the members and their families will make the trip in automobiles, the park can be reached by electric roads leading from Andrew square, Eggleston square, Dudley street or Forest Hills to Mattapan or Milton Lower Mills, where transfers may be had to other lines which pass the park. It is planned to start some of the baseball games as near 10:30 a. m. as possible. An adjournment will be made for lunch, which will be served under a grove of stately trees at 1 o'clock. A record attendance is expected.

The outlook for bituminous coal for New England industries is bad. Normal requirements are 25,000,000 tons a year and arrivals now are at no more than the rate of 18,000,000 tons. Great alarm is felt by the authorities and it

Climax Manufacturing Co.
High Grade
FLORISTS' BOXES
Castorland : : New York

Cut Flower Boxes
All Sizes
C. C. POLLWORTH CO.,
Milwaukee, Wis.

"DURO"
FOLDING FLOWER BOXES
For Prices Write
Duro Paper Products Co., 729 S. Wabash Ave., Chicago, Ill.

is feared that manufacturing industries will be compelled to operate on half time the coming winter unless relief comes soon. Florists are much concerned over the outlook and are uncertain when they can secure any deliveries.

William Sim, of Clifftondale, who at one time was our greatest specialist in sweet peas, violets and gladioli, is now the carnation king of this section. He

FLORISTS' BOXES
Made in Dayton, Ohio
We are not profiteering. Our prices are low but we give you a heavy, high-grade material and good workmanship. Convince yourself by sending us a sample order. We satisfy our customers.

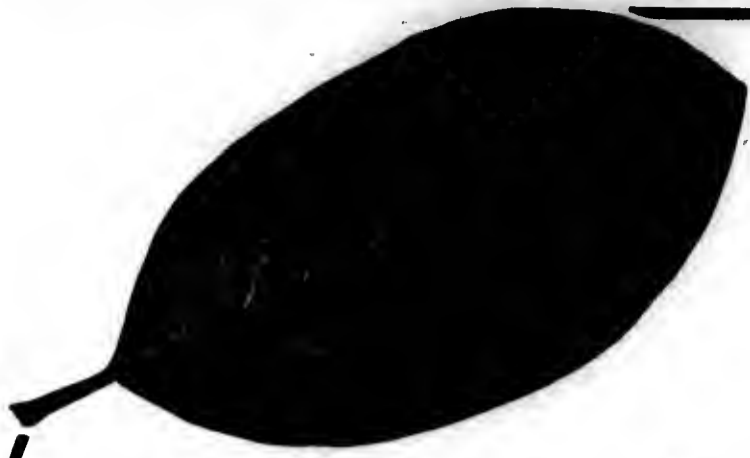
Write for Samples.	Mist Gray or Manila Shallow Cover Price per 100	Mist Gray or Manila Full Telescope Price per 100
3 x 20x 4	\$ 2.30	\$ 2.70
3 x 18x 5	2.50	2.90
3 1/4 x 24x 5	5.30	6.30
3 1/2 x 30x 5	6.30	7.30
5 x 24x 8	7.80	10.00
5 x 28x 8	9.70	12.00
5 x 36x 8	11.70	14.20
5 x 38x 8	14.00	16.50
5 x 30x 10	15.00	17.00
6 x 28x 12	15.50	18.30
6 x 35x 10	16.50	18.30
6 x 36x 12	20.50	24.00
8 x 20x 20	21.80	27.50
8 x 24x 24	32.70	37.00
7 x 42x 12	37.50
8 x 48x 14	45.50

GRAY CORSAGE AND VIOLET
With Shallow Fluted Edge Lid
5 1/2 x 9 x 6 \$5.00 6 x 9 x 12 \$7.70
6 x 7 x 14 7.00 7 x 9 x 9 7.70

Printing in black ink, \$2.00 per 1000, or less quantity; printing in colored ink, \$3.00 per 1000, or less quantity, in assorted sizes. All f. o. b. Dayton, Ohio.
No order printed less than 50 of each size.
We allow a discount of 5 per cent when remittance accompanies the order.
We reserve the privilege of substituting either color.

The Aull Bros. Co., Dayton, O.
Established 1890

H. & D. Design Boxes
Are made of light, strong Corrugated Fiberboard and can be furnished with K. D. lock-corner covers, safe and convenient.
Write for full particulars.
THE HINDE & DAUCH PAPER CO.,
SANDUSKY, OHIO



Magnolia Leaves

Prepared under our new process, in cases or cartons.
Brown, Green or Purple.

- Oak Sprays in Green, Brown or Red**, packed in cases of 100 sprays to case.
- Beech Sprays**, same color as Oak and same pack.
- Fadeless Sheet Moss**, in bags of 10 lbs. net.

- Natural Sheet Moss**, in bags of 10 lbs. net.
- Natural Evergreen Smilax Substitute—**
Huckleberry Foliage, standard Smilax cases.
- Lyrata Foliage**, same pack as Huckleberry.

All orders for the above goods will have our personal attention and satisfaction guaranteed.

THE RUMBLEY CO., Evergreen, Ala.

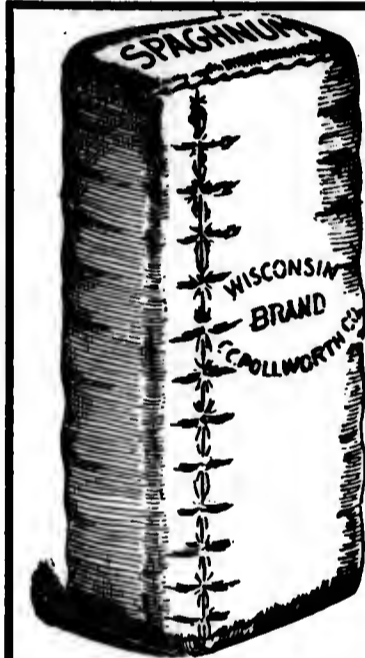
believes in early planting and already has 120,000 young stock in the beds, with about 30,000 more to follow. In addition to good standard varieties like Pink Delight, Benora, Ward, Matchless, Rosette and others, he has a number of fine seedlings, of which he has large batches. Some of these are likely to be more heard of in the near future. The Dolansky-McDonald Co. handles all of Mr. Sim's output.

George W. Goold, of Sussex, N. B., was a caller last week. He is a veteran of the world war and spent at its conclusion nearly a year with the noted firm of London landscape architects, Milner, Son & White, who carry out contracts in countries as far away as India, South Africa and continental Europe. Mr. Goold, with his father, plans to develop the landscape and nursery department at his home and while in Boston visited the leading nurseries, private estates and parkways, the Arnold Arboretum and landscape architects. On his way home he planned to visit the Bar Harbor Nurseries, on Mount Desert island, Me.

While the attacks of the gypsy moth are less severe than usual in the near vicinity of Boston, a few miles out the destruction is worse than ever before. In the Blue Hills reservation miles of woodland are almost defoliated and many other sections are in the same condition.

Ernest H. Wilson, assistant director of the Arnold Arboretum, sailed July 8 on a 2-year world tour in the interests of the arboretum. His wife and daughter accompanied him and will stay in England while he is touring the world. The arboretum has decided not to attempt the introduction of any new plants while the present Quarantine 37 remains unmodified. It seems most unfortunate that the invaluable work which the arboretum is doing in the dissemination of hardy plants from all parts of the world should be so largely nullified by the present autocratic Federal Horticultural Board, which contains not a solitary horticulturist.

Frank Edgar, of Waverley, who has had remarkable success with cyclamens of late years, has a remarkably fine lot this season, some 10,000 in number. They promise to go ahead of last year's



Sphagnum Moss

- 10 bales.....\$1.50 per bale
- 25 to 30 bales..... 1.35 per bale
- 50 bales..... 1.25 per bale

STANDARD SIZE BALES

Order Now and Save Money

C. C. Pollworth Co.
Milwaukee, Wis.

New Crop Fancy Ferns

Extra Good Quality

\$2.50 per 1000

Natural Green Sheet Moss

\$1.50 per bag

THE WOODS-KRAFT CO.

P. O. Box 202, ERIE, PA.

Mention The Review when you write.

LAUREL, MOSS

Laurel Branches, 2x2x4 ft. case, \$3.00 per case.

Laurel Stems, large bag, \$1.25.

Green Sheet Moss, large bag, \$1.75.

Peony Roots, for fall delivery.

W. Z. PURNELL, Snow Hill, Md.

high record. Winter-flowering begonias and poinsettias are also especially fine.

Hardy lilies are this year extremely fine, thanks to a comparatively cool season and abundant rainfalls. About

NEW CROP, FANCY AND DAGGER FERNS Write for Prices

- Laurel Festooning**, 6c and 8c per yard. Fresh stock supplied on short notice; use it for your weddings and other similar decorations; nothing better.
- Bronze Galax**, fine quality, \$1.25 per 1000; \$11.00 per case of 10,000; extra fine leaves.
- Sphagnum Moss**, \$5.00 per large bale.
- Ground Pine**, 12c per lb.; made up, 10c and 12c per yd.
- Branch Laurel**, large bundles, 50c.
- Hemlock**, large bundles \$1.00.



Telegraph Address, New Salem, Mass.
Post Office and L. D. Phone Address
MILLINGTON, MASS.

July 17 a large field of L. regale at Farquhar's Roslindale nurseries will be a magnificent sight.

At the establishment of the W. W. Edgar Co., Herman H. Bartsch, the

"Superiora" Maidenhair Ferns

Adiantum Formosum

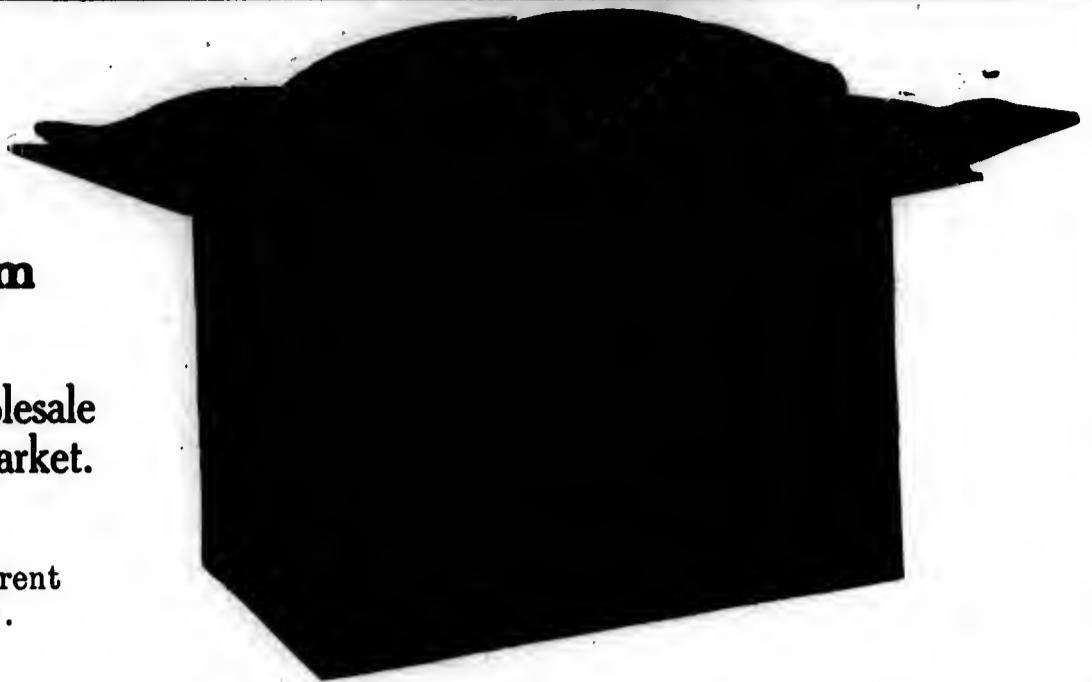
IN ALL SIZES

Recognized by the leading wholesale florists as the best on the market.

Beware of Imitations.

There is no substitute for transparent Maidenhair Ferns (Adiantum).

One trial will convince you.



"Superiora"

Magnolia Leaves

Are today more in demand than ever on account of their far superior quality. We have over 58 endorsements from the largest Florists' Supply Houses.

"Enough said."

DR. H. DUX CO.,

Jacksonville, Fla.

LIKE LEATHER - ALWAYS PLIABLE

MAGNOLIA LEAVES

**PREPARED
Beech or Oak Sprays**
Green, Tan or Red
100-lb. Cases. **\$16.00**

Short Oak or Beech Sprays
Per Carton, **\$1.25**

Prepared by

REEVES

Colors: Brown, Green or Purple
\$1.25 PRICE PER CARTON

25 lbs. of leaves \$ 4.50
50 lbs. of leaves ... 8.00
100 lbs. of leaves ... 15.00
If Red is wanted add 15 per cent

Southern Decorative Evergreens

IMMEDIATE DELIVERY

FRESH

HUCKLEBERRY FOLIAGE

MOUNTAIN LAUREL FOLIAGE

WATER OAK FOLIAGE

**STANDARD
Cases-60 lbs.
\$2.50
per case**

REEVES FOLIAGE CO., Inc., Brewton, Ala.

WILL NOT MOLD

GLOSS FINISH

SURE TO PLEASE



FANCY FERNS



Finest stock in the country

\$2.50 per 1000

\$2.50 per 1000

Subject to Change Without Notice.

- Green Leucothoe, 100.....\$1.50; 1000.....\$10.00**
- Magnolia Leaves, green and bronze, per carton..... 1.50**
- Galax Leaves, green and bronze, per case of 10,000..... 15.00**
- GREEN SHEET MOSS, very fine for basket work, trimming pots, etc., per bag, 15 lbs. to the bag..... 2.00**
- Sphagnum Moss, per bale 2.50**

FULL SUPPLY CUT FLOWERS AT ALL TIMES

MICHIGAN CUT FLOWER EXCHANGE, 264-266 Randolph St., Detroit, Mich.

Mention The Review when you write.

genial and hustling manager, has shipped away many thousands of begonias of late. The demand for these seems insatiable. There are thousands of cyclamens and begonias which are retained for Thanksgiving and Christmas trade and these never looked more promising at this season.

From present indications, Boston will have the largest and finest gladiolus display in its history when the American Gladiolus Society meets here August 14 and 15. Crops in the fields, thanks to copious rains, look excellent. Albert C. Burrage will make another of his noteworthy orchid displays at this show.

W. N. C.

WASHINGTON, D. C.

The Market.

The extremely warm weather did not help business any last week. Although some of the best roses and sweet peas which have been on the market for some time came in, it did not take the heat long to kill all signs of life in them. Some especially fine gladioli and lilies were on the market last week. The market was overeroded with greens during the latter part of the week.

Club Meeting.

The Washington Florists' Club held its monthly meeting July 6. The regular business was transacted and plans for the annual meeting of the Chrysanthemum Society of America were discussed. Z. D. Blackistone was appointed chairman of the committee on arrangements.

Much attention was given to the annual summer outing, which is to be held July 28 at Great Falls. Elaborate plans have been made for the day, including everything good to eat, baseball and a good athletic program.

J. Harper Hetherington, president, presided at the meeting.

Various Notes.

The Florists' and Growers' Union No. 17,387 held its regular meeting July 7. It is now affiliated with the Central Labor Union.

The Washington Florists' Club baseball team lost a hard-fought game July 10. It played a 12-inning game with the

THE NEW CROP of Hardy Cut Ferns is now ready to ship.

May we suggest that you place your regular orders for the coming season?

High quality stock and prompt shipment assured.

L. B. BRAGUE & SON
Established 1867
HINSDALE, MASS.

HUCKLEBERRY

Ready—\$2.50 per case

- PERPETUATED MOSS.....\$3.50 per bag**
- NATURAL MOSS..... 1.75 per bag**

Wire, Write, Phone

E. A. BEAVEN, Evergreen, Ala.

Mention The Review when you write

DAGGER and FANCY FERNS

\$1.40 per thousand

LLOYD G. HAMILTON

Franklin County, MILLINGTON, MASS.

Mention The Review when you write.

CHICAGO PRINTED STRING CO.

Advertising String and Ribbon Specialties
2411 Clybourn Ave., Chicago, Ill.

FANCY FERNS Per M **\$3.00**
(Special Picked)

Leave your order with us for regular shipments
C. A. KUEHN WHOLESALE FLORIST
1312 Pine St. St. Louis, Mo.

Mention The Review when you write.

Fancy Cut Ferns and Leaf-Mold—Evergreen Decorations. Christmas Trees, Trees, Shrubs, Plants, Seeds and Seedlings. Write for descriptive pricelists.
AMERICAN FORESTRY CO., Pombina, Wisconsin.

Ferns Galax Moss

Asparagus Plumosus Sprays	per bunch, 25c-35c
Smilax	per string.....20c
Adiantum.....	per 100.....\$1.50

NEW FANCY FERNS

Per 1000.....\$2.50

HUCKLEBERRY

Fifty Pound Cases

Per Case.....\$5.00

GREEN and BRONZE GALAX LEAVES

Per 1000.....\$ 1.50

Per case of 10,000 12.50

CHIFFON, ALL COLORS

4-inch, per yard 9c

6-inch, per yard.....12c

SPHAGNUM MOSS

Per bale.....\$ 2.00

Per 10 bales..... 17.50

GREEN SHEET MOSS

Per bag.....\$ 1.75

Per 10 bags16.00

SPECIAL PRICES ON LARGE QUANTITIES

Brown, Green and Purple Magnolia Leaves\$1.50 per carton; 10 cartons, \$14.00
 Everything in Florists' Supplies

FULL LINE OF CUT FLOWERS AND OTHER GREENS AT ALL TIMES

Orders from unknown parties must be accompanied with cash or shipments will be made C. O. D.

C. E. CRITCHELL, Wholesale Commission Florist, **Cincinnati, Ohio**
 15 East Third Street,

Mention The Review when you write.

Green Sheet Moss

Any quantity — \$1.75 per bag
 10 bags, \$16.00

New Fancy Ferns, \$3.00 per 1000

JULY SPECIAL

6-inch Chiffon, 13c

THE WILLIAM MURPHY COMPANY

329 Main Street
 WHOLESALE COMMISSION FLORISTS
 Phones Main 980-981
 CINCINNATI, OHIO
 Largest Shippers of Home-Grown Cut Flowers in the Cincinnati Market

Mention The Review when you write.

NOTICE

We are transferring our business to
NEWARK, NEW JERSEY
 51 LAFAYETTE ST.
 Will be open with a new line of
Dagger and Fancy Ferns
 and all kinds of Cut Greens.
P. S. PULOS & BRO.

Mention The Review when you write.

Huckleberry

Immediate Shipment—\$2.50 per case

NATURAL SHEET MOSS.....\$1.75 per bag
 PERPETUATED SHEET MOSS.... 3.50 per bag

Caldwell the Woodsman Company
 EVERGREEN, ALA.

Mention The Review when you write.

EMIL SCHLOSS,
Pres. and Treas.

MILTON SELINKA,
Secretary

THE RIBBON HOUSE

SCHLOSS BROS., RIBBONS, INC.

31 and 33 East 28th Street,

NEW YORK

HEADQUARTERS

For Florists' Ribbons, Chiffons and Novelties

Washington Grove team and the final run, which decided the victory, was made in the twelfth inning. The score was 5 to 4. G. V. S.

COLUMBUS, O.

The Market.

The slack summer season is now coming on and, with the exception of funeral work, business is dull. Carnations are still plentiful. Roses are also plentiful and at the present time are a glut on the market. Other greenhouse flowers are about gone, with the exception of some new-crop sweet peas. Garden flowers are plentiful and are used in both funeral work and centerpieces, as well as fancy baskets.

Various Notes.

C. L. Humphrey, of Zanesville, was in Columbus recently.

Charles W. Felton, of Cleveland, was in Columbus last week inspecting the flower stores here and looking for some new ideas. Mr. Felton says that his advertisement in the telegraph delivery section of The Review is his greatest business getter.

J. A. Martin motored to Cleveland July 4 and had a successful trip.

A. E. Dern, of Mineral Wells, Tex., was here to buy stock and also to visit old friends in Columbus and Circleville. Mr. Dern has not been in this section of the country for many years. Circleville was his former home.

Leo Miller did not return to Columbus with the Shriners' convention special. He will remain in California for several weeks with his wife and daughter.

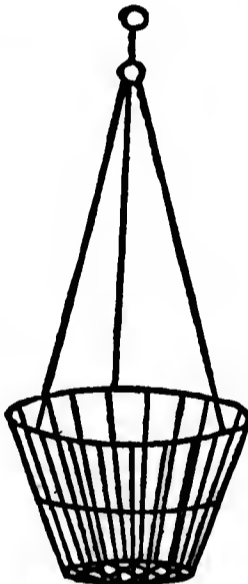
Mr. and Mrs. Thompson spent July 4 in Marion, O.

Senator Harding's front porch campaign will boom business for the florists in Marion, as he will be home during this entire time. Upon his return to Marion July 4, he found his residence banked with beautiful floral offerings. Many of these were made by Blake's. Several large boxes of flowers were delivered to Marion from Thomas J. Ludwig's, Columbus. J. W. T.

HYDRANGEAS LOSING FOLIAGE.

This spring I received at my store some shipments of hydrangeas of the French sorts which were in lovely foli-

Wire Hanging Baskets

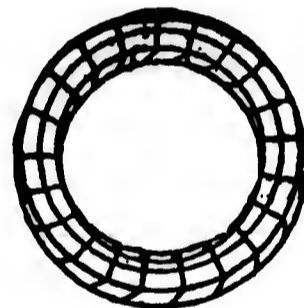


No. 1

Size	Per 100
10-inch.....	\$14.00
12-inch.....	16.25
14-inch.....	23.00
16-inch.....	26.00

The Wise Florist
Will Buy NOW!

JUST ASK
for
OUR PRICES
on
WIRE DESIGNS



B. E. and J. T. COKELY

Everything in Florists' Supplies Established 25 Years
201 N. Seventh Ave. SCRANTON, PA.

GOLDFISH

and AQUARIUM SUPPLIES

Send for catalogue

ORIENTAL GOLDFISH & SUPPLY CO.

3757 to 3761 Cottage Grove Ave., CHICAGO, ILL.

Goldfish Buy from the Breeder.
107 Acres of Ponds this Season.
Write for Big, New Catalogue.

Globes, Aquariums, Aquarium Supplies, etc.

BERT J. PUTNAM, Scientific Aquarist,
462 Washington Street, Buffalo, N. Y.

age and bloom upon their arrival and which sold readily to the trade.

I have had several complaints from my customers about these plants not lasting; almost all of them seemed to become covered with a web and dropped their foliage as well as the flowers, leaving nothing but the stubby stalks.

Please tell me what is the cause of

GOLDFISH

Large, Healthy Fish at
"Rock Bottom" Prices

Owing to the length of time it now takes to get goods by freight, we would advise placing your order for Globes, Ornaments, Food, etc., at once, so that fish can be shipped promptly, when the season opens.

Ashborne Goldfish & Supply Co.,
Agency Street BURLINGTON, IOWA

Mention The Review when you write.

Natural Green Sheet Moss

Per 10-lb. bag, \$1.75

Dyed Green Sheet Moss

Per 10-lb. bag, \$3.50

KNUD NIELSEN
EVERGREEN, ALA.



"Say it with Flowers"
Emphasize it with RIBBONS

QUALITY — ORIGINALITY — SERVICE
RIBBONS and CHIFFONS

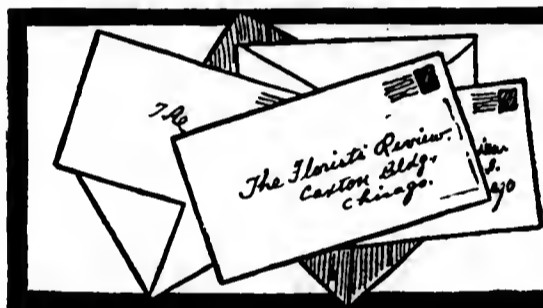
LION AND COMPANY, 118-120 East 25th Street, New York

this trouble and what I can do in the future to prevent its happening again.
O. O. B.—Okla.

Lack of water is the most probable cause of your customers' hydrangeas losing leaves and foliage. These plants

are quite thirsty subjects and must receive an abundant supply of water or they will soon go to pieces. It would be well in future to impress upon purchasers the necessity of keeping these plants damp at the root; more than one watering a day may be necessary in a

warm room. The French hydrangeas force much better than the old otaksa, but lack the substance of the latter. They will not withstand direct sunlight without burning and should be given a shaded position in both the greenhouse and the dwelling.
C. W.



Wanted and For Sale Department

Advertisements under this head 16 cents per line, cash with order from all who do not do other advertising. In sending remittance count six words to the line. Display advertisements in this department \$1.75 net, for one inch space. When answers are to be sent in our care, add 10 cents for forwarding. Plant advertisements not admitted under this head



SITUATION WANTED—By competent German florist. Address A. F. Clemens, care Imoberstags' Western Greenhouses, Toledo, O.

SITUATION WANTED — Experienced florist; middle-aged; grower of fine roses, mums, carnations, general stock; good wages. Address G. Grower, Gen. Del., Dayton, Ohio.

SITUATION WANTED — By good carnation grower and propagator, age 38, single, American, 18 years' experience; best of wages; state full particulars in first letter. Address No. 152, care Florists' Review, Chicago.

SITUATION WANTED — Gardener thoroughly experienced in greenhouse, landscape and outdoor gardening wishes responsible position; private place preferred; age 42, married, no children. Address L. Hedstrom, Box 396, Lake Forest, Ill.

SITUATION WANTED—As manager or working foreman; open for engagement as gardener, expert grower and propagator, commercial or private; East preferred; highest credentials. Address, Gardener, 828 Michigan St., Sidney, Ohio.

SITUATION WANTED—Grower of 35 years' experience; England, Channel Islands, New York, Boston, Philadelphia; orchids, roses, carnations, violets, everything connected with horticulture; state wages. R. Jones, General Delivery, Chicago, Ill.

SITUATION WANTED—Experienced seedsman wishes to connect with good wholesale seed establishment as traveling salesman; would prefer traveling part time in England; well acquainted with English seed houses. J. E. Slater, 75 Washington St., Winchester, Mass.

SITUATION WANTED—As working foreman or manager; am first-class grower, roses, carnations, mums, all pot plants; good designer and propagator; German, middle aged, married and 20 years' experience; give wages and full particulars. Address No. 136, care Florists' Review, Chicago.

SITUATION WANTED—Opportunity to produce first-class cut flowers or pot plants for progressive company; best of references and reasons for leaving present position; American, single, a hustler, capable of taking full charge; designer; in position to buy well located moderate sized place; store work considered. H. V. Thompson, 168 Brighton Ave., Rochester, Pa.

SITUATION WANTED — Experienced florist seeks permanent situation in some western state; expert grower of carnations and mums. Address No. 137, care Florists' Review, Chicago.

SITUATION WANTED — Permanent, in the west, by married man, ten years' experience in general greenhouse work; capable of taking charge of small place. Address No. 130, care Florists' Review, Chicago.

SITUATION WANTED—As working foreman on commercial, public or private place; 35 years' practical experience in America and Europe, in growing, propagating, cut flowers, pot and bedding plants, forcing Easter and Christmas stock, landscape gardening; can lay out grounds; good vegetable grower under glass or outside; married, no family; honest, sober, not afraid to work; good references; please address Florist, 12, General Delivery, Post Office, Alleghany, Pittsburgh, Pa.

SITUATION WANTED—As working foreman by successful grower of general line of cut flowers, pot plants, bedding plants, bulbs, etc., also a good propagator and can help on funeral designs; wish a position with good concern where ability, honesty and good service are appreciated; disengaged July 15; capable of taking full charge and handling help; single, middle-aged; permanent position and good salary expected; good references; state particulars and wages in first letter. Address No. 153, care Florists' Review, Chicago.

HELP WANTED—Good grower of potted plants and cut flowers for retail store. Write at once, F. G. Carek, Lorain, Ohio.

HELP WANTED—Greenhouse man for growing pot plants; good wages and steady work. Joseph Michal, 57th St. and Kostner Ave., Chicago.

HELP WANTED — Experienced rose grower, highest wages to right party; state where employed and how long. Atwell Florist, Ft. Dodge, Iowa.

HELP WANTED—All-around grower, 15,000 sq. ft. glass; furnish references and state wages expected. Hauge Flower & Plant House, Fairmont, W. Va.

HELP WANTED—Reliable grower capable of growing general greenhouse stock; plant of about 25,000 feet of glass; state wages expected and experience in first letter. M. Langohr, Florist, Bozeman, Montana.

HELP WANTED—Man with experience wanted at once; state wages wanted, without board. Alliance Floral Co., Alliance, Nebr.

HELP WANTED—Two good gardeners; steady work and good pay. Apply Waldheim Cemetery Office, Forest Park, Ill.

HELP WANTED—Young lady, experienced in general store work; capable of waiting upon first-class trade. Arthur F. Crabb, 13 Jefferson Ave., Grand Rapids, Mich.

HELP WANTED—Single or married man; must be all-around greenhouse and store man; good wages and desirable place. A. M. Paulus, 3950 N. Clark St., Chicago.

HELP WANTED—We have a good opportunity for a live salesman calling on the retail florists west of the Mississippi. For information write No. 120, care Florists' Review, Chicago.

HELP WANTED—At once, plant and mum grower for first-class wholesale and retail trade; \$60.00 per month, room and board; steady employment; state age and experience. T. Malbran, Main St., Johnstown, Pa.

HELP WANTED—Would prefer a man with some experience growing carnations, sweet peas and mums; also must be willing to help with design work; state wages wanted. Address No. 410, care Florists' Review, Chicago.

HELP WANTED—An all-around grower who would like to take out an interest in a good paying corporation; must furnish the best of references as to character and ability. Address No. 142, care Florists' Review, Chicago.

HELP WANTED—A man with greenhouse experience and versed in the propagation of conifers; in writing state experience and give references; wages \$100.00 per month with board and lodging. Address California Nursery Co., Niles, Calif.

HELP WANTED—A reliable grower of carnations, mums, peas and a general line of potted plants; steady work the year around; state experience, age and wages wanted; 15,000 ft. of glass. Address No. 136, care Florists' Review, Chicago.

HELP WANTED—Men with some experience in growing chrysanthemums, carnations and bedding plants; steady position for right man; state experience and wages expected in first letter. Write R. F. Angell, Lake Forest, Ill., or call at office, 53 West Jackson Blvd., Chicago.

[TURN THE PAGE.]

HELP WANTED—Good all-around florist, to take full charge of growing. Wabpeton Floral Co., Wabpeton, N. D.

HELP WANTED—A congenial, all-around grower of palms, ferns and tropical vegetation; a man willing to adapt himself and get results; ideal location; write particulars. Address Box A 27, West Palm Beach, Florida.

WANTED—Refrigerator about 4 ft. wide, 2½ ft. deep, 6 ft. high. Box 500, Chouteau, Mont.

WANTED—Greenhouses to be torn down. Address M. Weingarten, 286 5th Ave., New York City.

WANTED—A vertical steam boiler for dwelling house, 30-inch fire pot. Harry E. Cooper, Salem, O.

WANTED—Good second-hand Detroit steam trap capable of taking care of 100 horse-power boiler. C. P. Dudley, Madison, N. J.

WANTED—To buy greenhouses to dismantle; please state particulars and price in first letter. I. Suesserman, 104 Ridgewood Ave., Newark, N. J.

WANTED—Second-hand hot water boiler; must heat between 4,000 and 5,000 feet glass; must be in good condition. F. W. Miller, East-End Greenhouse, 900 So. 20th St., Harrisburg, Pa.

FOR RENT—18,000 sq. ft. of glass in heart of city of 37,000; good trade and rent reasonable. Address No. 150, care Florists' Review, Chicago.

FOR RENT—On shares, 13,000 feet of glass, stocked, doing good retail business in good live town. Address No. 28, care Florists' Review, Chicago.

FOR SALE—Greenhouse to be dismantled; glass, pipes and sash device. Mame Short, Galva, Ill.

FOR SALE—Or rent; flower store in city of 37,000; takes less than \$300.00 to handle. Address No. 151, care Florists' Review, Chicago.

FOR SALE—Five greenhouses in good condition; town of 8,000; good paying business; no competition. Frank Bros., Beardstown, Ill.

FOR SALE—40 h. p. boiler, 66 ins. x 10 ft. 2 ins., with 66 3-in. x 8-ft. tubes. Leedle Floral Co., Springfield, Ohio.

FOR SALE—Chicago N. W. side florist's business, greenhouses, house and lots 168x180; est. 27 years. M. S., 2330 N. Spaulding Ave., Chicago.

FOR SALE—Unimproved ½-sec. in Wis., well located land; trade for improved acres; describe fully first letter. Address No. 138, care Florists' Review, Chicago.

FOR SALE—Retail flower store on two car lines, established 30 years; no competition; owner has other business, can't attend; a snap for some real florist. 2813 Colorado Ave., Chicago.

FOR SALE—Feed pipe, 150 feet of 5-in., 300 feet of 4-in., the latter in 8 to 10-ft. lengths; 100 four-light, 16x18-in. standard vent sash, unglazed. Frederick J. Benthey, New Castle, Ind.

FOR SALE—Quantity of greenhouse materials, such as good second-hand pipes, glass, sashbars, apparatus, boilers, etc.; also complete greenhouses. I. Suesserman, 104 Ridgewood Ave., Newark, N. J.

FOR SALE—Two barrels (120 gallons) Garland Greenhouse white paint; have had same on hand for two years and will sell for cost less freight, or will sell half. Bell Floral Co., Temple, Texas.

FOR SALE—To florist, half interest in greenhouses; 6,000 feet of glass; everything new; doing good business, with no competition; local population 30,000. Address, Tri-City Floral Co., Sheffield, Ala.

FOR SALE—410 Cypress sashbars, 16 ft. long, cleaned and painted twice, ready to use, as good as new, 5c per foot; the whole lot, over 6,600 ft., for \$300.00. Carl Lindey, 607 N. Madison St., Muncie, Ind.

FOR SALE—Account old age, greenhouses doing wholesale and retail business of \$10,000 a year, in country town with yearly increase, for \$25,000. Easy terms. Address No. 476, care Florists' Review, Chicago.

FOR SALE—About 30,000 feet of modern greenhouse glass located in city of about 100,000 in central Illinois; doing good business and can sell all we produce; best of reasons for selling. Address 488, care Florists' Review, Chicago.

FOR SALE—The sashbars, vents, ridge, gutters and end bars for one house 39x65 feet; Moninger make; \$200.00. f. o. b. Mt. Sterling; cypress material, no glass; house was glazed with 16x24-inch. A. J. Humphreys, Mt. Sterling, Ky.

FOR SALE—Modern greenhouse plant for sale cheap; 9 greenhouses, consisting of 37,000 feet of glass, within city limits of Chicago; owner must sacrifice this on account of ill health; write for full particulars to No. 39, care Florists' Review, Chicago.

FOR SALE—Second-hand Nangle steel boiler; 28 fires; new; this boiler is in good shape; has been heating 14,000 feet of glass; inspected April 28 by Hartford Insurance Co. and found in good condition; cheap for cash. Emporia Floral Co., Emporia, Kan.

HELP WANTED

Greenhouse builders; only men who know the business thoroughly and who can do first-class work will be considered; must have their own hand tools. Address

SUPT. OF CONSTRUCTION,
AMERICAN GREENHOUSE MFG. CO.,
Room 900, Masonic Temple, Chicago.

SITUATION WANTED

Gardener who has just completed a large landscape job in Ohio wishes position; references as to ability, etc.

Address O. B., 216 W. 34th St., New York, care Kennedy.

SITUATION WANTED

By practical florist of long experience in pot culture, private or commercial, single, European and American training of many years; particulars by mail.

A. F. CLEMENS,
125 Kildare Ave., North, Chicago, Ill.

SITUATION WANTED

By man 34 years old, married, as working foreman or manager; capable of taking full charge of the business in general and producing results; will consider only up-to-date place; life experience and good references; West or Pacific coast preferred; good wages expected. Address No. 145, care Florists' Review, Chicago.

SITUATION WANTED

Greenhouse painter seeks work; owner furnish paint; state size of houses; job will be done in a contract way.

WM. C. KIRSTIEN,
303 E. Baker St. - Bloomington, Ill.

FOR SALE—100 horse power boiler in good condition, cheap. Kemble-Smith Co., Boone, Iowa.

FOR SALE—Steam boiler made by Wicker Bros., Saginaw; in first-class condition, including steam trap and all trimmings; will heat 6,000 feet of glass; price \$125.00; if trap is not wanted will take \$75.00 for the boiler and trimmings. D. Kleinhaus, St. Louis, Michigan.

FOR SALE—A 7-section No. 66 Gas Water boiler, Bryant make, good condition, only been used a little; price \$200.00. Some 4-inch gate valves, pipes, glass and sash bars. I have two houses to dismantle. About 100 feet of iron gutter, other roof fittings. Harry E. Cooper, Salem, O.

FOR SALE—A rare opportunity to secure an up-to-date florists' business; established 20 years, rebuilt since; all stock for retail; about 20,000 feet of glass, all in good condition, right in city, doing large business; will sell on terms or for cash; if interested write for particulars; good reason for selling. Joplin Greenhouse, 2004 First St. Joplin, Mo.

FOR SALE—Cheap, two brand new greenhouses, containing 6,000 feet of glass, located in the best town in the south; houses are well stocked and doing a good business; this opportunity will have to be seen to be appreciated; answer quick; owner has other business and can not look after these houses. Address No. 141, care Florists' Review, Chicago.

FOR SALE—Brand new glass, unselected double thick. 16x24, at \$7.45, 12x18, 14x20, 16x18, at \$6.98 per box, in lots of 5 boxes or over; second-hand pipe, 1-in. to 6-in., threaded and coupled, price upon application. Used roof drip bars, 2c per ft. The following round boilers: 18-in., \$79; 21-in., \$108; 24-in., \$149. New Pipe Tools, Malleable Hinged Vises: No. 1, capacity 2½-in., \$3.25; No. 2, capacity 3½-in., \$4.88. Stocks and Dies, Armstrong pattern: No. 2R, threads ¼ to 1-in., \$7.20; No. 3R, threads 1¼ to 2-in., \$10.80. Toledo Stocks and Dies: No. 1, threads 1 to 2-in., \$16.00. Pipe Wrenches: 18-in. grips, 2-in., \$2.10; 24-in. grips, 2½-in., \$3. Pipe Cutters, Saunders Pattern: No. 1, cuts ¼ to 1-in., \$1.80; No. 2, cuts 1-in. to 2-in., \$2.70. Metropolitan Material Co., 1299-1323 Flushing Ave., Brooklyn, N. Y.

SITUATION WANTED

Landscape engineer and nursery manager, with many years' experience and success, efficient and up-to-date in all branches, desires to connect with concern that means business and that will appreciate good work; open for engagement August 1. Address No. 144, care Florists' Review, Chicago.

HELP WANTED

Three good rose growers to work in our modern new houses; starting wages, \$5.50 per day; good chance for advancement to experienced men.

THE PREMIER ROSE GARDENS, Inc.,
Maywood, Ill.

HELP WANTED

Several experienced men for general greenhouse work; good wages to right men.

THE HAMMOND CO., Inc.,
109 E. Broad St., Richmond, Va.

HELP WANTED

Storeman; one with ability, to have full charge of my retail store; must be a good designer and decorator; good salary to right party.

GEO. W. MARSHALL,
108 Grand Ave., Okmulgee, Okla.

HELP WANTED

Young man for office work in a commercial greenhouse where both cut flowers and plants are handled; must be familiar with the handling of cut flowers and design work; a good place for the right man; state experience and salary wanted.

JOSEPH BANCROFT & SON,
Cedar Falls, Iowa.

HELP WANTED

Experienced saleslady for up-to-date flower shop; give reference and state wages in first letter.

SIEBRECHT FLORAL CO.,
Aberdeen, S. D.

HELP WANTED

Reliable foreman for a good-size commercial place; wages \$200.00 per month. Address No. 147, care Florists' Review, Chicago.

HELP WANTED

Rose growers and pot plant men, wages \$35.00 per week for A-1 men. Nine-hour day.

J. F. WILCOX & SONS,
Council Bluffs, Ia.

HELP WANTED

A young married man thoroughly conversant with nursery and office management, to take the position of assistant manager of our sales division; applicant must have both field and business experience; give age, nationality and experience in first letter.

B. F. BARR & CO.,
Keystone Nurseries, Lancaster, Pa.

HELP WANTED

Rose, carnation and cyclamen growers; \$35.00 weekly to start.
ROLF ZETLITZ CO.
Dayton, Ohio

HELP WANTED

Fireman; must be a reliable and steady man; good wages.
BATAVIA GREENHOUSE CO.
Batavia, Illinois

HELP WANTED

Experienced rose grower.
WIETOR BROS.,
2133 Devon Ave. Chicago, Ill.

HELP WANTED

A-1 rose grower to take charge of section rose houses in Virginia; give references. Address No. 283, care Florists' Review, Chicago.

HELP WANTED

Experienced all-around greenhouse man, single preferred; good stock expected; good wages paid.
H. E. REIMERS.
P. O. Box 255 Spokane, Wash.

HELP WANTED

Rose grower and also man experienced in potting plants.
HOLTON & HUNKEL CO.,
Milwaukee, Wis.

HELP WANTED—Store Man

Mr. Elberfield will be in Chicago, at the store of Poehlmann Bros. Co., Monday, July 26th, from 10 a. m. to noon, to talk with you about a Kansas City position with the Alpha Floral Co. Good steady man wanted; good salary.

HELP WANTED

We need several good commercial Rose Growers and Section men; houses all planted up and in fine shape; call or write, stating age, nationality and where formerly employed.

POEHLMANN BROTHERS COMPANY, Morton Grove, Ill.

HELP WANTED

Gardener to take charge large estate. Must be an educated horticulturist and agriculturist and have had experience growing all kinds flowers, shrubbery, trees and looking after large sized place. Address or call

G. E. MARCY.
1220 Cont'l and Com'l Bank Bldg..
Chicago, Ill

HELP WANTED

A thoroughly experienced plant grower; must furnish best of references; permanent position.
WRIGHT'S FLOWER SHOP
224 W. 4th Street
Los Angeles, California

HELP WANTED

Rose grower; must be experienced and willing to attend strictly to his work; good wages and good chances for advancement to the right man; greenhouses located near Chicago. Address No. 115, care of Florist's Review, Chicago.

HELP WANTED

Man familiar with the work in rose houses; permanent position; state wages wanted and experience.
JOSEPH KOHOUT
Libertyville, Illinois

HELP WANTED

Vegetable grower, able to raise successful crops of tomatoes and cucumbers under glass; will give financial interest to right man. Address No. 140, care Florists' Review, Chicago.

HELP WANTED

We want an experienced orchid grower to take charge of our orchid section; one who thoroughly understands the growing of orchids; state experience, references and salary.

W. J. & M. S. Vesey,
Fort Wayne, Ind.

HELP WANTED

At once, working foreman for retail place, growing general line of stock; must be thoroughly reliable; steady employment for a good man; house furnished.
B. C. JOHNSON,
Sterling, Colo.

HELP WANTED

Gardener who understands both greenhouse and outside gardening; good wages; no children preferred. Address No. 412, care Florists' Review, Chicago.

HELP WANTED

First-class, experienced man to take charge of greenhouses; single or married, with references; only steady man need apply; \$120.00 per month, living room and board; also one man to help florist, with some knowledge of greenhouses; 20 miles north of Chicago. Inquire 2029 Grenshaw Street, one-half block northwest 12th and Robey Streets, Chicago.

HELP WANTED

A thoroughly experienced rose and carnation grower who is capable of taking charge of houses; must be dependable and a hustler; good wages and a share of the profits; give references.
THE CLEVELAND CUT FLOWER CO.,
Newton Falls, Ohio.

HELP WANTED

About September 1st, floor man and designer for high-class retail store in Salt Lake City; to qualify for this position, one must have had three or four years' experience in some high-class store, must be energetic, of good appearance, pleasant disposition and a good floral artist; \$50. a week; working hours nine hours a day and six days a week; store closed on Sundays; extra pay for overtime. Address all correspondence to

MILLER FLORAL CO.,
Farmington, Utah.

HELP WANTED

We have an opening for an up-to-date rose grower on a new commercial place just being completed; modern steel houses; will pay \$140.00 per month to start, with rapid advancement, also bonus.

Also want all-round growers; will pay \$130.00 per month and up.

Only reliable men who want steady positions need answer.

J. C. RENNISON CO.,
A. Albert, Supt., Sioux City, Ia.

HELP WANTED

Several good general growers.

C. H. FREY, Lincoln, Neb.

HELP WANTED

Designer and decorator with original ideas and exceptional ability. Address No. 131, care Florists' Review, Chicago.

HELP WANTED

A-1 rose grower, with southern experience; state wages wanted in first letter.

CHAS. A. MOSS,
Spartanburg, S. C.

HELP WANTED

Competent gardeners who wish to better their positions and are willing to work; no "hot air artists," "booze fighters," or "know it alls" need apply; we want good, conscientious men of moderate habits, good character, and willing to learn; those who can qualify apply
THE J. L. HOFFMAN CO.,
555 Candler Annex Bldg., Atlanta, Ga.

HELP WANTED

General florist, grower and designer, to take full charge of 9000 ft. of glass, September 15th. Must have good reference; give names and addresses where employed for the last five years, also what wages expected; married or single; steady employment.

H. P. KOLB, Storm Lake, Iowa

HELP WANTED

A-1 grower, roses, carnations, mums and pot plants; man who can take full charge and run it as his own; in Virginia; will give an interest to the right party; references and state wages and when can come. Address No. 125, care Florists' Review, Chicago.

HELP WANTED

We need several good growers in our rose and carnation sections; give references, experience and wages expected.

W. J. & M. S. VESEY,
Fort Wayne, Ind.

HELP WANTED

Opportunity—Alive, progressive firm, conducting a nursery, landscape and floral business in city of two hundred thousand people, with practically no competition, requires a bookkeeper and stenographer with knowledge of the business; a man of ability will be given an interest in the business and full charge of office after his worth is proven; this position offers wonderful opportunities for the man who is looking ahead and wants to make good; all correspondence strictly confidential.

Address No. 143, care Florists' Review, Chicago.

FOR SALE

Good second-hand pipe in all sizes running from 3/4-inch to 10-inch; also second-hand boilers. Write for prices.

MAX ZEIGLER & BROS.
Muncie, Indiana

FOR SALE

Only flower store in growing town of 6000, doing a thriving business, with good shipping territory; a bargain if taken at once; good reasons for selling. Address No. 146, care Florists' Review, Chicago.

FOR RENT

Twelve greenhouses, over 45,000 feet of glass, in good condition and well stocked, located in the northwest side of Chicago; with large up-to-date store established in 1898; good paying retail and wholesale business. Address No. 112, care Florists' Review, Chicago.

WANTED

Agency for a well recommended New England or New York Nursery; also for a bulb house; kindly send catalogue and particulars to
MAINE SEED & HORTICULTURE CO.,
Rockland, Maine

HELP WANTED

Experienced grower, at once, for retail place of 30,000 sq. ft.; married and willing to take boarders; new, up-to-date dwelling of 8 rooms with bath and heater; steady position and good wages to right man; state references, experience and wages wanted.
STENSON & McGRAIL, Uniontown, Pa.

HELP WANTED

Practical grower for retail place, carnations, mums, poinsettias, Christmas, Easter and spring plants, and a man capable of waiting on trade at greenhouse; permanent position to right party at a good salary; answer giving full particulars and salary expected.
MANHEIN FLORAL CO., Shreveport, La.

FOR SALE

Five greenhouses, each 27-1/2 x 250 ft., complete as they stand, \$800.00 each, purchaser to remove them from the land.
PETER REINBERG,
5450 N. Robey St., Chicago, Ill.

FOR SALE

Retail and wholesale florists' business situated in western New York; five greenhouses, 12,500 feet of glass; steam heat, cement walks, electric lights, two Ford trucks, 200 sash and frames 3x6; house, barn, sheds and two acres of land. Write WM. F. KASTING CO.,
Buffalo, N. Y.

FOR SALE

Five Lord & Burnham greenhouses, consisting of two 33x150 ft. each, one 20x150, one 19x100 and two connected houses 28x75 each; this plant is in excellent condition, glass all 16x24 double thick; galvanized iron eaves and posts; separate heating plant for every house; will dismantle soon as possible.
I. SUESSERMAN,
104 Ridgewood Ave. Newark, N. J.

FOR SALE

85,000 sq. ft. of glass, steam heated and in good condition, on 10-acre plot 1/2-mile from town, on brick pavement; wholesale and retail business. Write for information.
W. FRANK & SONS,
Portland, Indiana.

FOR SALE

Babcock & Wilcox boiler, 42-inch drum, 9 tubes high, 8 tubes wide, complete setting except grates; rated at 150-200 H. P.; good for 125 lbs. on resetting.
ROLF ZETLITZ COMPANY,
Dayton Ohio.

FOR SALE

3700 feet of modern greenhouse; 7-room modern dwelling, new; one acre ground on Lincoln Way East, South Bend, Ind., a city of 73,500 population; no trouble for good florist to clear above expenses and living, \$3000 a year.

RIVERSIDE FLORAL CO.,
1321 Lincoln Way East, South Bend, Ind.

FOR SALE

BOUND VOLUMES OF THE FLORISTS' REVIEW

We have the following surplus copies, bound in substantial half leather binding, in style uniform with those prepared for preserving The Review in its own bookcases. Being in need of room, these SURPLUS copies (and these only) are offered at

\$2.00 PER COPY, f. o. b. Chicago.

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2	17	Nov. 23, 1905, to May 17, 1906.
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2	20	May 23, 1907, to Nov. 14, 1907.
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1	28	May 18, 1911, to Nov. 9, 1911.
1	30	May 11, 1912, to Nov. 7, 1912.

Offered subject to being unsold.

FLORISTS' PUBLISHING CO.

508 S. Dearborn St., Chicago, Ill.

FOR SALE

Having sold our entire Philadelphia property we wish to remove all greenhouses from the premises, and offer at very reasonable prices 25 greenhouses for removal at once.

ROBERT CRAIG CO., 4900 Market St. Philadelphia

FOR SALE

One of the most modern greenhouse plants around Chicago; 21 houses containing about 200,000 ft. of glass; practically all replanted since last year to the newest varieties; 34 acres good, fertile land; large 10-room house, also large barn, with all necessary equipment; private switch direct to coal bin; located on railroad near two towns, assuring plenty of labor; this is a splendid opportunity for a live man to acquire a large, going, profitable business; must be seen to be appreciated; for further particulars address No. 20, care Florists' Review, Chicago.

FOR SALE

The Ullrich plant at Tiffin, Ohio, situated on one of the principal paved streets in the city; comprising fifteen greenhouses, garage with two delivery cars, large barn, large hennery, three other large outbuildings, two modern dwellings, two other large building lots, cold storage, concrete bulb cellar, about seven acres of ground for planting, up-to-date office, workroom and potting shed; only retail store in town of 15,000, well stocked with supplies; will sell store separate or greenhouse separate to continue the large established business, or dismantle same.

E. J. ULLRICH,

201 Sycamore St., Tiffin, Ohio.

HELP WANTED—FOR SALE OR LEASE

A thoroughly up-to-date and fully equipped and going floral plant, with two new boilers, growing roses, carnations and all kinds of plants, etc., with six houses and additions covering 68 x 225 ft., with offices and working rooms, foreman's residence and delivery car and ample land for growing purposes, in the heart of the city of Wabash, Indiana, with a population of 12,000, and unable to supply the local demand. This will be sold or leased at a great bargain on easy terms. Come and see it.

We want a working foreman of experience who can grow all kinds of flowers and plants and superintend the business. The right wages to the man who makes good and he has the opportunity of buying or leasing the plant on easy terms. Write fully as to experience and wages to begin with.

WABASH FLORAL CO., J. D. Conner, Jr., Prop., WABASH, IND.

FOR SALE

Boilers: 90 H. P. high pressure tubular; 150 H. P. high pressure tubular; 45 H. P. high pressure tubular; 54x14 tubular water boiler; 54x10 return tube water boiler; 48x14 flat greenhouse boiler, 21 4-inch flues; smokestacks, all sizes.

C. B. ISETT & SON,

Boilers and Iron Works, CHICAGO, ILL. 1701-7 Winnebago Ave.

FOR SALE

100 hotbed sash, 3 x 6, with 3 rows 10 x 12 glass, in perfect condition, \$3.50 each.

F. BLONDEEL, Oak Park, Ill.

FOR SALE OR LEASE

65,000 square feet of glass planted to roses, carnations, mums and Boston ferns; everything in good, money-making order; will make the price to suit any good, reliable party.

W. W. COLES,

Kokomo, Ind.

FOR SALE

Three modern greenhouses, running to full capacity; about 10,000 sq. ft. glass; 5-room modern bungalow; garage; a large store up town; located in best part of city; population about 6,000; doing good business; price is right if taken at once; if interested, write or come; good reasons for selling.

ALLIANCE FLORAL CO., Alliance, Neb.

FOR SALE

A half interest in greenhouse and two lots; house 28x120, only greenhouse in county; 20 miles from Omaha; all in running order; good reason for selling; price \$800.00.

V. M. MULLIS, Plattsmouth, Neb.

FOR SALE

20,000 feet of modern glass well stocked with roses, carnations, mums and bedding plants, on 7 acres rich land; 1,500 feet Skinner system and 8-room house, all in city limits of a good flower city of 5,000; business established and growing in a prosperous community 30 years; buyer can have immediate possession. Address No. 148, care Florists' Review, Chicago.

FOR SALE

Five houses, 9000 feet, to be dismantled; purchaser to remove same; glass 10 x 12 and 16 x 18; No. 5 Kroeschell boiler, 5 years old; 3200 feet of 4-inch heating pipe; what is it worth to you?

F. BLONDEEL, Oak Park, Ill.

FOR SALE

Florists' business in western New York; doing a thriving trade; well stocked up on supplies of all kinds; good fixtures; low rent; well established; \$2,500 cash, balance of \$500 on easy terms; proposition stands full investigation. Address No. 149, care Florists' Review, Chicago.

FOR SALE

12,000 sq. ft. of glass, long potting shed, large 2-story barn, 1 1/2 acres of ground, all in good condition and well stocked, ready to go to work; near Dayton Ohio; good wholesale and retail business; selling on account of health. Address No. 139, care Florists' Review, Chicago.

FOR SALE

18,000 square feet modern glass with service buildings complete and one and one-fourth acres of ground; 7-room modern dwelling and delivery car included; the greenhouses are heavily stocked with first-class carnations, chrysanthemums, cyclamen, ferns, Chatelaine begonias, etc.; the local market will consume all that can be produced; excellent opportunity for an ambitious person; address E. E. TEMPERLEY, 5518 College Ave., Indianapolis, Ind.

FOR SALE OR RENT

33 000 feet glass, 4 acres good garden lot, dwelling house, in New York state, city of 65,000 inhabitants, suburbs 25,000; no wholesale place near; local market for everything grown; wonderful opportunity for either vegetables or flowers. Address No. 122, care Florists' Review, Chicago.

PACIFIC COAST DEPARTMENT

Lynden, Wash.—Mrs. Anna M. Gas-kill is starting in business.

Alameda, Cal.—E. Wagner has been sick for several months and unable to attend to his business.

Sawtelle, Cal.—The personnel of the Los Angeles Geranium Co. has been changed and Culver Bros. no longer are the proprietors.

EUREKA, CAL.

Rosaia Bros., of Seattle, Wash., have purchased the interest of the Humboldt National bank in the property of the Cottage Gardens Nurseries, of which the late Charles Willis Ward was president. Since the concern was taken over by its creditors, it has been managed by G. Van den Abeele, receiver. The Humboldt National bank foreclosed a claim of \$28,206.37 and have sold their interest in the foreclosure to the Seattle florists. The property involved is worth \$350,000, it is stated, including sixty-five acres of land and 125,000 square feet of glass. The stockholders have a year's time in which to redeem the claim against the property, and reports that control of the company has already passed into the hands of the purchasers are incorrect. Palermo F. Rosaia came from Seattle to close the deal.

LOS ANGELES, CAL.

The Market.

Outside of funeral work there was little doing in the retail stores last week and a holiday feeling pervaded the city. July 4 and 5 the streets were deserted and the best outlet for stock was along the boulevards where the automobile parties passed.

Carnations keep up fair quality for the season, but they ship poorly. The same applies to roses. White roses are practically off the market and Cecile Brunner is the one rose arriving in anything like form. Asters are of fair quality and not so good as at this time last year, though they may improve later. Greens are of medium quality only.

Various Notes.

Peter Wolfskill, of the Orchid, Pasadena, has been under the weather with a severe attack of tonsillitis. This spoiled his holiday, but he is on the road to recovery.

Wright's Flower Shop was one place at least where there was no let-up for the holiday. Saturday and Sunday, July 3 and 4, an extraordinary number of eastern wire orders for funeral work came in, which prevented the staff from getting away.

D. Fraser, of R. G. Fraser & Son, Pasadena, was in the city last week and reported big orders for their seed of *Cineraria stellata*, of which they have a fine strain. Mr. Fraser is also enthusiastic over their new winter-flowering stock, which is a hybrid of Beauty of Nice and one of the Brampton varieties.

G. Precht, Montebello, is cutting some excellent *Gladiolus Schwaben*,

which finds a ready sale. He is also cutting fine pink snapdragons and reports a big business in freesia bulbs.

John Polder, of Polder Bros., is talking of taking his vacation in Bear valley this year, so the rainbows in Big Bear must keep their eyes open.

All the principal wholesale houses closed July 4 and 5, giving the employees a chance to get away for a day or two, and fish stories galore have resulted.

Peter Reinberg, of Chicago, was among the visitors last week. He and Emil Reichling, formerly a grower for Mr. Reinberg, were visiting the trade here.

J. T. Woods, of the Woods Floral Co., Handley, Tex., was a caller last week. Mr. Woods, with his wife and daughter, are making a tour of the coast and they say that they would like to stay longer, but Mr. Woods has to get back to prepare for the Texas State Florists' Association convention. H. R. Richards.

SAN FRANCISCO, CAL.

The Market.

So far as the supply of flowers is concerned, the situation has not changed much in the last week, but demand has dropped off somewhat since the close of the national Democratic convention and the departure of many visitors from the city, as well as the exodus of local residents on their summer vacations. While business is a little quiet, there is small inclination on the part of the trade to complain, considering that the demand for flowers has held up longer this summer than usual.

Roses show excellent quality for July and there is plenty of other good stock. As is to be expected, both roses and carnations began to show the effect of the summer season about the usual time, but instead of getting gradually worse, as has been the case heretofore, July offerings are fully as good as June

Service that Advertises

GEORGE J. HALL & CO.

WHOLESALE FLORISTS

423 East 5th St.

Los Angeles, Cal.

WE NEVER FAIL

Asters Gladioli, Statice Yellow Daisies

AND OTHER SUMMER FLOWERS

We are known for special care in selection and packing of stock for hot weather shipping.

L. A. FLORAL CO.

The House of Quality and Service

236 EAST FOURTH ST.,

LOS ANGELES, CALIF.

LILY BULBS

Order now for Fall delivery

Direct from Japan

GIGANTEUM MULTIFLORUM

7 to 9 inches, per case \$52.00

9 to 10 inches, per case \$52.00

C. KOOYMAN CO., Inc.

431 Bush Street

San Francisco, Cal.

DRIED FLOWERS

Now is the time to lay in your winter supply

Statice—Purple, white and yellow. **Acroclinium**—Daisy-type, pink. **Helichrysum**—Assorted colors.
Rhodanthe—Pink. **Statice**—Russian or rat-tailed, pinkish lavender.

We have a large supply and can furnish any quantity.
 Book your orders now.

These dried flowers are excellent for floral work. They often prove a life-saver when stock is scarce.
 Send for a small assorted box as a sample. You will come back for more.

J. A. AXELL, Wholesale Commission Florist, 463 Bush St., SAN FRANCISCO, CAL.

Mention The Review when you write.

flowers were, with indications that a considerable supply of good roses will be forthcoming right along.

Gladioli continue to arrive in large supply and the demand leaves nothing to be desired, the daily offerings cleaning up closely. Asters are appearing, but only in limited quantity. Little shipping is being done as yet, because of the light supply and the fact that the first asters of the season do not carry particularly well on long trips. The outlook for a big crop of asters is fine. Chrysanthemums are a little more plentiful, but they do not get much attention as yet, as they are not suitable for shipping. Sweet peas are going off rapidly and orchids and gardenias are also on the short side of the market.

Various Notes.

N. F. Baldocchi, of Podesta & Baldocchi, reports business holding up well this summer. During the Democratic convention his firm was kept busy with table decorations and the like, besides supplying a stimulated demand for cut flowers as the result of so many visitors being in town. Vacations are still in progress at this establishment, five of the men being away now. With his partner, V. Podesta, in Europe, Br. Baldocchi does not expect to get much of a vacation himself, but he hopes to get away for a few days.

Mark Ebel was a recent visitor from Sacramento, Cal., and was heard to invite J. A. Axell to his place for a while this summer on the assumption that hoeing or some other mild outdoor exercise in the hot weather would be fine for reducing. It may be said, however, that Mr. Axell did not accept the invitation until after the work proviso was omitted. Mr. Ebel says that business is quite as usual for this time of the year.

Mr. Moore, of the Meldrum Flower Shop, Sacramento, was also in town a few days.

F. C. Jaeger, of F. C. Jaeger & Son, is well pleased with the initial business in his new wholesale department. He has booked several standing orders and is in receipt of many inquiries about asters and chrysanthemums.

Henry Avansino, manager of the E. W. McLellan Co., expects asters to be ready for long-distance shipping in about ten days.

The trade received a visit last week

Everybody Knows Our Motto:

“We Never Miss”

EVERYTHING IN

Cut Flowers and Supplies

S. MURATA & CO.

Oldest and Most Experienced Shippers in Southern California

380-386 S. Los Angeles St., LOS ANGELES, CAL.

Mention The Review when you write.

FREESIA PURITY

1/2 to 5/8-inch, \$10.00 per 1000. 7-16-inch, \$7.00 per 1000.

By parcel post, prepaid—Immediate delivery.

Special prices on 5000-lots.

HARRY BAILEY, R. F. D. No. 6, Box 354, Los Angeles, Cal.

Mention The Review when you write.

Carnations

2-inch Plants
\$7.00 per 100

White Enchantress, white.
 Victory, red.
 Mrs. Ward, pink.
 Belle Washburn, red.

**H. N. GAGE CO.,
 Montebello, Calif.**

Mention The Review when you write.

Barberis Darwinii	Per 100
Out of 2-inch pots.....	\$ 6.00
Diosma alba	
Out of 2-inch pots.....	10.00
Erica Melanthera	
Out of 2-inch pots.....	15.00
Cash with order, please.	

PACIFIC NURSERIES, Colma, San Mateo Co., Calif.

BULBS

**FREESIA PURITY
 FREESIA SPLENDENS
 PAPER WHITES
 EMPEROR DAFFODILS
 YELLOW CALLAS
 BABY GLADIOLI (The Bride)**

A reliable source of supply.
LOS ROBLES, Santa Cruz, Calif.

Mention The Review when you write.

**Softwood Poinsettia Cuttings
 (Unrooted)**

Both the true red and early variety, packed to ship anywhere.

\$3.00 per 100; \$25.00 per 1000
**PAUL ECKE, 1226 Hayworth Avenue
 LOS ANGELES, CAL.**

FREESIA PURITY

1/2 to 5/8-inch, the profitable size to plant,

\$10.00 per 1000

FREESIA SPLENDENS

Lavender, **\$40.00 per 1000**

COLEUS, 2 1/2-inch, heavy, ready for 4-inch . . \$6.00 per 100

COLEUS, 4-inch, heavy, \$1.50 per doz., \$10.00 per 100

WE CLOSE SUNDAYS

WALTER ARMACOST & CO.

321-323 East 4th Street

LOS ANGELES, CALIF.

PRICE LIST

EFFECTIVE JULY 15, 1920.

Subject to change without notice	Short	Medium	Long
ROSES			
Hoosier Beauty.....	\$.08	\$0.15	\$0.20
Columbia.....	.08	.15	.20
Ophelia.....	.06	.12	.15
Shawyer.....	.06	.12	.15
White Killarney.....	.06	.12	.15
Gladioli.....	\$1.25	per dozen	
Cecile Brunners.....	.25	per bunch	
White Baby Roses.....	.25	per bunch	
Feverfew.....	.25	per bunch	
Delphinium Belladonna.....	.25	per bunch	
Gypsophila.....	.25	per bunch	
Gaillardia.....	.25	per bunch	
Coreopsis.....	.25	per bunch	
Shasta Daisies.....	.25	per bunch	
Sprengeri.....	.75	per bunch	
Hardy Ferns.....	.25	per bunch	
Calendula.....	.25	per bunch	
Achillea.....	.25	per bunch	
Veronica.....	.25	per bunch	

Miller Floral Co. UTAH
FARMINGTON,

from F. C. McNabb, president and manager of the Arizona Seed & Floral Co., Phoenix, Ariz., who said that his firm had enjoyed a good winter and spring trade.

J. A. Axell is taking advantage of the summer lull to make some improvements in his large wholesale quarters on Bush street, including the installation of an enclosed office at the rear.

C. Kooyman is making a special drive on lily bulbs, booking orders now for fall delivery.

Fred Bertrand, who recently purchased the flower stand in the Palace hotel, enjoyed excellent business during June and is making extensive improvements.

Albert O. Stein, is back from an extended automobile tour of the northwest

ASTERS

ALL KINDS OF DRIED STRAWFLOWERS

Red

Pink

White

Lavender

Purple

WOODWARDIA

and other GREENS

ENOMOTO & CO., Inc.

WHOLESALE GROWERS AND SHIPPERS

35 Saint Anne Street

SAN FRANCISCO, CAL.

Summer Flowers

Roses, Carnations, Sweet Peas, Baby Roses, Statice, Gladioli and many other seasonable flowers ready for shipment—also Adiantum and Plumosus

F. C. JAEGER & SON

152 Powell Street

OUR SLOGAN:

"Right Price, Quality and Service" SAN FRANCISCO, CAL.



IMPORTED HINOKI PLANT TUB

No. 1—13 in. x 13 in. diameter, 10 for....\$6.00 100 for....\$50.00

**California
Asters**

**Seasonable Flowers
and Greens**

UNITED FLOWER & SUPPLY CO., Inc.

Wholesale Florists, Shippers and Growers

448 Bush Street SAN FRANCISCO, CAL.

and is pleased with the way business held up during his absence, June being one of the best months his store ever had.

Julius Eppstein says business at the St. Francis hotel dropped off somewhat last week, but had been good all through June and the first few days of July.

T. C. Holmes, manager of the retail store of C. C. Morse & Co., expects to leave shortly on a combined business and pleasure trip to England, which is his native country. His home was formerly in Plymouth and he will spend some time there, it being his first visit to his parents in ten years. As planned, his trip will extend over a period of about three months. M. M.

Luther Burbank is reported to be seriously ill at the Adler sanitarium. Reports are that the celebrated botanist has been in the care of special physicians and nurses, but is showing improvement and may be able to return soon to his home in Santa Rosa, where his experimental gardens are located. He is past 70 years of age.

SPOKANE, WASH.

The Market.

Greenhouse-grown stock has given way almost entirely to outside stock. The hot weather of the last two weeks has caused a falling off in the demand for flowers outside of funeral work.

Various Notes.

Mrs. Ella Grant Wilson, of Cleveland, O., was the guest of the florists at a luncheon at the Davenport hotel last week. Mrs. Wilson is a worker for more publicity by coöperative advertising of the florists throughout the country.

Wednesday, June 30, the florists entertained visiting nurserymen with a trip to Liberty lake and a banquet held at the Davenport hotel. Samuel Younkin was chairman of the committee in charge and a fine program was arranged. Superintendent of Parks Duncan gave an illustrated lecture, showing the progress made in the city parks in the planting of trees and shrubs.

The annual picnic of the florists will be held July 28 at Manito park and plans are under way for an excellent time.

FINE ASTERS

**Easter Lilies, Calla Lilies, Roses, Cecile Brunners,
Strawflowers, Gypsophilas, Gladioli,
Marguerites, etc.**

ALL KINDS OF CUT GREENS

DOMOTO BROS.

440 Bush Street SAN FRANCISCO, CAL.

PLUMOSUS

Tulips, Roses, Freesias, Gypsophilas, Spring Flowers

GEN. A. J. GOOCH

537 PINE STREET. SAN FRANCISCO. CALIFORNIA

ADIANTUM

See our Price List

Page 57, issue of May 6

WILSON-CROUT-GEHR CO.

East 62nd and Ankeny St., Portland, Ore.

Mention The Review when you write.

PORTLAND ROSES

EVERGREENS

HARDY PERENNIALS

Price List on Request

Mountain View Floral Co., Portland, Oregon

Mention The Review when you write.

ASPARAGUS

Plumosus, 8-in.....\$ 6.00 per 100
Sprengeri, 4-in..... 12.00 per 100

CINERARIAS

Dwarf strain, 2 1/4-in.....\$4.00 per 100

PETUNIAS

Grohe's large-flowering double,
2 1/4-in.....\$6.00 per 100

FRED GROHE CO.

R. F. D. 4, Box 367. Cash please. Santa Rosa, Cal.

W. H. HAWKINS

Cyclamen - SEEDS - Primula

EVERYTHING FOR THE GREENHOUSE
1206 N. 47th Street, SEATTLE, WASH.

Mention The Review when you write.



1920-21

FIELD-GROWN

Own-root one-year Desert Climate
Roses are the best. Try our 1 1/2 grade
12x18-inch H. T.'s and Babies.

HOWARD ROSE CO., Hemet, Calif.

Mention The Review when you write.

LOS ANGELES GERANIUM CO.

Wholesale Grower of

California Sunshine Geraniums

For the Trade. Leading Standard Varieties.
Strongly Rooted Cuttings.....\$29.00 per 1000

SAWTELLE, CAL.

Mention The Review when you write.

Asparagus Plumosus, 2-inch, \$4.00 per 100. Asparagus
Plumosus seedlings, \$1.00 per 100. Asparagus Sprengeri,
2-inch, \$4.00 per 100; 3-inch, \$7.00 per 100.

Write for prices on bedding stock.

FRED G. EHLE, Wholesale Grower,
224-236 Sanborn Ave., San Jose, Calif.

Mention The Review when you write.

P. C. Miller Company Announcement

ON AND AFTER AUGUST 1, 1920
 The P. C. Miller Company, Los Angeles, California
 WILL BE KNOWN AS

California Floral Company

We have experienced a great deal of trouble in mail service, owing to the fact that there are other firms in our city under the name of P. C. Miller. This has resulted in our mail, in many instances, being delivered to the wrong address, thus causing disappointments to our customers through delayed orders. We will continue business under the same management and will retain our motto:

"The Best in the West"

IN THE FUTURE KINDLY ADDRESS US

California Floral Company

Wholesale Dealers in Cut Flowers

217 Winston Street :: :: Los Angeles, California

Freesia Purity

	Per 1000
$\frac{3}{8}$ -inch to $\frac{1}{2}$ -inch.....	\$ 6.00
$\frac{1}{2}$ -inch to $\frac{5}{8}$ -inch.....	10.00
$\frac{5}{8}$ -inch to $\frac{3}{4}$ -inch.....	13.00
$\frac{3}{4}$ -inch and over.....	19.00

Paper White Narcissus

	Per 1000
Large size.....	\$28.00
Emperor Daffodils.....	40.00
Trumpet Majors.....	40.00

Calla Aethiopica (White)

	Per 1000
1-inch to $1\frac{1}{2}$ -inch.....	\$ 35.00
$1\frac{1}{2}$ -inch to 2-inch.....	85.00
2-inch and over.....	150.00

C. KOOYMAN & CO., Inc.

*Wholesale Florists
 and Importers of Bulbs*
 431 BUSH ST., SAN FRANCISCO, CALIF.

Mention The Review when you write.

Primula Obconica

Gigantea and Grandiflora

In $2\frac{1}{4}$ -inch pots, ready for shifting

My well known strain. Giant Flowers, many measuring over $1\frac{1}{2}$ inches in diameter. In separate colors or mixed.

\$6.00 per 100; \$57.50 per 1000

These make good Christmas plants.

Write for Price List of Ferns, Palms and Foliage Plants

H. PLATH—"The Ferneries"

Cor. Lawrence and Winnipeg Aves., SAN FRANCISCO, CAL.

California Flowers and Greens

of all kinds are being used generally
 by Eastern Florists.

DARBEE'S

for best quality and service

1036 HYDE STREET,

SAN FRANCISCO, CALIF.

Mr. Skinner, of Hoyt Bros. Co., is in St. Luke's hospital, where he underwent two operations. He is doing well and it is expected that he will be about again in a few weeks. Mr. Parker, of this firm, was married Saturday, July 3.

E. J. Steele, proprietor of Steele's Pansy Gardens, Portland, Ore., with Mrs. Steele, visited the city last week.

Most of the growers are busy repairing their ranges and planting for next fall. Crop conditions were never better than at present.

Peters & Sons, Hillyard, Wash., are moving a fine crop of tomatoes.

E. Hedger, of the Davenport Flower

Shop, is spending his vacation with Uncle Sam in camp. H. H.

SEATTLE, WASH.

The Market.

The double holiday, with its week-end trips for so many people, gave a decidedly quiet turn to business for the last week and the light deliveries of most lines failed to cause much of a feeling of loss. Local deliveries have been sufficient to care for all needs and one or two varieties of greens form the only items being shipped in at this time. There were no new offerings received during the week, with the exception of several new varieties of gladioli, which sold well.

There has been a run of table decorations for teas and other social events and several elaborate weddings have held the attention of the trade, but, in general, business has been confined to funeral work, cut flowers and baskets. The funeral work has been sufficient to prevent much loss in stock.

The deliveries of peonies have slackened considerably, but the same is true of the demand, and gladioli and snapdragons can be considered the leaders among the summer flowers. Iris has also been popular. Water lilies are plentiful and were used effectively with orchids in several of the more elaborate wedding bouquets made up lately. They are still as popular as ever in window displays. Canterbury bells are in more plentiful supply and are being freely used. In iris, the brown variety is more plentiful now than either Spanish or the large purple stock, although there is enough Spanish to care for all current needs.

Francis Brunner and Ulrich Brunner roses are in heavy supply and the latter is selling especially well. Ophelia, Ward and Columbia are also plentiful, with one or two growers offering commercial quantities of Lady Hillingdon, Premier and White Killarney. One dealer also showed Madame Edouard Herriot effectively.

There was a good demand for ferns during the last fortnight, especially the smaller sizes. Fern balls have also sold well. Aside from ferns, potted plants have been in slow demand and light supply.

Carnations are improving each week, both as to color and strength of stem, and the present deliveries leave little to be desired. Gypsophila and similar flowers are being used extensively.

There are plenty of orchids to fill current needs, but the supply of both gardenias and lily of the valley has been light. Bachelor's buttons have proved popular novelties and there has also been a good call for the ordinary California poppies. Gloxinias have also been shown by a number of florists.

Various Notes.

Charles E. Sullivan, head of the telegraph department of the Woodlawn Flower Shop, is away on a three weeks' vacation. He plans to visit a number of places before returning to work. Several good-sized decorations were handled by this concern during the last week.

Charles Shellgrain, of San Francisco, called on the trade here last week. He expects to be in the northwest for several weeks.

As the result of votes cast at the recent rose show, the Seattle Rose So-

FREESIAS

Fischerii and Splendens

Fischerii This is the magnificent White Freesia that sold for \$10.00 and \$12.00 per 100 in the leading flower centers of the country last winter. It is the result of many years of painstaking labor to produce a Freesia of extra quality for commercial use. The flowers are of snowy whiteness (very rarely is a touch of yellow seen), are of very large size, have long, strong stems, are of great keeping quality and very fragrant; an extremely beautiful Freesia.

PRICE . . . \$6.00 per 100, \$50.00 per 1000

Cash with order from unknown parties.

Splendens The beautiful commercial lavender, like the above, is a combination of very fine varieties, as nearly alike in color as possible with all the fine qualities of Fischerii in size of flower, strength of stem and good keeping quality. It is highly fragrant, an extra fine Freesia, which will delight all growers.

PRICE . . . \$5.00 per 100, \$40.00 per 1000

We have a large stock of these two fine sorts now ready for delivery. Dealers allowed liberal discount. Bulbs are sent direct to purchasers.

RUDOLPH FISCHER

SAN GABRIEL, CALIF.

Zvolanek's Winter Sweet Pea Seed



- Xmas Pink Orchid**
1 oz., 75c; 1 lb., \$9.00
- Zvolanek's Rose**
- Zvolanek's Orange**
1 oz., \$4.00; 1 lb., \$40.00
- Miss L. Gude**
- Watchung Orchid**
- Mrs. M. Spanolin**
- Bridal Veil**
- Mrs. Chas. Zvolanek**
- Zvolanek's Blue**
1 oz., 75c; 1 lb., \$10.00
- Sim Orchid or Rose Queen**
1 oz., 50c; 1 lb., \$5.00
- Zvolanek's Beauty**
- Zvolanek's Red (best red)**
1 oz., \$1.00; 1 lb., \$10.00

For other varieties send for price list. Seed will be ready about July 15th.

Ant. C. Zvolanek & Sons
Lompoc, Cal.

New Colored Freesias

Sunset Collection—Pink Mixture

We are the originators of this beautiful strain of Colored Freesias. Best colors for the commercial grower. Very tall, wiry stems. Flowers large and open; from delicate pink to brilliant red. It is an unusually good keeper.

Price:	1000	100
First size.....	\$40.00	\$4.50
Second size.....	26.00	3.00
Third size.....	18.00	2.25

Write for prices on planting stock.

Victory

A variety of Sunset Strain; of the same habit as the former, but comes in straight deep pink color. Does not show yellow or bronze blotch.

Price:	1000	100
First size.....	\$75.00	\$8.00
Second size.....	50.00	5.50
Third size.....	35.00	4.00

Improved Rainbow

In a great variety of most beautiful colors. Remember, you get ALL the colors.

Price:	1000	100
First size.....	\$30.00	\$3.50
Second size.....	20.00	2.50
Third size.....	10.00	1.50

Write for prices on planting stock.

Splendens

Very fine lavender.

Price:	1000	100
First size.....	\$40.00	\$4.50
Second size.....	30.00	3.50

Cash with order from unknown correspondents.

GEBHARD PRECHTL, MONTEBELLO, CAL. BOX 603

CHRYSANTHEMUMS

STANDARDS

Chas. Rager
Marigold
Yellow Jones

White Chadwick
Golden Chadwick
Early Frost

Maud Dean

POMPONS

Frank Beu
Hilda Canning

Godfrey
Lydia Thomas

ROOTED CUTTINGS

\$25.00 per 1000
From 2 1/2-inch pots, \$5.00 per 100

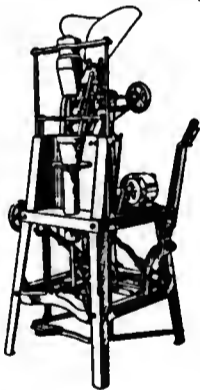
STUBER & RICHARDSON,
Bryn Mawr, Wash.

Mexican Ivy

Get your standing order in early and be assured of good supply this winter.

Humboldt Evergreen Co.
DYERVILLE, CAL.

Save 75% On Your Flower Pots



Make your own with our Concrete FLOWER POT MACHINE.

Send for free descriptive booklet.

A large grower says: "Many kinds of plants do better in concrete pots than they do in clay pots."

Spokane Concrete Flower Pot Machine Co., Inc.

P. O. Box 255. SPOKANE, WASH.

ASTER SEED

YOU CAN ALWAYS DEPEND ON FOR GROWING CUT ASTERS

THE HOME OF ASTERS

Herbert & Fleishauer
Aster Specialists, McMinnville, Ore.

ing and Nelrose snapdragons are arriving in splendid shape.

A. Lingham reports a successful season with his new giant tulip, which is as yet unnamed. This flower grows as large as seven inches in diameter and is said to be stronger and larger than any-



Steele's
MASTODON
Pansies

Get Catalogue or Description and Prices of Separate Colors from Last Week's Review.

SEED

Steele's Mastodon Greenhouse, special mixed, O. K. Outside, 1/8 oz., \$1.00; oz., \$7.00; 1/2 oz., \$3.75.

Steele's Mastodon Private Stock, mixed, 1/8 oz., \$1.00; oz., \$6.00; 1/2 oz., \$3.25.

STEELE'S PANSY GARDENS
PORTLAND, ORE.

Your inquiries for anything you may need
WILL BE APPRECIATED

H. L. OLSSON CO., Inc.

Growers of Quality Plants for the Trade
Box 494 SPOKANE, WASH

CHRYSANTHEMUMS

Rooted cuttings, the best standard varieties and pompons, clean, healthy stock, no midge, at \$3.50 per 100; \$30.00 per 1000. Chadwicks and White Seidewitz, \$5.00 per 100.

Primula Obeonica, 2-inch, best strain, separate colors, no white, at \$6.00 per 100.

PETERS & SONS, HILLYARD, WASH.
We ship from Spokane, Wash.

ciety has recommended that the city of Seattle adopt the Madame Edouard Herriot as the city's official flower. This flower received twice the number of votes accorded any other rose.

Some fine primroses were shown during the week by McCoy's and these led the sales of potted offerings at this shop. Some fine Irish Elegance roses were also featured in the window displays during the week.

The Hollywood Gardens continue to bring in from the greenhouses some of the finest summer offerings seen here. The cut of roses is said to be increas-



Florists who now use this handsome jardiniere—

tell us that their customers appreciate the added touch of beauty it lends to cut flowers, potted plants, baskets and ferns. Our illustrated folder showing the twelve classic designs executed in Wedgwood colors, and our prices for the 4, 5 and 6-inch sizes, will interest you. Send for them today.

MONO SERVICE CO., Newark, N. J.

thing yet grown in the northwest. The stems have all been at least eighteen inches in length and the bloom is unusually fragrant. The calyx is also said to be waxier than normal.

The Orpheum Floral Co. had an effective July 4 window display, arranged by Henry Day. Ophelia roses and bachelor's buttons were grouped in a circular bank about a medium-sized American flag on a short standard.

Rosaia Bros. have purchased the equity of the Humboldt National bank, at Eureka, Cal., in the Cottage Gardens Nurseries. The bank foreclosed a claim of \$28,206.37 and sold their interest to the Seattle florists. Palermo F. Rosaia made the trip south to close the deal.

Gust E. Anderson, of the University Floral Co., reports that a big trade is being developed, despite the fact that the regular term for the college students has closed. Ferns and combinations of outdoor flowers in fern balls have been especially popular. H. M.

PROVIDENCE, R. I.

The Market.

Vacation time has set in without any doubt. This was materially emphasized last week by the general falling off in business among the downtown stores. Except for funeral work, the majority of them could have been closed most of the time. But it is seasonable and expected.

Many of the stores are preparing for renovations of a general character, although no radical changes are contemplated.

There is an abundant supply of about everything in the market at this season and it moves slowly at low prices.

Various Notes.

Smith the Florist will move to his new store, at 200 Washington street, before August 1, as the old building is to be razed.

V. J. Beraducci left last week for Italy to visit his parents, whom he has not seen in several years. He will be gone about three months.

Earl Smith, of Pawtucket, is spending a vacation at Point Judith.

Frey Bros. had a big funeral last week, which called for several large designs.

James Parillo is putting up a new greenhouse, 40x70 feet, on his place in Johnston.

O. H. Williams, who planted more than two-thirds of his range to early



A Big Seller

Because

A Big Help to the Retail Florist

ALBUM OF DESIGNS

Sixth Edition Now Ready

Send \$1.25 now for one copy, or \$12.00 for a dozen copies.

Publishers of
The Florists' Review
The Album of Designs

FLORISTS' PUBLISHING CO.
508 S. Dearborn St., Caxton Bldg., CHICAGO, ILL.

Where to Buy?

Before placing your order for Floral Designs somewhere else, first get in touch with

The New York Wire Lamp Frame Co.

The Leading and Experienced Manufacturers

of all sorts of Florists' Wire Designs and Wire Lamp Shade Frames.

Our Past—Experience, Service, Quality, Satisfaction

Telephone Harrison 3568

1132-34 S. Wabash Ave., CHICAGO, ILL.



vegetables and bedding plants and later to tomatoes, has cleaned up a fine harvest on ripe tomatoes.

Ed Brooke, of the T. J. Johnston Co., was a recent visitor at Narragansett Pier.

John S. Drabble, formerly of Drabble Bros., Woonsocket, is at present in a hospital at Boston, where he has re-

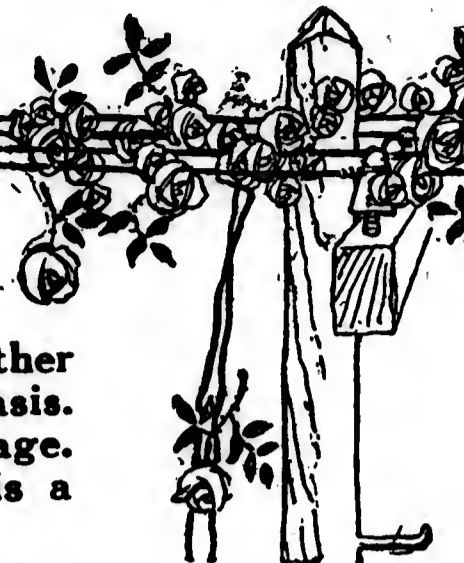
cently undergone three operations of blood transfusion. It is reported that the last operation was successful and that Mr. Drabble is now convalescing.

W. H. M.

Muskogee, Okla.—The Wieland Floral Co. has been sold to the Muskogee Floral Co.



Telegraph Delivery Department



THE florists whose cards appear in the Pink Part of The Florists' Review are prepared to fill orders from other florists, for local delivery, on the usual basis. See index by towns on the following page. If your city is not represented, there is a specially good opportunity for you.

Friendship is a cement that holds together those who have sympathies and tastes in common

Penn's Flowers Create Lasting Friendships

between your customer and the recipient and also serve to make us better known to the consumer. Hence we all gain by the pleasure of proper service.

Boston's
Flowerphone
Beach 6900



124
Tremont
Street

P. S.—This doesn't mean postscript. It means Penn Service.

Get Your Share of Telegraph Orders

Start your ad next week by mailing this blank today

FLORISTS' PUBLISHING CO.
508 South Dearborn St., CHICAGO

19

You may insert a Telegraph Delivery card occupying $\left\{ \frac{1}{4} \right\}$ inch in each issue of the Florists' Review for a period of one year from date, and thereafter until forbid by either party, for which _____ agree to pay at the rate of $\left\{ \begin{matrix} \$1.10 \\ 55 \text{ cts.} \end{matrix} \right\}$ net per week, bills payable monthly.

Strike out size NOT wanted.

Strike out same as above.

RETAIL STORE MANAGEMENT

WHAT THE LEADERS IN THE 'TRADE ARE DOING

WEDDING IN ART GALLERY.

Large California Decoration.

A June unparalleled in the number of weddings and the amount of money spent for flowers for such occasions, and the reports of the principal flower markets throughout the country to the effect that more stock was used this June than ever before in that month, all tend to excite the curiosity as to what splendid affairs some of these weddings must have been. On scanning the news letters of the different cities, one sees the accounts of wonderful weddings, some supposed to be more lavish than any before.

A wedding that is said to have been unequalled in size in southern California was that of Miss Barbara Sutherland Seville, at Pasadena, Cal., June 19. The decorations for this affair were executed by Siebrecht's House of Flowers. The marriage was performed in the residence of the young lady's parents, which is a palatial home, one of the finest in Pasadena.

The accompanying photograph shows the approach to the art gallery in the home, where the ceremony was held. The distance of the approach was over 100 feet. The art gallery was transformed into a chapel and a temporary altar was constructed. About 200

placed at intervals along the approach and were connected with broad satin ribbon and surmounted with huge bunches of Easter lilies and white roses, tied with long bows and long streamers of satin ribbon.

Aisle Posts Guide Way.

There were three rooms along the approach to the chapel. The entrance of the first room was decorated with dark pink asters, gladioli and Russell roses and the entrances of the other rooms were decorated with pink gladioli, Columbia roses and larkspur. The third room was decorated with Ophelia roses, pink sweet peas and peonies and the chapel was decorated entirely in white.

The veranda, leading from one of the rooms, was transformed into a summer garden, with bay trees, palms and ferns. Each end of the veranda was closed in with double white lattice gates festooned with running vines of roses.

ACKNOWLEDGING RECEIPT.

Undoubtedly the rapid growth of telegraph business has brought this item of income to an important position on florists' books. It will become more important as the education of the public progresses and as more detailed effort on the part of the trade adds to the ease of transaction. Many points are over-

soon as a telegram is received assures the sender of the order that it has been taken care of. Furthermore, it carries assurance that the receiving florist got the correct information—name, address, price, etc.—by wire.

An easy way to take care of this important detail is to have your printer run off a few hundred postcards, the number depending on the frequency with which you receive telegraph orders. On the card may be printed everything except the few facts which vary with the individual order. Aldous & Son, at Iowa City, Ia., have a postcard form which reads as follows:

Iowa City, Iowa,.....
Aldous & Son, Florist, F. T. D., 112 So.
Dubuque St., opposite Hotel Jefferson, are
pleased to acknowledge receipt of your order
for

.....
.....
.....
Kindly accept our thanks for the favor, which
shall receive prompt and careful attention.

And across the bottom of the card, in script, appears, "Say It with Flowers."

Many florists use a card somewhat similar. Many, however, have nothing of the sort. The latter should adopt some such form for acknowledging telegraph orders if they receive them at all frequently.

BUSINESS FAILURES CLIMBING.

Realization of the increased difficulty many firms are meeting in doing business should make florists more vigilant in their collections at the present time.

The tendency toward increase in failures that has lately developed in various sections of the country finds rather sharp reflection in the insolvency statement for the six months just ended, 3,352 commercial defaults, with aggregate liabilities of \$86,743,876, being reported to R. G. Dun & Co. during that period. While the number of reverses is the smallest for the first half of any year since 1881, yet the margin of decrease from the figures of earlier years has narrowed appreciably, and a decided enlargement of amount of indebtedness now appears. Comparing with the remarkably favorable exhibit of 1919, which discloses only 3,462 failures for the half year, a numerical reduction of three and two-tenths per cent is revealed; but this year's liabilities are twenty-six and two-tenths per cent in excess of last year's total of \$68,710,886, and are little more than one per cent below those of the first six months of 1918.

June brought 674 insolvencies, which is the highest number of any month at all in a year and a half.

NATIONAL PUBLICITY CAMPAIGN.

Good Intentions Shelved.

In a letter covering a subscription to our campaign fund, W. H. Flye, Woonsocket, R. I., says: "I plead guilty; I have been reaping the benefit of the



Floral Aisle Formed Through Art Gallery for California Wedding.

candles were used for light. This entrance to the chapel was arched with roses, Easter lilies and peonies. The altar was massed with Easter lilies, peonies and Bride gladioli.

Aisle posts, twenty in number, were

looked by those who have not specialized to any extent on this business. One of them is the proper and prompt acknowledgment of all orders from brother florists. A postcard—it doesn't need to be a formal letter—mailed as

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

FOREIGN SECTION

C. ENGELMANN
 Member American Florists' Telegraph Delivery Association.
 Life Member S. A. F.
 Member American Carnation Society.
 Member New York Florists' Club.
 Orders for England, Scotland and Ireland taken care of by
 C. ENGELMANN, Florist, Saffron Walden, Essex, ENGLAND.
 Cables: Engelmann, Saffronwalden (2 words only)
 Orders for the French Riviera and Monte Carlo taken care of by
 C. ENGELMANN, Etablissement Horticole "Carnation," Saint-Laurent-du-Var, near Nice, FRANCE.
 Cables: Carnation, Saint-Laurent-du-Var (2 words only)

Liverpool, England
DINGLEYS, Ltd., Florists

SHEFFIELD, ENGLAND
WM. ARTINDALE & SON
FLORISTS SEEDSMEN NURSERYMEN

Manchester, England
DINGLEYS, Ltd., Florists

SCOTLAND SEND YOUR ORDERS NOW TO
LEIGHTON, Florist, GLASGOW
 Scotland's Only Member F. T. D.

other fellows' investments long enough."

There are hundreds, yes, thousands of florists throughout the country who might well follow Mr. Flye's lead. We are sure that if they looked upon our movement in the right light, we should not have to make so many appeals for aid. Of course, we know that in the main forgetfulness is the reason for seeming apathy. More good intentions are shelved than are put into effect. There is only one way to get them off the shelf, as we all know. That shelf-load for the publicity campaign ought by now to be at the dumping point. Why not get your good intention into active shape—let it materialize? You could not set it to work at a better time.

Our committee—your committee—is now worried with the problem of completing arrangements for the publicity which we shall need so much later on. It is not the development of a plan that causes worry so much as the putting of that plan into effect. The financial end of it is a serious undertaking. The publishers of the periodicals we aim to use are obliged to begin work on their issues many weeks in advance of their publication dates. They have their own problems to work out, problems which in these days are more or less serious. They must prepare well in advance of their dates and if they are to be of service to us we must fall in line with their preparations. We must make our contracts at the time they arrange for a particular issue and our money to cover

That Piece of Blotting Paper

Last week's Ad was about how the by-products of a business may hold more business than the main ones.
 Which fact was going to prove this week by a piece of blotting paper.

Blotting paper happened.
 Happened because of a blundering workman who mixed his paper mixture wrong.
 When the boss tried to write on it, the ink spread all out.
 He was so furious he upset the ink bottle, and that fool paper just drank it up.
 At once he saw how fine it would be to have paper with an ink thirst like that, cut up in strips for drying ink writing.

He started making a little on the side as a by-product. Soon he was making nothing else.
 His by-product had become the main one.

Every business has both the by and main products.
 A blunder may prove which is which; but more often it is head work.
 Just plain, old-fashioned using one's head.

One snowy night last January, we discovered a by-product of our business that looks mighty good to us.
 Some day I'll tell you the particulars.
 Have a notion they would bring you more F. T. D. orders.

New York's
 Favorite Flower Shop

G. E. M. Stump

Fifth Avenue at 58th Street

these contracts must be in sight also at this time. We cannot expect the committee to incur liabilities they might not be able to discharge.

What Will You Invest?

Now, it is just this way: If all those florists who have good intentions and the will power to put them into effect

will act quickly and let the secretary know what can be expected of them, the committee can accomplish much to the advantage of the campaign. They can put their plans over without disappointment through changes compelled by limited resources. Our slogan, "Say It with Flowers," is too good and too valuable to be trifled with. Our campaign

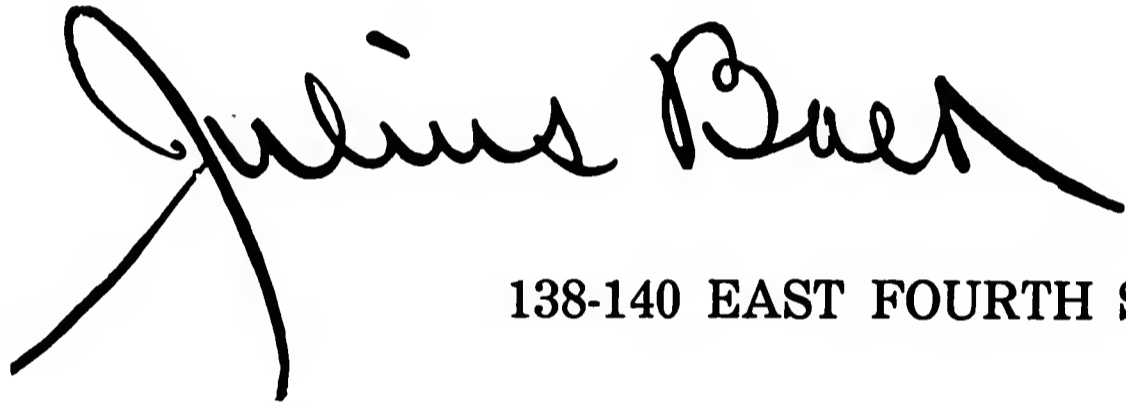
Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

QUALITY plus SERVICE!

In CINCINNATI

To mention Flowers is to think of



138-140 EAST FOURTH STREET

CLARKSBURG, W. VA.

Order your flowers on any occasion for delivery in this section from the leading Florists in the State.

HAYMAN GREENHOUSE CO.
CLARKSBURG, W. VA.

WEST VIRGINIA
WESTERN MARYLAND

The H. Weber & Sons Co.

Fairmont, W. Va. Clarksburg, W. Va. Oakland, Md.
Commissions Promptly Executed.
QUALITY EXCELLENCE ABILITY
Members Florists' Telegraph Delivery Association

CHARLESTON, W. VA.

Capital City Floral Co., Successor to
ALEXANDER'S
FOR ALL SOUTHERN WEST VIRGINIA

CHARLESTON, W. VA.

Look at your map. We cover many towns.
WINTER FLORAL CO.

ORDERS FOR CHARLESTON, W. VA.

are given prompt and careful attention by the
Charleston Cut Flower and Plant Co.

Huntington, W. Va. Member

McClure-Coffman Successors to F. T. D.
J. W. Dudley Sons Co.

BLUEFIELD, W. VA.

FALLON, Florist.

J. W. Dudley Sons Co.

PARKERSBURG, W. VA.
CLARKSBURG, W. VA.
MARIETTA, OHIO.

Orders Carefully Executed

is handled at the least possible expense; in fact, we might easily substantiate a claim to first place among all similar campaigns financed as we are. We have reached the goal which has been our object from the start, which should now be our anchor. It is up to those who have not yet supported the movement to maintain our anchorage and help us forward to the greater possibilities which are in sight. We hope for a liberal response to this appeal now, when we are compelled just to mark time, but with confidence that the trade will make an immediate advance possible and, necessarily, profitable.

Send in your check right away, please.
John Young, Sec'y.

SOCIETY OF AMERICAN FLORISTS.

Plant Registration.

Public notice is hereby given that the Conard & Jones Co., West Grove, Pa., submits for registration the new cannas here mentioned:

Statue of Liberty—Parentage, Maid of Orleans x orchid-flowering variety; height six to seven feet; foliage, bronze; leaves, half as large again as its nearest rival and of a rich, luxuriant, ebony shade; flower of orchid type, blazing flame-red in color. The flowers are of

SPARTANBURG

AND ALL SOUTH CAROLINA

CHARLES A. MOSS

Member Florists' Telegraph Delivery Assn.

MILLS THE FLORIST, Inc.

36 West Forsyth Street

Jacksonville, Fla.

We reach all
FLORIDA AND SOUTH GEORGIA POINTS

Miami Floral Co.



Orders Promptly Filled

MIAMI, FLORIDA

Carolina Floral Store Member

F. T. D.
King and George Sts., Charleston, S. C.
Nurseries at Saxon, S. C.

GREENVILLE, S. C. OTTARAY

HOTEL
RODGERS FLOWER SHOP
Supplies the Piedmont Section of South Carolina

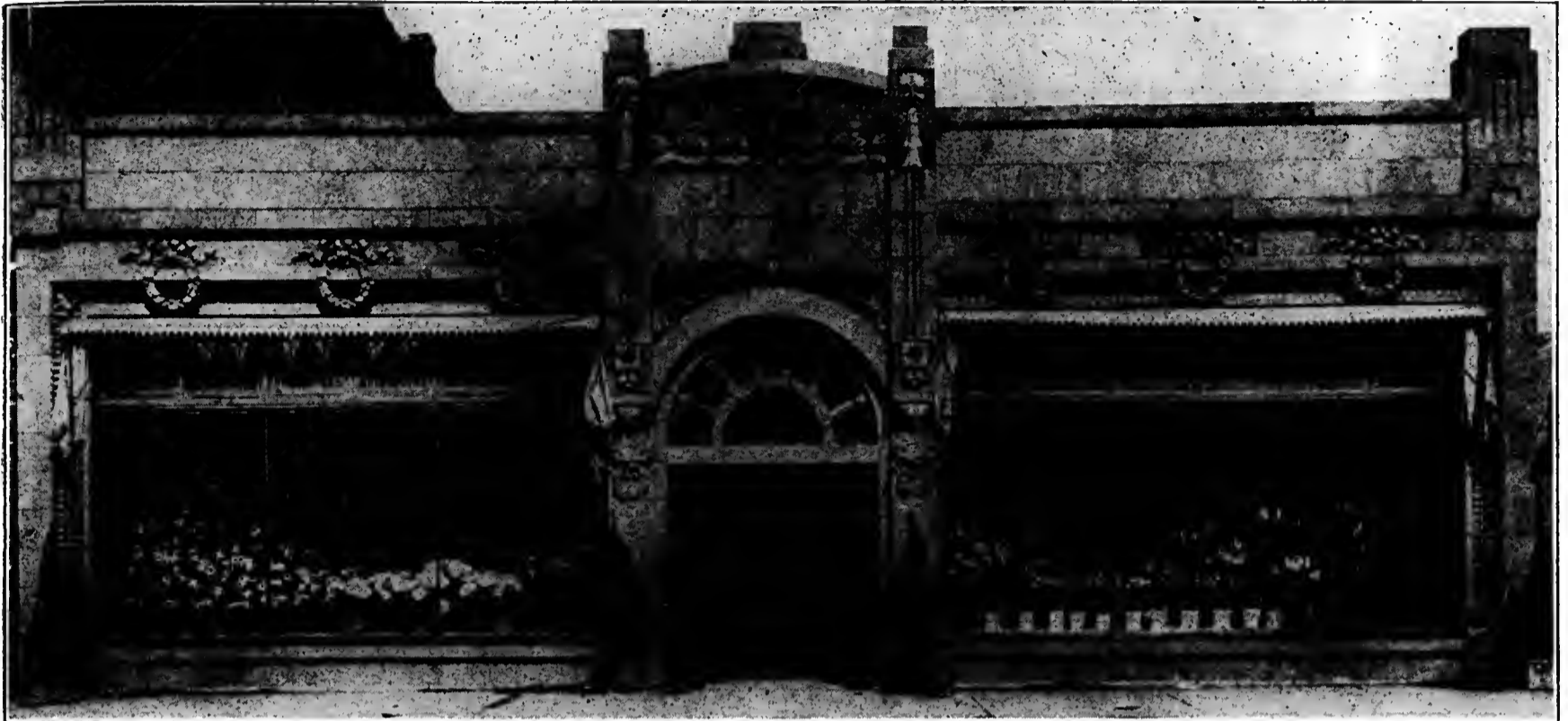
TAMPA, FLA. KNULL

Member F. T. D.

FLORAL
CO.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.



ON THE GREAT AND PROSPEROUS WEST SIDE OF CHICAGO

There is no larger, finer or better known store than that of
H. N. BRUNS, Member F.T.D. 3040 West Madison St.
THE PLACE TO SEND YOUR TELEGRAPH ORDERS

NEW ORLEANS, LA.
CHAS. EBLE
OLDEST FLORIST SOUTH
121 BARONNE STREET
Member Florists' Telegraph Delivery.

NEW ORLEANS
MEMBER OF THE F. T. D. *Scheinuk* We Cater to the Best Trade
The Florist
2600 ST. CHARLES AVENUE

D. E. Ruch
FLOWERS THAT ARE DIFFERENT
LOUISIANA - TEXAS - ARKANSAS
SHREVEPORT, LA.

JACKSON, MISS.
THE CAPITOL FLORAL CO.
THIRTY YEARS OF FLORAL PROGRESS
Greenhouse and Retail Store
PROMPT ATTENTION, OUR MOTTO
218 E. Capitol St., P. O. Box 313

large size and good form. The effect is massive and impressive.
Candelabra—Parentage, Firebird seedling x seedling; height five feet; five to seven flower branches on each stalk at one time is the average made on stock produced in originator's nurseries this year and every single branch ablaze with a torch-like flame of fiery orange-scarlet bloom; the branches are erect and sturdy; the foliage is rich green and decidedly vigorous.
American Beauty—Parentage, Firebird seedling x Olympic; height five feet; velvety oriental carmine or translucent cerise; soft green foliage; practically every stalk produces two heads of bloom and some four.
Any person objecting to these registrations, or to the use of the proposed names, is requested to communicate with the secretary at once. Failing to receive objection to the registrations, the same will be made three weeks from date of July 10, 1920. John Young, Sec'y.

Quality and Promptness
Members F. T. D.
NEW ORLEANS, LA.
The Avenue Floral Co.
342 ST. CHARLES AVENUE

TUPELO, MISS.
Member F. T. D. TUPELO FLORAL CO.
At Your Service

MRS. J. E. WATTS
Cut Flowers for All Occasions
MERIDIAN, MISS.

MISSISSIPPI
STEMME & SONS :: HATTIESBURG

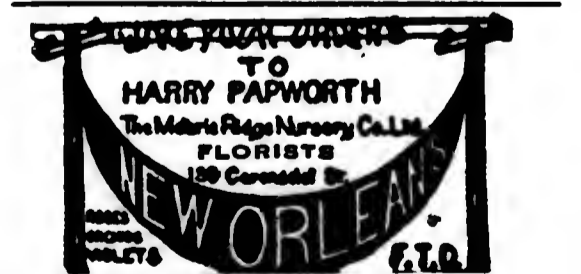
GREENVILLE, MISS.
IDLE HOUR FLORAL CO.
Mrs. W. A. Craft, Designer. 701 Percy Street

LAKE CHARLES AND SOUTHWEST LOUISIANA
Member F. T. D. CHAS. D. OTIS

BALTIMORE.

The Market.

The market last week was a little slow. As commencements and weddings were over and there was nothing but funeral work to depend upon, the demand naturally dropped off. While there was no great rush in any quarter, everyone was doing a steady business. One of the surprising things about the



U. J. VIRGIN
838 Canal St., NEW ORLEANS, LA.
BATON ROUGE, LA.
THE ROSELAND FLORIST
MEMBER F. T. D.

ALEXANDRIA, LA.
E. BLUM & SON
For all Points in Central Louisiana

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NO BRANCH STORES MEMBER F. T. D.

FRED WEBER

4326 Olive Street ST. LOUIS, MO.

Red C Says: He is located in the center of St. Louis and can give the best of service to any section of the city.

ST. LOUIS, MO. Send Your Orders to **F. H. WEBER**
 Taylor Avenue and Olive Street

EVERYTHING SEASONABLE. PLANTS OR CUT FLOWERS.
 ALL ORDERS CAREFULLY EXECUTED UNDER MY PERSONAL SUPERVISION.

Member Florists' Telegraph Delivery Association. Flowers Delivered in City or State on Short Notice.

ST. LOUIS, MO.
GRIMM & GORLY
 Leading Downtown Florists
 Members Florists' Telegraph Delivery.

SAINT JOSEPH MISSOURI  **Floral Company**
 225,000 Feet of Glass

Members Florists' Telegraph Delivery Association

ORDERS FOR
ST. LOUIS, MO.
 YOUNG'S :: 1406 Olive St.

Samuel Murray
 KANSAS CITY, MO.
 1017 GRAND AVE.
 Member of the Florists' Telegraph Delivery Association

Kansas City, Mo.

 MEMBER F. T. D.
 1106 GRAND AVENUE

ST. LOUIS, MO.
 Wire or Phone Your Orders to the
 HOUSE OF FLOWERS
OSTERTAG BROS.
 The Largest Retail Supply House in the West
 JEFFERSON AND WASHINGTON AVES.

ST. JOSEPH, MO.
QUENTIN FLORAL CO.
 Orders for
 Iowa, Nebraska, Kansas and Missouri
ST. LOUIS, MISSOURI
THE BLOSSOM SHOP
 Up-to-Date Service. 4110 Manchester Ave.

KANSAS CITY

 MEMBER F. T. D. Eleventh and McGee Sts.

ST. LOUIS, MO.
 Wire your orders to
MULLANPHY FLORISTS, Inc.
 8th and Locust Streets
 — Both Long Distance Phones —
 Member Florists' Telegraph Delivery Ass'n.

WEBB CITY, MO.
 J. E. Meinhart, 416 S. Pennsylvania Ave.
Joplin, Mo. AMERICAN FLORAL SHOP
 J. E. MEINHART, Prop., 216 W. 4th St.

Kansas City, Mo.
MUEHLEBACH FLOWER SHOP
 HUGO R. NEFF, Manager

ST. LOUIS, MO.

 Member Florists' Telegraph Delivery Association
 4744-4748 McPherson Ave.

KANSAS CITY
 WE STRIVE TO PLEASE

 Member of the F. T. D.
 1005 WALNUT - PHONES 2722, 1806

ST. LOUIS, MO.
BENTZEN FLORAL COMPANY
 3118 North Grand Avenue
 FACILITIES SECOND TO NONE

KANSAS CITY, MO.
 We are members of the F. T. D.
J. E. MURRAY & CO., 212 E. 10th Street

market is the way a good percentage of the stock is holding up this season, and this stock of good quality cleans up well each day.

There are some roses still to be had that are really fine, and there is no trouble at all to dispose of these for spray work. Of course, there is the usual supply of short-stemmed stock and some long-stemmed flowers that are off quality, and it depends upon the funeral orders in sight how well these sell.

Carnations are still to be had and are

W. J. Barnes KANSAS CITY, MO.

 83th St. and Euclid Ave.
 Established 1890
 No order too large or small. Member F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

We Offer the Trade the Unexcelled Facilities



afforded by our

New Store

For Filling

F. T. D. ORDERS

In Kentucky and the South

GOOD STOCK, BEST WORK, PROMPT SERVICE

FIRST-CLASS RAILROAD CONNECTIONS

to serve you on all orders south of Cincinnati and east of Louisville.

MEMBER F. T. D.

JOHN A. KELLER CO., 135 E. Main St., **LEXINGTON, KY.**
Opposite Phoenix Hotel

Phone 1367
Stokes FLORAL SHOP
 "WE STRIVE TO PLEASE"
 205 E. Walnut St., Springfield, Mo.
 Members F. T. D.

GEORGE RYE, Some Florist
 THE PLAZA Ft. Smith, Ark.
 F. T. D.

FOR WEST AND CENTRAL TEXAS AND THE OIL FIELDS
 Phone, wire or write Brownwood Floral Co.
BROWNWOOD, TEXAS
 We are prepared to fill your orders
 Members F. T. D.

EUREKA SPRINGS, ARK.
 C. I. POOR, 27 Hilton St.

SPRINGFIELD SEED CO.
 SPRINGFIELD, MO.
 FLORAL DEPARTMENT OPEN DAY AND NIGHT
 Members Florists' Telegraph Delivery Association

HOT SPRINGS, ARK.
 The Flower Shop 366 Central Avenue

SHERMAN, TEXAS
 H. O. HANNAH & SON
 Service up to-date. Northern Texas-Southern Oklahoma.

Excelsior Springs, Mo.
 EXCELSIOR GREENHOUSES

TEXARKANA, ARK. TEX.
 MAJESTIC FLORAL COMPANY

WACO in the heart of Texas
 Member F. T. D. **WOLFE THE FLORIST**

COLUMBIA, MO.
 COLUMBIA FLORAL CO.
 Halfway between St. Louis and Kansas City

El Paso, Texas POTTER FLORAL CO.
 Members Florists' Telegraph Delivery

AMARILLO, TEXAS
 West Texas, Western Oklahoma, Eastern New Mexico.
CUNNINGHAM FLOWER SHOP

CHILLICOTHE, MO.
 ISHERWOOD GREENHOUSES
 We Strive to Please

of fair quality. Several weeks ago the growers were sending everything in sight and the market was congested with a lot of poor carnations, but they have evidently found that this does not pay for the trouble of handling them. The result is there are not so many, and what stock is to be had is salable. Gladioli are still a little shy, but what are to be had are certainly fine stock. In another week or ten days the crop should be in, and if the main crop is of the same quality as the advance crop, there should be no complaint this summer. Miscellaneous stock of all sorts is to be had in any quality and quantity the purchaser may desire. Easter lilies, which were so plentiful

Lang Floral & Nursery Co., Dallas, Tex.
 Write or wire headquarters for flowers for Texas Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

ARCHIAS FLORAL CO., Sedalia, Mo.
 Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders
 Members Florists' Telegraph Delivery Ass'n.

FORT WORTH, TEXAS
Baker Bros. Members Florists' Telegraph Delivery

Helena, Ark. NEAREST FLORIST IN STATE 150 MILES
BALL FLORAL COMPANY

Orders for TEXAS
KERR The Florist, Houston, Tex.
 Member Florists' Telegraph Delivery

PINE BLUFF, ARK.
DAVIS FLORAL CO. MEMBER F. T. D.

WICHITA FALLS, TEXAS
 LEADING FLORIST
BUCHANAN FLORAL CO. : 603 1/2 Indiana Ave.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Boston—O'BRIEN

67 Beacon Street
Deliveries
To All Suburbs

QUALITY AND SERVICE

Member Florists' Telegraph Delivery Association

CARBONE, ³⁴²Boylston Street,
BOSTON

Member Florists' Telegraph Delivery Ass'n.

The Beacon Florist
7 Beacon Street, **BOSTON**

J. EISEMANN, Manager, 14 years head decorator and designer for Penn's.
PROMPT, EFFICIENT SERVICE GUARANTEED.

Worcester, Mass.
Randall's Flower Shop

Member Florists' Telegraph Delivery

H. F. A. LANGE
Worcester, Mass.

Delivers to All Points in New England
125,000 Square Feet of Glass
Member Florists' Telegraph Delivery Ass'n.

New Bedford, Mass.
and all parts of CAPE COD, MASS.
MURRAY, Florist

232 Union Street
GREENHOUSES: FAIRHAVEN, MASS.
National Florist. Member F. T. D.

Warburton

Member F. T. D.

FALL RIVER, MASS.
33 N. Main Street
Orders Executed for
Southeastern Mass., Newport
and Rhode Island Points.

FITCHBURG, MASS.

LESURE The Florist
EVERYTHING IN FLOWERS

CAMBRIDGE, MASS.

ROBBINS BROS., 636 Massachusetts Avenue
Near All Colleges Members F. T. D.

WELLESLEY COLLEGE

Dana Hall, Walnut Hill, Rockbridge Hall Schools
TAILBY, Wellesley, Mass.
Long Distance Tel., Wellesley, 44-1, 44-2, 44-3

Newton, Mass.

Also BOSTON, BROOKLINE
CAMBRIDGE, WELLESLEY

COTTON

The Florist

Wax Brothers Boston, Massachusetts
44 TEMPLE PLACE
The Centrally Located Florist Shop
We cover all points in New England.
Members Florists' Telegraph Delivery.

Yours for Reciprocity.

BOSTON 9, MASS.

HENRY R. COMLEY, Florist, 6 Park Street
50 years' experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

a few weeks ago, have dropped out. Green goods continue to be plentiful. A normal market for the first week in July is the verdict of everyone.

A Telegraph Tale.

The writer called at Samuel Feast & Sons' one day last week and was enjoying a chat with Mrs. Fannie Hill, there being no customers in the store at the time. We were talking about florists' telegraph delivery when a gentleman walked in and left an order; in fact, he left orders for each week during the summer. After the cards had been arranged and the bill paid he said, "Now, Mrs. Hill, you will receive a telegram each week telling you how and where these orders are to be sent." Mrs. Hill immediately proceeded to inform him that the firm was a member of the F. T. D., and we found out that this live business man was the president of one of the largest oil companies in Oklahoma and knew as much about the F. T. D. as we did. He said his company sent a great many flowers and had used the F. T. D. service a great deal; that while some of it was most satisfactory, some of it was rotten. He informed us that he had been in Washington and knew George C. Shaffer's service from experience, and as he wanted the same thing in Baltimore and was familiar with Feast service, he thought he would slip over and arrange for his orders. Well, your scribe learned two things: First, the way big corporations are beginning to use flowers, for that is what these orders were for, and second, the care you should use in regard to F. T. D. orders. This man was too big to condemn the whole system; he said it was a fine thing, but that when it was possible, he preferred to order where he knew his order would get thought and attention. Anyone who heard that man place his order for flowers could not but realize that it was just as much a part of his business as buying and selling oil; and remember, he traveled forty miles to transact this business personally.

Various Notes.

At John Cook's, Herman Cook said business had settled down to the regular summer routine, that funeral work and sick room boxes constituted the principal business. As I looked back into the workroom and saw everyone busy

BOSTON—BECKER'S

Send us your telegrams. Prompt service IN and ROUNDABOUT BOSTON. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.

BECKER'S CONSERVATORIES
CAMBRIDGE - - MASS.
Members Florists' Telegraph Delivery

Waltham, Mass.

1st CLASS STOCK FACILITIES SERVICE

M. F. RUANE

Member F. T. D.

121 Moody St.

Brookline, Mass.

220 Washington Street

F. E. PALMER, Inc.

Established 1886

Members Florists' Telegraph Delivery Ass'n.

Cambridge, Mass.

Largest Retail Conservatories near the heart of Boston. Deliveries in all suburbs.

HAROLD A. RYAN, Inc.

Opposite Mount Auburn Cemetery.

A Card This Size

Costs only \$1.10 per Week
on Yearly Order

It would keep your name and your specialty before the whole trade.

A half-inch card costs only 55c per week on yearly order.

MALDEN, MASS.

J. WALSH & SON

Members Florists' Telegraph Delivery Ass'n.

Lynn, Mass. MEMBERS F. T. D.

GIBBS BROS., 231-233 Union St.

BROCKTON, MASS.

Belmont Flower Shop. MEMBER F. T. D.

Brookline, Mass.

1314 Beacon St. Alice B. Merrill
Member F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

SAN ANTONIO, TEX.

MEMBER F. T. D.

YOUR CREDIT IS GOOD WITH US FOR
CUT FLOWERS AND FLORAL OFFERINGS

GREEN, The Florist

Avenue C at 8th Street

HARTFORD, CONNECTICUT

Welch's Flower Shop
197 Trumbull Street
A. W. Welch Mrs. E. M. Welch

Coombs

LEADING FLORIST

Orders solicited for all parts of Connecticut
Stores:
741 Main St.
364 Asylum St.
Greenhouses:
Benton St.
Hartford, Conn.

Hartford, Conn. GEORGE G. McCLUNIE

165 Main Street
Established 1897 Member F. T. D.

Hartford, Conn.

George F. Lane

SUCCESSOR TO

Welch

THE FLORIST

180 Asylum Street Member F. T. D.

Hartford, Conn.

J. Albert Brodrib, Store, 639 Main Street
Deliveries to
New Britain, Meriden, Middletown, Manchester, Rockville, Farmington, Willimantic.
Member Florists' Telegraph Delivery Association

Waterbury, Conn.

RYAN & POWERS
30 Center St.
Special attention Westover and St. Margaret School Orders.
Members F. T. D. and Rotary Florist.

STAMFORD, CONN.

QUALITY FLOWER SHOP
Member F. T. D. 43 ATLANTIC ST.
Prompt delivery to
NOROTON, DARIEN, NORWALK, GREENWICH

NEWPORT, R. I.

SMITH Est. 1864 Greenhouses
JAMESTOWN, R. I.

PORTLAND, ME.

THE FLOWER SHOP
M. E. McGunigle 47 Oak Street

ESTABLISHED 1847

F. T. D.

Thos. F. Gabrin

INC.

THE NAME PROTECTS YOU

BOSTON

1 PARK STREET
799 BOYLSTON STREET

NEW YORK

561 FIFTH AVENUE

Steamers are
Again Sailing on Schedule
Deliveries made on board

Morse & Beals, LOWELL, MASS.

Nearest Shipping Point to
NEW HAMPSHIRE and VERMONT
Members Florists' Telegraph Delivery Association

New Haven, Conn.

J. N. CHAMPION & CO.

The F. T. D. Artists

Yale
College

Covering All Connecticut

MANCHESTER, N. H.

H. C. STACHE. L. D. PHONE 1261-R.

there, I remarked that everyone seemed to have something to do. "Well," he said, "our staff is not so large as usual; vacations have now started, and then, you know, there is no dull season now in the florists' business in the sense that there used to be." The reason for this he believed to be the fact that there is a new class of patrons, those who became wealthy during the war and are still immersed in business and cannot get away for the summer.

I had heard our old friend, Wm. J. Halliday, had been sick; so I went over to inquire for him. Miss Groves was in charge and everybody will be glad to hear that Mr. Halliday is much improved and well on the way to recovery. The flower block on North Charles street does not seem just right with Mr. Halliday's genial countenance missing. He has so long been a part of this block that many of the public look for him in much the same manner that they admire the always beautiful windows.

Charles Holdsteadt, of Hamilton, underwent a minor operation at St. Joseph's hospital last week. The operation was quite successful and Mr. Holdsteadt is doing well. Tate.

ST. LOUIS, MO.

The Market.

The business done these hot days at the wholesale market is anything but

Providence, Rhode Island Johnston Brothers

LEADING FLORISTS
38 DORRANCE STREET
Member Florists' Telegraph Delivery Ass'n.

Orders for Vermont and Northern N. Y. filled to your entire satisfaction at right prices.

Grove Florist

BURLINGTON, VT.

BRIDGEPORT, CONN.

James Horan & Son

943 MAIN STREET
Largest Growers in this District.
MEMBERS FLORISTS' TELEGRAPH DELIVERY.

PROVIDENCE, R. I.

AND ALL NEW ENGLAND POINTS
T. J. Johnston & Co., 107 Washington St., PROVIDENCE

New Britain, Conn.

VOLZ FLORAL CO.

Bridgeport, Conn.

John Reck & Son, 985 Main Street

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NEW YORK

Member of
Florists' Telegraph Delivery

LET US FILL YOUR STEAMER ORDERS

DARDS

Leading Florist

341 Madison Avenue

Guaranteed Satisfaction
Nearly 50 Years

Regular European Sailings Now Established



Member
F. T. D.

WE CARRY THE HIGHEST GRADE OF CUT FLOWERS
SEND US YOUR NEW YORK ORDERS
ADJACENT TO THEATRICAL AND HOTEL DISTRICTS

EAST ORANGE, N. J.

George Smith & Sons
657 Main Street
EAST ORANGE
Maplewood, Glen Ridge
and Bloomfield
We are located in the center
of these cities

ENGLEWOOD

Bergen County and Northern Jersey

Meadowbrook Nurseries, Inc.

F. T. D. Member

275 Grand Ave., Englewood, N. J.

Telegraph orders promptly and carefully filled.



ABUNDANTLY PREPARED
AT ALL TIMES

Edwards Floral Hall Company

1716 Pacific Avenue

Atlantic City, New Jersey

Nurseries: Mediterranean
and South Carolina Aves.

Member Florists' Telegraph Delivery Ass'n.

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Members F. T. D.

PATERSON PASSAIC New Jersey

EDWARD SCEERY

Member Florists' Telegraph Delivery Assn.

ATLANTIC CITY, N. J.

Atlantic City Flower Shop

1519 Pacific Avenue

Always a big stock on hand of all kinds of flowers
and plants. Personal attention. F. T. D. Member

NEWARK, N. J.

WASHINGTON FLORIST

577 Broad Street

Member F. T. D.

Open 7 a. m. to 10 p. m. every day

NEW JERSEY POINTS

All Middle State and Seashore
and Northeastern Pennsylvania towns
are best reached from

TRENTON

MARTIN C. RIBSAM, Florist

Member F. T. D. Broad and Front Sts.

Red Bank, N. J.

W. W. KENNEDY & SONS

FLORISTS

MEMBERS F. T. D.

41 BROAD STREET



TRENTON, N. J.

PARK FLORAL CO.

R. ABBOTT

Greenhouses--Buchanan, Lafayette and Schiller Ave.

NEWARK, N. J. F. T. D. Member

BEGEROW'S 946 Broad St.

FRESH FLOWERS AND BEST SERVICE

JERSEY CITY, N. J.

WEIDEMANN'S FLOWER SHOP

222 MONTICELLO AVE.

Member F. T. D.

Malone, N. Y.

Member
F. T. D.

L. G. RENNIE, 51 East Main Street

MEDINA, N. Y., White Bros.

Members Orders for Western New York
F. T. D. handled with promptness

HOBOKEN, N. J.

J. GRULICH & SONS

Members F. T. D. 616 Washington Street



MONTCLAIR, N. J.

MASSMANN

Member Florists' Telegraph Delivery

Atlantic City, N. J.

EGG HARBOR FLOWER SHOP
1811 Pacific Ave. Crane & Hill, Props.

Members
F. T. D.

pleasing, as stock is of poor quality and the demand light. The growers are now removing the old stock and planting new and the market will depend principally upon outdoor stock for the next few weeks.

Roses from outside are among the best at present, but these shipments are light and good quality stock is scarce. Carnations are holding up fairly well and have a good demand in all varieties, especially in white.

Gladioli are plentiful and are classed

ONEONTA, NEW YORK

DERRICK, Florist,

MEMBER
F. T. D.

SYRACUSE, N. Y.

MILES S. HENCLE, 118 Harrison St.
Telegraph or mail orders receive my personal attention.

For SYRACUSE, N. Y.

W. E. Day Co., Onondaga Hotel Bldg.
F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

WE DELIVER TO ALL PARTS OF
BROOKLYN ——— and ——— **NEW YORK CITY**
JOSEPH TREPEL
 LARGEST INDIVIDUAL FLORIST IN THE UNITED STATES
 ELEVEN STORES
 TELEGRAPH YOUR ORDERS TO THE MAIN STORE
 LEWIS AVENUE Corner HANCOCK STREET, BROOKLYN, N. Y.
 AND RECEIVE MY PERSONAL ATTENTION

Kottmiller

... FLORIST ...
 426 Madison Ave. — and 49th Street
 Also Vanderbilt and Ritz-Carlton Hotels
 Telephone Murray Hill 783
 Highest award at the International Flower Show,
 April 11, Grand Central Palace.
 Location Central. Personal Attention.
 Member Florists' Telegraph Delivery Association.

RAMM'S Flower ...Shop
 350 Madison Avenue
 Prompt and Efficient Service. In the Heart of NEW YORK

THE BOSTON FLORIST
 Personal selection. Satisfaction guaranteed.
 In the heart of New York City.
 Close to Theaters and Steamships.
 Established 1902.
 135 E. 34th St., - NEW YORK

M.A. Rowe
 IN HEART OF NEW YORK CITY
 332 FIFTH AVE., NEAR 33rd ST.
 Opposite the Waldorf-Astoria. Phone Mad. Sq. 368-359
 OUR MOTTO—THE GOLDEN RULE.

NEW YORK Telephone Lenox 3822
HENRY HART, Inc.
 1000 MADISON AVENUE
 In the heart of most exclusive residential section

YONKERS, N. Y. MEMBER F. T. D.
 2 MANOR HOUSE SQ. **R. T. BRODERICK**

BUNYARD 413 Madison Avenue **NEW YORK CITY**
 Member F. T. D. SUMMER SEASON, Bellevue Ave., NEWPORT R. I.

NEW YORK CITY
A. WARENDORFF
 F. T. D. Member
 TWO STORES { 325 Fifth Avenue
 { 1193 Broadway
SPLENDID SERVICE

NEW YORK CITY
ADOLPH MEYER
 In center of the **BON TON** residential district
 1062 Madison Avenue
 Near the great Art Museum and Cleopatra's Needle
 WE COVER LONG ISLAND JERSEY and CONNECTICUT
 Phones: 2352-7019 Lenox.

NEW YORK
 Orders Sent to **H. H. BURNS** 509 Madison Av.
 will receive prompt and careful attention.
 LONG ISLAND BROOKLYN JERSEY CITY NEWARK

"Where Roses and Lilies and Violets Meet."
GUIDO, Inc.
 Florist
 PHONES: Plaza 7570; Night call, South 1125
 595 Lexington Ave., Corner 52nd St. **NEW YORK**

among the best sellers. The big demand is for the light colors and window displays consist principally of these. Good rains are badly needed in the country to put more life into the stock. White, purple and lavender delphiniums clean up almost daily at a fairly good price. Shasta daisies, cornflowers and calendulas are plentiful and have




NEW YORK, N. Y.
 QUALITY SERVICE
Charles H. Brown
 2366 Broadway, New York City
 CHOICE FLOWERS

David Clarke's Sons
 2139-2141 BROADWAY
 Tel. 1552, 1553 Columbus
NEW YORK CITY
 Out-of-town orders for delivery in New York carefully and promptly filled at reasonable rates

W. & T. CASS
Geneva, N. Y.
 Telegraph Orders Promptly Filled in Western New York

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.



BUFFALO

COLONIAL FLOWER SHOP

230 DELAWARE AVENUE

Personal Attention to F. T. D. Orders

S. A. ANDERSON
440 Main St., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.
Member of the Florists' Telegraph Delivery.

BUFFALO
L. H. NEUBECK
MAIN AND HIGH STS.
Member Florists' Telegraph Delivery

Scott The Florist
— MEMBER OF THE F. T. D. —
BUFFALO, NEW YORK

F. T. D.
Stroch's
Greenhouses ATTICA, N. Y. 379 Main Street, Buffalo, N. Y.



Niagara Falls, N. Y.
HARRIS & LEVER
Florists
Members of Florists' Telegraph Delivery

Wm. H. Grever Formerly manager Palmer's.
77 Allen Street, BUFFALO, N. Y.
F. T. D.

HUGO H. JAHN, 710 Nostrand Ave. BROOKLYN, N. Y.
Tel. 1952 Bedford. Will deliver to Steamships, Theaters, anywhere within 20 miles of New York. Artistic work. Personal attention. Special care of telegraph orders.

Elmira, N. Y. SHIPMENTS Southern New York Northern Pennsylvania
Member F. T. D. The Rosery Garden Shop 182 N. Main Street

WILSON 3 and 5 Greene Ave. Main Store: Cor. Fulton St.
BROOKLYN
PHONE 6800 PROSPECT **NEW YORK**

BROOKLYN, N. Y.
JAMES WEIR, Inc.
324 Fulton St., cor. Pierpont
Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main

The Rosendale Flower Shop
126 JAY STREET
Schenectady, N. Y.
No order too large for us to fill, none too small for consideration.
Member F. T. D.

UTICA, N. Y.
Utica Floral Co.
MEMBERS F. T. D.

TROY, N. Y. MEMBER F. T. D.
33 Fourth St. H. LOUIS MENAND

FLORAL OSWEGO, N. Y.
ART STUDIO E. KENDIG, Prop.
Member F. T. D. At Your Service. Personal Attention.

ROCHESTER, N. Y. J. B. KELLER SONS Florists
25 CLINTON AVENUE, N.
Roch. Phone Stone 506 L. D. Bell Phone Main 2189
Members Florists' Telegraph Delivery

Batavia, N. Y. L. C. STROH & SONS
Flowers delivered to all nearby towns.

ALBANY, N. Y. THE CAPITAL DISTRICT and all Eastern New York
WILLIAM GLOECKNER
WE GUARANTEE ABSOLUTE SATISFACTION
Member F. T. D. and N. F.

their daily good demand. Valley and lilies have become scarce for the present.
Everything in greens has had a good demand.
The retailers say that trade has slackened, that about the only thing doing is funeral work and that they have plenty of time to clean up and make

Jamestown, N. Y.
LAKEVIEW ROSE GARDENS
1,500,000 ft. of glass
CAPABLE RETAIL SERVICE
INSTANT SERVICE TO
Mayville, N. Y. Fredonia, N. Y.
Brocton, N. Y. Chautauqua, N. Y.
Randolph, N. Y. Lakewood, N. Y.
Bemus Point, N. Y. Cassadaga N. Y.
Other Principal Western N. Y. towns.

Danker
Albany, N. Y.

Albany, New York
The Rosery 28 STEUBEN STREET
FLOWER SHOP
Best service. Send your orders to us
Members Florists' Telegraph Delivery Ass'n

WETTLIN FLORAL CO.
HORNELL, N. Y.
For quick service to Avoca, Addison, Andover, Arkport, Almond, Angelica, Bath, Corning, Cuba, Canisteo, Castile, Cansara, Cobocot, Friendship, Wellsville, Wayland, Warsaw, Dansville, Nunda and other Western New York towns.

ROCHESTER, N. Y.
Wilson F. T. D.
THE FLORIST
88 E. MAIN ST
We reach all Western N. Y. Points

HORNELL, New York
C. G. JAMES & SON
Prompt Deliveries to Elmira, Corning and Wellsville.

Elmira, N. Y. RAWSON, THE FLORIST
Deliveries to Ithaca
Binghamton, Hornell, Corning and other points.

JAMESTOWN, N. Y.
Heelas Flower Store
For all Chautauqua County

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Send us your orders for
Washington, D. C.

and the surrounding country

GUDE BROTHERS CO.,

MEMBER F. T. D.

WE OWN and operate 400,000 feet of glass for the cultivation of high class cut flowers and decorative plants in our retail store.

REMEMBER, every customer must be satisfied. If not, either the order will be duplicated or no pay accepted.

1214 F Street, N. W.
WASHINGTON, D. C.

Established 1839
A. WIEGAND'S SONS CO.
1610 to 1620 North Illinois Street
INDIANAPOLIS, IND.
Indiana's oldest, largest and most complete retail establishment
Member Florists' Telegraph Delivery Ass'n.

Send Orders for
WASHINGTON, D. C.
and vicinity to



EVERYTHING
FIRST-CLASS

Member F. T. D.

14th and H. Streets

Indianapolis, Ind.
241 MASSACHUSETTS AVENUE
Bertermann Bros Co.
LEADING FLORISTS
Members Florists' Telegraph Delivery Assn.

ORDERS IN OR AROUND
Washington, D. C.
MEMBER F. T. D.
GEO. C. SHAFFER
900 Fourteenth Street

WASHINGTON, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones - Franklin 3579, 3841, 3842.
Member Florists' Telegraph Delivery.

INDIANAPOLIS, IND.
GREENE'S FLOWER SHOP
Board of Trade Building
Members Florists' Telegraph Delivery Ass'n
Not Open on the Sabbath, except when a holiday falls on Sunday.

BEYER FLOWER SHOP
SOUTH BEND, INDIANA
Daily deliveries to Notre Dame University and St. Mary's Academy. Also close Connections with
NILES, BERRIEN SPRINGS, ST. JOSEPH, MICH.,
NEW CARLISLE, MICHIGAN CITY, LA PORTE,
ELKHART, GOSHEN, WARSAW, IND.

Ft. Wayne and Northern Ind.
DOSWELL'S
QUALITY FLOWERS
Store: 301 W. Main and Lindenwood Cemetery

ERIC BUCHHOLZ
MUNCIE INDIANA
Member Florists' Telegraph Delivery
30,000 square feet of modern greenhouses
18 acres of outdoor cultivation
SATISFACTION ON ALL ORDERS ASSURED

SOUTH BEND, IND.
Adam Beehler
Williams & Co. South Bend, Ind.
Florists
For Northern Indiana and South'n Michigan
138 S. MICHIGAN ST.
Members F. T. D.

FT. WAYNE, IND.
FLICK FLORAL CO.
The Largest Store in the State
207-209 WEST BERRY STREET

VINCENNES, IND.
PAUL C. SCHULTZ CO.
Member Florists' Telegraph Delivery.

improvements for the opening of the fall season.
Club Meeting.
The monthly meeting of the Florists' Club was held Thursday afternoon, July 8, at the home of J. F. Ammann, at Edwardsville, Ill.
The members met at 12:45 at the west end of the Eads bridge, where a special car, the "Say It with Flowers" special to Edwardsville, was waiting. At the time of starting fifty members filled the car, which arrived at Woodlawn at 2 o'clock. There they were met by J. F. Ammann, L. R. Smith and Henry Blixen and were escorted to Mr. Ammann's home, a block away, where they were joined by the members from Belleville, Alton and Collinsville, Ill.; they brought the total in attendance up to sixty-five. The meeting was held under the big

FORT WAYNE, IND.
Blossom Floral Co.
MEMBER F. T. D.
QUALITY-SERVICE-ART 110 W. Wayne St.

GARY FLORAL CO. GARY Ind.
118 W. 5th Ave.
Always a complete stock and prompt service
MINIMUM ORDER, \$2.00

FORT WAYNE, IND. MEMBERS F. T. D.
W. J. & M. S. VESEY
Prompt Service 2602 Thompson Ave.

ATTICA, IND.
And all Surrounding Cities. :: Attica Floral Co.

RICHMOND, INDIANA
FRED H. LEMON & CO.
Florists and Decorators Send us your orders

BLOOMINGTON, IND.
Morris & Ellis
Members F. T. D.

RICHMOND, INDIANA AND VICINITY
Member F. T. D. **G. R. GAUSE**

TERRE HAUTE, IND.
129 SOUTH SEVENTH STREET
JOHN G. HEINL & SON

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

PITTSBURGH
—AND VICINITY—

F. T. D.
Service

A. W. Smith
Flower Stores Company

Keenan Building, PITTSBURGH, PA.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 PENN AVENUE Member F. T. D.

THINK! Everything in Flowers
GRAKELOW'S

Member Florists' Telegraph
Delivery Association

Broad Street at Cumberland, PHILADELPHIA, PA.

PITTSBURGH



E. C. LUDWIG
FLORAL CO.
710 E. Diamond St.
Members F. T. D.

UNIONTOWN, PA.

W. R. BARTON

44 Morgantown Street

Fine flowers and efficient service have distinguished this house for forty years.

J. J. Habermehl's Sons

The finest floral arrangements, flowers and plants furnished on telegraphic orders.

The Bellevue-Stratford Philadelphia Broad and Walnut Streets

Pittsburgh, Pa.

RANDOLPH & McCLEMENTS
Floral Experts

5936 PENN AVENUE

Members of the Florists' Telegraph Delivery

UNIONTOWN, PA.

STENSON & McGRAIL, "The Leading Florists"

11 Morgantown Street

FRESH HOME-GROWN CUT FLOWERS AND PLANTS at all times

PHILADELPHIA

Germantown and Chestnut Hill Orders carefully filled in first-class style and on time

WILLIAM BERGER'S SONS
5522 Germantown Ave., Philadelphia, Pa.

PITTSBURGH, PA.

Ludwig Floral Co.

502 FEDERAL STREET

GILES, The Florist
READING, PENNA.

Member F. T. D.

ORDERS FOR
PHILADELPHIA

AND SUBURBS CAREFULLY FILLED
We are in close touch with all the suburbs by railroad service and can make quick delivery.

CHARLES F. KRUEGER CO.
Reading Terminal Flower Shop, Philadelphia

HARRIS BROS.
510 Market St.

PITTSBURGH

BEST
SERVICE

Williamsport, Pa.

W. J. EVENDEN'S SONS
THE LEADING FLORISTS

Members Telegraph Delivery Association

Germantown and Chestnut Hill

ORDERS Carefully executed with taste and promptness.

FRANK R. HASTINGS
8 West Chelton Avenue, GERMANTOWN,
PHILADELPHIA, PA.

SCRANTON, PA.

A. L. BESANCON & CO.
Florists and Decorators

Adams Ave. and Spruce St., SCRANTON LIFE BLDG.
BOTH PHONES

You can depend on us. Order your flowers on any occasion for delivery in Scranton and vicinity

SCHULTHEIS, Florist

117 Church Street, DUNMORE, PA. 612 Linden Street, SCRANTON, PA.
Members of the Florists' Telegraph Delivery Ass'n.

New Kensington, Pa.

McRAE-JENKINSON CO.
Member Florists' Telegraph Delivery

TITUSVILLE, PA.

WM. A. MURDOCH, MEMBER F. T. D.

WARREN, PA.

Crescent Floral Garden, SHERM OFFERLE, Proprietor

Members Florists' Telegraph Delivery Ass'n
EVENDEN BROS.

Largest Growers in Central Pennsylvania. Williamsport, Pa.

shade trees, in the rear of Mr. Ammann's home. President Hummert called the meeting to order and, after the opening preliminaries, called for the reports of all committees.

The trustees reported that everything was complete for the club's annual picnic July 22 at Normandy grove and that the next meeting would be held on the grounds of the W. C. Smith Wholesale Floral Co., at Kirkwood, Mo., August 12.

L. Jules Bourdet reported for the publicity committee and the report was pleasing to all present. The banquet committee reported as to its success and stated that the receipts equaled the expenses. The committee for the sick reported that L. Armstrong and E. Buechel were much improved in health. The committee which has in charge the arrangements for a "Say It with Flow-

ORDERS FOR
PHILADELPHIA

Carefully and Promptly Executed with Good Flowers and Good Taste by

M. J. Callahan, 3924 Market St., PHILADELPHIA

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D. 14 N. Main St. **A. W. B. EVANS**

Wilkes-Barre, Pa.

Member F. T. D. **Ira G. Marvin**, 23 So. Franklin St. 63 No. Main St.

LANCASTER, PA.

B. F. BARR & CO., Leading Florists

LEBANON, PA. Member F. T. D.

J. F. VAVROUS SONS

Orders for central Penna. handled with promptness.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Louisville, Ky. F. T. D. orders taken for Louisville and placed with **EDITH V. WALKER & BROS.**
636 FOURTH AVENUE
NEW MEMBERS OF THE F. T. D., BUT OLD AT THE TRADE will be filled according to our reputation, which is the best

LEXINGTON, KY.
MEMBERS F. T. D.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky.

LEXINGTON, KY.
John A. Keller Co.
INCORPORATED
Main St., Opposite Phoenix Hotel
Member Florists' Telegraph Delivery Ass'n.

LEXINGTON, KY.
HONAKER, The Florist
Largest Cut Flower Grower in the State
160 West Main Street
Member Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.
MARRET & MILLER
J. E. MARRET J. S. MILLER
Established 1878
At Cave Hill Cemetery
814-822 CHEROKEE ROAD

J. V. LAVER
ERIE, PA.
Write, Phone or Wire Member Florists' Telegraph Delivery

Bair
Floral Co.
ERIE, PA.

Erie, Pa. Charles G. Offerle
2408 Poplar Street

PITTSTON, PA. Bell Phone 110-J
MARTHA HUNTLEY
Member F. T. D. 81 South Main Street

PITTSBURGH, PA.
DAVE HILL & CO.
Open Sunday. Quick Service. Fifth Ave. and Wood St.

Paducah, Ky. LEADING FLOREST
JOHN VAN AART
50,000 Feet of Glass and Retail Store

In **KENTUCKY** where prestige counts for much, let your customers be represented by a concern whose progressiveness is combined with the dignity of forty-six years of distinguished service.

Jacob Schulz Co.
INCORPORATED EST. 1874
550 FOURTH AVENUE - LOUISVILLE
Members F. T. D. Association.

LYNCHBURG, VA.
J. J. FALLON CO.
PROMPT SERVICE
Member Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.
AUGUST R. BAUMER
MASONIC TEMPLE
Member Florists' Telegraph Delivery Ass'n

LOUISVILLE, KY.
E. G. REIMERS & SON CO.
Established 1880 Incorporated 1912

ers' night at the open-air opera in Forest park was given full power to make all arrangements.

Several important communications were read and acted upon and ordered filed for future reference. Anton Horn filed an application for membership. Three members were ordered dropped for nonpayment of dues.

W. J. Pileher, state vice-president of the S. A. F., reported that he had arranged for a special car on the Big Four railroad, to carry the St. Louis party to Cleveland next month, and that the special would leave St. Louis at 5:25 p. m. and arrive in Cleveland next day at 7:25. The fare, including war tax and berth, would be \$22.40 one way. He expects the number to reach thirty-five by starting time. Anyone who contemplates making the trip should send his name to Mr. Pileher at once.

The nomination of officers was next in order and the following members were placed in nomination for the various offices: President, W. A. Rowe; vice-president, Julius Schaeffer; secretary, Geo. H. Pring and J. J. Beneke; treasurer, William C. Smith; 3-year-term trustee, L. Baumann, A. H. Hummert and Nat Kingsley. The election

LOUISVILLE KENTUCKY
Fine Flowers and Efficient Service have distinguished this house for nearly forty years. Send us your particular orders.
William Walker Co.
Incorporated
Home-grown Flowers
615 SOUTH FOURTH AVENUE
Members Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
LARGEST FLOWER STORE IN THE CITY

AUGUSTA, KY.
Victor H. Thomas, Deliveries to Georgetown and Ripley, Ohio

COVINGTON, KY.
Good Stock. Prompt Delivery.
MILLER, "THE FLORIST," Grower

Covington, Ky. Member F. T. D.
ROBERT D. RUTTLE
THE MADISON AVENUE FLORIST

Kentucky — Owensboro
TAPSCOTT, Florist MEMBER F. T. D.

Owensboro, Ky.
Members F. T. D. **NANZ FLORAL CO.**

BOWLING GREEN, KY.
COBBY'S FLOWER SHOP
Cut Flowers and Designs Corsages & Specialties

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

JOHN L. RATCLIFFE
209 West Broad Street
"FLOWERS OF QUALITY"

RICHMOND
— VIRGINIA —

BRANCH STORE:
Hotel Greenbrier
WHITE SULPHUR
SPRINGS, W. VA.

GOLDSBORO, N. C.
Gate City to Eastern North Carolina
GOLDSBORO FLORAL CO.
Modern Greenhouses - Retail Store
Members F. T. D. 20 years' experience

Birmingham, Ala.

Tutwiler Flower Shop
FRASER NURSERY CO. Best attention given your orders.

Charlotte, N. C.
Louis G. Ratcliffe
322 S. Tryon Street

Mobile
MEMBER F. T. D.
C. RAVIER & SONS
Ala.

Savannah, Ga.
JOHN WOLF
The Largest Grower of Cut Flowers in the South

Charlotte, N. C. AND VICINITY
Scholtz, THE FLORIST INC.
Member Florists' Telegraph Delivery Ass'n.

MOBILE, ALABAMA
GOODBRAD FLORAL CO.

S A V A N N A H
A. C. Oelschig & Sons
FLORISTS and for all South Georgia
MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Charlotte, N. C.
AND VICINITY
THE FLOWER SHOP
203 N. TRYON ST.
Member F. T. D.

MONTGOMERY, ALA.
Alabama's Leading Florists
Rosemont Gardens
Member F. T. D. Correspondence Solicited

COLUMBUS, GA.
J. T. KEHELEY,
Columbus' Leading Florist
MEMBER F. T. D.

DURHAM, N. C.
J. J. FALLON CO.
LEADING FLORISTS
Member Florists' Telegraph Delivery Ass'n

takes place at the next meeting of the club.
Professor H. C. Irish, superintendent of floriculture at the Missouri state fair, said that he hoped to see many of the local florists attending this fair; the dates are August 14 to 21 and the place Sedalia, Mo.
Mr. Ammann then gave the members a few minutes' talk on the National Flower Growers' Association and his visit to Kansas City, Mo., recently; his remarks were received with much interest. Mr. Ammann was given a rising vote of thanks for the afternoon's entertainment. The meeting then adjourned and the members were invited to partake of excellent refreshments served by Mrs. Ammann and her daughters. Following the refreshments the members inspected the large range of greenhouses, in which 25,000 roses are planted under the management of L. R. Smith; everything was found in fine condition. On their way to the waiting special car, the members also made a tour of the range of the Woodlawn Gardens, of which Henry Blixen is in charge. These were also commended.

GEORGIA - CAROLINA
Orders Executed by
Stull's Nursery
AUGUSTA'S LEADING FLORIST
MEMBER F. T. D.
AUGUSTA, GA.

HIGH POINT, N. C. MEMBER F. T. D.
FRANK H. FORD, Greenhouses

Creech, TARBORO, N. C. FLORIST
WANTS YOUR ORDERS FOR ALL EASTERN NORTH CAROLINA

ATLANTA, GA.
DEANS
FLORIST

GREENSBORO, N. C.
VAN LINDLEY CO.

DURHAM, N. C.
Durham Floral Co. HIBBERD Proprietor

ATLANTA, G A.
Lawrence Floral Co. Supply Flowers for all occasions in Georgia.

ASHEVILLE, N. C.
E. C. DICKINSON, Florist

Mobile, Alabama
Member F. T. D. The Minge Floral Co.

After a photograph had been taken of the members and the car, the members boarded the car with three cheers for Mr. Ammann and arrived home at 6:30 p. m. All say that the stay-at-homes missed a rare treat when they failed to take advantage of this opportunity.

American Flower Shop
319 N. 20th St. BIRMINGHAM, ALA.
BIRMINGHAM, ALA.
PARKER'S FLOWER STORE

Telegraph Delivery Department

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RICHMOND, VA.
and all
Nearby Points

Mosmiller
FLORIST
115 E. Main St.

OUR FACILITIES
are unexcelled in this
section of the country.
Member Florists' Telegraph Delivery Ass'n.

NORFOLK

PROMPT SERVICE
FIRST-CLASS STOCK

VIRGINIA
Grandy
THE FLORIST
289 GRANBY ST.
NORFOLK, VA.

NORFOLK'S TELEGRAPH FLORIST

Fortress Monroe, Va.

Special messenger service to above city, \$1.00
Member Florists' Telegraph
Delivery Association.

KNOXVILLE, TENN.
BAUM'S

HOME OF FLOWERS, Inc.
Member Florists' Telegraph Delivery.
Personal attention given to orders for KNOXVILLE
and EAST TENNESSEE.

Smith's
FLOWER SHOP

Hutchinson,
Kansas

Member Florists'
Telegraph Delivery

Knoxville, Tenn.
CROUCH, Florist

Member Florists' Telegraph Delivery
LARGEST AMOUNT OF GLASS DEVOTED
TO CUT FLOWERS IN THE SOUTH

JAMES FAYES
FLOWER SHOP

Leading Florist
819 KANSAS AVENUE
TOPEKA, KAN.
Member F. T. D.

MRS. LORD'S FLOWER ROOM
112 W. 8th Ave., **TOPEKA, KAN.**
Member Florists' Telegraph Delivery.

**Nashville and
Chattanooga**

Member
Florists'
Telegraph
Delivery



Richmond, Va.

THE HAMMOND COMPANY, Inc.

LEADING FLORISTS

109 EAST BROAD STREET

SALINA, KANSAS
LEIGHTON FLORAL CO.

Members Florists' Telegraph Delivery Ass'n.

ATCHISON, KAN.

The Atchison Seed and Flower Store Co
MEMBER F. T. D.

Geny Bros. LEADING FLORISTS

Members Florists' Telegraph Delivery
212 Fifth Avenue North

NASHVILLE, TENN.

ROANOKE, VA.

FALLON, Florist

Member Florists' Telegraph Delivery Assn.

Kansas City, Kansas
L. C. FIELD

Member Florists' Telegraph Delivery

Atchison, Kan. GROVES FLORAL CO.

Established 1865.

Member of F. T. D.

ORDERS FOR **ROANOKE, VA.**

are given prompt and careful attention by

WERTZ, FLORIST, Inc. MEMBER F. T. D.

Portsmouth, Va.

Cotton The Florist, 333 High St.

PETERSBURG, VA.

MRS. ROBT. B. STILES, Florist
Phone 910 1202 W. Washington St

Norton, Va. Flowers delivered promptly to all parts of Southwest Virginia.

NORTON FLORAL CO.

LYNCHBURG, Va.

MISS McCARRON Member Florists' Telegraph Delivery

STAUNTON, VA.

Central Ave. and Lewis St. **JOHN FALLON**

WICHITA, KANSAS Shipments for Kansas and Oklahoma

W. H. CULP & COMPANY

Quality Flowers Personal Service Members F. T. D. A.

NORFOLK, VIRGINIA

GEORGE, Inc.

Member Florists' Telegraph Delivery Association

Charlottesville, Va.

LANKFORD'S Orders solicited for University of Va.

BRISTOL, TENN.

FALLON :: FLORIST - For Eastern Tennessee and Western Virginia and No. Carolina

County Growers Meet.

The St. Louis County Growers' Association held its monthly meeting at the Eleven Mile House July 7 at 8 p. m. The attendance was large and the meet-

Send all **MEMPHIS** Orders to
THE FLOWER SHOP

84 Madison Avenue

MEMPHIS, TENNESSEE

"WE NEVER SLEEP"
Idlewild Greenhouses **Memphis, Tenn.**

89 South Main Street

"Up-to-the-minute" Service and Execution
Member Florists' Telegraph Delivery

Memphis, Tenn.

JOHNSON'S GREENHOUSES

153 MADISON AVE.

Established 1888

Member Florists' Telegraph Delivery Assn.

JACKSON, TENN.

Between Nashville and Memphis

SANDS THE FLORIST

HARRISONBURG, VA.

PROMPT SERVICE **WETSEL SEED CO., Inc.**

Telegraph Delivery Department

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BALTIMORE **Samuel Feast & Sons**
 and all Maryland **Members F. T. D.** **Established 1832**
Charles and Pleasant Streets

FURROW & Co.
 Service unexcelled
 for central and northern
 Oklahoma
Guthrie, Oklahoma

Baltimore, Md. **WM. F. KEYS, JR.**
 Guilford Forest Park
 Mt. Washington Roland Park
 Walbrook Catonsville
 1731 HARFORD AVENUE
 Johns Hopkins Hospital Church Home and Infirmary Hebrew Hospital
 Mercy Hospital Md. General Hospital St. Joseph's Hospital
 St. Agnes' Hospital **SEND ME YOUR SUBURBAN ORDERS**

Oklahoma City, Okla.
THE FOSTER FLORAL CO.
 Member Florists' Telegraph Delivery

DICKS
 FLOWER SHOP
 Member F. T. D. Ass'n.
WESTERN ONTARIO'S FLORIST
LONDON, ONT., CAN.

CANADA
JOHN CONNOR CO., Limited
 HAMILTON, ONT.
 Members Florists' Telegraph Delivery Association.

OKMULGEE, OKLA.
 GEO. W. MARSHALL, 108 N. Grand Ave.
 MEMBER F. T. D.

CANADA'S FLORIST
Dunlop's
 8-10 W. Adelaide Street
 Toronto
 Member Florists' Telegraph Delivery Association

McKenna
 Largest Retailers in Canada
 Cor. St. Catherine and Guy Streets
 9 St. John St., QUEBEC, CAN.
 Member Florists' Tel. Delivery **Montreal**

TULSA, OKLAHOMA
 Boston's Flower Store. O. O. Boston
 Member Florists' Telegraph Delivery.

WINNIPEG, MANITOBA
 Member Florists' Telegraph Delivery
R. B. Ormiston
 96 Osborne Street

VANCOUVER, B. C.
BROWN BROS. & CO., Ltd.
 48 HASTINGS STREET, E.
 FOR ALL BRITISH COLUMBIA ORDERS
 Members Florists' Telegraph Delivery Assn.

Hornaday Greenhouse, LAWTON, OKLA.
 can fill your orders for Walter, Temple, Burk-
 burnett, Altus, Snyder, Grandfield, Apache,
 Anadarko and Fort Sill.

ENID, OKLA. Largest growers in northern Okla.
MEMBER F. T. D. ENID FLORAL CO.

Winnipeg, Man., Can.
THE "KING" FLORIST
 Member F. T. D. Ass'n. **270 Hargrave St.**

London, Ont., Can.
J. GAMMAGE & SONS, LTD.
 "The House of Flowers"
 All Orders Carefully Executed
 Members Florists' Telegraph Delivery Ass'n.

FOR ALL TOWNS IN SOUTHERN OKLAHOMA AND NORTHERN TEXAS
 Mrs. B. A. Nelson Sulphur, Okla.

CHICKASHA, OKLA.
 Mrs. Stella Johnson Member F. T. D.

HAGERSTOWN, MD.
HENRY A. BESTER & SONS
 Members Florists' Telegraph Delivery Ass'n.

MARY JOHNSTON, Florist
 Nee Paterson
 221-223 W. Madison Street
 Member Florists' Tel. Delivery **Baltimore, Md.**

SCRIM'S, FLORIST
 OTTAWA, CANADA

VANCOUVER, B. C. VICTORIA, B. C.
A. J. WOODWARD
 BON VOYAGE ORDERS my specialty

TRURO, NOVA SCOTIA, CANADA.
 Member F. T. D. **SUCKLING & CHASE, Ltd.**

ENID, OKLAHOMA, Oklahoma Floral Co.
 Will fill your orders for Designs and Cut Flowers in Oklahoma
 Member F. T. D., Elks Bldg., 109 E. Broadway

ing was presided over by President Martin Ude.
 A great deal of business was transacted during the evening. The coal situation came up for a discussion; the big majority had their orders for coal in, but no deliveries had as yet been made. Publicity next came up; the discussion resulted in much good.
 The National Flower Growers' Association was then fully discussed and the delegates appointed to attend the meeting at Cleveland during the S. A. F. convention week said they would attend and would bring full reports of the meeting, to be discussed at the Septem-

People's Florists Members F. T. D.
 836 Queen St., west and 92 Queen St., east **TORONTO**

Central and Eastern ONTARIO
 Orders carefully executed
THE PETERBOROUGH FLORAL CO.,
 Peterborough, Canada

Montreal, Que., HALL & ROBINSON
 825 St. Catherine St., W. MEMBER F. T. D.

St. Catharines, Ont.
Robt. L. Dunn 104 Queenston Street
 Member F. T. D.

Saskatoon, Sask., Can.
Victoria Nursery The Quality Florists in the Center of the west.

Telegraph Delivery Department

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MICHIGAN
 ORDERS WILL BE CAREFULLY
 CARED FOR BY
HENRY SMITH
GRAND RAPIDS
 WHOLESALE AND RETAIL FLORIST.
 Member F. T. D.
 200,000 FEET OF GLASS DEVOTED TO
 FLOWERS AND PLANTS.

GRAND RAPIDS
 ARTHUR F. CRABB
 F. T. D. Member. 13 Jefferson Ave., S.
 Serving all West Michigan Towns

FLINT, MICH.

 MEMBER F. T. D.

DETROIT, MICH.
Peter F. Reuss & Co.,
 56 BROADWAY

MT. PLEASANT, MICH.
 Member F. T. D. **Walter W. Caple**

MIDLAND, MICH.
 PERCIVAL F. PENFOLD

Saginaw, Michigan
 GROHMAN THE FLORIST
 Member F. T. D. Ass'n. 117 NORTH FRANKLIN ST.

J. B. GOETZ SONS
SAGINAW, MICH.
 OR ANY CITY IN MICHIGAN

Ann Arbor, Mich. Member F. T. D.
BLUMAIZE BLOSSOM SHOP

Flint, Mich. **EVANS**
 THE FLORIST
 House of Personal Service

PETOSKEY, MICH.
 AND NORTHERN MICHIGAN RESORTS.
 Member Florists' Telegraph Delivery Association.
Frank Winans

Muskegon, Mich.
 F. T. D. Member **BUTTERWORTH FLORAL CO.**

VAN AKEN BROS.
 LEADING FLORISTS
COLDWATER, MICH.
ELKHART, IND.
 COVER MICHIGAN and INDIANA POINTS
 Orders promptly and carefully taken care of

PHOENIX, ARIZ.
Arizona Seed & Floral Co.
 28 and 30 So. Central Ave. Member F. T. D.

PHOENIX, ARIZONA
Donofrio Floral Dept.
 CHAS. E. MORTON, Mgr.
 Wire your orders to us for delivery in
 Arizona and New Mexico.

Flowers for all ARIZONA
Tucson Seed & Floral Co., TUCSON, ARIZONA

DOUGLAS, ARIZ.
TRAVIS' FLOWER SHOP For all points in Arizona

STURGIS, Mich.  **Coldwater, Mich.**
 Member F. T. D. All So. Mich. points

HILLSDALE, MICH.
 Southern Michigan Points **O. A. STOLL** F. T. D. Member

Battle Creek, Michigan
S. W. COGGAN, Florist, 25 E. Main St.
 Member of Florists' Telegraph Delivery

SAGINAW, MICH.
SUNSHINE FLOWERS • GEO. A. WITHERIDGE, Prop.
 416 West Genesee Avenue

ber meeting of the association. Those appointed to attend the Cleveland meeting are W. A. Rowe, W. J. Pilcher, George Deutschmann and William Winter.

The rest of the evening was taken up with a general consideration of the season's business.

The next meeting of the association will take place Wednesday evening, August 4.

Gardeners Meet.

The outdoor meeting of the St. Louis Association of Gardeners was held at the Forest park greenhouses Sunday morning, July 11. The meeting was well attended and was called to order by President L. P. Jensen at 9 a. m. The members displayed much interest in reports of the committees which have charge of the coming convention of the National Association of Gardeners in this city in September. The association will be assisted in entertaining the visitors by the St. Louis Florists' Club

DETROIT MICHIGAN

Orders given best of care by these five

F. T. D. Members

J. Breitmeyer's Sons
 Broadway and Gratiot Ave.

Fetter's Flowers
 17 Adams Avenue E.

Scribner Floral Co.
 604 East Fort St.

G. H. Taepke Co.
 WALTER G. TAEPKE, 95 Gratiot Ave.

The L. Bemb Floral Co.
 ALBERT POCHELON, 153 Bates Street

Years For More Co-operation

Detroit, Mich. **BEARD FLORAL CO.**
 1617 Grand River Avenue

Kalamazoo, Michigan
G. VAN BOCHOVE & BRO.
 F. T. D. Orders Satisfactorily Filled.

GRAND RAPIDS, MICH.
GRAND RAPIDS FLORAL CO.
WENCEL L. CUKERSKI will fill your orders for Designs and Cut Flowers in Michigan.

LANSING, MICH.
J. A. BISSINGER Established 25 Years
 Member F. T. D.

IONIA, MICH. Member Florists' Telegraph Delivery
 Flowers for Ionia and Montcalm counties **Byron L. Smith, Florist**

OWOSSO, MICH.
OWOSSO FLORAL CO.
 Anderson & Smith, Props. Members F. T. D.

PORT HURON, MICH.
ASMAN, LEADING FLORIST
 Prompt Delivery

DOWAGIAC, Mich.
 Also for Cassopolis, Decatur, Niles **ReSHORE & SON!**

Telegraph Delivery Department

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Where F. T. D. Members
will always get the great-
est satisfaction.

Fleischman
Members F. T. D.

CHICAGO'S
LEADING
FLORIST
RAILWAY EXCHANGE BUILDING

DECATUR,
ILLINOIS

DAUT BROS.

F. T. D. 120 E. Prairie St.

PEACOCK'S FLOWER SHOP
HERBERT STONE, Mgr. Member F. T. D.
4013 Milwaukee Avenue, CHICAGO

CHICAGO
Paul Blome & Co.

Member F. T. D. 1361 N. Clark St.

JOLIET FLORAL CO.
507 E. Jefferson Street JOLIET, ILL.
All points in Will Co. and Vicinity

STORES IN
DECATUR
and GIBSON CITY, ILL.

Railroad Centers. Excellent
facilities for filling orders
for all Central Illinois towns.

PETERSON FLORAL CO.
Member Florists' Telegraph Delivery Assn.

PONTIAC, ILLINOIS Members
Flowers of all kinds F. T. D.
in their season. W. J. MILLER & SON

GALESBURG, ILL.

I. L. PILLSBURY - For Central Ill.

Member Florists' Telegraph Delivery Association.

GALESBURG, ILL.
H. F. DRURY

All Orders Filled Promptly and Carefully.

J. L. JOHNSON De Kalb, Ill.
NORTHERN ILLINOIS
SOUTHERN WISCONSIN
YOUR ORDER WILL RECEIVE OUR
PROMPT AND CAREFUL ATTENTION.

KRUG FLORAL CO.
ALTON, Branch Store
ILLINOIS Granite City, Ill.

PEORIA, ILL. 423 Main St.
Member F. T. D.
LARGE GREENHOUSES CHAS. LOVERIDGE

MOLINE, ILL. Phone
1829 15th St. Moline 115
Place. WM. H. KNEES & SONS

and the County Growers' Association.
The feature of the meeting was a
valuable talk by John H. Kellogg on
"Native Planting Materials." After
the meeting the members were taken
on a tour of inspection through the
most interesting parts of the park,
guided by Ernest Strehle, superintend-
ent of parks, and John Moritz, in charge
of the greenhouses, and a most enjoy-
able morning was spent.

The next meeting will be of great
importance to all members. Secretary
Hugo Schaff will send notices as to time
and place of meeting.

Various Notes.

Mrs. M. Eggeling, of the Eggeling
Floral Co., and her daughter left July
10 for a western summer trip, planning
to go as far west as California, which

QUINCY, ILL.
H. A. GENTEMAN

Member Florists' Telegraph Delivery Association
For Northeastern Missouri and
Central-western Illinois.

MOLINE, ILL.
Orders for Western Illinois and Iowa
handled with care and dispatch.
J. STAACK & SONS

CENTRALIA, ILL.
J. W. ROSS We serve the following
Illinois towns, direct
train service: Mt. Vernon, Wayne City, Fair-
field, Sesser, Christopher, Herrin, Ashley, Car-
bondale, Nashville, Oakdale, Coulterville,
Sparta, Salem, Odin, Sandoval, Carlyle, Patoka,
Kinmundy, Farina.
F. T. D. Member.

ROCKFORD, ILL., and Vicinity
ROCKFORD FLORAL CO.
108 West State Street
Prompt Deliveries to CAMP GRANT

ROCKFORD, ILL., and Vicinity
SWAN PETERSON & SON Members
F. T. D.
Corner E. State and Longwood Streets.

DIXON, ILL., and NORTHERN ILL.
We can and will be
glad to serve you
Member F. T. D. Dixon Floral Co.

JACKSONVILLE, ILL.
JOS. HEINL & SONS
Largest Growers in Central Illinois

BRINKERHOFF GREENHOUSES
SPRINGFIELD and CENTRAL ILLINOIS
Member Florists' Telegraph Delivery Association
Best and Prompt Service Always

CENTRALIA AND SOUTHERN ILL.
THE WEBSTER GREENHOUSES
Member Florists' Telegraph Delivery

FREEPORT, ILL.

JOHN BAUSCHER, Prop.
Established 1868.

We are the largest growers in the Northwest.
100,000 square feet of glass. All orders receive
careful attention and prompt delivery.

OTTAWA, ILL.

LOHR'S GREENHOUSES

Fancy Cut Flowers and Blooming
Plants.

Good R. R. Service. Orders filled promptly.

ELGIN, ILL. MEMBER
F. T. D.

158 DuPage Street GEORGE SOUSTER

AURORA GREENHOUSE CO.
AURORA, ILL.
Our service is the best.

Aurora, Ill., and Vicinity
JOS. M. SMELY PHONES
147


SPRINGFIELD, ILL.
Hembreiker & Cole, Springfield's largest
retail florists
Members Florists' Telegraph Delivery Association

Springfield's Best Florist
ILLINOIS MEMBER F. T. D. A. C. BROWN
217 S. 5th Street

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

CHICAGO Send Your Orders to **WILLIAM J. SMYTH**
 Member Florists' Telegraph Delivery Association 3101 to 3109 Michigan Ave.



THE UNEXCELLED FACILITIES OF THE
E. WIENHOEBER CO.
 22 E. ELM ST., CHICAGO
 Are available to the trade in filling all orders.
 MEMBER F. T. D.

CHICAGO Orders Carefully Executed
 2132-2134 Michigan Avenue
 Member F. T. D. *Samuelson Florist*

EVANSTON, ILL. **WILMETTE, ILL.**
 1614 Sherman Ave. **JOHN WEILAND** 1161 Wilmette Ave.
 TWO STORES Catering to the best trade in Chicago's Rich North Shore Suburbs. MEMBER F. T. D.

FRIEDMAN, Flowers
CHICAGO, ILL.
 522 So. Michigan Ave., Congress Hotel
 Courtesies Extended to all Florists.

CHICAGO **DETROIT**
Central Floral Co.
 "FLOWERS THAT LAST LONGER"
 35-37 Broadway, Detroit, Mich.
 132 N. State St., Chicago, Ill.
 CENTRALLY LOCATED
 OPEN EVENINGS AND SUNDAYS
 Members F. T. D.

CHICAGO
Johnson & Chronis
FLORISTS
 4701 to 4705 Lake Park Ave.
 "THE HOME OF FLOWERS"
 Our service covers the city and suburbs

CHICAGO
 We are growers of Cut Flowers and Potted Plants
J. F. Kidwell Co.
 (not inc.) Member F. T. D.
 3530 Michigan Avenue

H. Lange Florist
CHICAGO
 77-79 E. MADISON ST.

Flower for a Occasions *Cody's* **FLOWER SHOP** Tel. Lake View 1121
 3912 North Clark St., CHICAGO

MEMBER F. T. D. *Travis* We cater to those who require the best. Prices reasonable
CHICAGO ESTABLISHED 1865
 4647 GRAND BL VD.

Engel Florist **CHICAGO** THE PALMER HOUSE FLORIST
 17 EAST MONROE ST.
 Member F. T. D.

GEORGE FISHER & BRO.
 183 N. WABASH AVE.
CHICAGO

CHICAGO
C. Trauenselder
 3343 W. Madison St.

CHICAGO
Alpha Floral Company
 146 S. Wabash Ave.

CHICAGO
O'LEARY—Florist
 369 East 47th Street
 Member F. T. D.

OAK PARK and all western suburbs of Chicago
A. H. SCHNEIDER
 Member F. T. D. 1048 Lake Street, OAK PARK, ILL.

will give them the much needed rest after a busy season. They expect to return home September 1.
 J. F. Ammann and L. Baumann attended the growers' meeting at Pleasant Hill, Mo., July 5 and report an excellent meeting. They spent a most pleasant day with members of the trade, including those of Kansas City.
 William Loewnau, president of the Loewnau Floral Co., celebrated his tenth wedding anniversary June 29 at his home, at 6025 Virginia avenue, with a family dinner. Mr. Loewnau reports that the firm enjoyed a splendid business season.
 Miss Alice Herring, for the last five

SCHILLER'S
 TWO CHICAGO STORES cover every part of city and suburbs
 GEORGE ASMUS, Mgr.
 4509 Broadway :: 2221 W. Madison St.
 Member Florists' Telegraph Delivery Ass'n.

Streator, Ill. **THORNTON'S**
FLOWER SHOP
 F. T. D. - Quality is Our Hobby

PRINCETON, ILL.
W. E. TRIMBLE For Central and Northern Illinois
GREENHOUSE CO. Members F. T. D.

PEKIN — PEORIA
 All Orders Receive Personal Attention
GEO. A. KUHL, Pekin, Ill.

Highland Park, Ill.
 HIGHLAND PARK GREENHOUSES
 Established 1894 Members F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

DENVER, COLORADO

MEMBER FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

PARK FLORAL COMPANY

CASPER, WYOMING
CASPER FLORAL CO.
 We deliver to all of
 Central and Northern Wyoming
 Western Nebraska and South Dakota.
 Members F. T. D.

DENVER and all COLORADO
 and WYOMING
 Established 1880 **The Mauff Floral Co.** 1225 Logan Street
 Member Florists' Telegraph Delivery Association

We own and operate the
TWO LARGEST FLOWER STORES
IN WYOMING
 Evanston, Wyo. Rock Springs, Wyo.
LOUIS B. WESTHOLDER

SALT LAKE CITY Ship whole of UTAH, Central part
 of NEVADA and IDAHO
MILLER FLORAL CO., 10 East Broadway
 MEMBER F. T. D.
 250,000 sq. ft. of modern glass. Unexcelled facilities. Prompt and courteous service always.

Cheyenne, Wyo.
 "THE UNDERWOOD"
 FOR PROMPT AND FAITHFUL
 SERVICE

Pocatello, Idaho Member
 F. T. D.
 We cover Southern Idaho and Western Wyoming
ATKIN'S

SALT LAKE CITY
 AND CONTRIBUTING TERRITORY
BAILEY & SONS CO. Member
 F. T. D.
 Est. 1865. 61-63 East Second South
 Special consideration given Telegraph Orders.
LARGE STOCK ALWAYS ON HAND.

A Card This Size
 Costs only \$1.10 per Week
 on Yearly Order
 It would keep your name and your specialty
 before the whole trade.
 A half-inch card costs only 55c per week on
 yearly order.

years cashier for Grimm & Gorly, was
 married last week to William Roberston.
 She was presented with a handsome
 silver service by her coworkers in the
 store, including Vincent and Frank
 Gorly.
 The many friends of August S. Cerny
 in the trade will be pleased to learn
 that he was elected an alderman at
 Kirkwood, Mo., recently and received
 congratulations from the members of
 the County Growers' Association at its
 meeting.

Salt Lake City
 ALSO PARTS OF COLORADO, IDAHO,
 MONTANA AND NEVADA
HUDDART FLORAL CO.
 56 South Main Street
 Member Florists' Telegraph Delivery Ass'n.

SHERIDAN, WYO.
SHERIDAN GREENHOUSE CO.
 Plants and Flowers

Andrew Hoffmann, of the Geo. Wald-
 bart Floral Co., says that he will have
 his baseball team of retailers in shape
 to trim the wholesalers' team again at
 the florists' picnic July 22 and has ar-
 ranged to wear George Sisler's extra
 uniform for the occasion.

SALT LAKE'S
LEADING FLORIST
ERNEST LAMBOURNE
 67 South Main, Salt Lake City, Utah.

THERMOPOLIS, WYO.
THERMOPOLIS FLORAL CO.
 A. SCHULENBERG, Proprietor

Paddy Patton says he had to have an
 eye-opener the other morning; so he
 set his alarm clock for 4 a. m. He says
 that a large number of early funeral
 orders caused this. He is engaged to
 umpire behind the bat for the retailers
 this year at the picnic.

Colorado Springs, Colo.
 ORDERS CAREFULLY EXECUTED
PIKES PEAK FLORAL CO.
 Wholesale and Retail
 Member Florists' Telegraph Delivery.

State Nursery & Seed Co.
 Helena, Mont. Cut Flowers for any
 Part of the Northwest.
 Only the Best. Members F. T. D. Ass'n.

Miss Marie Richardson, of Carr &
 Richardson, has returned from a three
 weeks' vacation trip, which was spent
 at Detroit, Cleveland, Niagara Falls and
 Buffalo. She reports a most enjoyable
 time.

OGDEN, UTAH
FLOWERS FRESH Best shipping facilities as
 Ogden is a railroad center. **Dumke**
FROM THE GREENHOUSES Floral Co.

MISSOULA, MONT.
ANDERSON GREENHOUSE
 For all towns in Western Montana

Julius Schaeffer, of Vandervoort's
 floral department, and Mrs. Schaeffer
 have planned to leave Thursday, July
 15, for a full week's stay at northern
 lake resorts. On their return they, in
 company with E. Steitz, his brother-
 in-law and partner in business, and Mrs.
 Steitz, will motor north and take in the
 Cleveland convention.

Denver Bright Spot Greenhouses
 Cor. 5th Ave. & Josephine St.
DOWNING & KASK, Proprietor

Send your orders for Eastern and Southern Montana
 to **M. LANGOHR, F. T. D. Florist**
 BOZEMAN, MONTANA.

H. W. Enders, of the Westover
 Nursery Co., Clayton, Mo., has bought
 the greenhouse range of W. W. Ohl-
 weiler, at Clayton.

Colorado Springs, Colo.
Frank F. Crump, Wholesale and Retail
 Florist
 Member Florists' Telegraph Delivery Ass'n.

Livingston, Mont. Quality
 Flower Shop
 Entrance Yellowstone National Park. Train Bou-
 quets. Flowers for all occasions. Member F. T. D.

At the Mission Botanical Garden,
 John Noyes, landscape designer, has
 some new and attractive landscape work
 this year. L. P. Jensen, arboriculturist,

FORT COLLINS, COLO.
ESPELIN FLORAL COMPANY
 Member Florists' Telegraph Delivery Ass'n.

TRINIDAD, COLO.
J. R. BARKER Trinidad Floral Store
 Masonic Bld'g.

Trinidad, Colo. The only Greenhouses
 in this section
The Park Floral and Garden Co.
 Members F. T. D.

Telegraph Delivery Department

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Member F. T. D.

Phone: Canal 1932
1933

H. W. SHEPPARD

FORMERLY HILL FLORAL CO.

FLOWERS OF QUALITY

Service Unexcelled

ARRANGED IN A HIGHLY ARTISTIC MANNER

Your Patronage Solicited

532-534 Race Street, CINCINNATI, OHIO

MILWAUKEE

Member
F.
T.
D.



225 Grand Ave.

MILWAUKEE



Member F. T. D. 750-752 Third Street

CINCINNATI

FRANK A. VOLZ

Dina Avenue Sta. L.

Most centrally located to the suburbs

Milwaukee, Wis.

429 Grand Avenue

W. C. Zimmermann

Member F. T. D.

Milwaukee, Wis.

A. CURRIE & CO.,

130-132 Wisconsin Street

Member Florists' Telegraph Delivery Ass'n.

Cincinnati, Ohio

Mickley the Florist

108 West Seventh Street

MILWAUKEE, WIS.

J. M. Fox & Son

437-39-41 Milwaukee Street

Members Florists' Telegraph Delivery Ass'n

MILWAUKEE

EXCLUSIVE FLORAL
ARRANGEMENTS

BAUMGARTEN, Inc.

Member F. T. D. 93 WISCONSIN ST.

La Crosse, Wis.

Send your orders for flowers for delivery
in this city and vicinity to

JOHN A. SALZER SEED CO.

QUALITY AND SERVICE ASSURED

MILWAUKEE

1-3-5 GRAND AVENUE

GIMBELS

A. H. MacDonald, Mgr.

Member Florists' Telegraph Delivery Association

Milwaukee, Wis.

EDLEFSEN-LEIDIGER CO.

419 Milwaukee Street

Members Florists' Telegraph Delivery Ass'n

For WISCONSIN delivery of

"HOME-GROWN FLOWERS"

GET IN TOUCH WITH

J. E. MATTHEWSON

SHEBOYGAN, WIS.

Member Florists' Telegraph Delivery Association

MILWAUKEE WEST ALLIS WAUWATOSA

ERWIN J. HAMME

Greenhouses and Flower Shop

at WAUWATOSA, WIS.

RACINE, WIS.

THE

610-612
Wisconsin
Street

FLOWER
SHOP

Member
F. T. D.

GREEN BAY, WIS.

Meier-Schroeder Co. Orders for Cut Flowers and
Designs delivered anywhere
in Wisconsin and Northern Michigan at right prices.

LA CROSSE, WIS.

La Crosse Floral Co. Member Florists'
Telegraph Delivery

KENOSHA, WIS.

L. Turner & Sons, 352 Park Ave.

Members Florists' Telegraph Delivery

Racine and Kenosha

Operating large Greenhouse
in both these Wisconsin cities P. N. Obertin

MADISON, WIS.

RENTSCHLER FLORAL CO. Member
F. T. D.

reports that Dr. B. M. Dugger, physiologist, is spending the summer at Carmel, Cal. Dr. Geo. T. Moore, director of the Garden Clubs of America July 1 at Manchester, Mass. Geo. H. Pring, horticulturist, will spend most of the summer teaching at the Cleveland Normal School, Cleveland, O.

Members of the trade should remember the event of the year for florists July 22 at Normandy grove. All the wholesalers and a large majority of the retailers will close half a day. The trustees of the Florists' Club are working hard to make this the best picnic ever given. Everybody in the trade is invited to attend and take part in all the events of the day. There will be no charge to anyone. The Florists' Club will pay all expenses. J. J. B.

Telegraph Delivery Department


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Cleveland The **KNOBLE BROS. CO.**,
Flowers and Nursery Products MEMBERS F. T. D.
Well equipped to handle your orders. 1836 W. 25th St.

TOLEDO Mrs. J. B. Freeman,
Toledo's Leading Florist
Member F. T. D. "SERVICE" 336 Superior Street

Member F. T. D. **TOLEDO, O.** Est. 1897
Spanner FLORIST
AND VICINITY

Schneider, Florist
22 EAST HIGH ST.
Largest and Best Store and Greenhouses
Large stock always on hand
Springfield, Ohio

Cleveland, O.

ELTON'S
OR
LOWERS
10515 Superior Ave.
3 STORES
Personal Attention. Highest Quality and Service.
Members F. T. D. A.

MEMBERS } TOLEDO COMMERCIAL CLUB
TOLEDO RETAIL MERCHANTS
FLORISTS' TELEGRAPH DELIVERY
TOLEDO, OHIO
METZ & BATEMAN,
221 Superior St. Ohio Building

DAYTON, OHIO
16 and 18 W. Third St.
Matthews the Florist
Established in 1883. Member F. T. D.
Greenhouses and Nurseries in Riverdale.

F. T. D. FLORISTS
TOLEDO, OHIO
SCHRAMM BROS.
1315 Cherry St.

DAYTON, OHIO
J. W. RODGERS
Member F. T. D., Elks' Bldg., 3d and Jefferson Sts.

TOLEDO and Vicinity
WHOLESALE AND RETAIL
OTTO P. KRUEGER
427 East Broadway.

VAN METER FLOWER SHOP
SPRING and HIGH SPRINGFIELD, O.
BEST FLOWERS FOR EVERY OCCASION

Ironton, Ohio RELIANCE SEED CO.
TRI-STATE FLORISTS
Southern Ohio, Kentucky, West Virginia

EGGERT N. ZETLITZ
THE LEADING FLORIST
209 West Market Street
LIMA, OHIO
Member of Florists' Telegraph Delivery

 **Fremont, O.**
Horn Floral Co.
912 CROGHAN ST
Member F. T. D.

KANSAS CITY, MO.
Picnic at Pleasant Hill.

The picnic given by the Pinchurst Floral Co. at Pleasant Hill, Mo., July 5, was one of the first social affairs that the local florists have had for a number of years. Nearly 200 florists and their families and employees attended. The day was perfect and everybody had a good time. Many of the guests drove down in their cars, but those who did not were met at the train and all assembled at the main greenhouse. After an inspection of the range, all went to Baldwin's lake, a picturesque spot a short distance from town. Lunch was served here, consisting of fried chicken, sandwiches, coffee, cake and ice cream. After lunch J. F. Ammann, secretary of the National Flower Growers' Association, spoke on the advantages of co-operation among growers, the benefits of publicity to every branch of the business and the great results that are sure to come from closer relationship of the various branches of the business. Cooperation is the watchword, Mr. Ammann said, and through it florists

HODY & TULEA
Leading Flower Stores at
727 Broadway 378 Broad Street
LORAIN, OHIO ELYRIA, OHIO
Stock is supplied by our range of 30,000 feet of glass

COLUMBUS, O., and Vicinity
THE MUNK FLORAL CO., Growers
Can fill all retail orders.

LORAIN, OHIO
Member F. T. D. **F. G. CAREK** ARTISTIC WORK
Leading Florist
Our Motto: "Anywhere; Any time."

WILSON'S WE WILL DO IT PROMPTLY
COLUMBUS, OHIO

Columbus, Ohio Members F. T. D. Ass'n
THE FRANKLIN PARK FLORAL CO.
Cut Flowers for Central Ohio.

WARREN, OHIO
THE F. T. D. FLORISTS
ADGATE & SON
WE GROW OUR FLOWERS

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NO ORDER TOO LARGE ——— NO ORDER TOO SMALL

Member F. T. D.
CLEVELAND The J. M. Gasser Co.
 1006 EUCLID AVENUE

WE ARE THE LARGEST GROWERS OF CUT FLOWERS IN OHIO



Cleveland

is a big city, but our central location enables us to give unusual service on telegraph orders.

The
Jones-Russell Co.
 1284 Euclid Avenue
 Cleveland

Members F. T. D.

Bell Main 2869
Cuy. Central 1866

The Smith & Fetten Co.
 LEADING FLORISTS
 930 Prospect Avenue Cleveland

FIVE STORES IN NORTHERN OHIO

CLEVELAND [TWO STORES] — - - 18336 EUCLID AVE.
 144 PUBLIC SQ.
 YOUNGSTOWN — 33 East Federal St.
 WARREN - - - 215 East Market St.
 AKRON - - - 109 South Main St.

THE PARK FLORAL COMPANY

MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Kirchner's for Cleveland

Member Florists' Telegraph Delivery

Address KIRCHNER'S FLOWERS, 6701 Quincy St., CLEVELAND, O.

MARION, OHIO

5 railroads with good connections to all parts of State
A GOOD SELECTION OF FLOWERS
ON HAND AT ALL TIMES.

BLAKE'S, 140 W. Center

AKRON

OHIO

THE HEEPE CO.

Zanesville, O.

C. L. HUMPHREY

Has the best facilities for filling your orders.
Member Florists' Telegraph Delivery.

AKRON, OHIO

GROSSBERG & CAHILL
AKRON'S LARGEST FLORISTS

Prompt and careful attention to all Telegraph Orders
MEMBERS F. T. D.

XENIA, OHIO

Engle Floral Company

W. P. McFARLAND L. C. McFARLAND
McFARLANDS, Florists
 AKRON, OHIO

CLEVELAND, OHIO

A. GRAHAM & SON

5523 EUCLID AVENUE

Members Florists' Telegraph Delivery Assn.

CLEVELAND, O.

5923 EUCLID AVENUE

WESTMAN & GETZ
FLOWERS and SERVICE

Members Florists Telegraph Delivery.

CLEVELAND, OHIO

Wm. H. Temblett

FLOWERS

Member F. T. D. 10313 Euclid Avenue

AKRON, OHIO MEMBERS F. T. D.

HAMMERSCHMIDT & CLARK
12 W. MARKET ST.



CLEVELAND, O.

BRAMLEY & SON

Store and Greenhouses, 1181 E. 71st St.

ALLIANCE, O.

522 S. Freedom Avenue

Member F. T. D.

H. T. MILLER

Cleveland, PENN SQUARE FLORISTS
 ALWAYS OPEN

may hope to attain their highest success. Kansas City being one of the few large cities without an organization, Mr. Ammann suggested that a club be started, saying that there is plenty of material here for one of the best in the country.

At the conclusion of Mr. Ammann's address P. A. Manson, general manager of the Pinhurst Floral Co., said that the time seemed opportune to form a club and he proposed the name of T. J. Noll, general manager of the T. J. Noll Floral Co., for president. His choice

Telegraph Delivery Department

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<h2>San Francisco</h2> <p>OAKLAND, BERKELEY and Vicinity</p>	<h2>CHAS. C. NAVLET CO.</h2> <p>THREE STORES: 423 and 427 Market Street.....SAN FRANCISCO, CALIF. 917 Washington Street.....OAKLAND, CALIF. 20 and 22 East San Fernando Street....SAN JOSE, CALIF.</p>
--	---

Youngstown, O.
 RYAN & CULVER
 27 S. Hazel St. Member F. T. D.

COUNCIL BLUFFS, IA. J. F. WILCOX & SONS
 750,000 FEET OF GLASS
 Orders shipped to any part of Iowa or Nebraska on a moment's notice.
 Daily Delivery to Omaha.
 MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

YOUNGSTOWN, O.
 HARRY C. WALTHER
 Orders receive prompt and careful attention
 Member F. T. D.

Harkett's
 FLORAL NURSERY Dubuque, Iowa

For { Eastern Iowa
 Western Wis.
 N. W. Illinois

YOUNGSTOWN, OHIO
The Busy Shoppe
 16 1/2 N. Phelps Street QUALITY AND SERVICE

QUALITY PLUS SERVICE	DAVENPORT, IOWA AND WESTERN ILLINOIS G. F. FORBER, Member Florists' Telegraph Delivery Association 313 Brady Street
-----------------------------	--

Elyria, Ohio LORAIN, OHIO
 THE L. C. HECOCK FLORAL CO.
 Member Florists' Telegraph Delivery Assn.

Kemble's Flowers

IOWA

Marshalltown, Boone, Center-ville, Oskaloosa, Oelwein, Mason City, Chariton, Grinnell and Ottumwa.
 SEND YOUR ORDER TO HOUSE NEAREST PLACE OF DELIVERY

ELYRIA, O. Member F. T. D.
 ELYRIA FLOWER SHOPPE

CEDAR RAPIDS, IA.
 I. N. KRAMER & SON
 Members Florists' Telegraph Delivery.

DAVENPORT, IOWA
 "Say It with Flowers"
BILLS FLORAL CO.
 M. A. TIERNEY, Owner Member F. T. D.

Upper Sandusky, O.
 B. E. CONSTIEN, AT YOUR SERVICE

MONTICELLO, IA.
 C. L. VAN METER MEMBER F. T. D.

WATERLOO, IOWA
GALLOWAY'S FLOWER STORE
 Russel-Lamson Bldg., 211 West 5th Street
 Special attention given to out-of-town orders

Canton, O. JOHNSTON'S Flower Shop
 HARRIS ARCADE
 Member Florists' Telegraph Delivery Assn.

COUNCIL BLUFFS, IOWA
 GARDINER FLORAL CO.
 Leading Retail Florist 545 W. BROADWAY

SIoux CITY, IOWA
 Supplies western Iowa, southern Minnesota, all of South Dakota and north-eastern Nebraska.
 J. C. RENNISON CO.

CHAS. A. DUERR
 Newark, Ohio Granville, Ohio
 Member Florists' Telegraph Delivery Assn.

was heartily approved. Someone else suggested William Wade, Kansas City manager of the Pinchurst Floral Co., for secretary and L. R. Bohannon, manager of the Kansas City Wholesale Cut Flower Co., for treasurer. All were unanimously elected. Mr. Wade then distributed white satin badges with the words, "Kansas City Florists' Club," printed upon them and the club was a reality. Mr. Noll will call a meeting later in the season and a constitution and by-laws will be drawn up and details will be decided.

Various Notes.

Nearly all of the greenhouses are closing at noon Sunday during July and August. A few are trying to close all day, but it is hard to do this, especially if the owner lives near, as customers

SIoux CITY, IOWA
 Members of F. T. D. ROCKLIN & LEHMAN

NEWARK, OHIO
 Most complete stock in central Ohio
HALBROOKS THE FLORIST

FT. DODGE, IA.
 NORDWALL
 E. E. NORDWALL

Kent Brothers FLOWER SHOP
 Covers All Ohio Points Members F. T. D. Newark, Ohio

PERRY, IOWA
 LOUWERSE & CO.

MANSFIELD, OHIO
 STUHLREHER BROS.
 Members F. T. D. 82 W. 4th Street

MANSFIELD, OHIO
 Mansfield Floral Company

DES MOINES, IA.
 GUTHRIE-LORENZ CO.

Cedar Falls, Ia. BANCROFT'S Beautiful Flowers
 55,000 Feet Glass Members F. T. D. Joseph Bancroft & Son

Telegraph Delivery Department

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San Francisco and Vicinity

MacRorie-McLaren Company
141 Powell Street
Florists

We grow our own stock and with extensive nurseries to draw from can give unusual values.

RETAIL

WHOLESALE

San Francisco, Calif.
ALBERT O. STEIN
Flower Shop
1150 SUTTER STREET

San Francisco, Cal.
SHELLGRAIN & RITTER
148 KEARNY STREET
Prompt attention given to all telegraphic orders

Monrovia, Cal.
C. A. BRUNGER
You can depend on us for all orders for delivery in this section. 239 Grand Avenue

SAN FRANCISCO
Podesta & Baldocchi
224-226 Grant Avenue
Prompt and careful attention to orders from out-of-town florists.

Oakland, Calif.
J. SEULBERGER & CO.,
418 Fourteenth Street
Est. 1882 Immediate Deliveries in Berkeley and Alameda
Members F. T. D.

SAN DIEGO, CAL.
BOYLE & DARNAUD
F. T. D. florists. We grow our own flowers. Telegraph orders carefully executed. Usual discount.
Members Florists' Telegraph Delivery.

SAN FRANCISCO
JOSEPH'S
Member F. T. D.
233-35 Grant Ave.
Steamer and train packages our specialty.

OAKLAND, CAL.
HOGAN & EVERS
1439 Broadway
THE BEST - SERVICE

Hollywood Flower Shop
HOLLYWOOD, CAL.
ARTISTIC WORK. MEMBER F. T. D.
Telegraph Orders Delivered to
LOS ANGELES OCEAN PARK
SANTA MONICA VENICE

SAN FRANCISCO, CAL.
ART FLORAL CO.
255 Powell Street
Best attention given your orders
Members Florists' Telegraph Delivery

Santa Barbara, Cal.
912 STATE STREET
GLEAVE'S FLOWER SHOP
ARTHUR GLEAVE, Prop.
Choicest Cut Flowers and Floral Designs on short notice.
Both Phones 1018

San Francisco
DARBEE'S
1036 Hyde Street
LARGEST STOCK OF CHOICEST FLOWERS
Members Florists' Telegraph Delivery

RIVERSIDE, CALIFORNIA
Florist to the Glenwood Mission Inn
ORANGE BLOSSOM FLOWER SHOP
RIVERSIDE, CALIFORNIA
A. M. HOSP
Leading Retail Florist. 659 Main Street

JULIUS EPPSTEIN, FLORIST AND DECORATOR
Flowers for All Occasions Delivery Anywhere
Hotel St. Francis. SAN FRANCISCO

Berkeley OAKLAND SAN FRANCISCO
THE FLOWERSHOP
Berkeley's most up-to-date flower establishment.

BERKELEY, CAL. MEMBER F. T. D.
Curtis D. Shoemaker, Prop. NORTON, Florist

Sacramento, Cal.
A. NAVLET, 1130 Tenth St. 20 YEARS AT IT

have been in the habit of buying at any and all times. The success of the retail florists in Sunday closing the year around has given the greenhouse men hope that in time they, too, will have one day's rest.

E. A. O'Connell's flower shop is scarcely complete, but has been doing good business. It has been open less than a week and has had twenty-eight funeral orders. Mr. O'Connell is assistant county clerk and also writes bonds and insurance of all kinds. His brother, W. G. O'Connell, is manager of the store and James Biggam is designer.

Gladioli and garden flowers from Henry Kusik & Co. were particularly good last week. They have been short on roses, as the heat has made them soft and not much good for shipping.

The first garden flowers are arriving from Rock's Flower Gardens. It is just three months since the company took possession of this property. It will soon begin to cut some fine dahlias.

L. G. Brown's home was robbed recently. Between \$40 and \$50 in cash, three watches and several pieces of jewelry were taken.

Miss Mayr has returned to Chicago after a visit with Miss Hayden.

The Pinchurst Floral Co. is sending in large quantities of lily of the valley and gladioli.

The Chandler Landscape & Floral Co.

LONG BEACH, CAL.
Lowe's Flower Shop, The Pioneer and Leading Florist
Member Florists' Telegraph Delivery

POMONA, CALIFORNIA
POOLEY'S FLOWER SHOP
MEMBER FLORISTS' TELEGRAPH DELIVERY

HONOLULU, HAWAII
TAYLOR, FLORIST
Wireless and Cable Address, "FLORIST," Honolulu

ROSWELL, N. MEX.
ALAMEDA GREENHOUSES
Headquarters for Flowers New Mexico and Texas.

Telegraph Delivery Department

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LOS ANGELES

414½ SOUTH BROADWAY

SEND YOUR ORDERS TO

**BROADWAY
FLORISTS**

LOS ANGELES, CAL. REDONDO FLORAL CO.

218 West Seventh Street

Members of Florists' Telegraph Delivery
A. KNOPF A. F. BORDEN

WOLFSKILLS' and MORRIS GOLDENSON

FLORISTS AND DECORATORS

We Solicit Telegraph Orders.
Regular Trade Discount.

229 W. Third St., LOS ANGELES, CAL.

Darling's Shop

"FLOWERS FOR HER"

208 West Sixth Street, LOS ANGELES, CAL.

Cut flowers or good design work by best artists and designers delivered anywhere in the west on receipt of mail or telegraph orders.

Members Florists' Telegraph Delivery Association.

LOS ANGELES, CAL.

HOWARD & SMITH
NINTH AND OLIVE STREETS

You can depend on us for all orders for delivery in this section.

The Alexandria Florist

Member of
F. T. D.
and S. A. F.



Hotel Alexandria
Los Angeles,
Calif.

LOS ANGELES, CAL. ATHLETIC CLUB FLORIST

Formerly California Cut Flower Co.
433 West 7th Street

Takes care of telephone and telegraph orders over the whole of Southern California. Usual trade discount.

LICHTENBERG'S

324 W. Sixth Street

LOS ANGELES

Say It with Flowers. Member F. T. D.

Pasadena, Cal. 342 East Colorado St.

THE ORCHID

PASADENA'S OLDEST FLORIST WILL
EXTEND THE USUAL COURTESIES

Member of F. T. D.

PASADENA, CAL.

SIEBRECHT'S HOUSE OF FLOWERS

Henry A. Siebrecht, Jr.

Member F. T. D.

IT PAYS you to
DEPEND ON US

Occidental

Florists

430 South Hill Street

LOS ANGELES

has plans under way for a retail store. It is remodeling and enlarging its store and, with the completion of the new greenhouses, will have a large range.

Mrs. Louis Asmussen, of Pope Station, Kan., who was injured about six weeks ago in an accident, has improved, but she is not yet entirely well.

Mrs. Jack Murray, secretary for W. L. Rock, has gone to Chicago and from there will go to Detroit, Toronto, Quebec and various other places.

Mr. and Mrs. C. E. Thomas and children are on a visit to California. In their absence, Mrs. Edith Roberts is in charge of the Rosery.

Mr. and Mrs. William Miller and son, Billy, have returned from a month's visit to the western coast. Mr. Miller was chairman of the entertainment committee of the Shriners' special train from here to the convention, at Portland, Ore.

Ernest Weber, of the Linwood Floral Co., has spent the last three weeks in Wisconsin and South Dakota.

William Foith is getting his benches ready for carnations and will begin to plant indoors in about ten days. He cut 10,000 blooms from the old stock July 8, which about ended his crop for the season. The blooms were small, but they sold readily for funeral sprays. Mr. and Mrs. Foith are going to Excelsior Springs, Mo., shortly for a two weeks' rest.

H. H. Coffee, bookkeeper for W. J. Barnes, is enjoying the simple life in the Ozarks.

J. G. Eggleston has a fine stand of cucumbers in the space formerly occupied by his white sweet peas. He has thrown out all of his white peas and will hereafter grow only colored varieties. His cucumber vines are from ten

Portland

ORE.

Tonseth's

287 Washington Street
In the heart of the city

Growers and Retailers F. T. D. MEMBERS

PORTLAND, ORE.

Clarke Bros'

FLORISTS

200,000 Feet of Glass
Established 20 Years

OAKLAND, CAL.

PORTLAND

ORE.

Lubliner's

FLORIST 328 & 348
MORRISON ST.

California Florist

TACOMA, WASH.

Orders for Cut Flowers and Designs delivered anywhere in the United States and Canada.

TACOMA

SMITH FLORAL Co., 1112 Broadway

PASADENA, CAL.

ELDRED FLOWER SHOP.
Member Florists' Telegraph Delivery.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

SEATTLE

Woodlawn Flower Shop

Member Florists' Telegraph Delivery Association.

1410-1412 2nd Avenue—Beside Clemmer Theater Building
"IN THE HEART OF THE CITY"

Base the Recipient of Your Telegraphic Orders Upon Merit

21 EMPLOYEES

We offer unexcelled facilities. More than 13,000 square feet of store space devoted exclusively to retailing of flowers. Where quality and service reign.

CHARLES E. SULLIVAN, in charge of Telegraphic Service

SEATTLE HOLLYWOOD GARDENS

SEATTLE'S LEADING FLORIST

Member Florists' Telegraph Delivery Ass'n.

1622 SECOND AVENUE

Walla Walla, Wash. CUT FLOWERS FLORAL DESIGNS

Artistic Work Personal Attention
Quality Right Prices Right

Telegraph orders filled promptly. Good train service to Southeastern Washington, Northeastern Oregon and Idaho.

THE FLOWER SHOP
(Formerly JONES')

SEATTLE

1001-1003 Third Avenue

Finest Floral Studio
in the Northwest



Bellingham, Wash.

Telegraph orders delivered anywhere in the northwest country
FLORAL EXCHANGE

SEATTLE

Choice Flowers, prompt and careful
L.W. McCOY 904 3rd Avenue
Established 1900

WALLA WALLA, WASH. YOUNG & LESTER

SOUTHEASTERN WASHINGTON
NORTHEASTERN OREGON
NORTHERN IDAHO orders filled promptly
Members Florists' Telegraph Delivery Association

to twelve feet high and the plants take about 500 gallons of water a day.

In about ten days John Klaus will begin cutting from his new rose stock. He is planting 15,000 chrysanthemums.

Lloyd Monson, formerly with the W. L. Rock Flower Co., has gone to the Poehlmann Bros. Co., Chicago.

Samuel Murray is cutting large quantities of *Lilium auratum*.

The Kansas City Wholesale Cut Flower Co. has added a balcony to make more room for stock. The week's business has been surprisingly good for summer time, shipping business being especially good.

Mr. and Mrs. William Fitzhugh spent their vacation in the Ozarks.

Among the visitors last week were: Mrs. Maud Everett, Pawhuska, Okla.; W. Griffin, Hannibal, Mo., and George Braekenbury, Wichita, Kan. J. E. K.

Spokane, Wash.

Eugene's Flower Shop
PROMPT AND RELIABLE

Yakima, Washington STATE FLORAL CO.

We Grow Our Own Flowers
Telegraph Orders filled promptly and carefully
Members F. T. D. Association.

Spokane, Wash.

A. J. BURT, Florist
Established 20 Years Always on the job
CLEMMER THEATER BUILDING

YAKIMA, WASHINGTON
ANNAVEE FLOWER SHOP (Formerly Bourn's)
QUALITY FLOWERS Artistic Arrangement
Members Florists' Telegraph Delivery.

ST. JOSEPH, MO.

The annual picnic of the florists of St. Joseph was held July 4 in conjunc-

FORSHAW, Florist
THE ROUND-UP CITY PENDLETON, ORE.

Spokane, Washington

Reimer's Floral Art Shop
RETAILERS AND GROWERS

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Rochester, Minn. ROCHESTER GREENHOUSE CO.
 EMIL RIEPLE, Manager
 ROCHESTER'S ONLY STORE HAVING ITS OWN GREENHOUSES
 FLOWERS ON SHORT NOTICE
 Member F. T. D. 111 2nd Street

ROCHESTER, MINN.
ROCHESTER FLORAL CO.
 114-116 FIRST AVE., S. W.
 Run in connection with Greenhouses.
 Cut Flowers and Plants delivered promptly.
 Under new management.
 H. W. KLEIN, Mgr. Member F. T. D.

ST. PAUL, MINN.
THE LARGEST STORE IN AMERICA
 MEMBER F. T. D. ASS'N
 The finest and largest stock west of Chicago
 Awake night and day looking for orders
HOLM & OLSON, Inc., 20-22-24 W. 5th St.

Swanson's
 Incorporated
 912 Nicollet Avenue, offers the trade its unexcelled facilities for filling orders in
MINNEAPOLIS

SEND ORDERS FOR
Minneapolis & Minnesota
 To **J. J. WEST'S, Inc.**
 3009 4th Ave., South
TWO STORES—LARGE STOCK

AUSTIN, MINN.
A. N. Kinsman, Inc.
 Competent Service to all Iowa and Minnesota Points.
 Member Florists' Telegraph Delivery.

Duluth, Minn.
 Flowers delivered promptly to any place within 300 miles
THE ALPHA FLORIST

DULUTH, MINN.
 THE ONLY GREENHOUSES IN DULUTH OR SUPERIOR
 Flowers delivered anywhere on the Iron Range
J. J. LEBORIOUS

DULUTH FLORAL CO.
 200 MILES in any direction. Duluth, Minn.
 We are the center of the great Northwest. Daily deliveries to SUPERIOR. WIS.

Lincoln, Neb. Flowers for All Occasions, from Cradle to Grave
CHAPIN BROS., Retail Florists

Yankton and Mitchell, S. D.
 We grow Roses, Carnations and all seasonable flowers. Floral emblems that are right. Give us your northwest orders. 160-page catalogue.
Gurney Greenhouse Company

Mitchell S. D. WM. DETHLEFS
 Leading Florist
 Choice flowers and prompt service
 731 SOUTH MONTANA ST. Member F. T. D.

ABERDEEN, S. D. Member F. T. D.
 Quality Blossoms for all Occasions. **Milady's Flower Shop**

Your Orders to... **North Dakota** TRY US
 RUGBY GREENHOUSES, Rugby, N. D.
 We are centrally located. Members F. T. D.

GRAND FORKS, N. D.
McELROY'S FLOWER SHOP
 Orders for North Dakota and Northern Minnesota

tion with the Stuppy Floral Co. The event this year was particularly well attended and successful. All the details of the affair were carried out by Thomas Best. Frank Stuppy, in his address to the picnickers, laid emphasis upon cooperation among growers and store men. The main feature of the picnic was the baseball game between the forces of the Stuppy farm and the store, the store men winning by a close margin. J. A. L.

STEAMER SAILINGS.

The following sailing list, displayed in a conspicuous place in the window or store or used in advertising matter with the information that you have facilities for filling bon voyage orders on short notice, will aid in developing your telegraph orders for steamer trade:

Steamer	From	To	Sails
Rochambeau	New York	Havre	July 17
Lapland	New York	Antwerp	July 17
New York	New York	Southampton	July 17
Canada	Montreal	Liverpool	July 17
Saturnia	Montreal	Glasgow	July 17
K. Aug. Vic.	New York	Liverpool	July 17
Stavangerf'd.	New York	Norway	July 17
Corsican	Montreal	Liverpool	July 17
Sonoma	San Fr'aco	Sydney	July 20
Rotterdam	New York	Rotterdam	July 21
Cretic	New York	Naples	July 21
Drottningholm	New York	Sweden	July 21
France	New York	Havre	July 21
Melita	Montreal	Liverpool	July 21
Ecuador	San Fr'aco	Yokohama	July 24
Nile	San Fr'aco	Yokohama	July 24
Caronia	New York	Liverpool	July 24
Celtic	New York	Liverpool	July 24
Finland	New York	Antwerp	July 24
St. Paul	New York	Southampton	July 24
Megantic	Montreal	Liverpool	July 24
Shinyo Maru	San Fr'aco	Yokohama	July 26
Gius. Verdi	New York	Naples	July 27
Pra. Wilson	New York	Trieste	July 27
Sicilian	Montreal	Glasgow	July 28
Pr. Fr. Wilh'm.	Quebec	Liverpool	July 28
Royal George	New York	Southampton	July 28
Em. of Russia	V'Couver	Yokohama	July 29
Oscar II.	New York	Copenhagen	July 29
Gramplan	Montreal	Antwerp	July 30
Fushimi Maru	Seattle	Yokohama	July 30
Lafayette	New York	Havre	July 30
Aquitania	New York	Southampton	July 31
Stockholm	New York	Sweden	July 31

LINCOLN, NEB.
 1338 O Street
FREY & FREY
 WHOLESALE AND RETAIL
 120,000 square feet of glass at your service.
 Trade Discount
 Members of the Florists' Telegraph Delivery

 **C. H. FREY**
 Wholesale and Retail Florist
 1133 O Street, LINCOLN, NEB.
 Will Fill Orders for the West on Short Notice.
 Trade Discounts. First-class Stock.

NORFOLK, NEB.
Norfolk Floral Co. Member F. T. D.
 For all Northern Nebraska, Southeastern South Dakota and Northwestern Iowa.

MANKATO, MINN.
THE WINDMILLER CO.
 Flowers to all points on short notice
 Member Florists' Telegraph Delivery

OMAHA, NEB. Member F. T. D.
 Louis M. Rogers, 319 So. 16th St.

OMAHA, NEBRASKA
Lee L. Larmon Fontenelle Florist, 1814 DOUGLAS ST.

Hess & Swoboda, Florists
 Telephones 1501 and L 1582
 1415 Farnam Street, OMAHA, NEB.

OMAHA, NEBRASKA
John H. Bath, The Careful Florist, 1804 FARNAM STREET
 Member Florists' Telegraph Delivery

Lewis Henderson, Florist
 1519 Farnam Street OMAHA, NEBRASKA
 Member Florists' Telegraph Delivery Ass'n

FOR ALL NEBRASKA ORDERS USE
ED. WILLIAMS, Grand Island
 Competent Florist Railroad Center

E. F. WINTERSON CO.,

166 N. Wabash Avenue
L. D. Phone Central 6004
ESTABLISHED 1892

Chicago

DAILY SHIPMENTS of the finest stock in ROSES, CARNATIONS, VIOLETS and BULBOUS FLOWERS. Headquarters for WILD SMILAX, FANCY FERNS, ADIANTUM and all green goods. DON'T FORGET - Our Supply Department is complete - RIBBONS, CHIFFONS, BOXES, CREPE PAPER AND WIRE DESIGNS.

Mention The Review when you write.

Wholesale Cut Flower Prices.

Chicago, July 14, 1920.

	Per doz.	
Beauty, Special		\$6.00
Beauty, 30 to 36-in. stems		5.00
Beauty, 24 to 30-in. stems	\$3.00 @	4.00
Beauty, 20 to 24-in. stems		2.50
Beauty, 12 to 20-in. stems	1.50 @	2.00
Beauty, Short	.50 @	1.00
	Per 100	
Columbia	\$4.00 @	\$20.00
Mrs. Russell	4.00 @	25.00
Premier	4.00 @	25.00
Milady	4.00 @	20.00
Montrose	4.00 @	15.00
Sunburst	4.00 @	18.00
Ophelia	4.00 @	15.00
Killarney	4.00 @	12.00
White Killarney	4.00 @	12.00
Double White Killarney	4.00 @	15.00
Killarney Brilliant	4.00 @	12.00
Champ Weiland	4.00 @	12.00
Nesbit	2.00 @	3.00
Cecile Brunner		2.00
Carnations	2.00 @	3.00
Peonies	6.00 @	10.00
Valley	12.00 @	15.00
Cattleyas, doz.	\$18.00 @ \$36.00	
Easter Lilies, doz.	1.50 @	2.00
Sweet Peas	1.00 @	2.00
Daisies, Yellow	1.50 @	3.00
Gladioli	6.00 @	12.00

Pittsburgh, July 14, 1920.

	Per doz.	
Beauty, Special		\$6.00
Beauty, Fancy, 24 to 30-inch		4.00
Beauty, Shorter, 18 to 24-inch		2.50
Beauty, Firsts, 12 to 18-inch		1.50
	Per 100	
Beauty, Seconda	\$4.00 @	\$4.00
White Killarney	6.00 @	15.00
Richmond	6.00 @	15.00
Ophelia	6.00 @	15.00
My Maryland	6.00 @	15.00
Mrs. Charles Russell	6.00 @	25.00
Premier	6.00 @	25.00
Columbia	6.00 @	20.00
Orchids	75.00 @	125.00
Carnations		8.00
Sweet Peas	.75 @	1.50
Snapdragons	3.00 @	6.00
Gladioli	6.00 @	12.00
Lilies	12.00 @	15.00
Adiantum		2.00

St. Louis, July 14, 1920.

	Per doz.	
Beauty, Specials	\$8.00 @	\$10.00
Beauty, Extra	5.00 @	6.00
	Per 100	
Columbia	\$6.00 @	\$8.00
Premier	8.00 @	15.00
White Killarney	6.00 @	10.00
Killarney	4.00 @	5.00
Ward	4.00 @	5.00
Milady and Ophelia	6.00 @	8.00
Russell	8.00 @	10.00
Carnations	2.00 @	3.00
Easter Lilies	10.00 @	12.00
Snapdragons	3.00 @	4.00
Daisies	.50 @	1.00
Valley	6.00 @	8.00
Orchids, per doz.	\$12.00 @ \$18.00	
Sweet Peas	.25 @	.40
Callas	8.00 @	10.00
Gladioli	6.00 @	8.00

Cincinnati, July 14, 1920.

	Per doz.	
Beauties, 36-inch		\$5.00
Beauties, 30-inch		5.00
Beauties, 24-inch		4.00
Beauties, 18-inch	\$1.50 @	2.00
Beauties, Short		1.00
	Per 100	
Columbia	\$4.00 @	\$10.00
Premier	6.00 @	15.00
Killarney	4.00 @	8.00
Ophelia	4.00 @	8.00
Russell	6.00 @	15.00
Carnations	1.00 @	4.00

GEO. REINBERG

Wholesale Grower of **Cut Flowers**
Milady, Columbia, Sunburst, Ophelia, White Killarney and Russell
30 E. Randolph St., CHICAGO, ILL.

RAEDLEIN BASKET CO.

DESIGNERS AND MANUFACTURERS
713 - 717 - MILWAUKEE - AVENUE - CHICAGO ILLINOIS

E. G. GILLETT, Wholesale Florist

131 E. Third St., CINCINNATI, OHIO

SPECIAL FOR JULY AND AUGUST

Dr. Dux Green, Brown, Purple Magnolias, \$1.50 per carton; 10 cartons, \$14.00.
Chiffon, 6-inch, 8-stripe, White, Pink, Purple, Violet and Green, 13c.
Asparagus Plumosus, the year around. GIVE ME YOUR STANDING ORDER.

Mention The Review when you write.

Cut Flowers Greens Supplies

Everything a Florist Needs

CINCINNATI CUT FLOWER EXCHANGE

Wholesale Commission Florists

14 E. Third St., Cincinnati, Ohio

Mention The Review when you write.

Wholesale Cut Flower Prices.

Buffalo, July 14, 1920.

	Per 100	
Beauty, Special	\$35.00 @	\$40.00
Beauty, Fancy	20.00 @	25.00
Beauty, Extra	12.00 @	15.00
Beauty, First	6.00 @	10.00
Columbia	6.00 @	15.00
Killarney	3.00 @	6.00
White Killarney	3.00 @	6.00
Double White Killarney	3.00 @	6.00
Richmond	3.00 @	8.00
Maryland	3.00 @	10.00
Russell	6.00 @	10.00
Ophelia	3.00 @	10.00
Mrs. Ward	3.00 @	5.00
Sunburst	3.00 @	10.00
Bon Silene	3.00 @	4.00
Cecile Brunner	2.00 @	3.00
Carnations	1.00 @	3.00
Cattleyas	100.00 @	150.00
Easter Lilies	10.00 @	15.00
Rubrum Lilies	8.00 @	10.00
Snapdragons	3.00 @	4.00
Calendula	2.00 @	5.00
Valley	10.00 @	12.00

Wietor Bros.

Wholesale Growers of

CUT FLOWERS

30 E. Randolph St.

CHICAGO

Mention The Review when you write.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street,

CHICAGO

Mention The Review when you write.

FLORISTS' SUPPLY CO., Inc.

WHOLESALE FLORISTS

618-620 Duquesne Way

PITTSBURGH, PA.

Consignments Solicited

Many Florists Add New Department to Their Business

A decided trend in recent enrollments in our Correspondence School has developed the fact that Florists are awakening to the great possibilities in Landscape Architecture and Gardening. Let us tell you how you can start a complete, well equipped department to handle this business.

American Landscape School
11 K, NEWARK, NEW YORK

Mention The Review when you write.

SCIENTIFIC TRAINING IN GREENHOUSE PRACTICE

We offer a correspondence educational service in Greenhouse Management, Plant Propagation and the conduct of retail flower stores. If you are already in the business this scientific training will enable you to attain greater success. If you are working for others this correspondence course will enable you to command more money or establish a business of your own if you are ambitious. We also offer correspondence courses in Landscape Gardening and in Nursery Practice, Management and Salesmanship.

American Horticulture Company
Des Moines, Iowa

School of Horticulture

(18 MILES FROM PHILADELPHIA)

AMBLER, PA.

Offers to women attractive courses in Floriculture, Vegetable Gardening and Canning for the month of August.

Write for Circular

ELIZABETH LEIGHTON LEE, Director

Mention The Review when you write.

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

BOSTON FLORAL SUPPLY & SNYDER CO.

15 Otis—96 Arch St.

WHOLESALE FLORISTS
BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the East. We manufacture artificial flowers, baskets, wire frames, etc., right in our own factory. We preserve our own cycas leaves. Try us out in one way or another.

HOLTON & HUNKEL CO.
462 Milwaukee Street, Milwaukee, Wis.

GROWERS AND SHIPPERS OF
CUT FLOWERS,
GREENS and
PLANTS

Wholesale Cut Flower Prices.

Philadelphia, July 14, 1920.

	Per 100	
Beauties, Long	\$40.00 @	\$ 50.00
Russell, Hadley, Long	15.00 @	20.00
Russell, Hadley, Short	4.00 @	8.00
Double White Killarney, Long	6.00 @	8.00
Double White Killarney, Short	4.00 @	5.00
Maryland, Long	8.00 @	10.00
Maryland, Short	4.00 @	6.00
Premier, Long	8.00 @	12.00
Premier, Short	4.00 @	6.00
Columbia, Long	8.00 @	12.00
Columbia, Short	4.00 @	6.00
Kaiserin, Long	8.00 @	10.00
Kaiserin, Short	4.00 @	6.00
Ophelia, Long	8.00 @	10.00
Ophelia, Short	4.00 @	6.00
Cattleyas		100.00
Carnations, Laddie		6.00
Carnations, Select	4.00 @	5.00
Carnations, Ordinary		2.00
Sweet Peas, Ordinary	.50 @	.75
Sweet Peas, Ordinary		.75
Daisies	1.00 @	1.50
Snapdragons	4.00 @	6.00
Easter Lillies	10.00 @	15.00
Asparagus, bunch	\$.045 @	\$.050
Delphiniums	8.00 @	8.00
Gladioli	8.00 @	12.00
Cornflower		1.00
Pyrethrum, bunch	\$.035 @	\$.050
Valley		10.00
Pink Lillies		10.00
Candidum		12.50
Asters	4.00 @	6.00

Boston, July 14, 1920.

	Per 100	
American Beauty	\$ 2.00 @	\$20.00
Shawyer, Russell	1.00 @	10.00
Killarney	.50 @	4.00
Milady, Miller	1.00 @	6.00
Francis Scott Key, Radiance	1.00 @	6.00
White Killarney	.50 @	4.00
Double White Killarney	.50 @	4.00
Killarney Brilliant	1.00 @	6.00
Mrs. Aaron Ward, Sunburst	1.00 @	6.00
Hadley	1.00 @	8.00
Ophelia	1.00 @	8.00
Premier	1.00 @	6.00
Columbia	1.00 @	8.00
Maryland, Hoosier Beauty	1.00 @	8.00
Cattleyas	100.00 @	150.00
Sweet Peas	.50 @	1.00
Carnations	.50 @	1.00
Marguerites	.50 @	1.00
Gladioli	6.00 @	8.00
Delphiniums	4.00 @	6.00

Milwaukee, July 14, 1920.

	Per 100	
Columbia	\$ 8.00 @	\$20.00
Premier	8.00 @	20.00
Killarney	4.00 @	12.00
White Killarney	4.00 @	12.00
Hoosier Beauty	4.00 @	12.00
Mrs. Ward	4.00 @	6.00
Ophelia	4.00 @	15.00
Carnations, assorted	2.00 @	3.00
Cattleyas, per doz	\$18.00	
Easter Lillies, per doz	\$1.50 @	2.00
Sweet Peas	.75 @	1.50
Snapdragons	3.00 @	6.00
Daisies	1.00 @	2.00
Gypsophila, per bch.	\$0.50	
Gladioli, per doz	\$1.50 @	2.00
Larkspur, per bunch	.50	
Stocks, per bunch	.50	
Candytuft, per bunch	.25	

A HALF-INCH ADVERTISEMENT

here will keep your name and specialty before the whole trade, at a cost of only 55c per week on a yearly order.

GEORGE B. HART

Cut Flowers, Plants,
Florists' Supplies

49-55 Stone Street

Rochester, N. Y.

Mention The Review when you write.

Lotos Manufacturing Co.
1566-68 Clybourn Ave.
Chicago, Ill.

Manufacturer and Importer of

Artificial Flowers

Write for samples

The Denver Wholesale
Florists' Company

1433-1435 California St.
DENVER, COLO.

Mention The Review when you write.

WESTERN FLORISTS
can depend on getting prompt service
on rush orders from
COLORADO SEED CO.
FLORISTS' SUPPLY DEPT.
1515 Champa St., DENVER, COLO.

Florists' Supply House

Everything in Florists' Supplies
105 East Ohio St. Main 831
INDIANAPOLIS, IND.

FLORISTS'

CARDS : ENVELOPES : LABELS : TAGS
Add 20% to our 1920 Catalogue prices.

THE JOHN HENRY CO.,
Lansing, Mich.

Announcement

J. E. KOPPELMAN

Wholesale Florist and
Florists' Supplies

Removed to

26 CUSTOM HOUSE ST.
PROVIDENCE, R. I.

Mention The Review when you write.



Mention The Review when you write.

GUST. RUSCH & CO.

Wholesale Florists
444-446 Milwaukee St.,
MILWAUKEE, WIS.
Cut Flowers and Florists' Supplies

RICE BROTHERS

Wholesale Florists and Supplies
MINNEAPOLIS, MINN.

SEND LIST FOR QUOTATIONS

Mention The Review when you write.

C.C. POLLWORTH CO.

CUT FLOWERS, PLANTS - BULBS
Florists' Supplies
MILWAUKEE, WIS.

FRANK H. TRAENDLY CHARLES SCHENCK
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 6th Avenue, between 26th and 27th Streets, NEW YORK
Phones 797, 798 and 799 Farragut CONSIGNMENTS SOLICITED

N. Y. Florists' Supply Co., Inc.
103 West 28th Street, NEW YORK CITY
Wholesale and Retail Dealers in all kinds of
EVERGREENS AND ALL FLORISTS' SUPPLIES
Telephones 2144-2145-2146 Farragut

J. K. ALLEN, 31 to 43 W. 18th St.,
NEW YORK ESTABLISHED 1887
ROSES, CARNATIONS
And All Seasonable Flowers

ASPARAGUS PLUMOSUS—fresh every day. Let us have your standing order for regular shipments.
Fancy and Dagger Ferns, Galax, Leucothoe, Wild Smilax, Boxwood, Mexican Ivy, Roping, Etc.
Largest Stock and Assortment of Florists' Decorative Evergreens in America
FLORISTS' SUPPLIES—WIRE DESIGNS—RIBBONS
The Kervan Co., 119 W. 28th St., New York

M. C. FORD
Wholesale Florist
American Beauties and Carnations
31 to 43 W. 18th St., NEW YORK CITY
Telephone 3870-3871 Farragut

I. GOLDSTEIN
Wholesale Florist
31 to 43 W. 18th St., NEW YORK CITY
Telephone Chelsea 6925
In the exact center of the Wholesale Cut Flower Section. Prompt and careful attention to your interests.
CONSIGNMENTS SOLICITED

REED & KELLER
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New York, July 12, 1920.

	Per 100	@ \$	25.00
Beauty, Specials	\$15.00	@	15.00
Beauty, Fancy	10.00	@	10.00
Beauty, Extra	8.00	@	8.00
Beauty, No. 1	5.00	@	5.00
Beauty, No. 2	2.00	@	2.00
Prima Donna	2.00	@	12.00
White Killarney	2.00	@	15.00
Francis Scott Key	10.00	@	20.00
Premier	1.00	@	12.00
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Russell	2.00	@	17.00
Ophelia	1.00	@	8.00
Columbia	1.00	@	8.00
Hadley	2.00	@	12.00
Sunburst	1.00	@	8.00
Orchids—Cattleyas	25.00	@	100.00
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Seed Trade News

AMERICAN SEED TRADE ASSOCIATION.
President, H. G. Hastings, Atlanta, Ga.;
secretary-treasurer, C. E. Kendel, Cleveland, O.

WARTIME profits in the seed trade now seem likely to disappear in the shrinking value of stock on hand.

HOLLAND bulb travelers in England have found business considerably more difficult than usual this season.

If other lines of production had filled up with merchandise as rapidly as the seed trade has since the armistice the average seedsman would find himself in an easier position.

REPORTS from California state that it is impossible to fill orders for Purity freesia bulbs in full, since there is a big shortage of sizable bulbs and stock in general is of low grade.

THE impression seems to prevail that Uncle Sam will get his 1921 seed supply, or at least a considerable part of it, at bargain counter prices. The bids are to be opened at Washington July 23.

It was stated July 9 that the Everette R. Peacock Co., Chicago, already had sold 110,000 bushels for delivery from the 1920 crop of onion sets. An unusual percentage of the orders are for fall shipment.

How short the supply of freesia bulbs will prove to be is a question. Undoubtedly the crop is small, but jobbers are receiving offers of small lots of "surplus" from sources with which no orders had been placed. Of course, the prices are high.

HAIL destroyed part of the seed crops in the vicinity of Rocky Ford, Colo., last week. Early reports placed the damage high, but later advices were that some crops had escaped serious damage. It is too late to replant melon, pumpkin and squash, though cucumber will mature if planted at once.

THE official roster of the Jefferson Seed Co. is: President, D. L. Howard; vice-president, Austin Elvin; treasurer, G. M. Mackey; secretary, J. M. Bell; manager, G. W. Mackey. This is the company which acquired the business of the Ratekin Seed House, of Shenandoah, and removed it to Jefferson. The concern's slogan is: "Good Seeds, the Key to the Harvest."

HOLLAND bulb men state that the earliest crops, so far as they have already been lifted, are rather disappointing. A spell of hot, dry weather just at the end of the growing season caused premature dying off among many of the tulips, and to a certain extent probably the same will apply to other bulbs. It is too early yet, however, to form an accurate estimate of what the bulb harvest is to be, for the earliest liftings are generally the weakest, as even a week's delay in ripening off spells considerable improvement in what are naturally left for later lifting.

FRENCH BULBS.

The cables have been occupied, during the last week, with numerous messages from and to Ollioules. The first shipment of French bulbs is afloat and the indications are that, while the crop



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Per Case	Per Case	Per Case	Per Case	Per Case	Per Case	Hardy Lily Bulbs	
6 to 8-inch.....400.....	\$42 00	7 to 9-inch.....300.....	\$49.50	7 to 9-inch.....300.....	\$49.50	Per Case Per Case	
7 to 9-inch.....300.....	49.50	8 to 10-inch.....250.....	47.50	8 to 10-inch.....250.....	47.50	RUBRUM - 7 to 9-inch..	220.. \$29.00
8 to 10-inch.....250.....	47.50	9 to 10-inch.....200.....	50 00	9 to 10-inch.....200.....	50 00	AURATUM-11 to 12-inch..	90.. 25.00
9 to 10-inch.....200.....	50.00	10 to 11-inch.....150.....	49.50	10 to 11-inch.....150.....	49.50	ALBUM - 7 to 9-inch..	220.. 30.00
F. O. B. Chicago		11 to 12-inch.....180.....	47.50	11 to 12-inch.....180.....	47.50	" 8 to 10-inch..	170.. 30.00
7 to 9-inch.....300.....	\$49.50						

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is undeniably small, there are some unsold bulbs. It appears that the Holland houses stand ready to take considerable quantities of bulbs, but that they are as yet unwilling to meet the rise in prices. At the same time numerous American orders placed subject to confirmation of prices appear to have fallen down, leaving the exporters with moderate quantities of bulbs which they have been trying to place by cable, at prices so much above American ideas of current values that the deal is still in suspension. Unquestionably there are more orders than bulbs and it is merely a matter of agreeing on price to place any unsold lots.

The situation is further complicated by the fact that some buyers here bought their francs considerably below the present rate of exchange. Those who placed their money some time ago obtained as many as seventeen francs for a dollar, while the present rate is between eleven and twelve francs. The man who got his French money cheaply has a choice between making a profit or making it warm for his competitors in case they did not also act early.

MOTT-LY GLEANINGS.

Harry Holmes, of the Holmes-Letherman Seed Co., Canton, O., expressed gratification at the fine showing made this season. It is highly encouraging, stimulating the plans for more space, which were held over until the results of the season's business were known.

Manager H. Conrad, of the Dumont Seed Store, Canton, O., reports a fifty per cent increase since it was forced to move, owing to a fire early in the season, and attributes it entirely to the larger area of gardens planted. W. M.

ONION SET SUPPLY NORMAL.

The outlook for a normal supply of commercial onion sets this year is promising, according to a survey of growing conditions of the crop made by the bureau of markets of the Department of Agriculture during the week ending July 3. The acreage on the whole is estimated to be about the same as last year and present indications are that

Lily Bulbs

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GIGANTEUM

6 to 8-inch.....	\$45.00 per case
7 to 9-inch.....	49.50 per case
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9 to 10-inch.....	55.00 per case

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Inch To case Per case
7 to 9 300 \$55.00
8 to 9 250 55.00
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10% discount on five-case lots
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Hyacinths Tulips
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the yield will be much greater and the total production normal. A normal production is estimated to be about 48,-

000,000 pounds. In 1917 and 1918 the production was 48,800,000 and 46,000,000 pounds, respectively, while in 1919

The KENILWORTH Giant Pansy Seed



- No. 26. **GIANT KENILWORTH CUT FLOWER MIXTURE.** Is a distinct class by itself, surpassing all other strains as a cut flower for inside or outside growing; the large flowers are carried erect above the foliage on heavy stems, 6 or 7 inches long, in the most graceful manner, and stand the hot, dry weather well, 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; ¾ oz., \$3.75; 1 oz., \$7.50.
28. **GIANT MASTERPIECE.** A remarkable type, the curled wavy petals giving the flower a double appearance; large flowers of great substance, on long, strong stems, and its ability to stand the hot, dry weather, makes it a favorite for cut flowers. 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; ¾ oz., \$3.75; 1 oz., \$7.50.
30. **GIANT THREE AND FIVE BLOTCHED PANSIES.** A superb mixture. Flowers large and of circular form and of great substance. The display of coloring is unsurpassed. A combination of almost every shade of rich, velvety colors; reds are particularly conspicuous, the petals being distinctly marked with three or five large, dark blotches. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.
32. **GIANT PARISIAN.** The flowers are of enormous size and beautifully marked, mostly five dark blotches on white and yellow ground; an unusually showy mixture. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.
36. **TRIUMPH OF GIANT.** Remarkably beautiful. The imposing five-spotted flowers on long, vigorous stalks surmount the foliage in the most graceful manner, are of enormous size, perfectly round and of unusual substance. The individual petals are very broad and cover each other in such a manner as to make the flowers appear almost double, the border of every petal being conspicuously curled. The plants are of a robust growth and form compact bushes of a round shape. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.
70. **ORCHID-FLOWERED, Mixed.** A dwarf, free bloomer, with a range of delicate colors that do not exist in any other Pansies; a remarkable combination of light rose, shell pink, bluish mauve, fawn, light brown, orange and chamolis. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.

10. **KENILWORTH GIANT EXHIBITION** is the very finest complete mixture ever sent out. Seed carefully saved only from marked plants of the best varieties, with the largest and best shaped flowers and richest coloring. It is impossible to convey an adequate idea of the delightful variations in color and markings of this unrivaled mixture. 500 seeds, 30c; 1000 seeds, 50c; ¼ oz., \$1.35; ½ oz., \$2.50; 1 oz., \$10.00.
12. **KENILWORTH GIANT PRIZE.** The enormous flowers are of perfect form and of great substance. Petals overlapped and undulating. The rich colorings and markings are widely varied, some flowers being almost self-colored. 500 seeds, 30c; 1000 seeds, 50c; ¼ oz., \$1.35; ½ oz., \$2.50; 1 oz., \$10.00.

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An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering. Sown at the same time as other Pansies, they begin flowering the early part of March or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant.

- | | |
|---|--|
| <p>No. 4. JOVE. Lower petals violet, upper ones almost white.</p> <p>5. MARS CORNFLOWER. Blue.</p> <p>6. NORTH POLE. Pure snow white.</p> <p>7. WORDEN. Quite black.</p> <p>8. HELIOS. Pure yellow.</p> <p>14. WINTER SUN. Golden yellow, with dark eye.</p> <p>500 seeds, 25c; 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; 1 oz., \$7.50.</p> <p>19. TRIMARDEAU GIANT PANSIES. Very showy class of vigorous, compact growth, flowers of enormous size, a fine mixture, 1000 seeds, 30c; 4000 seeds, \$1.00; ¼ oz., \$1.35; ½ oz., \$2.50; 1 oz., \$5.00.</p> <p>22. GIANT KENILWORTH STRAIN. The flowers are of perfect form and substance; many of the immense flowers are 3-inch. It is a striking collection of beautiful colors and markings, rich with shades of red, brown, bronze, mahogany and many others too numerous to mention. Light, medium or dark mixtures. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.</p> <p>24. GIANT KENILWORTH SHOW is undoubtedly the largest flowered Pansy in the world; the immense flowers are of circular form. A beautiful collection of colors and markings. 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; ¾ oz., \$3.75; 1 oz., \$7.50.</p> | <p>No. 15. ICE KING. Silvery white, with dark eye.</p> <p>16. CELESTIAL QUEEN. Light or sky blue.</p> <p>17. CHARM OF MARCH. Dark velvety blue.</p> <p>18. A mixture of the nine preceding colors and other shades.</p> |
|---|--|

Giant Pansy Seed

- In Separate Colors
1000 seeds, 30c; any 4 packets \$1.00; ¼ oz., \$1.30; ½ oz., \$2.50; 1 oz., \$5.00.
88. **Mme. Perret.** Red and wine shades.
42. **Adonis.** Light blue, dark center.
44. **Black.** Almost coal black.
48. **Lord Beaconsfield.** Purple, shaded white.
50. **Goliath.** Large, curled yellow, blotched.
54. **Pres. Carnot.** White, five blue blotches.
56. **Light Blue Shades.**
58. **Indigo Blue.** Deep, velvety blue.
60. **Hortensia-Red.** Light rose.
62. **Prince Henry.** Dark blue.
64. **Snow Queen.** Beautiful satiny white.
66. **Almond Blossom.** Delicate rose.
68. **Andromeda.** Curled apple blossom.
72. **Mammoth.** Greenish yellow shades.
74. **Sunlight.** Yellow, with brown blotches.
78. **Bridesmaid.** White, shading rose.
80. **Purple.** Large, rich deep color.
84. **Mercury.** New. A deep blackish purple.
86. **Pres. McKinley.** Yellow, dark blotched.
88. **Emp. Franz Joseph.** White, blotched blue.
90. **Vulcan.** Dark red, with five blotches.
92. **Victoria.** Blood red, violet blotches.
94. **Red.** A collection of rich red shades.
98. **Psyche.** Curled white, with five blotches.
100. **Yellow.** With dark blotch.
102. **Yellow.** Large golden yellow.
104. **White.** With violet blotch.
106. **White.** Large satiny white.
108. **Emp. William.** Ultramarine blue.
110. The preceding 29 colors mixed.

Chas. Frost
Kenilworth, N. J.

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it dropped to less than fifty per cent of normal.

Dealers report that sales for future delivery are much larger than last year. Delayed purchase of supplies in 1919 by jobbers and retailers, which, together with the short crop, resulted in their failure to obtain sufficient stocks to supply their 1920 spring trade, is given as a reason for the early contracting this season.

The area in which onion sets are grown in the Chicago district is being extended beyond its original boundaries. This is largely because growers have found that crop rotation is necessary in

producing the best yield of sets and the land is sown to grain at least once in three or four years.

The best information obtainable indicates that the acreage on the south side of Chicago has been increased somewhat over last year but that it has been reduced proportionately on the north side. Little difference is noted between fields sown around April 15 and those sown after May 1. The stands are even and the plants thick enough in the rows to insure sets of the desired size. The plants will start bulbing during the next week or ten days, and rain and cool weather are essential if the present

bright prospects for a crop continue.

The contract acreage of onion sets in this district is reported to be reduced somewhat from that of last year. With the exception of a few fields, the growing condition is good, but the crop is from ten days to two weeks late. The stand is even and the color excellent, but in some of the poorer fields there is some evidence of smut.

The acreage devoted to onion sets in Oregon is reported to be much larger than that of 1919. On about eighty-five per cent of the acreage the growing condition of the crop is fair and on the remainder it is reported quite good.

PURE SEED PROBLEMS.**Wisconsin's Seed Control Law.**

Before the Wisconsin seed control law was passed, in 1909, the agricultural college and the experiment station were trying by educational methods to persuade farmers and dealers to acquire more accurate knowledge concerning the quality of the seeds sold and used for the production of field crops. These appeals met with only a small response. The year before the law went into effect, from July 1, 1908, to June 30, 1909, 851 samples of seed were tested. The law became effective July 1, 1909, and from then to June 30, 1910, 1,795 samples were received at the laboratory. No traveling inspectors were employed until 1913. The number of samples immediately began to increase and in 1915-16, 4,231 samples were analyzed in the laboratory.

Opportunities for Tests.

From the first it was the policy of the seed control division to cooperate as closely as possible with the seedsmen and dealers and the inspectors were instructed to give all aid and information possible. Dealers were told that where the seed had been mixed to make a uniform lot, one sample carefully taken from the lot was enough. They were also told they were at liberty to make their own tests if they were sufficiently familiar with methods of testing to make their analyses reliable or if they employed a competent analyst. They were also told that they might have their tests made by county agents, principals of county agricultural schools, the federal seed laboratories, at Washington, D. C., and La Fayette, Ind., or by any other person or organization capable of making reliable tests. This, of course, resulted in lessening the number of samples sent to our own laboratory and in 1918-19 only 2,978 samples were received. This small number was not entirely due to tests made elsewhere, but, to some extent, to a lessened seed supply and hence a smaller number of lots sampled.

Results of Inspection.

The inspection has resulted in a gradual improvement in the quality of the seeds offered on the Wisconsin market. The first year, 1909-10, the analysis showed an average purity of 92.1 per cent and an average germination of 82.5 per cent for all seeds. Five years later the figures were, purity 93 per cent and germination 86.1 per cent. At the end of the ten years, or in 1918-19, the averages were, purity 96.6 per cent and germination 89 per cent.

Wisconsin is one of the states in which the law makes no exception in favor of the farmers. The majority of the farmers who grow seed for sale belong to the Agricultural Experiment Association. A letter was sent to each of the 1,500 members of this association giving the law's requirements and in this and other ways the information has been spread until it is safe to say that the sale of unlabeled seeds by farmers is the exception rather than the rule.

The division's experience in seed control has brought it into direct con-

From the paper on "Seed Testing Experiences" read by A. L. Stone, of the Wisconsin state department of agriculture, at the thirty-eighth annual convention of the American Seed Trade Association, held at Milwaukee, June 22 to 24.

Burpee's Sweet Peas

**GLITTERS**

One of Burpee's New Winter-Flowering Spencer Sweet Peas

W. Atlee Burpee Co.,
Seed Growers Philadelphia

EVENTUALLY, every Florist and Commercial Grower will plant Burpee's New Early- or Winter-Flowering Spencer Sweet Peas.

We say this in all confidence, for the Burpee list contains the finest varieties yet to be offered, in a complete range of colors, including the most desirable Florist shades.

Burpee's Sweet Pea List for Florists is now ready. Every Florist and Grower should have it. Write for a free copy today.

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Then Good Seed Should Interest You

All Varieties of Zvolanek's Famous Sweet Pea Seed in Stock
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BOLGIANO'S "BIG CROP" SEEDS

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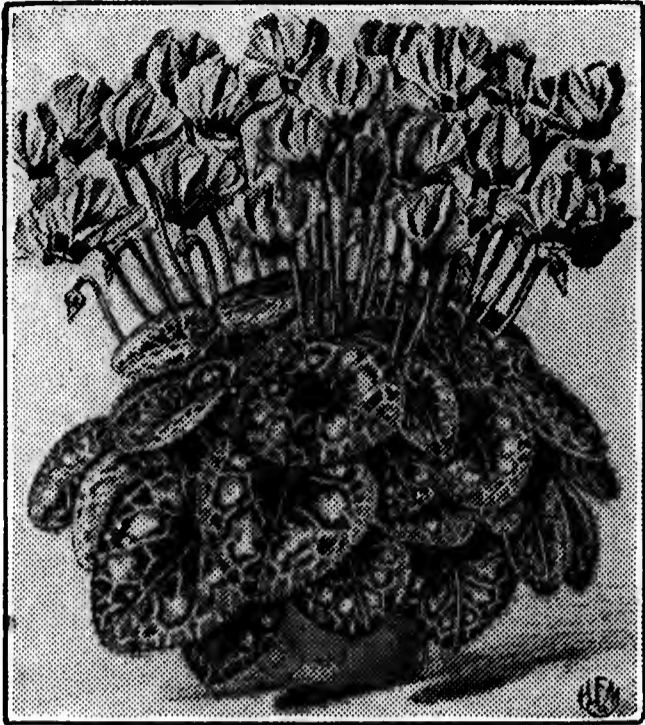
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101-103 Federal St., PITTSBURGH, PA.

tact with the crop breeders' associations, as well as with members of the A. S. T. A. Are the two inimical? Not necessarily. Experiment stations throughout this and other states and countries are painstakingly striving to improve well known varieties and pro-

duce new varieties of crop plants. Crop breeders' associations furnish an excellent medium through which state-wide trials may be made on different soils and under varying climatic conditions. Usually each member is supplied with enough seed to sow or plant an acre.



Michell's Flower Seeds

Early or Winter Flowering Spencer Sweet Peas

	Oz.	¼ lb.	lb.
ASTA OHN. Rich lavender.....	\$0.75	\$ 2.50	\$ 8.00
BLUEBIRD. A charming shade.....	.75	2.50	8.00
CHEERY RIPE. Cherry or salmon cerise.....	.75	2.50	8.00
DAYBREAK. Rose pink on cream ground.....	.75	2.50	8.00
ENCHANTRESS. Bright rose pink.....	.75	2.50	8.00
FIRE KING. Deep orange scarlet.....	.75	2.50	8.00
HEATHERBELL. Rich mauve lavender.....	.75	2.50	8.00
HELEN LEWIS. Orange pink.....	.75	2.50	8.00
HERCULES. Soft rose pink.....	.75	2.50	8.00
ILLUMINATION. Salmon cerise, suffused orange.....	.75	2.50	8.00
LAVENDER KING. Deep lavender.....	.75	2.50	8.00
LAVENDER PINK.....	.75	2.50	8.00
LIBERTY. Deep crimson.....	.75	2.50	8.00
MAUVE BEAUTY. Rosy mauve.....	.75	2.50	8.00
MEADOW LARK. Rich cream.....	.75	2.50	8.00
MELODY. Rose pink on white ground.....	.75	2.50	8.00
MORNING STAR. Orange scarlet in standard, wings orange pink.....	.75	2.50	8.00
MRS. A. A. SKACH. Clear, bright pink.....	.75	2.50	8.00
MRS. M. SPANOLIN. Bleached seeded; pure white.....	.75	2.50	8.00
MRS. WILLIAM SIM. Salmon pink.....	.75	2.50	8.00
PINK BEAUTY. Rose pink on white ground.....	.75	2.50	8.00
PINK AND WHITE. Blanche Ferry type.....	.75	2.50	8.00
PRIMROSE BEAUTY. Deep primrose, flushed rose.....	.75	2.50	8.00
RED ORCHID. Bright cherry red.....	.75	2.50	8.00
ROSE QUEEN. One of the finest varieties; color, a most attractive shade of pink.			
Greenhouse grown seed.....	3.00	10.00	35.00
Outdoor grown seed.....	1.25	3.50	12.00
SANKEY. Black seeded; white.....	.75	2.50	8.00
SNOWFLAKE. Pure white.....	.75	2.50	8.00
SNOWSTORM. Pure white.....	.75	2.50	8.00
SONG BIRD. Pale pink on white ground.....	.75	2.50	8.00
SONGSTER. Rich lavender.....	.75	2.50	8.00
SPRING MAID. Light pink on cream ground.....	.75	2.50	8.00
VENUS. White, blushed pink.....	.75	2.50	8.00
WABBLER. Rich mauve purple.....	.75	2.50	8.00
WHITE ORCHID. Pure white.....	.75	2.50	8.00
YARAWA. Bright rose pink with lighter wings.....	.75	2.50	8.00
ZEPHYR. Pale blue or lavender.....	.75	2.50	8.00

CYCLAMEN SEED	100	1000
Michell's Giant Show	Seeds	Seeds
BRIGHT RED.....	\$2.00	\$18.00
DARK BLOOD RED.....	2.00	18.00
GLORY OF WANDSBEK, salmon red	2.00	18.00
PERLE OF ZEHLENDORF, salmon pink	2.00	18.00
PURE WHITE.....	2.00	18.00
WHITE WITH CARMINE EYE.....	2.00	18.00
MIXED COLORS.....	1.50	12.50

Michell's Large Flowering		
DUKE OF CONNAUGHT, crimson.....	\$1.50	\$12.50
EXCELSIOR, white with red base.....	1.50	12.50
GRANDIFLORA ALBA, white.....	1.50	12.50
PRINCESS OF WALES, pink.....	1.50	12.50
SALMON QUEEN.....	1.50	12.50
ST. GEORGE, delicate salmon.....	1.50	12.50
MIXED COLORS.....	1.25	10.00

PANSY SEED

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt.; ¼ oz., \$1.25; \$7.00 per oz.

Also GIANT PANSY seed in separate colors, DAISY, MYOSOTIS, CINERARIA, PRIMULA and all other reasonable seeds and supplies. Send for NEW WHOLESALE PRICE LIST if you haven't a copy.

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From this acre he obtains enough seed to plant a field. From the field seed is obtained in sufficient quantity to sell to neighbors and others, or to seedsmen.

As these improved varieties are among the best available for general use, seedsmen might well be among the active agencies assisting in their distribution. The ideal arrangement would be one where the entire output of the growers would be absorbed and distributed in the general market by the seedsmen. The consummation of such a plan rests largely with the seedsmen. Unless sufficient coöperation is established, crop breeders' associations are almost certain to become increasingly strong competitors of the seedsmen.

Improper Labeling.

Seed inspectors sometimes wonder whether seedsmen and seed dealers who sell impure or improperly labeled seeds have fully considered the final result of such practices. The farmer is not damaged particularly by having purchased for more than they were worth crop seeds containing a small quantity of weed seeds. His loss lies in the reduced yields of crops and, if the foreign seeds happen to be those of weeds which are hard to destroy, a much greater loss results because of the otherwise unnecessary labor required to eradicate the weeds. Decreased production means decreased income, which, in turn, means lower purchasing power. Should such conditions become general, the prosperity of everyone concerned would be menaced, even that of the seedsmen themselves.

Seed Mixtures.

Many samples of seed mixtures, especially hay and meadow mixtures, are offered annually to the farmers of Wisconsin. Alsike and timothy, red clover and timothy, and alsike, red clover and timothy are the popular mixtures. Some dealers fail to observe the rule that the seed constituting the major portion of the mixture shall be named first, though knowing that the purchaser is taking its observance for granted. Some dealers also label mixtures with what appears to be the actual percentages, invariably making the clover percentage too high. If the purchaser is planning to raise the clover to feed his dairy cattle for high milk production, the loss is serious. Usually farmers who purchase these mixtures do so with the idea of using the fields on which they are sown for hay, depending upon the clover for the first year and timothy and alsike or mammoth for the second year. The seed is sown with a nurse crop of grain, which is removed about the middle of the summer.

Severe loss to the farmer results when mixtures of "clover and timothy" contain from sixteen to twenty per cent, by weight, of the seeds of crimson or annual yellow blossom sweet clover, as was the case with mixtures offered by certain seed companies this season. Both these plants are distinctly inferior under Wisconsin conditions and will not produce decent pasture even in the first year. They winter-kill, leaving the farmer from sixteen to twenty per cent short of a hay crop.

Hard Seeds.

This year's clover seed crop in Wisconsin has shown an exceptionally high percentage of hard seeds, ranging from eight to forty-two per cent, with an average of fifteen per cent. The seeds

"THE BEST BY TEST"

CYCLAMEN SEED

AMERICAN GROWN. NEW CROP

Giant-Flowering Kinds

	100 Sds.	1000 Sds.
FAIRY QUEEN— <i>Frilled White, Crimson Eye</i>	\$3.00	\$25.00
PRIDE OF CINCINNATI— <i>Large Salmon</i>	3.00	25.00
GLORY OF WANDSBEK— <i>Light and Dark Salmon</i>	2.50	20.00
BRILLIANT RED— <i>Fine and Large</i>	2.50	20.00
CHRISTMAS CHEER— <i>Blood Red</i>	2.50	20.00
ROSEA SUPERBA— <i>Shell Pink</i>	2.50	20.00
MAGNIFICA— <i>Dark Rose Pink</i>	2.50	20.00
VICTORIA— <i>White Tipped Pink</i>	2.50	20.00
DAYBREAK— <i>Delicate Pink</i>	2.50	20.00
PURE WHITE— <i>Very Large</i>	2.50	20.00
WHITE PINK EYE— <i>Splendid Variety</i>	2.50	20.00
LAVENDER— <i>Very Beautiful</i>	2.50	20.00

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Write for wholesale price lists

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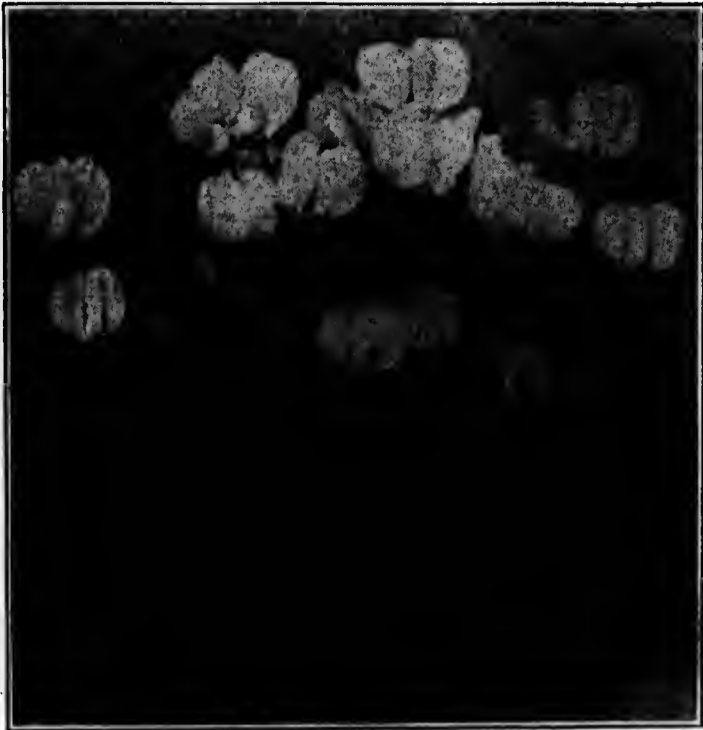
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Ask for our prices on Tulips, Hyacinths,
Daffodils, Etc.

show no sign of decay or of germination at the end of the usual period of five days. Investigation in seed laboratories, state and national, shows that these seeds may fail to germinate in time to be of any value to the Wisconsin farmer who maintains a 4-year rotation of crops; they may simply perpetuate the species by producing plants several years later. What value to give these seeds is a puzzle, especially when it is probable that the so-called hard seeds are the best matured and contain the highest reserve of plant food to start off the young plant whenever the seed

does grow. As the highest percentages of hard seeds are usually found in seeds of the finest appearance, which, of course, are the highest-priced, to increase the rate of seeding from fifteen to thirty per cent, in order to make up for the loss from ungerminated seeds, will amount to no small item at present prices.

Scarification of the seed is the partial answer to the question, but to scarify the seed of an entire crop wherever seed is handled is a big undertaking. Some investigators claim that scarification produces rapid deterioration in the

Dreer Specials in Florists' Flower Seeds



Dreer's Prize Dwarf Cineraria

We have an extra fine strain this season, plants of compact habit with flowers of largest size and in a splendid range of bright colors. Trade pkt. of about 1,000 seeds, \$1.00.

Dreer's Superb Giant Cyclamen

We have now in stock new crop American-grown seed and we believe the strain is better than the best ever imported and can furnish in the following colors:

Pure white, white with carmine eye, brilliant red, rich rose and salmon, each \$1.50 per 100 seeds, \$12.00 per 1,000 seeds. Finest mixed, \$1.25 per 100 seeds. \$10.00 per 1,000 seeds.

Dreer's Perfect Pansies

We are fortunate in having a very good supply of the finest strains in separate colors and in mixture. We particularly recommend our Royal Exhibition Mixture, which is unequalled for size and coloring. 50c per trade pkt., \$1.25 per eighth ounce, \$8.00 per ounce. For other varieties as well as other Flower seeds for summer sowing, see our Special Mid-summer offer. Copies free on request.

HENRY A. DREER, 714-716 Chestnut Street, Philadelphia, Pa.

ATTENTION! S. A. F.—and Others

We will be in the trade exhibition at Cleveland with a fine collection of Gladioli, but space will permit of our showing but a small part of our over six hundred varieties.

At convention time our plantings of both Gladioli and Perennials will be in full bloom. We offer you a chance to see about every high-priced Gladiolus in cultivation at Goodhold Farm, nineteen miles of fine pavement from the Hollenden, or take the C. P. & E. Interurban; stop No. 52 is at our door. Twenty acres of large bulbs, all in the finest varieties, is a sight not often seen. Many traits of importance can be seen in the field that are not evident when shown in the vase. Come and see them—and us.

**The Ralph E. Huntington Co.,
MENTOR, OHIO**

seed and in the case of a carry-over it might prove seriously detrimental.

Vegetable Seed Legislation.

The Wisconsin statutes compel the labeling of vegetable seed packets with the germination test if the germination of the seeds in the packet falls more than five per cent below the standard of germination for each respective kind, as fixed by the state department of agriculture. No purity test is required.

The department's standards have been fixed in accordance with what its investigations each year have shown to be fair, taking all factors into consideration. Some of the members of the A. S. T. A. have been instrumental in helping to fix those standards by the information and seed samples which they have supplied. The standards fixed each year many of them have declared to be preëminently fair. Some of them have stated that they would not sell seeds with tests as low as those fixed in the division's standards.



Snapdragons

the past year have made growers more money than ever. Be sure you have plenty for next season. Time to sow seed for fall blooms.

Seed of our famous Silver Pink, \$1.00 per pkt.; 8 for \$2.50; 7 for \$5.00.

Seed of our new Hybrid Pink and of our new Golden Pink Queen, same price.

Seed of Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton and Fancy Mixed, 85c per pkt.; 8 for \$1.00.

Free cultural directions. All orders cash.

G. S. RAMSBURG, SOMERSWORTH, N. H.

XXX SEEDS

Chinese Primrose—Finest grown, mixed, 400 seeds, \$1.00; ½ pkt., 50c; 1000, \$2.00.

Primula Obconica—Finest Giants, pkt., 50c.

Primula Malacoides—Giant Baby, pkt., 25c.

Primula Kewensis—New Dwarf, yellow, 25c.

Cineraria—Large Flowering Dwarf, finest grown, all colors, mixed, pkt., 50c; ½ pkt., 25c.

Cyclamen Giganteum—Choicest Giants mixed, 150 seeds, \$1.00; ½ pkt., 50c.

Pansy—Finest Giants, 5000 seeds, \$1; ½ pkt., 50c.

Bellis Monstrosa (Daisy)—Monstrous Giant Rose, white and mixed, pkt., 25c.

Calceolaria Hybrida Grandiflora, very finest, 20 choicest spotted varieties, mixed, pkt., 50c.

JOHN F. RUPP, Shiremanstown, Pa.

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**J. K. RUGOWSKI SEED CO., Inc.
MANITOWOC, WIS.**

—Enough said

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Florists' seeds, plants and bulbs. A complete stock of all the leading varieties.

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Dutch Bulbs, Gladioli, Dahlias

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MICE
PROOF
SEED
CASES

Send for Catalogue.

HELLER & CO.

Montpelier, Ohio

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NEWS OF THE NURSERY TRADE

ROGER REYNOLDS is starting in the nursery business at Redwood City, Cal.

HARRY E. PHELPS, Tacoma, Wash., is starting his son in the nursery business. The name of the firm will be the Tacoma Nursery.

PERHAPS no trade suffers more severely than the nursery business because of the transportation tie-up last spring, and yet nurserymen as a class are not enthusiastic over the prospect of an early increase of twenty-five to fifty per cent in freight rates.

WILLIAM H. WYMAN, who declared at the Chicago convention of the A. A. N. that he didn't want to enlarge his business, but wished to take things easy henceforth, has solved the problem by selling the Framingham Nurseries, at North Abington, Mass., to his son, Richard M. Wyman, who doesn't intend to take things easy.

PACIFIC COAST CONVENTION.

At Spokane.

At the eighteenth annual convention of the Pacific Coast Association of Nurserymen, held at the Davenport hotel, Spokane, Wash., from June 29 to July 1, the following officers were elected: President, F. H. Burtlehaus, of the Rosecroft Fruit Farm, Sumner, Wash.; vice-presidents, J. B. Wagner, Pasadena, Cal.; B. H. Bowers, of the Provo Nurseries, Provo, Utah; Richard Layritz, Victoria, B. C.; C. B. Miller, of the Milton Nursery Co., Milton, Ore.; C. T. Hawkes, of the Caldwell Nursery Co., Caldwell, Ida., and A. A. Kelly, Spokane, Wash.; secretary-treasurer, C. A. Tonneson, Tacoma, Wash. Mr. Tonneson was reelected to his office for the eighteenth successive time. The executive committee was chosen as follows: C. Malmo, J. J. Bonnell and I. F. Madlem, all of Seattle, Wash.

President Day's Address.

Mayor Fleming, of Spokane, gave the opening address and was followed by N. W. Durham, who spoke for the chamber of commerce; M. McDonald, of Orenco, Ore., responded for the association. Mrs. Ruth Day, of Overman's Nursery, Spokane, in the president's address, stressed the importance of stabilizing prices, raising the quality of the stock, increasing publicity, practicing conservation in growing and developing greater coöperation among the growers. She also touched upon the

matter of winter injury, the placing of the responsibility and the question of replacement. In connection with prices, Mrs. Day said: "Greater attention must be paid to a cost finding system, and efficiency methods must be applied, so that the producing cost can be made the basis for the selling price." She outlined the advantages of a clearing house, which should keep nursery stock well balanced by transferring surplus stock to members of the association who might be in need of it, and the following committee was appointed to consider the practicability of establishing one for the association: C. T. Hawkes, chairman; J. R. Gardner, Richland, Wash., and F. H. Burtlehaus.

Reports were submitted by Vice-presidents F. W. May, Yakima, Wash.; A. Brownell, Portland, Ore.; M. R. Jackson, Fresno, Cal.; C. T. Hawkes, Caldwell, Ida., and C. A. Atwood, Grand Forks, B. C.

To Have Field Secretary.

A plan providing for a board of trustees and a field secretary was adopted,

to put into operation as soon as possible a system by which the field secretary, as representative of the association, will visit various localities and foster coöperation among the nurserymen.

At the luncheon for the nurserymen at the rooms of the Spokane Ad Club, Raymond Kelly, a local advertising man, emphasized the benefits of coöperative advertising, which, he said, would do much to build up confidence in the business.

Cost Finding and State Raising.

An interesting talk on "The Cost Finding System" was given by C. J. Turner, secretary of the Spokane Typotheta, who explained what the system had done for the printing business

PEONIES

New List Ready.
Ask for it.

JACKSON & PERKINS CO.
Newark, New York

Peonies and Iris

Send us your name now for our 1920 Catalogue
NOW READY

PETERSON NURSERY
30 N La Salle St., CHICAGO, ILL.

Evergreens, Peonies and Iris

If you are interested in these you are interested in us, as we have a nice lot for early fall delivery. We also grow a full line of fruit and ornamental stock. WRITE FOR PRICES.

FARMERS NURSERY CO.,
TROY, OHIO



Box-Barberry Bordered Garden

Make a Leader of
BOX-BARBERRY

IN YOUR 1921 Catalogue

Many of the leading firms already
have booked with us for their
stock.

Write for Terms

Elm City Nursery Company

Woodmont Nurseries, Inc.
New Haven, Conn.

NURSERY STOCK for FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits,
Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

WRITE FOR OUR WHOLE-SALE TRADE LIST **W. & T. SMITH COMPANY, Geneva, N.Y.**

74 Years — 1000 Acres

IVIES and Other Choice Plants

These trained Ivies are exceptionally fine for formal work either inside or outside. They are well covered and established, nicely shaped specimens.

GLOBE IVY

18x18-inch	Each	\$ 4.00
24x24-inch	7.50
30x30-inch	12.50
36x36-inch	20.00
42x42-inch	25.00

PYRAMIDAL IVY

30 inches high x 18 inches at base	Each	\$ 6.00
36 inches high x 24 inches at base	10.00
42 inches high x 24 inches at base	12.50
48 inches high x 24 inches at base	15.00
60 inches high x 26 inches at base	17.50
72 inches high x 30 inches at base	20.00
84 inches high x 36 inches at base	25.00

STANDARD IVY

4 feet high, 24-inch stem, 24x24-inch head	Each	\$15.00
Good Pot-grown Plants in following sizes:		
3-inch pots, 2-3 vines in pots	\$12.00 per 100
These will make fine plants for Fall.		
4 to 4½-inch pots, fine plants	\$25.00 per 100
5 to 6 feet tall	60.00 per 100

EVONYMUS JAPONICA

A first-class plant for window-box work.
5½ to 6-inch pots, bushy compact plants.....\$50.00 per 100

AMPELOPSIS VEITCHII

4½-inch pots, well grown.....\$25.00 per 100

STANDARD BAY TREES

The Bays are just now in particularly good condition, thick, bushy heads with an abundance of clean, healthy foliage.

32 to 34-inch diameter	Pair	\$ 40.00
36-inch diameter	50.00
36 to 38-inch diameter	60.00
40-inch diameter	65.00
42 to 46-inch diameter	75.00
48-inch diameter	100.00

HYDRANGEAS

We also offer a limited number of Hydrangeas in the following sizes, all nicely budded and some in flower.

10-inch tubs	Each	\$2.50 to \$3.00
11-inch tubs	3.50 to 4.50
14-inch tubs	7.50 to 10.00
12-inch tubs	5.00 to 6.00

POT-GROWN CLIMBING ROSES

Excelsa, scarlet-crimson	Each	\$0.60
Dorothy Perkins, pink50
Lady Gay, shell pink50
Tausendschoen (extra strong), pink	1.00
Dr. Van Fleet, flesh60
Hiawatha (extra), red75
Rubin, crimson75
Cl. Orleans, red75
Baby Orleans, dark red50
Baby Catherine Zelmot, white50
Baby Marie Pavie50
Jessie, dark red50

And a Complete Assortment of Pot-Grown Vines and Climbers.

BOBBINK & ATKINS

Nurserymen and Florists

RUTHERFORD, N. J.

ENGLISH LAUREL

BY THE HUNDRED OR THOUSAND
THE AUDUBON NURSERY
WILMINGTON, N. C. H. VERZAAL, Prop.

Hill's Evergreens

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitae, Yews, in small and large sizes. Price list ready soon.
THE D. HILL NURSERY CO.
Evergreen Specialists. Largest Growers in America.
Box 403, Dundee, Ill.

VIBURNUM PLICATUM

Also Berberis Thunbergii, Hydrangea paniculata, Weigela, Spiraea, etc.
Ask for complete list of Oak Brand Shrubs
CONARD & JONES CO. West Grove, Penna., U.S.A.
Robert Pyle, Pres. Ant. Wintzer, V. P.

and suggested what it might do for the nurserymen. The following committee was appointed to consult with Mr. Turner: C. A. Tonneson, chairman; H. A. Lewis, Portland, and M. McDonald. Both the nature of the address and the consequent appointment of the committee resembled an address delivered and a committee created at the last convention of the Illinois State Nurserymen's Association, in Chicago, and showed the increasing importance which the trade as a whole is attaching to sound business analysis and especially cost accounting.

FUCHSIAS

We have a good stock of strong, 3-inch Fuchsias, in a good assortment of colors, which can be made into 5-inch plants by Easter, and there is nothing more handsome than a well finished 5 or 6-inch Fuchsia. Try a few hundred and have something different from the others.

We offer good 3-inch, for immediate shipment, at \$3.75 per 100.

LANTANAS, assorted; ALYSSUM, Giant; AGERATUM, DUSTY MILLER, HELIOTROPE, CUPHEA, SALVIA, PARLOR IVY, WHITE SWAINSONA—3-inch, \$3.75 per 100.

CANNAS, assorted; standard bedding sorts, \$5.00 per 100. KING HUMBERT, \$6.00 per 100.

BOSTON FERNS — pot-grown stock

4-inch.....per dozen, \$3.60 Per 100.....\$25.00
5-inch.....per dozen, 5.40 Per 100..... 40.00

R. Vincent, Jr., & Sons Co.

White Marsh, Maryland

"CRAIG QUALITY"

Plants for Growing On

On account of selling our Philadelphia property we are compelled to make room at our Norwood plant, and offer some of our specialties at less than regular prices. They are **Sure Money Makers** and indispensable for fall and Christmas trade. The wide-awake growers will surely take immediate advantage of this offer:

	Per 100	Per 100	Per 1000
Dracaena Terminalis —very strong, 4-inch	\$. 55.00	Cyclamen —2½-inch	\$15.00
Dracaena Lord Wolseley —very strong, 2-inch	17.50	Cyclamen —2½-inch, very heavy	18.00
Dracaena Lord Wolseley —very strong, 3-inch	30.00	Cyclamen —4-inch, very heavy	50.00
Dracaena Lord Wolseley —very strong, 4-inch	50.00	Poinsettia —true dark red variety, 2-inch	90.00
Areca Lutescens —single plants, 3-inch	22.50	Ficus Pandurata at \$1.50 to \$7.50 each—special value.	
Areca Lutescens —made up, heavy, 4-inch	50.00		

Prices quoted for July only

ROBERT CRAIG COMPANY, 4900 Market Street, PHILADELPHIA

Much discussion followed an address by Professor G. J. Miller, of the university extension station, at Moscow, Ida., describing the growing of trees by his department and their distribution at cost within the state of Idaho. C. J. Atwood, of Toppenish, Wash., in the discussion said: "The function of this department is to educate and train the people. But it plants trees on free ground and distributes them cheaper than we nurserymen can grow them. Let the state plant these trees on school grounds and other public grounds for beauty. I believe that the state should conduct extension lectures to educate the people to plant trees, but I believe that its distribution of trees at cost is establishing the wrong idea in the minds of the people by putting us in the position of robbers." A few thought that the educational value of the extension work offset the price competition raised with nurserymen, but finally the following committee was appointed to draft a resolution stating the nurserymen's position on this matter: C. J. Atwood, C. D. Hobbs, Milton, Ore., and J. A. McGee, of Orenco, Ore.

Next Meeting in Seattle.

The convention closed Thursday evening, July 1, with a stereopticon lecture in the assembly room of the chamber of commerce by Howard E. Weed, a landscape architect of Portland. Various elements of city planning and city beautification were mentioned and illustrated. He urged increased growing of perennials and recommended that the street shade trees should be largely Norway maples and other slow-growing, long-lived trees.

Park Commissioner John J. Duncan, of Spokane, was voted an honorary life membership in the association. An interesting exhibit was a rose collection of twenty-four varieties furnished by I. F. Madlem, of the Orcas Island Nursery, Seattle. The association will hold its nineteenth convention in Seattle, Wash.

A luncheon in the Crescent tea room, which was followed by a tour of inspection through the Crescent store, was given the visiting ladies of the association, who later were guests at the Clem-

Profitable to Grow

Now is the time Larkspur blooms.
Find out price paid for cut flowers.
Plants produce **THREE CROPS** of flowers in
ONE SEASON

Delphinium Belladonna , 1-year plants	\$. 9.00 per 100
" " 2-year plants	12.00 per 100
" " 3-year plants	15.00 per 100

Order now for fall delivery

The Wayside Gardens Company

MENTOR, OHIO

PALMS and FERNS

FERNS—Scottii, Teddy Jr., Macawii, 6-inch pots, 75 cts.; Scottii, Teddy Jr., Boston and Whitmanii, 4-inch pots, 30 cts; Macawii, 2½-inch pots, \$10.00 per 100.

PALMS—Kentia Balmoreana and Forsteriana, 4-inch pots, 60 cts. each; Kentia Forsteriana, 5-inch, \$1.50 each; 6-inch pots, 3½ feet high, \$3.00 each.

DRACAENAS—Lord Wolseley, 3-inch pots, 30 cts.

HOLLY FERNS—4-inch pots, \$15.00 per 100.

ASTERS—Late Branching and Crego, rose pink, pale lavender, purple, crimson and white, 2½-inch pots, \$4.00 per 100, \$35.00 per 1000

Cash with order. No plants shipped C. O. D. Add 5% for packing.

All goods travel at purchaser's risk. All plants will be shipped out of pot unless otherwise stated.

GODFREY ASCHMANN, 1012 W. Ontario St., Philadelphia, Pa.

mer theater by courtesy of the theater management.

STANDARDIZING PRACTICES.

New Move Important.

The movement to standardize trade practices is assuming as conspicuous a place in the activities of trade organizations as has the standardization of horticultural nomenclature. Not only is it desirable to know that the plants,

A. N. PIERSON

INCORPORATED

**Growers of Plants, Cut Flowers
Palms and Ferns**

CROMWELL, CONNECTICUT.

trees, shrubs or seeds will be exactly as ordered, but it is equally desirable to know just what responsibilities the

CYCLAMEN

\$35.00 and \$40.00 per 100

Fine, large plants, all colors, for immediate delivery.

These are exceptionally good plants, of the very best strains.

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COUNCIL BLUFFS, IOWA

FERNS

B. L. E. Fern, an Improved Teddy, Jr., stronger and better. Have been growing this fern for five years and never have enough to meet the demands.
 Strong, 2½-inch.....\$15.00 per 100
Scottii, Teddy, Jr., Boston, Harrisii, Whitmanii, Piersonii, Elegantissima.
 Strong, 2½-inch.....\$10.00 per 100
 5-inch.....50c each
Teddy, Jr., strong, 6-inch.....\$1.50 each
B. L. E., strong, 7-inch.....\$2.00 each

Miscellaneous Plants

Asparagus, Plumosus and Sprengeri, 2¼-in., 5c each.
Asparagus Plumosus, 3-in., 12½c each.
Kentias, 4-in., 75c; 5-in., \$1.50 each.
Kentias, Belmoreana, 6-in., \$3.50 each.
Kentias, made up, 5-in., \$1.50; 6-in., \$3.00 each.
Kentias, made up, large plants, \$6.00 to \$20.00 each.
Areca Lutescens, 4-in., made up, 50c; 5-in., 75c each.
Cibotium, fine plants, 8-in. tubs, \$7.50 each; 10-in., \$10.00 each.
Rubbers, 4-in., 40c; 5-in., 75c; 6-in., \$1.00, \$1.50 and \$2.00 each.
Pandanus, 4-in., 50c; 7-in., \$4.00; 8-in. tubs, \$5.00 each.
Bird's-Nest Ferns, 4-in., 75c each.
Ampelopsis Veitchii, 4-in., 40c each.
Clematis Paniculata, 4-in., 25c; 5-in., 35c each.
Bamboo, 8-in., \$7.50 each.

Send for List of Bedding Plants.

JOHN BADER CO.
 Mt. Troy, N. S. Pittsburgh, Pa.

Poinsettia Plants—Ready Now

Well rooted strong plants, 2¼-inch

\$10.00per 100 | \$90.00.....per 1000

CINCINNATI AND MELIOR BEGONIAS

From top cuttings Ready now
\$32.50 per 100

Cash or satisfactory trade references. No C. O. D. Shipments.

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Featuring the BETTER BEST in ROOTED CUTTINGS and PLANTS of all descriptions. Exclusive agents for the best Fertilizers.
GROWERS' EXCHANGE
 JAMESTOWN, N. Y.

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ABUNDANCE OF STOCK Per 100 Per 1000
Chinese Primroses—2-inch.....\$5.00 \$45.00
Primula Obconica—2-inch. 5.00 45.00
Chrysanthemums—28 varieties, 2-inch..... 3.75 35.00
Asparagus, Plumosus and Sprengeri—2½-inch 5.00 48.00
Smilax—2½-inch 4.00 38.00
 Abundance of other stock. Correspondence solicited.
ALONZO J. BRYAN, Washington, N. J.
 Mention The Review when you write.

"Zetlitz Quality Makes Repeat Orders"

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Hardy Old-fashioned Plants

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Specially grown for Florists, Nurserymen and Landscape Architects. Prizes on request.

WILLIAM TOOLE & SON
 Hardy Plant and Pansy Farm BARABOO, WIS.
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ROSES TO PLANT (PLEASE NOTE GREATLY REDUCED PRICES)

Most excellent young stock of Premier, Columbia, Ophelia and White Killarney.

	2½-inch		8-inch	
	Per 100	Per 1000	Per 100	Per 1000
PREMIER.....	\$16.00	\$150.00
COLUMBIA.....	12.00	110.00	\$15.00	\$140.00
OPHELIA.....	10.00	95.00

GERANIUMS - At Clearance Prices: Stock up - be ready for fall propagation. Nice thrifty Nutt and Mrs. E. G. Hill, 2½-inch, \$4.00 per 100, \$35.00 per 1000; 8-inch Nutt and Grant, \$6.00 per 100, \$55.00 per 1000; 4-inch Nutt and Grant, \$15.00 per 100.

HYDRANGEAS, Pelargoniums, the choicest varieties, for Stock. Don't delay to stock with 2½-inch French and Otaksa Hydrangeas at \$7.00 per 100, \$65.00 per 1000. Very fine stock to grow on. We offer also for propagation, 4-inch, 5-inch and 6-inch French and Otaksa, well branched, at the low price of 20c, 35c and 50c each; splendid value to grow on.

PELARGONIUMS, strong 5-inch for stock, 35c each.

Please add 5c on the dollar for packing.

GULLETT & SONS, :: LINCOLN, ILLINOIS

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seller assumes and what obligations the buyer assumes in the course of the transaction.

A new committee was ordered to be appointed on this subject at the convention of the American Association of Nurserymen three weeks ago. Some of its thunder was stolen beforehand, however, by the standing committee on relations with landscape architects, of which Thomas B. Meehan is the able chairman, supported by Henry Kohankie, Theodore J. Smith and Richard M. Wyman as members.

Agreement with Landscape Architects.

In the committee's report was presented the memorandum of agreement prepared by the joint committee of the American Association of Nurserymen and the American Society of Landscape Architects, which was adopted by the association subsequently.

The first section included a statement of the "obligations which are normally implied by the placing and acceptance of an order for nursery stock, in the absence of specific stipulations to some other effect." These read as follows:

A. On the part of the nurseryman.
1. That the stock shipped shall be true to name.

(The standard names are those of the American Joint Committee on Horticultural Nomenclature. The plants corresponding to these names are those described in Bailey's cyclopaedia, as per references in the check list of the American Joint Committee on Horticultural Nomenclature.)

2. That the stock shipped shall be of the size and quality represented by the nurseryman.

(An attempt to standardize and define terms descriptive of size and quality is being made by the nurserymen.)

3. That all reasonable care and skill shall be exercised in digging, handling and packing the stock; having due regard to the species, size and character of the plants, to the climatic conditions at the time and place of digging, of transit and of delivery, and to the normal time consumed in transit and method of handling in transit by the transportation agencies selected, and that all precautions which are customary in good trade practice shall be taken to insure that the plants will arrive in good condition for successful growth unless culpably delayed or mishandled while in charge of the transportation agencies.

4. That notice of shipment is to be sent in due season to the person placing order and to consignee, stating time and method of shipment, number and kind of containers (boxes, bundles, carloads, etc.), name of transportation agency, name and address of consignee and whether transportation charges are prepaid or collect.

B. Upon the part of the person placing the order, or of others acting under his instructions.

1. That arrangements shall be made for the prompt receipt of the consignment upon notice from the transportation agency that it is ready for delivery at point of destination.

2. That if at the time of delivery there is evidence of damage during transit, or if there has been serious delay in delivery, the way-bills shall be signed "under protest."

3. That a notice of the receipt of stock shall be sent to the shipper within two days of their

Winter-Flowering Roses

We have a surplus of winter-flowering roses after meeting our own planting requirements, which we can offer in more or less limited quantities in the following varieties, fine strong plants from 3½-inch pots, **OWN ROOT Stock:**

American Beauty
Frank W. Dunlop
Columbia
Francis Scott Key

Hadley
Ophelia
Double White Killarney
Mignon or Cecile Brunner

and the following sorts in **GRAFTED** stock from 3½-inch pots:

Mrs. Charles Russell
Hoosier Beauty

Mrs. Aaron Ward
Premier

F. R. PIERSON, Tarrytown, N. Y.

FERNS for September Delivery

Boston, Roosevelt, Teddy, Jr., Whitmanii Comp.
2¼-in., \$7.00 per 100; \$65.00 per 1000

Boston
3-in., \$18.00 per 100; \$170.00 per 1000

Asparagus Plumosus
2¼-in., \$4.00 per 100, \$35.00 per 1000; 2½-in., \$5.00 per 100, \$45.00 per 1000;
3-in., \$8.00 per 100, \$75.00 per 1000

Trade references or cash with order.

THE SPRINGFIELD FLORAL & FERN CO.
SPRINGFIELD, OHIO

A. L. MILLER
Pot Plants a Specialty
Jamaica, N. Y.

Mention The Review when you write.

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GROWER OF
PALMS, ETC.
Holmesburg, Philadelphia, Pa.

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PAINESVILLE NURSERIES
Nurserymen, Florists and Seedsmen
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55th Street and Springfield Avenue
WEST PHILADELPHIA, PA.
Wholesale Grower of
Flowering and Decorating Plants

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Plants for Immediate Delivery

Kentias, single plants, large specimen plants, up to, each.....	\$100.00
Phoenix Roebelenii, each.....	\$10.00 to 25.00
Phoenix Roebelenii, large specimen plants, up to, each....	100.00
Phoenix Canariensis, large specimen plants, each.....	25.00
Livistona Rotundifolia, 5-inch, each.....	1.25
Livistona Rotundifolia, 6-inch, each.....	2.50
Sansevieria Zeylanica, 4-inch, each.....	.75
Sansevieria Zeylanica, 6-inch, each.....	1.50
Crotons, 4-inch, each.....	.75
Crotons, 6-inch, each.....	2.50
Geonoma Gracilis, 3 1/4-inch, per hundred.....	35.00
Dracaena Lindenii, extra strong plants, 2 1/4-inch, per 100	35.00
Dracaena Terminalis, extra strong plants, 3-inch, per 100	35.00
Dracaena Terminalis, extra strong plants, 2 1/4-inch, per 100	20.00
Dracaena Lord Wolseley, ex. strong plants, 2 1/4-in., per 100	25.00
Dracaena Lord Wolseley, ex. strong plants, 3-inch, per 100	35.00
Dracaena Stricta Grandis, extra strong plants, 2 1/4-inch, per 100	25.00
Dracaena Stricta Grandis, extra strong plants, 3-in., per 100	35.00
Dracaena Eugene Andre, 4-inch (well colored extra fine stock), per 100.....	50.00
Dracaena Eugene Andre, 5-inch (well colored extra fine stock), each.....	1.00
Dracaena Gladstonel, 5-inch (well colored extra fine stock), each.....	1.00
Dracaena Gladstonel, 4-inch (well colored extra fine stock), each.....	.60
Dracaena Lord Wolseley, 5-inch (well colored extra fine stock), each.....	1.50
Dracaena Superba, 5-inch (well colored extra fine stock), each.....	1.00
Dracaena Juno, 4-inch (well colored extra fine stock), each.....	.75
Asparagus Plumosus, 2 1/4-inch, per 100.....	6.00
Asparagus Plumosus, 3-inch, per 100.....	10.00
Asparagus Plumosus, 5-inch, each.....	.40
Asparagus Plumosus, 6-inch, each.....	.60
Table Ferns, Pteris Wimsettii, 2 1/4-inch, per 100.....	6.00
Table Ferns, Pteris Victoria Vari., 2 1/4-inch, per 100.....	6.00
Table Ferns, Pteris Victoria Green, 2 1/4-inch, per 100.....	6.00
Holly Ferns, 2 1/4-inch, per 100.....	6.00
Cyclamen, 2 1/2-inch, per 100.....	15.00
Geraniums, S. A. Nutt, 4 1/4-inch, extra strong stock, per 100	25.00
Kentia Belmoreana, Single, 2 1/4-inch, per 100.....	20.00
Kentia Belmoreana, Single, 3-inch, per 100.....	35.00

Kentia Belmoreana, Single, 4-inch, per 100.....	\$75.00
Kentia Belmoreana, Single, 6-8 leaves, 5-inch, each.....	2.00
Kentia Belmoreana, Single, 6-inch, each.....	3.50
Kentia Forsteriana, made up, 5-inch, each.....	3.00
Macawii Ferns, 6-inch, each.....	1.25
Macawii Ferns, 7-inch, each.....	2.00
Pandanus Veitchii, 4-inch, each.....	.60
Pandanus Veitchii, 3-inch, each.....	.40
Pandanus Urtilis, strong plants, 3-inch, per 100.....	25.00
Pandanus Urtilis, strong plants, 4-inch, per 100.....	50.00
Begonia Chatelaine, 4-inch, per 100.....	25.00
Begonia Chatelaine, 5-inch, each.....	.50
Begonia Mrs. M. A. Patten, 2-inch, per 100.....	10.00
Begonia Mrs. M. A. Patten, 3-inch, per 100.....	20.00
Begonia Mrs. M. A. Patten, 4-inch, per 100.....	40.00
Begonia Mrs. M. A. Patten, 5-inch, per 100.....	60.00
English Ivy, 6-inch pots, each.....	.75
Adiantum Gloriosa, extra fine stock, 7-inch, each.....	3.00
Geraniums, S. A. Nutt, 4-inch, per 100.....	15.00
Geraniums, Poltevine, 4-inch, per 100.....	20.00
Petunia Rosy Morn, Single, out of pots, 3-inch, per 100...	8.00
Petunia Rosy Morn, Single, out of pots, 4-inch, per 100...	15.00
Tradescantia, out of pots, 2 1/4-inch, per 100.....	5.00
Begonia Luminosa, 2 1/4-inch, per 100.....	6.00
Begonia Prima Donna, out of pots, 2 1/4-inch, per 100.....	6.00
Celosia Cristata, 2 1/4-inch, out of pots, per 100.....	6.00
Salvia, 4-inch, per 100.....	15.00
Stocks, Double Mixed, 3-inch, out of pots, per 100.....	10.00
German Ivy, 2 1/4-inch, out of pots, per 100.....	6.00
Thunbergia, Mixed, 2 1/4-inch, out of pots, per 100.....	5.00
Hanging Baskets, Combination, each.....	2.00
Hanging Baskets, Wandering Jew, each.....	2.00
Hanging Baskets, Asparagus Sprengeri, each.....	2.00
No Drip Hanging Baskets, filled with Wandering Jew, Petunias and Geraniums, each.....	3.00
Snapdragons, 3-inch, in bloom, per 100.....	10.00
Primula Obconica, 2 1/4-inch, per 1000.....	70.00
Fancy Leaf Caladiums, each.....	\$1.25 to 2.50
Bird's-Nest Ferns, 5-inch, each.....	1.50
Rubbers, 4-inch, each.....	.75
Rubbers, 5-inch.....	1.00
Rubbers, 6-inch.....	1.50
Cyclamen, 4-inch, per 100.....	40.00

All orders booked subject to strikes and delays. We will hurry shipments through as fast as conditions warrant.

POEHLMANN BROTHERS CO., Morton Grove, Ill.

Stock You Need Now
POINSETTIAS, in paper pots, July 15 and after, \$7.50 per 100, \$70.00 per 1000.
ASPARAGUS SPRENGERI, 2 1/4-in., ready for shift, \$6.00 per 100, \$50.00 per 1000; 3-in., \$8.00 per 100.
ASPARAGUS ELONGATUS, best for cut fronds, 2 1/4-in., \$7.00 per 100, \$60.00 per 1000; 3-in., \$10.00 per 100; 4-in., \$20.00 per 100.
Abby Ave. Greenhouses
 3010 W. Third St. DAYTON, OHIO
 Mention The Review when you write.

Schiller's
 "The Strain That Leads"
Primroses

Write for prices and description of
Madame Butterfly
 The Jos. H. Hill Co.
 RICHMOND, IND.

ROSES Own Root
 From 2 1/4-inch and 4-inch pots.
 The Best Varieties for Forcing and Bedding.
 Three Million Plants for 1921.
 Send us your list.
The American Rose & Plant Co.
 Springfield, Ohio

Frank W. Dunlop
 We are now catching up with our orders and offer for immediate delivery:
 Per 1000
 5000 F. W. DUNLOP, 2 1/2-inch, own root..... \$300.00
 3000 F. W. DUNLOP, 2 1/2-inch, grafted..... 375.00
 5000 COLUMBIA, 2 1/2-inch, own root..... 150.00
 1000 AMERICAN BEAUTY, 4-inch, own root..... 300.00
CHARLES H. TOTTY CO., Madison, New Jersey
 Mention The Review when you write.

ROSE PLANTS
 3000 2 1/4-inch own root **Sunburst**, \$100.00 per 1000; 1000 2 1/4-inch own root **Columbia**, \$125.00 per 1000. Immediate Delivery.
WHITE BROS., Medina, N. Y.

ROSE PLANTS
 Per 100 Per 1000
 Ophelia, 2 1/4-in.. \$15.00 \$125.00
J. W. YOUNG - - Enfield, Pa.

Bargains to Close Out
 English Ivy, very strong, 5-inch pot plants, 25c.
 Vincas, 4-inch, light, 10c; 3-inch, 6c.
 Boston Ferns, 2 1/4 inch, heavy, rooted, \$6.00 per 100. Bench Plants from 3c to 30c.
W. W. COLES
 Kokomo Indiana

CARNATIONS
F. Dörner & Sons Co.
 LA FAYETTE, IND.

CHRYSANTHEMUMS

We still have a few thousand fine young plants to offer. Order at once from the following varieties: **Comoleta, Marigold, Lena Baum, Dolly Dimple, Maud Dean, Harvard, Mrs. Rager, Josephine Foley, Hamburg Late White, Golden Climax, Lillian Doty, White Doty, Baby, Lillia, Acto, Sunshine**; \$6.00 per 100, \$50.00 per 1000.

Gloire de Chatelaine Begonias

We have a fine lot of plants in 4-inch pots. Shift these into 6-inch Azalea pots for late summer and fall sales. They will pay you handsomely. \$15.00 per 100.

BAUR & STEINKAMP
3800 Rockwood Ave. INDIANAPOLIS, IND.

receipt from the transportation agency, stating whether waybill was signed "under protest" and whether goods have been unpacked and inspected; and that failure to send such notice within two days of the receipt of the stock shall be prima facie evidence of its acceptance.

4. That all reasonable care, skill and dispatch shall be used in the unpacking and inspection of the stock.

5. That if the stock shall appear, at the time of inspection on delivery, to be defective from any cause other than the fault of the transportation agency, a complaint to that effect shall be sent to the shipper, either with the notice of receipt of goods specified under No. 3 above, or within one week thereafter. Said complaint should specify explicitly the nature of the defect or defects.

6. That in case a complaint of defective stock is thus made to the nurseryman, the stock in question shall be heeled in or otherwise properly protected from deterioration, and shall not be destroyed or otherwise disposed of until the nurseryman shall have had reasonable time to state whether he wishes to have the stock jointly inspected or what action he proposes to take concerning the complaint.

7. That if the stock shall appear at the time of inspection upon delivery to be defective, partly or wholly because of delay or mishandling while in transit, the consignee or the person placing the order shall be responsible for making the proper claim upon the transportation agency, the shipper being under obligation to assist by furnishing any information needful in establishing the claim against the transportation agency.

C. Payments: In the absence of special agreements to some other effect, payments for nursery stock are expected to be made within thirty days after delivery both of consignment and bill for same.

In addition was submitted a memorandum in regard to payment of bills for nursery stock ordered by landscape architects on account of clients, which read:

The practice of many landscape architects of withholding nurserymen's bills from recommendation for payment until they have verified the bills from several different nurserymen for all plants shipped on their orders to a given client throughout a whole planting season, when taken in connection with the fact that the clients often delay payment after receiving the bills with the landscape architect's recommendation for payment, sometimes works serious financial hardship on the nurserymen and ought to be kept within close limits. Where the bills from individual nurserymen are small it may be reasonable to hold some of them as much as thirty days for the sake of sending in a group of bills at one time to a client for the latter's convenience, but in no case is it good practice to hold any bill in this manner for more than a month after the receipt of goods.

Landscape architects ordering plants from nurserymen for clients are recommended by the American Society of Landscape Architects to follow the practice of issuing, within thirty days after the receipt of both bill and goods from the nurseryman, a certificate of payment due, as in the case of certificates of payment due contractors, sending copies both to the client and the nurseryman. In any case, the landscape architect should notify the nurseryman promptly by some means, as soon as he has verified the bill and recommended the client to make payment. In the opinion of the American Society of Landscape Architects there is no reason why the nurseryman, after the re-

Double Snapdragon June Hefko

Rooted Cuttings — \$15.00 per 100, \$125.00 per 1000
2½-inch pots, \$17.00 per 100.

October and later delivery.

See illustration and description, page 111 of The Review for June 24.

T. D. HEFKO, Marshfield, Wis.

Aschmann Bros.

Wholesale Growers of

Pot Plants for the Trade

Second and Bristol Sts.,
Philadelphia, Pa.

ORCHIDS

We grow and sell Orchids only. Can furnish you with anything in this line.
If you intend investing in Orchids, do so now while prices are low.
Special lists on application.

LAGER & HURRELL, Summit, New Jersey

ceipt of such notice, should not address himself directly to the client with regard to payment of the account. Furthermore, if the landscape architect should delay sending such notice to the nurseryman for more than sixty days after the receipt of both bill and stock from the nurseryman (unless in the interval he shall have requested the nurseryman to agree to an adjustment of the bill on account of error in the bill or defect in the shipment), the American Society of Landscape Architects recognizes that

FERNS

2-inch to 8-inch. Bostons, Whitmanii, Roosevelt, Scottii, Amerpohlii.

CYCLAMEN

2-inch, 3-inch and 4-inch.

PELARGONIUMS

2½-inch.

GEO. A. KUHL, Wholesale Grower Pekin, Ill.

JULIUS ROEHRS CO.

RUTHERFORD, N.J.

ORCHIDS, PALMS
and plants of every variety

the nurseryman may properly notify the client direct that the bill has been sent the landscape architect for verification and that payment is overdue.
For the protection, both of the landscape architect and the nurseryman, from possible mis-

Greenhouse Heating

SUBSCRIBERS are invited to write the Editor of this Department with regard to any details of greenhouse heating that are not understood. When information is desired regarding the capacity of boilers, or the amount of radiation required for a greenhouse, the needed temperatures should be stated in the inquiry, as well as the amount of glass in the side walls, and the dimensions and general arrangement of the greenhouses. It is often helpful, also, to have a sketch showing the location of the houses.

SURVEY SHOWS COAL SHORTAGE.

How the country has run down in its stock of soft coal is strikingly shown in a report just issued by the federal geological survey. These official figures, embracing every state in the Union, show that huge industrial and utility plants of the nation have been going along during the last few months with an average of from one to two weeks' supply of coal.

While in ordinary times there is a supply of some 35,000,000 tons of coal in the country's bins—that is, coal in the hands of great and small consumers—in the early spring months, the country's surplus throughout last spring was almost entirely exhausted.

With an increasing demand for coal throughout the country and lessened production because of car shortage, the average of stocks in the hands of manufacturing plants, public utilities and other large consumers throughout the country gradually diminished during June. Unofficial reports show that many of the manufacturing plants by that time had run down to a supply that would last only a little over a week.

Inability of coal operators to get anywhere near an adequate supply of cars to take coal from the mines, in an effort to relieve the shortage, is brought out by the geological survey. Reports embraced in the survey's statement from some 3,000 mines, representing approximately sixty per cent of the aggregate soft coal capacity of the country, show that there was an average of forty-three and three-tenths per cent of potential production lost through shortage of coal cars for the entire country. In some of the fields, notably West Virginia, Kentucky and Illinois, the loss of production due to shortage of cars ran from fifty per cent and up to sixty-five per cent of normal.

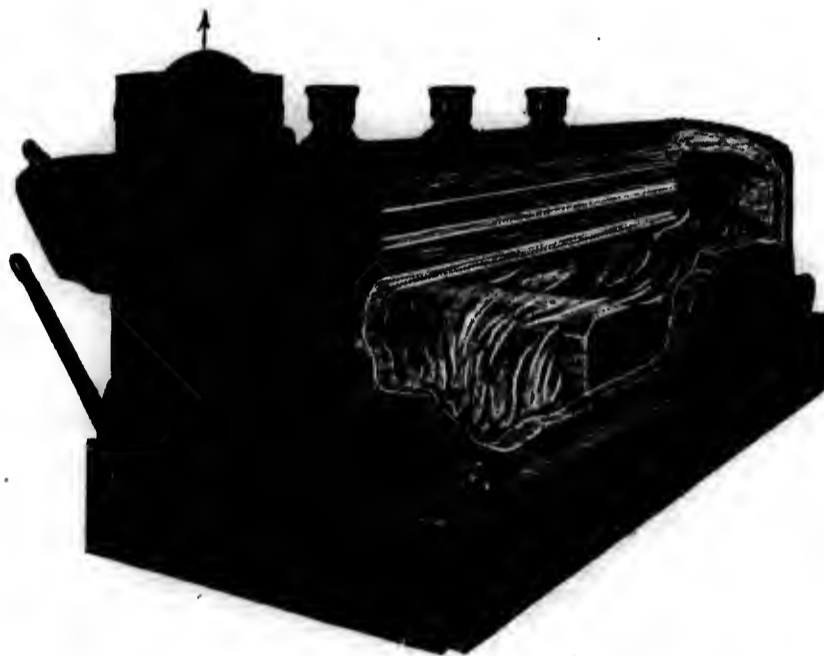
In commenting upon the car supply the geological survey says: "The shortage of cars remains acute over most of the territory east of the Mississippi river. Out of thirty-one districts reporting, only three—Michigan, Alabama and the combination rail and river mines of the Pittsburgh district—experienced a transportation loss smaller than twenty per cent of full time. In eleven fields the loss exceeded fifty per cent and in three—northeastern Kentucky, Harlan county and central Pennsylvania—it was greater than sixty per cent."

USING 2-INCH PIPE FOR RETURNS.

I intend to rebuild my present range at another location and should like to know about the heating. There are to be six houses, 20x90 feet, three on each

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"THE BOILER OF UNEQUALED FUEL ECONOMY"

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The immense amount of direct self-cleaning heating surface and the thin vertical waterways cause this type of boiler construction to heat water quicker than any other form of boiler.

Hundreds of Florists' Review readers are using the Kroeschell Boiler and mighty is their praise. The year of 1920 has brought us an enormous number of new customers who have seen our boiler in operation at other places. We attribute the large sales of this season to the good work the Kroeschell Boiler is doing everywhere. With our policy—"the customers' interest first"—perfection of construction—factory to user prices—honest and "true blue" boiler ratings—you simply cannot lose.

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WILKS SELF-FEEDING HOT WATER BOILER

For Economy, Durability, Dependability

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No night fireman required—as the magazine or coal chamber holds sufficient fuel to keep fire 10 to 12 hours without attention. Best made for a small greenhouse.

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Wrought Iron of sound second-hand quality with new threads and coupling, 16-ft. lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

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FISHER STEAM SPECIALTIES FOR GREENHOUSE HEATING

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Agencies in all principal cities

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Help Save the "White Coal of Industry"

The boiling hot water resulting from condensation in your steam lines is worth money. You have paid for it in terms of coal. It contains valuable heat units. It is the "White Coal of Industry"—it should not be wasted.

And it need not be wasted. The Morehead Back-to-Boiler System will save it for you by returning it to the boiler at temperatures as high as 400 degrees Fahrenheit. It reduces coal consumption an average of 20%. At the same time your steam will be "drier" and more efficient; your production speeded up and profits increased.

Write today for facts and figures on what the Morehead System will do in your plant.

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For a gas-tight, one-piece furnace lining or baffle for boilers use

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Shipped in steel containers only. Warehouse stock carried in principal cities for immediate delivery.

Write for book on furnace building.

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Trade Mark
Reg. U. S. Pat. Office

side, with a connecting house of twenty feet between, and the gutters six feet. There will be three feet of glass and three feet of concrete in the walls. The ridge will be about twelve feet.

The service building will be built on a side hill, 30x46 feet, with the boiler room and garage on the lower floor and the workroom and office on the second. I should like to use steam heat, low pressure preferred, and want to make use of as much of the material I now have as possible. I have about 10,000 feet of 2-inch pipe, 150 feet of 3-inch pipe, 150 feet of 4-inch pipe and 150 feet of 5-inch pipe.

Should I use a large boiler or two small ones? I intend to erect another house, 35x175 feet, next year. Would it be advisable to use the 2-inch pipe entirely in the houses? What size of mains will be necessary? R. R.—O.

While it would be preferable to use 1½-inch pipe for the returns, it will be possible to get fairly satisfactory results if the 2-inch pipes now on hand are used for the return coils. The 2-inch pipes will be ample for supplying returns for all of the houses, including the new house to be built next year.

For the 20-foot houses, one overhead flow pipe under the ridge of each house will answer. The sketch shows three houses on each side of the connecting house, those on the south side to be heated to 60 degrees, while only 52 degrees is required in the three houses on the north side of the connecting house. The outer houses in each of the blocks are to have three feet of glass and three feet of concrete in one side and one end wall, while the middle houses in each block have no exposed side walls.

To heat the outside houses to 60 degrees use, in addition to the 2-inch main, six 2-inch returns, while for the middle house of this block only five returns will be needed. In the block for which 52 degrees is desired, five returns will be needed in the outside houses and four returns for the middle house.

When the new house is built, use three 2-inch flow pipes and nine 2-inch returns on each side of the connecting house, or two flows and ten returns may be used in case bottom heat is not desired under the middle benches.

To supply steam for the old houses run a 4-inch main for the block to be heated to 52 degrees and a 5-inch main for the 60-degree houses. These mains may be carried over the doors leading into the houses.



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Hot Water Boilers

Made by

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Are noted for COAL ECONOMY and good results generally.

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Let us tell you what one will cost delivered at your Railroad Station.

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PIPE CUT TO SKETCH

SECOND HAND PIPE

Large stock, all sizes, furnished with new threads and couplings.

JAMES F. GRIFFITH, 416-24 Moyer Street, PHILADELPHIA, PA.

It is noted that a temperature of 60 degrees is desired in the east end of the connecting house and 50 degrees at the west end. A 5-inch main will be needed to supply the coils in the house to be erected next year and, when this is installed and 2-inch return pipes for each block of houses have been provided, they will furnish practically all of the heat required for the connecting house. Until the large house has been

built it will be advisable to run one 2-inch return on each side of the connecting house, feeding them from the mains which supply the other houses.

For the houses to be built this year a 40-horsepower boiler will be ample and a boiler of 60-horsepower will heat the range when completed. While it may be well to have a boiler in reserve, do not use anything less than a 60-horsepower boiler in the range.

IT PAYS TO USE —

ELASTIC FIRE BRICK in all your boiler work. *Any handy man can install it.*

Use it for patching when you cannot afford to cut a boiler out.

ELASTIC FIRE BRICK can be used for all fire brick purposes.

Hoerber Bros., Geo. Wittbold Co., Miller Bros., C. Hausermann, John Reading and Broadbeck the Florist are using Elastic Lining. These are only a few of the thousands we are selling.

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We furnish the complete house or any part.

Our materials are the best that can be made.

Our prices are right—Our service prompt.

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Louisiana Red Gulf Cypress and Washington Red Cedar [WOOD WORK]

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Never Need Repairing

provided they are built under our easy, practical, inexpensive system. Why continue to use wood when you can build

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The Mechanism Involved in An Advance Ventilating Machine



is truly a mechanical accomplishment. Nothing simpler can be secured for doing the work it is capable of handling. No complicated parts to get out of order. Neat in appearance and ten times as strong as it looks. Any user will tell you that an Advance machine does more than claimed.

Our catalogue thoroughly illustrates and describes our entire line, including Greenhouse Fittings. A card addressed to us will bring this handy reference catalogue direct to you. **ASK FOR IT TODAY.**

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New Brand New Style "RIVERTON" HOSE

Furnished in lengths up to 500 feet without seam or joint.

- The HOSE for the FLORIST!
- 3/4-inch.....per ft.. 22c
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 - Couplings furnished free

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A TANK THAT LASTS

The Caldwell Cypress tank is the tank that every florist needs. It costs a little more than some but it gives TWICE THE SERVICE. Send for catalogue. **W. E. CALDWELL CO.** 1930 Inc. Brook St., Louisville, Ky.



Quality paint bought at higher prices lasts longer and costs less than cheap paint. **DIXON'S SILICA-GRAPHITE PAINT** more than saves its higher cost by giving many years of service. Made in first quality for over fifty years. Write for Booklet No. 54-B and long service records. **Joseph Dixon Crucible Company** Jersey City, N. J. Est. 1827.

PREVENTION!

These are the months when NATURE and INSECTS DO THEIR BEST

This Spray Nozzle



Now is the Time

will assist plant growth and prevent the ravages of pests.

The most extensively used nozzle—Controls flow—A turn of the control cap and you have a fine mist or a coarse spray, placed just where you want it—Operates under normal hose pressure. Weight, 4 oz.; length, 9 in.; fits 3/4-in. coupling.

Sent Prepaid for \$2.00. It's a Wizard.

to combat red spider, rose and chrysanthemum midge and other insects.

Pittsburgh Cut Flower Co., 116-118 Seventh St., PITTSBURGH, PA.

ROCHESTER, N. Y.

The Market.

Hot summer weather and the passing of July 4 have caused a slump in the flower business and the florists have begun to take vacations.

Carnations are overabundant, but poor in quality. Roses also are plentiful. Outdoor sweet peas are arriving on the market in large quantities and they are of good quality. Candidum lilies are used for all purposes at present. Giant larkspur is finding a ready sale. A few late peonies are still being marketed. America gladioli are becoming more plentiful, but the price is still high. Harrisii lilies are still of excellent quality, but there are no callas.

Various Notes.

The proprietor of the Rochester Floral Co. gave all his employees a holiday July 4.

Edwin P. Wilson and family spent July 4 at Holley, N. Y. Edwin, Jr., is spending the summer in the Adirondacks.

J. M. Keller has returned from the Shriners' convention, held at Portland, Ore.

Miss Jane Morris spent July 4 and 5 at Watkins Glen and Dundee, N. Y., having motored there.

J. B. Keller Sons had a display at a style show at the Hotel Powers consisting of fountain baskets, palms, etc. H. E. Wilson and George T. Boucher had similar displays.

July 7 George T. Boucher met with the various picnic committees of the Rochester Florists' Association to make final arrangements for the outing August 5 at Fairview Beach. Tickets are for sale at all the florists' stores.

Miss Lillian Wheeler is again at work after being confined to her home for two weeks with summer influenza.

The Sunday closing movement has not made much of an impression here, but it is thought that it will be taken up at a meeting of the Rochester Florists' Association in the near future.

Word has been received from Horace J. Head that he is having a fine time in England. He will sail for home July 21. E. C. A.

"California" Plant Tub

(REDWOOD)



The "California" Plant Tub is a special product for Florists and Nurserymen. Expert workmanship, artistic lines, harmonious color and substantial quality. Made from selected No. 1 Redwood, bound with electrically welded wire hoops. No better tub made.

NET WHOLESALE PRICE LIST

No.	Diameter	Each	Doz.	100
5	8-inch	\$0.75	\$ 8.25	\$ 62.50
10	10-inch	.95	10 50	77.50
15	12-inch	1.50	16.00	110.00
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35	20-inch,	3.25	37.00	287.50

F. O. B. Factory. Moderate Packing Charge. Prices Subject to Change.

ROY F. WILCOX & CO.
Manufacturers
Wholesale Florists and Nurserymen
MONTEBELLO, CAL.

GREENHOUSE GLASS LOW PRICES PROMPT SHIPMENTS

GOOD QUALITY. UNIFORM STANDARD THICKNESS. WELL FLATTENED.

Our Service and Prices Will Save You Time and Money. We Solicit Florists' Inquiries.

THE THROOP-MARTIN CO., COLUMBUS, OHIO

DAYLITE GLASS CLEANER - QUICK - POWERFUL

Will Not Injure Paint or Putty

25 gals. or more.....\$1.00 per gal.
5 to 25 gals..... 1.25 per gal.
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Leaves No Greasy Surface

One gallon will clean from 500 to 700 sq. ft.

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Dreer's Peerless Glazing Points
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Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER
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FOLEY GREENHOUSES



WHY WAIT?

If you figure on additional growing space, why not get your plans under way NOW?

Freights are slow—deliveries rather uncertain. You will want your material as early as possible. Let us help you make that contemplated greenhouse a reality.

Estimates and sketches submitted promptly. Write us.

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Designers—Builders—Heating Engineers

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Valuable Aid in Transplanting

Following is an extract from a letter from Hull Brothers, of Waymart, Pa.:

"Perhaps we feel the value of the System of Irrigation most while setting the plants, as we can get the soil in the very best shape for quick, thorough setting, then water them gently afterwards, and they start off nicely."

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The Skinner Irrigation Co.
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WE ARE THE WORLD'S LARGEST PRODUCERS

Ask the dealers for prices, or write us direct if the dealer doesn't handle our product. We guarantee uniform **Grading, Flattening, Annealing** and **Careful Packing.**

"GET ACQUAINTED" WITH OUR SPECIALTIES
29-34-39-ounce Glass

AMERICAN WINDOW GLASS CO.

General Offices: Farmers' Bank Building, PITTSBURGH, PA.

Best Quality Extra Heavy Perfectly Flat

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Our Glass is especially selected for the Greenhouse Trade and we know it will please you.

Write us for prices on any SIZE OR QUANTITY—SINGLE OR DOUBLE STRENGTH GLASS

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WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free from Bubbles—Uniform in Thickness

PAINTS AND PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
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ALL SIZES BEST BRANDS

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WIZARD

TRADE BRAND MARK

Shredded Cattle Manure

is selected quality manure taken from brick paved Stock Yard cattle pens—dried and sterilized by a high temperature direct heat process which kills weed seeds, fungus and disease germs. Packed in 100 lb. bags in coarse shredded form for mulching or top-dressing. Largely used for mixing with bench and potting soil and liquid manuring. Unequaled for lawn and garden fertilizing.

Insist on **WIZARD BRAND** through your supply house or write us direct.

THE PULVERIZED MANURE CO., 33 Union Stock Yards, CHICAGO

REMARKABLE RESULTS

obtained by the use of LIME-FERTILE (the inoculated soil builder); also NITRO-FERTILE (the odorless liquid fertilizer).

We have endorsements from a number of the most reputable people in this country, including the largest growers of cut flowers in the world.

Let us fill your order early. **WRITE TODAY.**

THE FERTILE CHEMICAL CO., Dept. A, Cleveland, Ohio.

TORONTO, ONT.

The Market.

Business has fallen off during the last week, due to the warm weather and the moving of the people to their summer homes at the lakes. There is also a shortage of flowers, but there is sufficient stock to take care of the work. This is chiefly funeral work and also an occasional wedding.

C. H. A. Convention.

The program for the convention of the Canadian Horticultural Association, to be held at Hamilton, Ont., August 10 to 13, is about completed. The morning and afternoon sessions of the first day will be spent discussing the advisability of a new constitution and the adoption of a new name. The proposed name is the Society of Canadian Florists. The afternoon of the second day will be spent on a trip to Grimsby, where the Ofield range is located. The election of officers will be held the afternoon of the third day and the annual banquet will be held in the evening.

The Canadian Retail Florists' Association, which was formed last year, will meet Thursday morning, August 12, with President George M. Geraghty in the chair. Secretary Silas McFadden has sent out several hundred announcements and a large attendance of retailers is expected.

Various Notes.

Alexander Simpson and family are spending a holiday at Lake Simcoe.

George A. Hall, of the Lord & Burnham Co., Toronto, is moving to Montreal in order to look after some large undertakings in Quebec province. The executive committee of the Gardeners' and Florists' Association has requested Alexander Simpson to assume the duties of treasurer, as well as secretary, during the absence of Mr. Hall.

Mrs. Cooper is spending the summer

at Lakeside, near Toledo, where Mr. Cooper will join her for his holidays.

W. Powell, of the Cooper Florists, is spending his holidays at Frenchman's bay, in northern Ontario. J. J. H.

Bethel, Conn.—Joseph W. Tarrant has about four acres of land devoted to the growing of flowering plants for both wholesale and retail trade. He expects soon to enlarge his establishment.

Poplar Bluff, Mo.—H. W. Peterson purchased thirty acres of land, which he will divide into lots, half of which will be sold as residence sites and half to be set aside as a park reserve. Mr. Peterson intends to build a range at a cost of \$15,000 with the money raised from the sale of these lots. He intends to go into the wholesale business, although conducting his retail trade as heretofore.

SPECIFY

MAGIC BRAND FERTILIZERS

Pure Steamed
Bone Meal

Precipitate
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Magic Special
Rose and Carnation
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Magic
Blood and Bone



Pure Pulverized Sheep Manure

NATURE'S OWN FERTILIZER

Write for Prices and our Instructive
Booklet containing Feeding Charts.

CHICAGO FEED & FERTILIZER CO.

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“Master Brand Soil Builders”

Every Retail Florist

should lay in a stock of the fertilizer the woman likes to have — **Master Brand**, of course. It's packaged attractively in an odorless handy package that makes her favorite plants grow greener and more luxuriantly.

Florists and seedsmen who want a packaged prepared manure that meets the demand of the retail trade ought to handle



the only packaged prepared manure on the market.

Big growers can secure **Master Brand** packaged in 100-lb. bags.

Those who issue catalogues have here a prepared manure that sells through the mails and cuts the cost of shipping and repacking to a minimum.

Send for prices and particulars

PROTO-FEED. & GUANO COMPANY

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JACOBS BUILT TO LAST GREENHOUSES



Range of five greenhouses built for John De Martini, Esq., at Wheat Road, N. J. Ask Mr. De Martini about our workmanship, speed of erection and personal service.

HOTBED SASH MATERIALS AND GLASS | **PLANS AND PRICES SUBMITTED** | **1363-1381 FLUSHING AVENUE BROOKLYN, N. Y.**



KAHLER REAL RED POTS are recognized everywhere for quality.

Your orders always receive prompt and careful attention. Made of high-grade material by skilled workmen in a modern plant. Write for prices and samples.

KAHLER POTTERY CO. - - - - - **Louisville, Neb.**

HARTFORD, CONN.

The Market.

Weather conditions around Hartford have improved. Last week there was sunshine and a little more heat. The market is in good shape, demand just equaling the supply. Larkspur, gladioli, roses, carnations and coreopsis are the principal offerings. Swainsona is being used in place of valley for bouquet work. There are some Easter lilies to be had. The demand for plants for window boxes is somewhat unusual for this season of the year.

Various Notes.

Mr. Lindner, of the Cedar Hill Greenhouses, is spending week-ends with his family at their cottage at Westbrook. He has been remodeling his range. The ferns, chrysanthemums and cyclamen plants are looking fine.

The Whiting Greenhouses have just finished replanting the rose houses. A successful bedding season is reported, the firm having disposed of 40,000 geraniums, along with other bedding plants in large numbers. They are busy planting chrysanthemums for the fall trade.

The large rose houses at Coombs' South street range are being reset. Mr. Osborne, the grower, says that this is the most backward season he has seen. Labor conditions make it impossible to get extra help.

Paul Hubbard, of Bristol, has just returned from a 1,000-mile automobile trip. He finds business good.

Mr. Andrews, of Andrews Bros., is spending his vacation with his family at Woodmont.

Joseph McManus, of Spear & McManus Co., is spending his vacation at Ocean Beach, New London. He is also devoting some time to the plans for his new store, to be erected on the site of his present one, on Asylum street.

Pehl the Florist has been busy with weddings. There have been an unusual number in his section of the city.

Among the large weddings for which Coombs the Florist had decorations was the Mackey-Whipple wedding at the Asylum Avenue Congregational church.

The window decoration that Lane the Florist had recently, which was de-



THE ELVERSON POT

It is a dollars and cents saving proposition — plus satisfaction — to use the pot that proves its merit in the test of actual service. Write for free samples of that pot. **W. H. Elverson Pottery Co., New Brighton, Pa.**

IONIA POTS ARE STRONG

Always burned to the same degree of hardness. Our kilns are equipped with heat-measuring pyrometers and other up-to-the-minute improvements. Every detail of manufacture, from the clay bank to the strong crates in which Ionia pots are carried to you, marks an advancement over old-time methods. Let us have your order now. We will ship when you are ready.

REMEMBER that we solved the breakage problem years ago **IONIA POTTERY CO., IONIA, MICH.**



COMPETITION PROVES OUR QUALITY

RED POTS

Best Materials—Skilled Labor—Uniformly Burned—Carefully Packed.

The Peters & Reed Pottery Co. HORACE C. GRAY CO. 200 Fifth Ave., New York. **So. Zanesville, Ohio**

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World's Oldest and Largest Manufacturers of

FLOWER POTS

WHY?

A. H. HEWS & CO., INC.
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scribed in The Review, has accounted for at least eighty per cent of the weddings that his firm had. He is still booking orders as a result.

The rose gardens at Elizabeth park are at their best at present. Thousands of people have viewed them, as many as 40,000 on one Sunday. The American Rose Society had its annual pilgrimage there recently and inspected the trial grounds. G. B. M.



Your spring rush is nearly over. Now is the time to try a package of the **Harris Ready-to-Use Locked Plant Bands**, so that next season you can order in quantity.

A trial package of 250 bands sent postpaid for 75c.
A. W. HARRIS MFG. CO.
401 Pine St. **SLEEPY EYE, MINN.**

GEORGE KELLER POTTERY CO.

Successors to
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RED POTS

Before buying write for prices

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Near Wrightwood Ave.

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Want to Discount Your Coal Bill?

—not in actual money, but in saving of coal—

THEN USE

Federal Elastic Cement

"The glazing cement without an equal" to tighten your greenhouse

Federal Elastic Cement is put up in all sizes from 1 gallon cans to barrels—one gallon is equal to three gallons of putty. It is cheaper than putty and will last at least from two to five times as long. It holds the glass, thus reducing breakage. These are just a few of the many reasons why you should use Federal Elastic Cement for your glazing work. Placing your order now assures you of having your supply when needed.

Our advice on all glazing problems is free to you.

Federal Elastic Cement has no equal for coating over brickwork boiler settings.

The Federal Process Co.

Sold direct to the greenhouse trade by the

Manufacturers

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GASOILA STOPS OIL AND GASOLINE LEAKS

OVERISSUED NEWSPAPERS

Car Load Lots FOR WRAPPING PURPOSES HAVE GIVEN EXCELLENT SERVICE AND Protect your Supply
Our Specialty HAVE SAVED MONEY FOR MANY OF OUR SATISFIED CUSTOMERS by ordering New
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—cone-shaped, made strong, galvanized, painted green, will last indefinitely
7 1/2 inches deep, 3 1/4 inches diameter.
Per dozen\$ 2.00
Half gross (6 doz.) for..... 10.80
One gross (12 doz.) for.... 19.20
Get our complete list of other items—it's free.
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Our superior facilities enable us to keep QUALITY UP—PRICES DOWN
Write for prices and Save Money
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Manufacturers of
Wired Picks and Sticks Labels and Pot Markers
Candy Sticks and Skewers
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PERMANITE—the Asbestos Glazing Compound—beats putty. Apply it now, in good weather, and hold down the heating cost next winter. Our stock of

Red Gulf Cypress Greenhouse Materials

is complete; every piece is guaranteed air-seasoned, clear stock.

Ask us about our Single and Double Glazed Sash and Ready-to-Erect Greenhouses. Suggestions, sketches and estimates furnished free upon request.



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Standard Red Flower Pots

Price list and samples on application.
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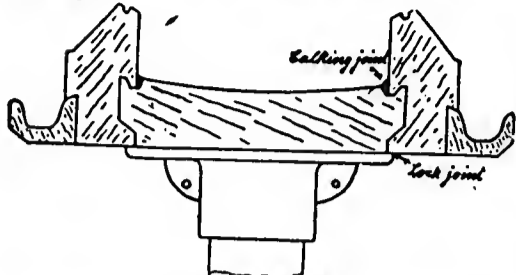
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RED POT

in which plants do the best, write to
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UP-TO-DATE GREENHOUSES



Pat. Oct. 30, 1919

must be lasting, convenient and efficient. They must be constructed in accordance with the principles which have been approved by knowledge and experience. We have been in the greenhouse manufacturing business for many years and our experience is at your disposal.

Our patent **LEAK-PROOF** locked gutter has proven a success. If you are not using the same as yet, do so on your next houses and we know we can add your name to our list of satisfied customers.

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NEWPORT, R. I.

Horticultural Exhibition.

The annual exhibition of the Newport Horticultural Society was held July 1, having been postponed one week because of the lateness of the season. It was staged in the convention hall at Newport Beach, but, owing to the change in dates, was not so large or so elaborate an exhibition as usual; nevertheless, it was well worth seeing and attracted throngs of persons, no admission being charged to the hall.

The exhibits were well arranged, Richard Gardner, president of the society, being manager of the exhibition; Fred P. Webber was secretary and William Smith sergeant-at-arms, the three constituting the committee in charge. The two leading exhibitors proved to be Colin Robertson, gardener for Mrs. Robert Goelet, who took eleven first prizes, and William G. Taylor, who took nine firsts.

Perhaps the most prominent among the exhibits was that of William Gray, gardener for Princess Christopher, of Greece, formerly Mrs. William B. Leeds. This was an exhibit of cut flowers and plants artistically arranged in a group on a table six feet in diameter, the color scheme being especially effective. The exhibit received a gratuity of \$25.

Among the best of the other exhibits were the roses shown by Colin Robertson. The sweet peas exhibited by William Taylor were among the best ever shown by the society. William Smith, gardener for Mrs. George S. Scott, had several specimens of rubber plants and James Hooper, gardener for Mrs. T. K. Gibbs, had a display of rambler; the latter was awarded three gratuities for showings of *Ismene calathina*, *Gillenia trifoliata* and blue salvia. W. H. M.

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A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eelworms, angleworms and other worms working in the soil.

Quart, \$1.00 Gallon, \$3.00

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INSECTONOS

This non-poisonous contact insecticide will enable you to control **White Fly, Rose Leaf Roller, Chrysanthemum Leaf Tyer**, etc. One pound makes 82 gallons of spray.

SEND \$2.25 For 1-lb. Can Postpaid

Case of 8 Cans Sent Postpaid **\$13.50** in the U. S.

Use according to directions and it will do the work

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Poehlmann Bros. Co., 66 E. Randolph St.
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BLAKE'S LEVER CLIP for Roses, Carnations, etc.; fasten stakes, cross wires, etc.

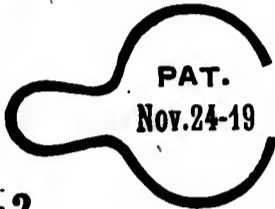
They never slip, and are a great saving of both time and money.

Price \$1.75 per 1000
5000 \$1.60 per 1000
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Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to direction, our Standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/2 Pint, 30c; Pint, 50c; Quart, 90c;
1/2 Gallon, \$1.50; Gallon, \$2.50; 5-Gallon Can, \$10.90; 10-Gallon Can, \$20.00. Directions on package.

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hears that the up-to-date way of glazing new greenhouses, as well as tightening the glass in old ones, is to apply—

EVERTITE GLAZING CEMENT

With the wonderfully handy and efficient
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KING CONSTRUCTION CO.
NORTH TONAWANDA, N. Y.

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STRONG, durable commercial houses in which you will find the same attention to detail which we give to our private estate work plus a construction that casts the least possible shadow.

If you want to grow more firsts and make more profit, you want a KING.

DENVER, COLO.

The Market.

Considering the time of year and the hot weather, business has been excellent. There is a good supply of almost everything, but nothing in the nature of a glut has occurred yet. There has been almost no funeral work lately and pot plants of any kind cannot be had. In spite of the good supply, roses still bring about the same price. Sweet peas are scarce, as the greenhouse-grown are gone and the outdoor stock is just coming in. Good Shasta daisies and larkspurs are to be had now.

Various Notes.

Practically all of the downtown stores were closed July 5, perhaps the one day in the year when that happens.

J. R. Barker, proprietor of the Trinidad Floral Co., Trinidad, Colo., was a visitor last week.

W. W. Willmore is cutting fine Shasta daisies.

Holly Zolman, at 1901 South Logan street, will soon begin repair work on his entire establishment. In addition he will build two new houses for carnations and a new office.

W. W. Miles has leased his greenhouse property in Wheatridge to Albert Hamberger. R. E. H.

Peoria, Ill.—Otto Siebenthal has purchased the establishment of the Pearson Co.

Hastings, Neb.—A. A. Lohman has purchased the C. B. Tanner flower shop in the Madgett block.

Asbestfalt

An Elastic Cement That Expands and Contracts With the Weather

Make your greenhouse weather-tight with Asbestfalt, the elastic cement that never gets hard, cracks or peels in cold weather or runs in hot weather.

\$1.25 per gallon. Why pay more?

You can't get anything better no matter how much more you pay. The ingredients are of the purest; weighs but 10 pounds to the gallon.

With the scarcity of coal and its high prices, the careful application of Asbestfalt will more than pay for itself by keeping your greenhouse air-tight.



To insure best results, apply Asbestfalt with our Liquid Putty Machine, price \$2.00. With every barrel purchase of Asbestfalt, one machine free.

Metropolitan Material Co.

PATENTED GREENHOUSES

1299-1323 FLUSHING AVENUE,

BROOKLYN, NEW YORK

PECKY CYPRESS

WE ARE SPECIALISTS

We were practically the first to sell to this trade, and guarantee perfect satisfaction and rock-bottom prices. **Get the value of our long experience. PECKY CYPRESS**, because of its durability, is the only wood now being used for greenhouse benches. Will ship in any quantity, carload or less.

Drop Siding, Ship Lap, Flooring, White Cedar Posts, Everything in Lumber

WRITE FOR PRICES.

Adam Schillo Lumber Co., Kingsbury and Weed Sts.
CHICAGO

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None better at any price. Why pay more?
 Buy by mail and save money.
 Hundreds of satisfied users from coast to coast.

AJAX

Asbestos

Black Glazing Cement

A PRACTICAL glazing material made for application in a practical manner. No clumsy, slow working tools necessary—simply a putty bulber or two and a filling gun to load same—furnished free to users.

Ajax Black Glazing Cement has been used throughout the country for several years with excellent results. To prospective purchasers we can give names of satisfied users in every greenhouse center—over a hundred names in Chicago locality alone.

Not Affected by Extreme Heat or Cold

Our product is a cement-like composition of Asbestos Fibres, and heavy, semi-drying hydro-carbon oils. Its exceptionally long life is due to the fact that it never thoroughly hardens like old fashioned white putty. The outside surface (which is exposed to the oxygen of the air) forms a resilient tough skin, below which the material remains soft and plastic. Because of this we guarantee that the coldest weather will not cause it to become brittle or pull away. On the other hand our product is warranted not to sag or run in extremely hot weather due to its being inter-laced with the Asbestos Fibres.

As Ajax Black Glazing Cement never thoroughly hardens, glass glazed with it can be shifted when desired without the loss of breakage that so often results when hard drying white putties are used.



Easily applied with a bulber. No clumsy tools necessary.

Lower Cost than White Putty

Compared with the old fashioned White Lead putties, Ajax Black Glazing Cement not only lasts years longer, but is a great deal lower in initial cost.

One gallon is sufficient to glaze 500 lineal feet of sash.

Net Prices Less Freight to Your Town

Barrels (about 60 gallons) per gallon	Half-Barrels (about 30 gallons) per gallon	10-Gallon Kits per gallon
\$1.25	\$1.30	\$1.40

FREE OFFER

To facilitate the application of our product we furnish the following apparatus free of charge:

With Each Barrel

- 2 Bulbers
- 1 Gun for filling bulbers

With Each Half-Barrel

- 1 Bulber
- 1 Gun for filling bulber

D. S. Chapin

4455 North Robey St.,

CHICAGO

3 MONTHS DATING OFFER COUPON

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Dear Sir: You may ship via.....

..... Barrels AJAX Asbestos Glazing Cement @ \$1.25 a gallon—less freight
 (Including 2 Bulbers and 1 Filling Gun Free.)

..... Half-Barrels AJAX Asbestos Glazing Cement @ \$1.30 a gallon—less freight
 with understanding that I am to have three months to pay for same.
 (Including 1 Bulber and 1 Filling Gun Free.)

Name..... Address.....

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It Pays

Rates for advertising in this department
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No advertisement for less than 32c accepted.

THIS IS READY FOR A SHIFT.
Sprengerl, 2 1/2-in. \$5.00 per 100, \$45.00 per 1000
Plumosus, 2 1/2-in. 6.00 per 100, 55.00 per 1000
Plumosus, 3-in. 7.00 per 100, 65.00 per 1000
Charles T. May, R. R. 14, Dayton, O.

Asparagus Sprengerl, 3-in., \$8.00 per 100;
Asparagus Plumosus, 3-in., \$8.00 per 100. France
& Vandergrift, 739 S. Washington St., Monroe,
Mich.

ASPARAGUS
Good 3-in. Sprengerl and Plumosus \$8.00 per
100.
FURROW & CO., GUTHRIE, OKLA.

Asparagus Plumosus, strong 4-in., ready for
shift. To clean out, \$12.00 per 100. Fine 2 1/2-in.
Sprengerl, \$5.00 per 100, \$45.00 per 1000. Winfield
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GOOD ASPARAGUS.
Asparagus Sprengerl and Plumosus, 2 1/2-in.,
\$5.00 per 100; 3-in., ready for 4-in., \$8.00.
GULLETT & SONS, LINCOLN, ILL.

Asparagus Plumosus, 2-in., \$3.50; 2 1/2-in.,
\$5.00; 3-in., \$10.00; 4-in., \$15.00 per 100. All
first-class stock.
Henry Smith, Grand Rapids, Mich.

Asparagus Plumosus, extra strong, 2 1/2-in.,
\$4.50 per 100. Cash.
Norton Gibson, Nappanee, Ind.

Asparagus Plumosus, 3-in., \$7.50 per 100;
3 1/2-in., \$12.00 per 100. Cash please.
J. J. Clayton & Son, West Grove, Pa.

Asparagus Sprengerl 10,000, extra strong,
1-year-old, \$3.00 per 100, \$25.00 per 1000, while
they last. Cash. Jacobs Bros., Peoria, Ill.

Asparagus Sprengerl, 2-in., \$3.00 per 100;
1-yr.-old seedlings of above, \$10.00 per 1000.
Geo. E. Bigler, Camden, N. J.

Asparagus Sprengerl seedlings, \$1.00 per 100,
\$7.50 per 1,000. Cash. L. C. Fields, 10th St. &
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Asparagus Sprengerl, strong 2 1/2-in. plants,
\$5.00 per 100. Packing at cost. Walter Arma-
cost & Co., 321 East 4th St., Los Angeles, Cal.

Asparagus Sprengerl, 2 1/2-in., splendid stock,
\$5.00 per 100, \$40.00 per 1000. Cash.
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Wm. F. Krueger, 516 Potter St., Toledo, Ohio.

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Asparagus Plumosus, 4-in., \$12.50 per 100.
Packed in paper pots.
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Asparagus Plumosus Nanus, 2-in., 5c each,
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100.
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Asparagus Plumosus Nanus, 2-in., \$3.00 per
100. Cash. Byer Bros., Chambersburg, Pa.

ACHILLEAS
ACHILLEA THE PEARL.
Strong field-grown clumps for immediate
delivery, \$8.00 per 100.
CHARLES H. TOTTY CO.,
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ADIANTUMS
Adiantum O'Brienii, strong, vigorous 2-in.,
\$6.00 per 100, \$55.00 per 1000. Large clumps,
\$50.00 per 100.
This is one of California's best and hardiest
ferns. Ready for immediate delivery.
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AGERATUMS
Ageratums, dwarf blue, the very best bloomer,
and always in bloom. Try them! You will not
miss it! Young stock, very bushy, all in
bloom, 2 1/2-in., \$4.00 per 100. Cash.
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Ageratum Stella Gurney, strong, bushy, 3-in.
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5% for packing. Godfrey Aschmann, 1012 West
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ALTERNANTHERAS
Alternantheras, 1200 to 1500, red, green and
yellow, strong 2-in., \$3.00 per 100, for quick
sale. Cash.
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Alyssum, double, sweet, very strong stock,
from 2 1/2-in. pots, \$5.00 per 100. Cash.
Freeport Floral Co., Freeport, Ill.

Double Sweet Alyssum, 2 1/2-in., \$5.00 per 100.
Cash please. Beaver Avenue Floral Co., 3422
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Ampelopsis Veitchii, strong plants from 2-
2 1/2-in. pots, for lining out, \$6.00 per 100.
S. W. Pike, St. Charles, Ill.

AQUATICS
Stratiotes Aloides, Crab's Claw, 52 2-in. and
17 5-in. large plants, 8c and 50c each. Cash.
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ASPARAGUS
ASPARAGUS PLUMOSUS
Per 100 Per 1000
2 1/2-in. \$ 7.00 \$ 60.00
3-in. 10.00
3 1/2-in., extra heavy..... 16.00
One yr.-old bench plants..... 18.00 160.00
SPRENGERL, same as above.
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Wholesale Plantsman,
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Per 100
Asparagus Plumosus in 3-in. pot..... \$ 8.00
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ASPARAGUS SPRENGERL.
Fine, strong, 2-inch, \$5.00 per 100.
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ASPARAGUS, Plumosus and Sprengerl seed-
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ASPARAGUS SPRENGERL.
2 1/2-in., \$3.00 per 100;
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ASPARAGUS PLUMOSUS.
2 1/2-in., \$6.00 per 100.
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Asparagus Sprengerl, strong seedlings, \$1.00
per 100, \$8.00 per 1000; 2 1/2-in., fine stock, \$4.50
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per 100; strong, bushy 4-in., \$15.00 per 100.
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Asparagus, Plumosus and Sprengerl, extra
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2 1/2-in. Plumosus \$6.00 \$55.00
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To avoid delay send a M. O. draft or certified
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ASPARAGUS.
Good, strong 2 1/2-in. stock, ready for shipment.
Plumosus \$6.00 per 100, \$50.00 per 1000
Sprengerl 5.00 per 100, 45.00 per 1000
ROLF ZETLITZ CO., DAYTON, O.

ASPARAGUS AND SPRENGERL, 2-in., \$3.00
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1000.
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Asparagus Sprengerl, 2-in., \$45.00 per 1000.
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Asparagus Plumosus, 2 1/2-in., \$5.00 per 100.
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Asparagus Sprengerl, strong plants, 2 1/2-in., 5c.
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Asparagus Plumosus, 4-in. stock, \$12.00 per
100.
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ASTERS
Strong aster seedlings, ready for the field.
Each of the following variety in all colors,
mixed: Jewel or ball-shaped, Mignon or pyra-
mid-shaped, Peony Perfection, Victoria, Rose-
shaped, Comet, Ostrich Feather and Queen of
the Market, 50c per 100, \$4.00 per 1,000.
Dumser Floral Co., Elgin, Ill.

Fine, transplanted Asters. You will be pleased
with them. Mixed only, \$1.25 per 100. A few
Heart of France, \$2.00 per 100. Enchantress,
\$1.50 per 100. All good stock and prepaid at
prices named. Quantity limited.
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Aster plants, strong, field-grown, Peerless Pink,
White and Shell Pink Rochester, White Royal,
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mixed, Crimson Ball and Heart of France, 80c
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Asters, Late Branching and Crego; rose pink,
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mann, 1012 West Ontario St., Philadelphia, Pa.

**ASTERS, CREGO'S GIANT, FIELD GROWN,
STOCKY PLANTS, SEPARATE COLORS, \$1.00
PER 100, PREPAID.**

WHITSON'S,
618 NORTH 8TH ST., VINCENNES, IND.

Asters, Crego and Semple's Branching, mixed,
transplanted, \$6.00 per 1000; seedlings, fine
strong plants, \$3.00 per 1000. P. P. Guaranteed
to please you.
S. T. Danley & Son, Macomb, Ill.

Asters, Vick's Late Branching, strong trans-
planted, \$1.00 per 100, \$8.00 per 1000. By
parcel post add 10c per 100.
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Asters, American Branching, large transplanted
plants, 6 separate colors, mixed or separate,
\$15.00 per 1000. Walnut Ave. Greenhouses, 129
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Aster plants, Queen of the Market, Royal,
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white and lavender, strong seedlings, \$4.00 per
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Aster plants, Queen of the Market, Astermum,
Lavender Gem, Crego's mixed colors, 60c per
100, \$2.50 per 500.
Arden Floral Gardens, Arden, Del.

Asters, field-grown, Dreer's Superb, in shell
pink and white only, the kind for florist trade,
\$4.00 per 1000.
Crowell's Greenhouse, Goshen, Ind.

Aster plants, Late Branching, mixed, and
Queen of the Market, white pink and mixed,
large strong, 95c per 100, \$4.00 per 1000.
Harry J. Squires, Good Ground, N. Y.

Asters, good plants, well packed, Peerless
Pink, Late Branching, white, lavender, purple,
rose and mixed, \$4.00 per 100.
H. Hills, Bristol, Ind.

Asters, Carlson and Crego, all colors, 60c per
100, \$4.00 per 1000. Cash.
Byer Bros., Chambersburg, Pa.

Asters, 1200 good, strong 2 1/2-in., mixed, \$4.00
per 100. Cash with order.
Hartline & Huff, Newcomerstown, O.

Asters, all varieties, strong, clean plants, ready
to plant, the kind to buy, \$30.00 per 1000.
Quentin Floral Co., St. Joseph, Mo.

BEGONIAS
Begonia Chatelaine, 2 1/2-in., \$7.00 per 100,
\$65.00 per 1000. Mrs. Patten, 2 1/2-in., \$10.00
per 100. A. J. Schmutz, 23 Arnold Place, North
Adams, Mass.

Begonias, 3-in., red and pink, in bud and
bloom, \$10.00 per 100; 2 1/2-in., in bloom, \$5.00
per 100. Cash.
Peter Nees, 2409 N. Western Ave., Chicago.

BEGONIA MRS. PATTEN BEAUTIFUL DEEP PINK, SPORT OF CHATELAINE.

HEAVY, BUSHY PLANTS IN BLOOM JUST RIGHT FOR IMMEDIATE SALES OR FOR SHIFTING ALONG TO LARGER SIZES FOR YOUR HOLIDAY REQUIREMENTS.

Our new Begonia, Pride of New Castle, Red Sport of Chatelaine, very fine 2 1/4-in. plants, \$15.00 per 100.

BEGONIAS FROM 2 1/4-IN. POTS. Begonia Chatelaine, 2 1/4-in., \$7.00 per 100, \$65.00 per 1000; 3-in., \$14.00 per 100.

Roman J. Irwin, 43 West 18th St., New York.

Begonias, of Gracillia type, make good Christmas plants and are easily grown. LUMINOZA, Christmas red; PRIMA DONNA, deep rose; MIGNON, salmon-scarlet, ready July, from 3-in. pots, frame-grown, stocky plants, \$12.00 per 100, \$110.00 per 1000.

BEGONIAS, Prima Donna, the best in cultivation. A trial order will convince you; very strong, twice transplanted seedlings, in bud and bloom, \$6.00 per 100; from 2-in., \$8.00 per 100; from 2 1/2-in., \$10.00 per 100, in bloom. Cash please. Neff Floral Co., 2222 West Liberty Ave., Pittsburgh, Pa.

Begonia Chatelaine, extra fine 3-in., \$15.00 per 100; Christmas Gift, red seedling of Chatelaine, 2 1/2-in., \$12.50 per 100. This entire stock is ready for shift and in excellent condition, nothing better for Christmas plants. E. E. Temperley, 5518 College Ave., Indianapolis, Ind.

Begonia Luminosa, Christmas red; Prima Donna, deep rose; Mignon, salmon-scarlet; Erfordii, pink; good plants, 2 1/2-in., \$6.00 per 100. Cash with order. Frank Oechalin, 4911 Quincy St., Chicago.

Begonia Luminosa, red, and Prima Donna, pink, large 2 1/4-in., \$5.00 per 100, 200 for \$9.00; large transplanted plants, ready for 2 1/4-in., \$3.00 per 100, postpaid. Chas. Whitton, York & Gray Aves, Utica, N. Y.

Begonias, Chatelaine, true, strong 2-in., \$6.00 per 100, \$55.00 per 1000. Mrs. Patten, strong 2-in., \$10.00 per 100, \$90.00 per 1000; rooted cuttings, \$6.00 per 100, \$50.00 per 1000. Cash. O. Betscher, Dover, O.

Begonia Prima Donna, strong 2 1/4-in., \$5.00 per 100, \$45.00 per 1000. Cash please. E. R. Chatfield, R. 6, Springfield, Ohio.

Rex Begonias, 2-in. assorted, nice plants, \$15.00 per 100. Cash please. E. B. Randolph, Delavan, Ill.

Begonia Chatelaine, strong rooted cuttings, \$3.00 per 100, \$25.00 per 1000. S. A. Pinkstone, Utica, N. Y.

Begonia Chatelaine, extra nice bushy plants, 3-in. ready for 4-in., \$10.00 per 100. Cash. G. W. Frisch's Son, Dayton, Ohio.

Begonia Chatelaine, good 3-in. stock, \$10.00 per 100. Winfield S. Kircher, Cyclamen Specialist, Defiance, O.

Rex Begonias, in fine varieties, 2 1/4-in. pots, ready to ship at once, 12c each. Cash please. F. E. Selkregg, North East, Pa.

Begonia Luminosa, red, pink and white, 2-in., \$5.00 per 100; 2 1/2-in. N. O. Caswell, Delavan, Ill.

Begonias Chatelaine, 2-in., \$5.00 per 100. Cash. Jacobs Bros., Peoria, Ill.

Rex Begonias, 5-in. pot plants, \$1.50 each. Cash. E. J. Ulrich Floral Co., Tiffin, O.

BERRIED PLANTS

GOLDEN CLEVELAND CHERRIES, 2 1/4-in. pots, \$7.00 per 100, \$65.00 per 1000.

CLEVELAND CHERRIES, 2 1/4-in. pots, \$7.00 per 100, \$60.00 per 1000.

Peruvian Peppers, 2 1/4-in. pots, \$7.00 per 100, \$60.00 per 1000. 3-in. pots and larger sizes of above, ready early Fall. Ask for prices. Roman J. Irwin, 43 West 18th St., New York.

Cleveland Cherries, extra strong 2 1/4-in., ready for a shift, just showing the crown bud, \$5.00 per 100. Packing free on orders of 100 or over. Cash with order. Jos. I. Schaeffer, R. R. No. 3, Dayton, O.

Cleveland Cherries, from selected seed of our own growing, short and stocky, 2-in. pots, 5c each. Cash please. C. F. Mahan & Co., R. D. 8, Dayton, O.

Orange Queen and Cleveland Cherries, 2-in., \$3.00 per 100. Cash. Byer Bros., Chambersburg, Pa.

Cleveland Cherries, 2 1/4-in., \$6.00 per 100, \$50.00 per 1000. New Holly Berry, 2 1/4-in., \$10.00 per 100, \$95.00 per 1000. S. S. Skidelsky & Co., 50 Park Place, New York.

The Cleveland Cherry and large berried Jerusalem Cherry, 2 1/2-in. pots, \$5.00 per 100. Cash with order. Add 5% for packing. Godfrey Aschmann, 1012 W. Ontario St., Philadelphia, Pa.

Cleveland Cherries from selected seed of our own growing, short and stocky, 2-in. pots, 5c each. Cash, please. F. E. Huston, 18 Colorado Ave., Dayton, O.

Peppers, Bird's Eye and Celestial, 2 1/4-in., \$5.00 per 100, \$47.50 per 1000, 500 at 1000 rate. Cash with order. Frank Oechalin, 4911 Quincy St., Chicago.

Celestial Peppers, Cleveland Cherries, strong 2-in., \$5.50 per 100, \$50.00 per 1000. Packing free. Cash. E. V. Myers, St. Joseph, Mo.

BOUVARDIAS

Bouvardia Humboldtii, 2-in. pots, \$15.00 per 100. Roman J. Irwin, 43 West 18th St., New York.

Bouvardias, single white and single pink, ready for shift, \$6.00 per 100. Adam Heltz, Louisville, Ky.

Bouvardias, single light and dark pink, 2-in., \$6.50 per 100, \$60.00 per 1000. Cash. Julius Niednagel, Evansville, Ind.

NOTICE

The increasing size of The Review, both in circulation and number of pages per issue, necessitates closing the forms a day farther ahead of publication date than was the custom when the paper was small.

To be certain your instructions receive attention for the current issue your letter should be in Chicago

MONDAY

BUDDLEIAS

Buddleias, extra strong, Magnifica, 2 1/2-in., \$5.00 per 100. Oak Grove Greenhouse, Tuskegee, Ala.

BULBS

FREESIA PURITY BULBS.

A heavy-flowering, strong-stemmed strain, for greenhouse forcing. This strain blooms with an average of 7 flowers to a stem. You have been pleased with it in former years, and careful re-selection has made it still better this season.

SATISFACTION GUARANTEED.

COLORED FREESIAS.

In a variety of attractive variegated colors, equal in size to Purity and of a very fine appearance. Satisfaction guaranteed. 3/4-in. Bulbs \$30.00 per 1000 2 1/4-in. and up \$40.00 per 1000 SEVIN-VINCENT CO., 512 Washington St., San Francisco, Calif.

WINTER FLOWERING BULBS.

Good, blooming Freesia bulbs; 100 Purity and 100 Refracta alba, \$1.10; 500 Purity and 500 Refracta alba, \$5.00.

Grand Duchess Oxalis, three colors, 200 bulbs of each color, \$4.00. GEORGE LEAVER P. O. Box 1049, Los Angeles, Calif.

Hyacinths, Tulips, Narcissus, Crocus, Lillies and Lily of the Valley pips; Roman Hyacinths, Paper Whites, Lillium Candidum and all other French bulbs; Japanese Lillies, high grade quality only. Prices on application. Van Zonneveld Bros. & Philippo, Sassenheim, Holland. New York Branch, 18 Broadway.

Want Dutch bulbs? Write me. Get my prices f. o. b. Poplar Bluff. Tromp Bros.' bulbs, the quality kind. That's what I sell. H. W. Peterson, Poplar Bluff, Mo.

Godfrey Calla bulbs, 5c and 6c each. Over-supply, good 1 and 2-year-old bulbs. Grow for profit. W. Oehlschlager, Oconomowoc, Wis.

FREESIA PURITY.

1/2 to 1 1/2-in. \$6.00 per 1000 1/4 to 1/2-in. 10.00 per 1000 1/2 to 1-in. 13.00 per 1000 1/4-in. and over 19.00 per 1000 PAPER WHITE NARCISSUS. Large size \$28.00 per 1000 TRUMPET NARCISSUS. Emperor Daffodils \$40.00 per 1000 Trumpet Majors 40.00 per 1000 CALLA AETHIOPICA, WHITE. 1 to 1 1/2-in. \$35.00 per 1000 1 1/2 to 2-in. 85.00 per 1000 2-in. and over 150.00 per 1000 O. KOOYMAN CO., INC., 431 Bush St., San Francisco, Calif.

Bulbs: I will be in a favorable position to offer any bulbs of any description that the market offers and would be glad to have your list of wants and will gladly submit quotations. A. M. Augspurger, 231 Gilbert Ave., Peoria, Ill.

Your address for Holland grown Hyacinths, Tulips, Narcissus, Crocus, Lillies of the Valley and Lilliums. Please write for catalogue to Gt. Van Waveren & Kruliff, 116 Broad St., Room 40, New York City.

Stammes & Co., Wholesale Bulb Growers and Exporters, Hillegom, Holland. We sell at growers' prices. Ask for special quotations and catalogue or mail your list of wants care R. F. Lang, 82-84 Broad St., New York City.

Now booking orders for hardy white Amaryllis and hardy Begonia bulbs for September delivery. While crop will be larger than last year, I don't expect to have enough. H. W. Peterson, Poplar Bluff, Mo.

Bulbs of all description. Write for prices. O. KEUR & SONS, HILLEGOM, HOLLAND. New York Branch, 82-84 Broad Street.

10418 113th St., Richmond Hill, L. I., N. Y.

Gladiolus Colvillei The Bride. Limited number offered to the trade, \$5.00 per 100, \$40.00 per 1000. Los Robles, Santa Cruz, Calif.

CACTI

Cacti, my choice, 25 varieties, \$4.00; 50 varieties, \$10.00; succulents, 25 varieties, \$1.50; large, \$2.00; 50 varieties, \$5.00. We never had better plants. Cash. Charges paid. A. G. Greiner, 4202 W. Natural Bridge Ave., St. Louis, Mo.

CALENDULAS

Calendula Orange King, extra strong 2 1/4-in., \$5.00 per 100, \$45.00 per 1000. Cash with order. Morris & Ellis, Box 2, Bloomington, Ind.

Calendula Orange King, 2 1/4-in., \$3.00 per 100. To avoid delay send a draft, M. O. or certified check. John Bauscher, Freeport, Ill.

CALLAS

GODFREY CALLA BULBS. Sound, well-ripened tubers, 20,000 of the true Devonensis stock from introducer. Shipment after July 20th. Every tuber we send out has flowered in the field. Prices per 100: small to medium, \$10.00; medium to large, \$15.00; large, \$20.00. Last year the crop was sold in one week by a Review classified advertisement. F. W. FLETCHER, ORLANDO, FLA.

ALBUM OF DESIGNS. Sixth Edition—Ready Soon. Better than ever before. You cannot afford to be without it. \$1.25 per copy, postpaid. \$12.00 per doz., postpaid. Florists' Pub. Co., Caxton Bldg., Chicago.

GODFREY CALLAS. The true strain, direct from the introducer, fine plants from 3-inch pots, \$8.00 per 100; \$75.00 per 1000. Immediate shipment. AMERICAN BULB CO., 172 N. Wabash Ave., Chicago, Ill.

GODFREY CALLAS. 3-in., ready to bloom \$10.00 per 100 3-in., smaller plants \$8.00 per 100 THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Strong, 3-in. Godfrey Calla plants, carried over, dormant from last summer, and in magnificent condition, some of them with little blooms, \$8.00 per 100, \$75.00 per 1000. S. S. Skidelsky & Co., 50 Park Place, New York.

CALLA, WHITE AETHIOPICA 1-1 1/2-in. bulbs, \$5.00 per 100; 1 1/2-2 in. bulbs, \$10.00 per 100; 2-in. and over, \$15.00 per 100. HARRY BAILEY, LOS ANGELES, CAL.

Godfrey Callas, extra strong, true strain. 3-in. \$7.00 per 100, \$65.00 per 1000 4-in. \$12.00 per 100, \$115.00 per 1000 Henley Bros., Terre Haute, Ind.

GODFREY CALLAS. The true strain, extra strong 2 1/4-in., as good as 3-in., \$5.00 per 100. Schmidt & Meine, 3121 Market St., Youngstown, O.

GODFREY CALLAS. Strong, 3-in. \$8.00 per 100 Strong, 4-in. \$12.00 per 100 J. W. Davis Company, Davenport, Ia.

Godfrey Callas, strong 2 1/4-in. stock, \$5.00 per 100, \$45.00 per 1000. Cash with order. Pinehurst Floral Co., Pleasant Hill, Mo.

Callas, dormant, large flowering bulbs, 1st size, \$10.00 per 100; 2nd size, \$8.00 per 100. John Stamm, Hutchinson, Kan.

GREENS

New crop fancy hardwood cut Ferns, \$2.50 per 1000, 10,000 for \$20.00.
C. W. Espy & Son, Brookville, Pa.

Asparagus Plumosus sprays. Send for price list. The Pennock Plantation, Jupiter, Fla.

IRRIGATION EQUIPMENT

IRRIGATION EQUIPMENT.
MAKE MORE MONEY out of the crops you grow. BETTER CARNATION PLANTS to set in your benches; more and earlier cut flowers, Gladioli, etc.,
Send today for our big new catalogue.
Describes watering systems for inside and out.
SKINNER IRRIGATION CO.,
223 Water St., Troy, O.

LEAF MOLD

Our screened LEAF MOLD is good stuff. Big growers say so. 2 1/2 bu., \$1.35; 5 sacks and up, \$1.15 per sack.
JOHN B. ROY, CONWAY, MICH.

POTS

PAPER POTS.
Neponset—the best made.
2 1/4-inch\$ 4.20 per 1000
2 1/2-inch 4.80 per 1000
4 -inch 10.50 per 1000
5 -inch 16.55 per 1000
6 -inch 22.80 per 1000
These prices are f. o. b. Chicago. We can quote lower prices for shipment from the factory in the east.

AMERICAN BULB CO., Chicago, Ill.
172 N. Wabash Ave..

NEPONSET PAPER POTS, FAST DELIVERY.
2 1/4-in.\$ 4.20 per 1000
2 1/2-in. 4.80 per 1000
3-in. 6.40 per 1000
5-in. 16.55 per 1000
6-in. 22.30 per 1000
GULLETT & SONS, LINCOLN, ILL.

Flower Pots. Write me about prices on both clay and Neponset waterproof paper pots. Clay flower pots will undoubtedly be scarce this season and would advise placing order early, will then ship when you say.
A. M. Augspurger, 231 Gilbert Ave., Peoria, Ill.

SPHAGNUM MOSS

SPHAGNUM MOSS.

STANDARD BURLAPPED BALES

1 to 5 bales.....\$1.35 each
6 to 15 bales..... 1.30 each
16 to 25 bales..... 1.25 each
26 to 100 bales..... 1.20 each

F. O. B. Shipping Point.

Write for prices on car lots.

AMERICAN BULB CO., Chicago, Ill.
172 N. Wabash Ave.,

SPHAGNUM MOSS.

Burlap wrapped.
Single bale\$1.75 each
10-bale lots 1.50 each
30-bale lots 1.35 each
50-bale lots 1.25 each
Cash. Note conditions of sale under Miscellaneous classified.

A. M. AUGSPURGER, Peoria, Ill.
231 Gilbert Ave.,

SPHAGNUM MOSS.

During the first half of July we will sell 10 bales for \$12.00. Cash.
Z. K. Jewett & Co., Sparta, Wis.

CLEAN MOSS—LOW PRICES.

Sphagnum Moss, burlapped, \$1.75 per bale, 5 bales \$8.00, 10 bales \$15.00.
GULLETT & SONS, LINCOLN, ILL.

Sphagnum Moss, 10 bbl. bales, \$4.00; 5 bales, \$14.50; 8 bbl. bale, \$3.00; 5 bales, \$13.00; 5 bbl. bale, \$2.25; burlapped 40c per bale. Cash.
Jos. H. Paul, Box 156, Manahawkin, N. J.

SPHAGNUM MOSS, burlap bales, each \$1.75, 10 bales for \$16.50
A. HENDERSON & CO.,
166 N. Wabash Ave., Chicago.

High grade Sphagnum Moss, standard burlapped bales, \$1.75 each; 10 bales or more, \$1.50 each. 3% for cash with order.
A. J. Amundson Co., City Point, Wis.

Sphagnum Moss, burlapped, \$2.00 per bale; 25 bale lots, \$1.80 per bale.
Kemble Floral Co., Oskaloosa, Ia.

SHEEP MANURE

SHEEP MANURE, PULVERIZED SHEEP'S HEAD BRAND ONLY
100 lbs., \$2.00; 1000 lbs., \$17.50;
500 lbs., \$9.25; 2000 lbs., \$34.00;
3 to 5 ton lots, \$33.00 ton;
5 to 15 ton lots, \$31.00 ton.
Guaranteed purest fertilizer ever sold,
G. M. REBURN & CO.,
8307 Lake Park Ave., Chicago, Ill.

Dry ground pulverized Sheep Manure, in 125 burlap bags (analysis on request), f. o. b. Philadelphia, \$45.00 per ton.
S. S. Skidelsky & Co., 50 Park Place, New York.

TOBACCO

FRESH TOBACCO STEMS

1 1/4c per lb.
Bales weigh about 250 lbs.
Prompt delivery,
Write today.

JOSEPH J. SCHAEFFER,
117 Joe St., Dayton, O.

SPECIAL ON TOBACCO STEMS.

Having contracted with the largest cigar factory in America for their stems, we are in a position to make shipments of any size immediately. COMPARE OUR PRICES WITH OTHERS, 200 lb. bale, \$3.00; 400 lb. bale, \$5.00; ton, \$22.00.
THE VIGOR CO., FOSTORIA, OHIO.

Cigar Tobacco stems, \$1.50 per 100 lbs. Special prices in ton lots. Peter N. Jacobsen, Cigar Mfr., 332 Harrison St., Davenport, Ia.

Tobacco stems for fumigating, large bales, 250 to 300 lbs. each, at \$3.00 per bale. Cash with order. Willis H. Baldwin, Conshohocken, Pa.

CIGAR TOBACCO STEMS, \$1.50 PER 100 LBS. SPECIAL PRICES IN TON LOTS.
EDGERTON CIGAR CO., EDGERTON, WIS.

Strong Tobacco dust, \$2.00 per 100 lbs.; 200 lbs., \$3.50. G. H. Hunkel Co., Milwaukee, Wis.

WIRE WORK

FLORISTS' WIRE DESIGNS.
100 wreaths, 10-in., 12-in., 14-in., \$3.00.
Special discount on all wire orders. Write us for a catalogue.
PITTSBURGH CUT FLOWER CO.,
116-118 SEVENTH ST.,
PITTSBURGH, PA.

Wire Designs: Write me about wire designs, as I can sell you one of the best built designs for a very moderate price.
A. M. Augspurger, 231 Gilbert Ave., Peoria, Ill.

FLORISTS' WIRE DESIGNS

FALLS CITY WIRE WORKS,
451 S. THIRD ST., LOUISVILLE, KY.

WOOD LABELS

LABELS, for nurserymen and florists.
Benjamin Chase Co., Derry Village, N. H.

MOTT-LY MUSINGS.

"About two years ago," observed Fred Calvert, of the Flower Shop, Lima, O., "it occurred to me that the place commonly identified with the famous bean bearing the name of Lima would be a likely spot for a traveler to locate and the wisdom of the decision to do so has been proved, as it has necessitated taking a partner. He is J. Allen Grubb and we have all we can reasonably care for." They intend to go to the S. A. F. convention in Cleveland in August, because they are anxious to mingle with the "live wires" of the trade. Mr. Calvert and Mr. Grubb are entertainers also, the former being a basso and the latter a tenor, and they earn for themselves and for their business enviable notoriety.

The Denny Co., Galion, O., acts as agent for out-of-town florists and has a good seed and bulb trade at retail. There is a fine field for a grower on a large scale here. It is a good shipping point.

Herman Kusel, Toledo, O., is adding a greenhouse to his establishment. He is also taking his nephew, R. E. Ward, into partnership. A good season is reported.

Henry Krueger has practically a monopoly on the Toledo east side trade and is building up a fine business both in plants and cut flowers. He notes with satisfaction the increasing call for stock of the best quality and the remunerative prices obtained.

The Mansfield Floral Co., Mansfield, O., has changed ownership and the new proprietor is rearranging the store. Karl Kopanka is manager. W. M.

GULF CYPRESS Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS

HOTBED SASH

All Kinds and Sizes

Lower than the market prices.

MOST PRACTICAL SHELF BRACKET



Made for two 6-inch boards or two lines of 1-inch or 1 1/4-inch pipe, and can be clamped on 1 to 2-in. upright pipe columns.

FLATS Well made, iron-bound, 20c each. Send 30c for sample.

NON-KINK WOVEN HOSE

Remnants, 12 ft. and up, coupled, 13 1/2c per ft. This hose is cheap at twice the price.

Metropolitan Material Co.
PATENTED GREENHOUSES

1299-1323 Flushing Ave., Brooklyn, N. Y.

Mention The Review when you write.

A Fine Seller in Retail Flower Stores

Gro-Well Plant Food



We put this up to be able to meet the calls in our own flower store. It has taken so well we have decided to wholesale it at

\$2.00 per dozen;
\$15.00 per 100.

Retails at 25c per pkg.

BRAMLEY & SON

1181 East 71st Street, CLEVELAND, O.

No loss if you mend your split carnations with

SUPERIOR CARNATION STAPLES

35c per 1000; 3000 for \$1.00, postpaid.

Wm. Schlatter & Son

422 Main St. Springfield, Mass.

BEFORE

AFTER



SPLIT CARNATIONS

Easily Mended with Pillsbury's Carnation Staples "Best device on the market."—Joseph Traudt. "Could not get along without them."—S. W. Pike.

1000, 35c; 3000 for \$1.00, postpaid
I. L. Pillsbury Galesburg, Ill.

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CATALOGUES

Our Specialty—Get Our Figures
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96 pages, more than 200 designs and decorations, beautifully printed on heavy art paper, artistically bound in a strong cover.

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THE "BEST SELLER"

No other book ever printed for Florists has enjoyed a sale like The Review's Album of Designs.

It is invaluable in taking orders for **Funeral Designs, Wedding Decorations, Table Decorations** and all **Cut Flower Work**, as the customer can be shown in pictures how the finished work will look.

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\$1.25 *Per copy*
postpaid

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ORDER YOURS TODAY

FLORISTS' PUBLISHING COMPANY
508 S. Dearborn St., CHICAGO



Glimpse in the Half Iron Frame Fern House of Hugo Klotz.

The Through and Through Bolted Through

A banana by itself is a well behaved, perfectly reasonable fruit.

But once you peel off the skin, all decency and responsibility seem to cease.

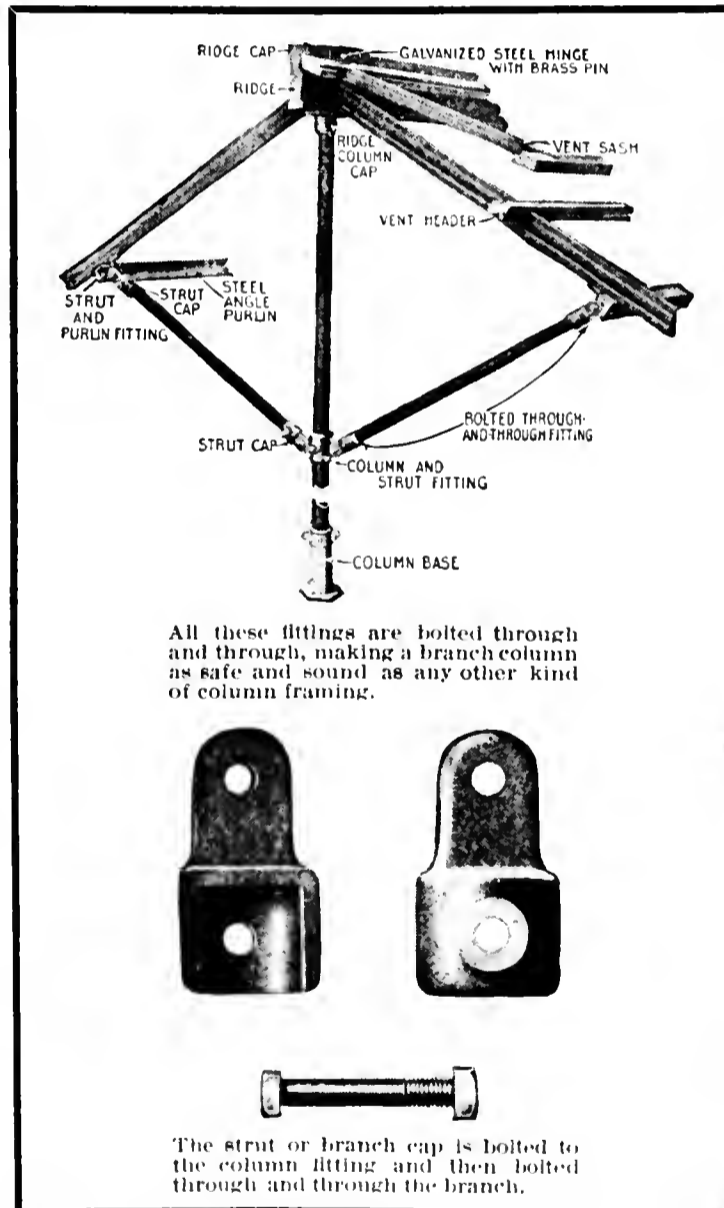
That skin will just lay around in wait, looking for anybody it can slip up.

It would as soon slip up King George as the garbage man.

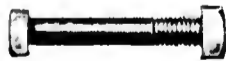
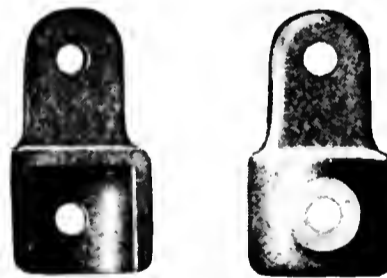
In some particulars, column fittings are like a banana. No amount of clamping on seems to prevent them from giving you the slip up, when you least expect it.

Sometimes it only means glass breakage.

Then again, the house spreads.



All these fittings are bolted through and through, making a branch column as safe and sound as any other kind of column framing.



The strut or branch cap is bolted to the column fitting and then bolted through and through the branch.

And there are a number of cases on record where houses have gone down.

Slipping on a banana peel may only break a bone or two. But slipping off of clamp column fittings may break such a hole in your bank roll that you'll have to put on your high geared glasses to see anything left but the hole.

That, then, is why we bolt our column fittings **through and through**.

Just naturally, a Half Iron Frame house, using such fittings, is as solid as a rock.

Every part is there to **stay there**.

Furthermore, we go anywhere for business, or to talk business.

Hitchings and Company

General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

BOSTON-9
294 Washington Street



You'll know the McKee's best

Because—



- It
- lasts a lifetime
 - has no flues to leak
 - fits a small boiler pit
 - has three-time fire travel
 - is tested to 60 pounds pressure
 - is made in 48 sizes—
one for you

- has both rocking and dumping grates
- is so constructed that it causes rapid circulation of water

and

You can depend on receiving your McKee Boiler just **WHEN** you want it and just **WHERE** you want it



Because—

- There are 48 sizes always in stock. One of these is your size.

When do you want it laid down?

SALES OFFICES:

New York 5 Columbus Circle	Chicago Masonic Temple General Office Factory	Kansas City N. Y. Life Bldg.	Pana, Ill. Drawer 335	Seattle, Wash. Smith Bldg.
			Chicago	
			Pana, Ill.	





Hot Weather and Boilers

TO the average person it seems almost foolish to talk about boilers at this time of the year, but to the greenhouse man, who will have to see to the heating of his greenhouses next winter, it is a most opportune time.



You have known for years that we are greenhouse heating experts, but you will probably not realize that this year it will be necessary to get started installing or repairing your heating system earlier than usual. This is due to the extreme shortage of heating materials of all kinds.

Better get your orders in now while our stock is in good shape. Everything from boilers to pet cocks carried in stock. Elaborate vacuum heating systems or simple hot water jobs.



JOHN C. MONINGER COMPANY

914 BLACKHAWK STREET

CHICAGO, ILLINOIS



EVERYTHING FOR THE GREENHOUSE



Improved Challenge



Fig. 44
8-inch



Fig. 41
8-inch



Fig. 47
8-inch
Split Gutter Bracket



Single Combination Shelf Bracket. Carries one 12-inch board, or two pipes.



Fig. 24
Double Pipe Carrier

The best proof of the real value and quality of our ventilating machines is the number of florists and growers they are serving.

We are pioneers in the manufacture of Ventilating Apparatus and can furnish you Lifters, Arms, Hangers, Shafting Pipe, Gutter Brackets, Y Brackets, Purlin and Ridge Brackets, Tie Brackets, Split Tees, Split Crosses, Shelf Brackets, Pipe Carriers, Pipe Straps, Side Board Bench Brackets, Sash Hinges 3 x 2½ galvanized steel with brass pins, Door Hinges 4 x 4 galvanized steel with loose brass pins—in fact almost everything in this line.

Write us for complete estimate on your requirements.

John A. Evans Co., Richmond, Ind.

Corner North 14th and Penna. R. R.



Price, \$7.50

THE FLORISTS' REVIEW

10 cents the copy
SUBSCRIPTIONS
\$1.50 Per Year

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THE ACT OF MARCH 3, 1879.

A WEEKLY JOURNAL FOR FLORISTS, SEEDSMEN AND NURSERYMEN.
FLORISTS' PUBLISHING CO., 530 Caxton Building, 508 South Dearborn St., CHICAGO.

VOL. XLVI.

CHICAGO, JULY 22, 1920.

NO. 1182.

Calendula Orange King

(FOR GREENHOUSE FORCING)

A special selection of this popular annual, which we have sold for several years with excellent results. Our grower, in sending us the seed this year, writes as follows, "Would state that the strain is better than ever, and you can depend upon its giving your customers unqualified satisfaction."

Trade Pkt., 50c; 1/4 oz., 75c; oz., \$2.50

Cineraria, prize mixture1000 seeds, \$1.00; 5 pkts. for \$4.50
Pansy, florist mixture, new crop..Tr. pkt., \$1.00; 1/4-oz., \$2.00; oz., \$7.00
Cane Stakes, Natural Japanese..... 6-foot, \$15.00 per 1000
Sphagnum Moss, burlap bales.....\$1.75 each; 10 bales for \$16.50

A. HENDERSON & CO., 166 N. Wabash Ave., Chicago

White Killarney, Milady and Ophelia Roses

3-INCH, FINE STOCK, \$15.00 per 100

Columbia

FINE 3-INCH, \$18.00 per 100; \$150.00 per 1000

C. C. Pollworth Co., Milwaukee, Wis.

Cincinnati and Melior Begonias

2 1/4-inch, \$35.00 per 100

CYCLAMEN

Assorted, 2 1/2-inch, \$12.00 per 100.

Wm. F. Kasting Co., Inc., 568-570 Washington Street, Buffalo, N. Y.

Splendid stock for benching Strong 2 1/4-inch Roses, ready now

Mme. Butterfly..... } \$300.00 per 1000
Frank Dunlop..... }
Ophelia..... 120.00 per 1000
Columbia..... 150.00 per 1000

The E. G. Hill Co., Richmond, Ind.

FOR PROMPT DELIVERY
or for shipment later from Cold Storage

Lilium Giganteum

6 to 8 inch, 400 bulbs to the case	9 to 10 inch, 200 bulbs to the case
7 to 9 inch, 300 bulbs to the case	9 to 11 inch, 180 bulbs to the case
8 to 10 inch, 250 bulbs to the case	10 to 11 inch, 150 bulbs to the case

All Standard Packing.
\$59.00 per case for any size.



RALPH M. WARD & CO., Inc.

The Lily House

25 Murray Street, NEW YORK

CYCLAMEN SEED — Giant Flowering

Here are the two best strains of American-grown Cyclamen Seed selected from the best Wandsbek type:

Grown for me by J. A. Peterson & Sons, Cincinnati, Ohio.

Giant Brilliant Red.	Giant Magnifica (Dark Rose Pink).
Giant Christmas Cheer (Dark Glow- ing Red).	Giant Daybreak (Delicate Shell Pink)
Giant Rosa Superba (Dark Shell Pink).	Giant White with Pink Eye.
	Giant Lavender.
	Giant Pure White.

Prices on all above, \$1.50 per 100, \$12.00 per 1000.

Giant (Glor) of Wandsbek (Light Salmon).	Giant (Glor) of Wandsbek (Dark Salmon).
---	--

\$2.00 per 100, \$15.00 per 1000

Grown for me by Lehnig & Winnefeld, Hackensack, N. J.

Dark Xmas Red.	Bright Red.	Rose, Dark Eye.
Rose Marienthal (Pink).	White with Carmine Eye.	American Beauty.
Salmon, Glory of Wandsbek.	Pure White.	

New crop seed of all the above colors, \$2.50 per 100, \$20.00 per 1000

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8 to 10-inch, 225 per case.....	50.00 per case
9 to 10-inch, 200 per case.....	52.50 per case

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Remember, transportation service is slow.

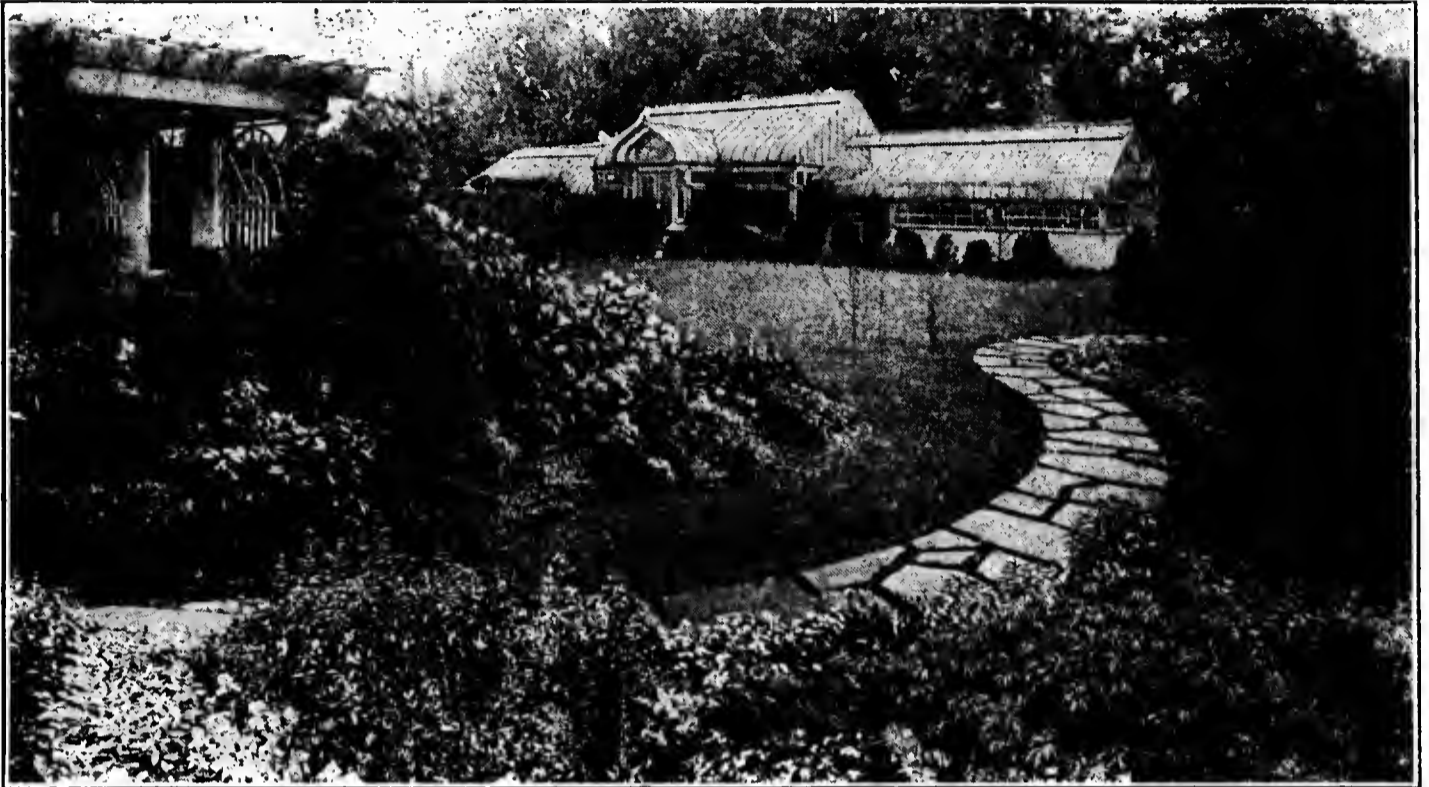
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Sheep Manure.....	1000 pounds, 24.00; ton, 45.00

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The W. W. BARNARD CO., 231-235 W. Madison St. CHICAGO



Greenhouse Builders



Another Thing

"Say it with Flowers"

Has Said

It's plain as day that somebody besides Tommy, the office boy, has been **dozing**.
Not only **dozing**, but **sound asleep**.
After saying which, let me explain this outburst.

Going on for a half century more or less, we have been trying to say something that would say just the thing that ought to be said about our houses. We wanted to say it in such a way that we wouldn't be accused of saying so sweeping a thing, for example, as: "Lord & Burnham houses are the best houses built."

Still, in all frankness, it's exactly what we would like to have said.
Like to because, like yourself, we honestly believe it's so.

However, there are a lot of growers who would at **once** say we were bursting our cheeks blowing our own horn.
So that's why we have kept sort of still and waited

for someone or something to blow it that much for us. That very thing has happened.
This is how.

Last night we were checking up the prize winnings in the Flower Shows of the country, covering a period of ten years.

We checked the names of the winners, against the **names** on our customer list who had our houses.

The agreeable fact showed up that 75 per cent of the prizes awarded were won with flowers grown in Lord & Burnham houses.

So, seemingly, they have "Said It With Flowers," while we have been struggling to say it with words.

So whether George Stumpp's Ancient Monk, or Major O'Keefe's fertile mind created the phrase, it certainly is a **masterpiece**.

When you "Say It With Flowers" nothing remains to be said.

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

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Little Bl^{ks}.

CLEVELAND
2063 E. 4th St.

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Now is the time to stock up for the heavy fall months

GNATT'S PREPARED FOLIAGES

Have stood the test for years

Cycas Leaves, Lycopodium, Ruscus, Oak, Beech, Magnolia Leaves

Prepared by scientific European process which insures lasting flexibility and color.

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Painted Ruscus, soft, pliable, non-sticky; Olive Green or dark Green.....75c per lb.; in lots of 25 lbs., 65c per lb.
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Gray Tinted Ruscus\$1.00 per lb.; 25-lb. lots, 85c per lb.

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NEW STOCK, FRESHLY prepared. Our Lycopodium is dyed and CHEMICALLY TREATED. Can be carried in stock indefinitely and will not dry out.

Price, per 10-lb. carton, \$3.50; in bulk, 100-lb. cases, \$33.00.

Cycas Leaves

Non-Curling—Flexible—Fast Color.

	Per 100		Per 100		Per 100
8 to 12.....	\$3.80	20 to 24.....	\$ 6.75	32 to 36.....	\$12.50
12 to 16.....	4.50	24 to 28.....	8.50	36 to 40.....	13.50
16 to 20.....	5.50	28 to 32.....	10.00	40 to 44.....	17.00

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Per doz., \$5.00; per 100, \$40.00.

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O. G. Quality Brand, extra strong. Full 2-oz. spools, put up in 2-lb. boxes.

Price, per lb., \$2.25; 10 lbs. or over, \$2.00 per lb.

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Colors:—Pink, Nile Green, Moss, Lavender, Yellow, White, Blue, Xmas Red.

50-yd. bolts. 1-inch size, \$2.25 per bolt; 1-doz. bolt lots, \$2.15 each; 2-inch size, per bolt, \$4.75 each; 1-doz. bolt lots, \$4.50 each.

THE OVE GNATT CO., Inc.

Seven acres of floor space devoted exclusively to preparing of Natural Foliages and the manufacture of Baskets and Florists' Supplies.

La Porte, Ind.





Greenhouse Builders



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Muehlebach Shop..34-72
Muir, John T..... 87
Mullanphy 72
Munk Floral Co... 90
Munson, H.....112
Murata & Co..... 47
Murdoch, W. A.... 80
Murphy Co..... 43
Murray, Peter..... 74
Murray, Samuel.... 72
Murray & Co..... 72

N.

Nanz Floral Co.... 81
National Bulb Farm. 56
Navlet, A..... 98
Navlet Co..... 92
Neldinger, J. G.... 37
Nelsson, Mrs. B. A.. 84
Neubeck, L. H.... 78
Newell, A..... 72
New York Lamp
Frame Co..... 39
New York Supply.. 99
Nielsen, Knud.... 40
Niessen Co., Leo... 36
Noll & Co., T. J... 34
Nordwall, E. E.... 92
Norfolk Floral Co.. 96
Norton, Florist.... 93
Norton Floral Co... 83

O.

Obertin, P. N..... 89
O'Brien, John J... 74
Occidental Florists. 94
Oelschig & Son.... 82
Offerle, Chas. G... 81
Oklahoma Flo. Co. 84
O'Leary Florist.... 87
Olsson Co., H. L... 81
Oppenheim, Manuel. 76
Orange Bl'm Shop.. 93
Orchid, The..... 94
Orgo Bros..... 99
Oriental Goldfish Co. 44
Ormiston, R. B.... 84
Ostertag Bros..... 72
Otis, Chas. D..... 71
Owosso Floral Co... 85

P.

Pacific Nurseries... 51
Paducah Pottery...117
Palmer, Inc., F. E. 74
Palmer & Son..... 78
Park Floral Co.78-88-91
Park Flo. Garden... 89
Parker's 82
Peacock Co.....52-86
Pedrick & Son.... 53
Pellicano, Rossi... 66
Penfold, P. F..... 85
Penn 74

Pennock Co..... 37
Penn Square Flo... 91
People's Florists... 84
Peterborough Fl. Co. 84
Peters & Reed....116
Peterson & Sons... 51
Peterson Floral Co. 86
Peterson Nursery..102
Peterson & Son... 86
Pfaff & Kendall...112
Phila. Cut Flower.. 36
Phila. Florists' Ex. 37
Phillips Bros..... 76
Pierce Co., F. O...114
Pierson, A. N....108
Pierson Co., F. R...106
Pikes Peak Flo. Co. 88
Pillsbury, I. L...86-109
Pinehurst Flo. Co. 84
Pittsburgh Cut
Flower.....38-114
Plath, H..... 49
Podesta & Baldocchi 93
Poehlmann Bros...
.....4-5-7-8
Pollworth Co.....
.....I-40-54-99-100-106
Pooley's Flr. Shop.. 93
Poor, C. I..... 73
Posy Shoppe..... 92
Potter Floral Co... 73
Prechtl, Gebhard.. 48
Proto-Feed & Guano 119
Pulos & Bro..... 43
Pulverized Manure..118
Purnell, W. Z.... 40
Putnam, B. J..... 44
Pyfer & Co., A. T.. 30

Q.

Quality Flr. Shop.75-88
Quentin Flo. Co... 72
Quincy Willow Ware 32

R.

Raedlein Basket Co. 97
Ramm's Flo. Shop.. 77
Ramsburg, G. S... 59
Randall's Flo. Shop. 74
Randall Co...8-11-29-45
Randolph & Mc-
Clements..... 80
Ratcliffe, John L.. 82
Ratcliffe, Louis G. 82
Ravier & Sons.... 82
Rawson 78
Reck & Son..... 75
Redondo Flr. Co... 94
Reed & Keller..... 99
Reeves Foliage Co.. 41
Regan Ptg. House..116
Reid, Edw..... 37
Reimers Art Shop. 95
Reimers & Son Co. 81
Reinberg, Geo..... 97

Reinberg, P..... 31
Reliance Seed Co.. 90
Rennie, L. G..... 78
Rennison Co..... 92
Rentschler Flo. Co. 89
ReShore & Son... 85
Reuss & Co..... 85
Reuter Co.....108
Ribsam, Martin C.. 76
Rice Bros..... 98
Rice, M., Co..... 12
Rice Seed Co..... 53
Robbins Bros..... 74
Robinson Seed Co.. 53
Rochester Floral Co. 96
Rochester Grnhse... 96
Rock Flower Co... 72
Rock's Flower Gar-
dens..... 35
Rockford Floral Co. 86
Rocklin & Lehman. 92
Rodgers, J. W.... 90
Rogers Flr. Shop.. 70
Rohrs Co.....109
Rogers, Louis M... 96
Rohnert, Waldo... 53
Roos, Jelle..... 56
Rosalia Bros..... 95
Roseland Florist... 71
Rosemont Gardens. 82
Rosendale Flr. Shop. 78
Rosery, The..... 78
Rosery Garden Shop 78
Ross, J. W..... 86
Ruane, M. F..... 74
Ruch, D. E..... 71
Rugby Greenhouses. 96
Rugowski Seed Co.. 58
Rumbley Co..... 49
Rupp, John F..... 50
Rusch & Co..... 98
Russin, S. H..... 99
Ruttle, Robert D... 81
Ryan, H. A..... 74
Ryan & Cilver.... 92
Ryan & Powers... 75
Rye, George..... 73

S.

Salzer Seed Co.... 89
Samuelson, C. A... 87
Sands the Florist... 83
Seecry, Edward... 76
Scheinuk, Max.... 71
Schiller, J. L....104
Schiller's 87
Schillo, Adam....119
Schlatter & Son...109
Schling, Max..... 77
Schloss Bros..... 44
Schneider 90
Schneider, A. H... 87
Scholtz 82
Schramm Bros.... 90
Schultheis 80
Schultz Co., P. C... 79

Schulz Co., Jacob... 81
Schwake & Co.... 57
Scott, Wm., Co.... 85
Scribner Floral Co.. 86
Scrim's 84
Seulberger & Co... 93
Shaffer, Geo. C.... 79
Sharp, Partridge..115
Shellgrain & Ritter. 93
Sheppard, H. W... 89
Sheridan Gnhse. Co. 88
Siebrecht, G. O... 99
Siebrecht, Jr., H. A 94
Simon & Son..... 53
Skidelsky & Co... I
Skinner Co.....111
Skinner Irrigation..115
Smely, J. M..... 86
Smith, Byron L.... 85
Smith, Henry..... 85
Smith & Fetters Co. 91
Smith & Sons.... 76
Smith 75
Smith Co., A. W... 80
Smith Co., W. & T.102
Smith Floral Co... 94
Smith's Flower Shop 83
Smith Wholesale... 88
Smith & Young... 97
Smits & Co., Jac... 54
Smyth, W. J..... 87
Souster, George... 86
Southern Cypress
Association.....115
Spanner, Florist... 90
Speelman & Sons... 57
Spokane Flr. Pot Co. 51
Springfield Flo. &
Fern.....106
Springfield Seed Co. 73
St. Louis Seed Co.. 55
Staack & Sons.... 86
Stache, H. C..... 75
Standard Bulb Co..57-58
State Floral Co.... 95
State Nursery Co... 88
Steele's Pansies... 51
Stein, A. O..... 93
Stein's Flr. Supply. 37
Stemmes & Sons... 71
Stenson & McGrail. 80
Stiles, Mrs. R. B... 83
Stokes Floral Co... 73
Stoll, O. A..... 85
Storrs & Harrison..105
Stroh's 78
Stroh & Sons.... 78
Stubber & Richardson 49
Stuhldreher Bros... 92
Stulb's Nursery... 82
Stumpp, G. E. M... 69
Stumpp & Walter.. 55
Stuppy Flo. Co... 72
Suckling & Chase.. 84
Sunshine Flowers... 85
Swanson's, Inc.... 96

T.
Taepke Co..... 85
Tailby & Sons.... 74
Tapscott 81
Taylor, Mrs. E. M.. 93
Temblett, Wm. H.. 91
Thermopolis Fl. Co. 88
Thomas, Victor H.. 81
Thorburn & Co.... 58
Thornton Floral Co. 87
Throop-Martin Co...114
Tonner 28
Tonseth's 94
Toole & Son.....103
Totty Co., C. H...109
Traendly & Schenck 99
Travis Fl. Shop... 85
Trepel, Joseph.... 77
Trimble Co..... 87
Trinidad Flr. Store. 88
Tuscan Floral Co... 85
Tupelo Floral Co... 71
Turner & Sons... 89

U.

Underwood, The ... 88
United Bulb Co... 56
United Cut Flr. Co. 99
United Flower &
Supply 50
U. S. Cut Flr. Co... 99
Utica Floral Co... 78

V.

Van Aart, John.... 81
Van Aken Bros.... 87
Van Bochove & Bro. 85
Van Lindley Co.... 82
Van Meenwen &
Tegelaar 57
Van Meter, C. L... 92
Van Meter Flr. Shop 90
Van Zanten & Sons. 57
Vavrous Sons 80
Vesey's 79
Vick's Sons, J..... 53
Victoria Nursery... 84
Vincent, Jr., & Sons.103
Virgin, U. J..... 71
Vogt's Greenhouses. 85
Volz, Frank A..... 89
Volz Floral Co.... 75
Vos & Son..... 56

W.

Walker, Edith V... 81
Walker Co., F.... 81
Walker Co., Wm... 81
Walsh & Son..... 74
Walther, H. C..... 92
Want Ads.....60-64
Warburton Co.... 74
Ward & Co., R. M. I
Warendorff, A. 77
Washington Florist. 76

Watkins & Simpson 57
Watts, Mrs. J. E... 71
Wax Bros. 74
Wayside Gardens...108
Weber, F. C..... 72
Weber, Fred H.... 72
Weber & Sons Co... 70
Webster Grnhses... 86
Weidemann Fl. Shop 76
Weiland, John 87
Weiland-Risch Co... 97
Weir, Inc., James.. 78
Welch's Flr. Shop.. 75
Welke Co. 89
Wertheimer Bros... 12
Wertz 88
Western Seed 53
Westholder, Louis B. 88
Westman & Getz... 91
West's, J. J..... 96
Wetzel Seed Co... 83
Wettlin Flo. Co.... 78
White Bros.78-104
Wiegand's Sons Co. 79
Wienhoeber Co. 87
Wietor Bros. 97
Wilcox & Co..... 51
Wilcox & Sons...92-107
Wilks Mfg. Co....112
Williams, Mrs. E. A. 80
Williams, Ed. 96
Williams & Co.... 79
Wilson, H. E..... 78
Wilson, R. G..... 78
Wilson's 80
Wilson-Crout-Gehr.. 50
Winans, Frank 85
Windmiller Co.... 96
Wing Seed Co.... 56
Winter Floral Co... 70
Winterson Co. 97
Witek, Joseph 72
Wolf, John 82
Wolfe the Florist.. 78
Wolfskills' & Morris
Goldenson 94
Woodlawn Flower
Shop 95
Woodruff & Sens... 53
Woods-Kraft Co... 45
Woodward, A. J.... 84
Wright's Flr. Shop. 67

Y.

Young, J. W.....104
Young & Co., A. L. 99
Young & Co., John. 99
Young & Lester... 95
Young & Sons Co.. 72

Z.

Zech & Mann..... 31
Zetlitz, E. N..... 90
Zetlitz, Rolf, Co...105
Zimmermann, W. C. 89
Zvolanek, A. O.... 58

TABLE OF CONTENTS

Table with 3 columns: Title, Page, Title, Page, Title, Page. Includes 'Here's the How of Oil Heating', 'Chicago Boosts F. T. D. (illus.)', 'Providence, R. I.', etc.

We are cutting
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WIESBADEN-AUKAMM

Wiesbaden, den 25. April 1920

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GLOWING DARK RED, XMAS RED
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WHITE WITH DARK CARMINE EYE
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SALMON, IMPROVED GLORY PRIDE OF WANDSBEK
SALMON-RED, NEW IMPROVED GLORY PRIDE OF WANDSBEK

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CHICAGO, ILL.



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We enable you to do this by offering everything in Prepared Foliage at this season. Get an assortment of Grasses and Short Oak in Ombre and Pastel effects. A \$10.00 lot will please.



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your
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sellers

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per lb., 60c.

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30-inch, each	-	-	-	-	2.00
36-inch, each	-	-	-	-	3.00

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\$1.75 per full size bale

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If any of our customers, seeking to open accounts with new sources of actual supply, are disposed to refer these sellers direct to us, we shall be glad to furnish promptly such credit information as we possess.

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169-175 N. Wabash Ave.

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Choice Summer
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OUR SPECIALTY

PREMIER RUSSELL OPHELIA SUNBURST
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A very heavy crop of extra choice White Killarney now being cut. We have the largest quantity of White Killarney now coming to this market.

Cut, handled and packed especially to arrive in good condition in hot weather.

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We are equipped with a ten-ton ice machine and cooling rooms 40 x 40. This gives us ample facilities for correct handling of flowers in hot weather.

PRICE LIST

OPHELIA, SUNBURST, WHITE KILLARNEY	Per 100	RUSSELL, COLUMBIA AND PREMIER	Per 100
Extra Long	\$10.00	Fancy Ex. Long	\$16.00
Medium	8.00	Medium	\$10.00 to 12.00
Good Short	\$4.00 to 6.00	Short	5.00 to 8.00

ASSORTED ROSES—OUR SELECTION—including
 some Russell, Columbia and Premier

Lots of 200 or more.....per 100, \$6.00

Of miscellaneous flowers now coming into market, we will procure the best at lowest market prices.

NEW FANCY FERNS , per 1000.....	\$2.50 to \$3.00
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All seasonable flowers not grown by us will be procured for our customers.
 A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times,
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FOR FLORISTS

McCRAY builds refrigerators for every kind of business. Thousands of florists' shops, stores, markets, clubs, restaurants, hotels, hospitals, institutions and homes depend on McCray for efficient, economical refrigerator service.

For Florist Shops in Particular—McCray Refrigerators are best because they are made to conserve flowers, and at the same time give proper display to floral goods. In appearance the McCray will make any floral store more attractive. Viewed solely from the selling end, the McCray has superior qualities—for it aids in selling flowers and at the same time puts a stop to waste from spoilage.

Remember—Thirty years of continuous development have resulted in the perfected McCray System—by which fresh, cold air is kept in constant circulation through the storage chambers. The McCray System assures perfect preservation of flowers.

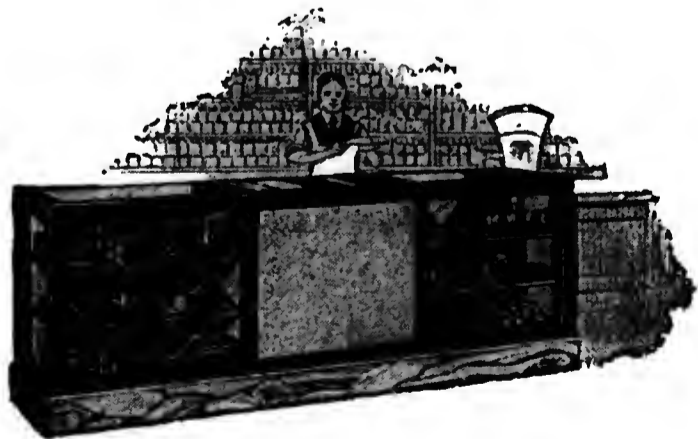
McCray features of convenience and appearance are of the highest type—and in the McCray you are certain to obtain years and years of satisfactory refrigerator display service. Only in the McCray will you find concentrated thirty years of unquestioned leadership in refrigerator building. Our position of leadership is a tribute to McCray quality.

Our Catalog, illustrating various models of McCray Refrigerators for Florists, will gladly be sent to your address—just write us for it: No. 74 for Florists; No. 94 for Residences.

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3088 Lake Street

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Salesrooms in All Cities

FOR DELICATESSEN STORES



How Do You Buy Moss?

By the bale? Certainly.

Every bale of moss looks the same. But the eye is deceptive.

There is the "supposed-to-be" standard size bale of moss, 44 x 14 x 14, and the "Rando Brand" bale of moss, which is 48x14x16. Naturally, there is a slight difference in price, but the "Rando Brand" bale contains over 20% more moss

than you would get if you buy the "supposed-to-be" standard size 44x14x14 bale. When you are ordering moss consider price, quantity and quality.

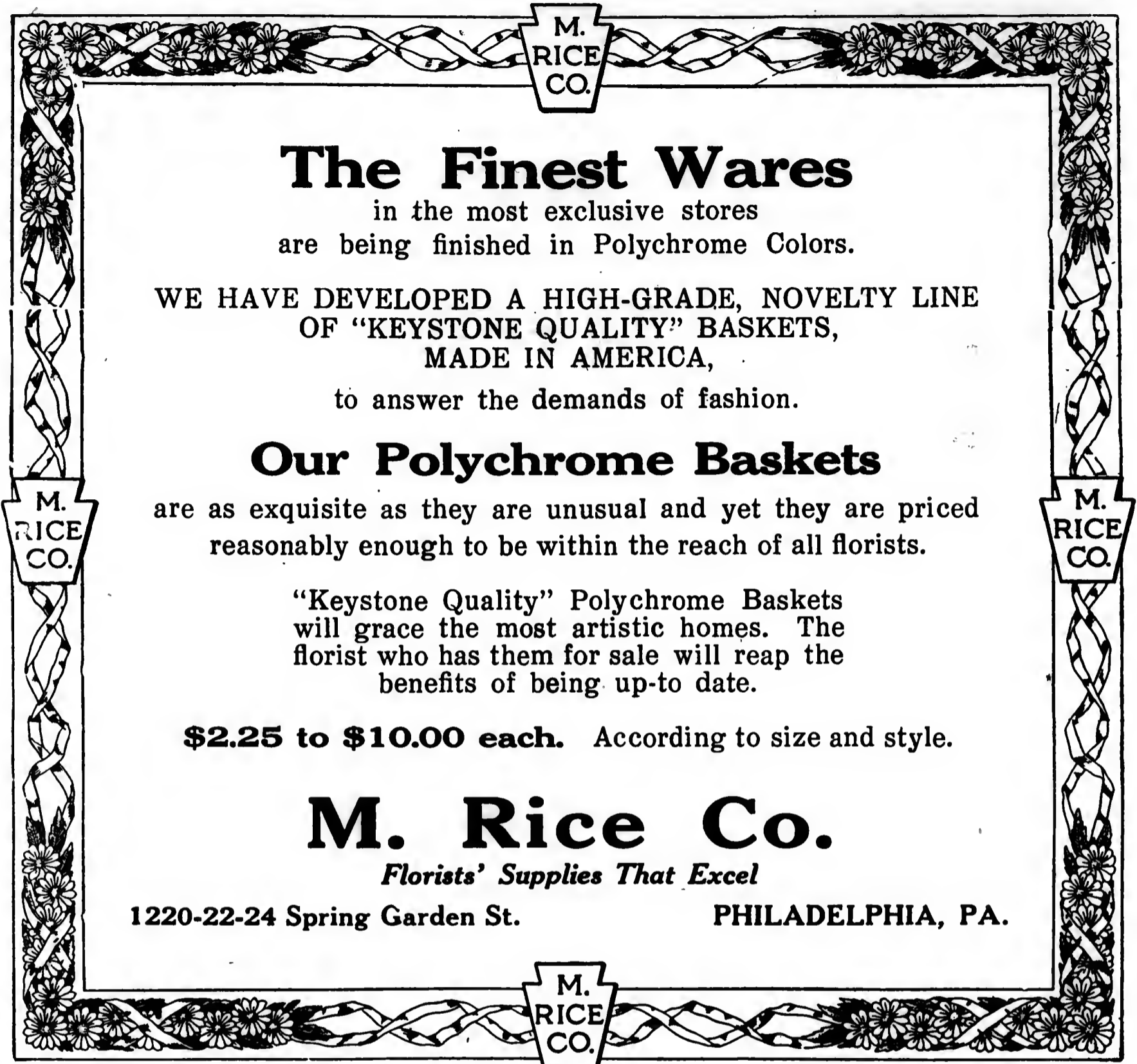
Because we have our own swamps—because we harvest, dry, prepare and bale our own moss, you will find, by placing one order for moss, that you receive all of these when you specify "Rando Brand."

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The Finest Wares

in the most exclusive stores
are being finished in Polychrome Colors.

WE HAVE DEVELOPED A HIGH-GRADE, NOVELTY LINE
OF "KEYSTONE QUALITY" BASKETS,
MADE IN AMERICA,
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Our Polychrome Baskets

are as exquisite as they are unusual and yet they are priced
reasonably enough to be within the reach of all florists.

"Keystone Quality" Polychrome Baskets
will grace the most artistic homes. The
florist who has them for sale will reap the
benefits of being up-to date.

\$2.25 to \$10.00 each. According to size and style.

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1220-22-24 Spring Garden St. PHILADELPHIA, PA.

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The recollection of quality remains
long after the price
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HERE'S THE HOW OF OIL HEATING

In attempting to solve the two problems of fuel and labor, many greenhouse men, in various sections of the country, have adopted oil heating for their ranges. Others are thinking of it. These may find helpful suggestions in the experience of one user of it, here carefully set forth.



WHILE to some extent the application of oil heating to greenhouses must be worked out by each owner for himself, the experience of those who have employed it will have a certain guiding value. For six years I have had oil heating in my range in Wyoming and would not go back to coal so long as I could get oil at a reasonable price. Oil heating requires care and patience, but in general it is a great labor saver. Except when the system is being cleaned out, it allows much greater cleanliness in the boiler room. The matter of expense depends largely on local conditions.

Four important questions to be considered are the oil, the burner, the storage of the oil and the regulation of the oil and steam to secure proper combustion. I assume that the steam jet method is used to vaporize the oil; that seems to me the only desirable method. The steam jet burner can be used most satisfactorily when the heating system is steam and when the burner takes its steam directly from the boiler it is heating.

Kinds of Oil.

Commercial fuel oil is the residue of any one of a number of crude oils from which all of the more valuable oils and gases have been extracted. This oil is safe under any conditions to be found in a boiler room; unless it is quite hot it can hardly be set on fire by any ordinary means. If coaxed into a blaze with a bonfire, it gives off little heat but great quantities of dense, black smoke.

Any steam jet burner which will burn fuel oil will also burn crude oil, distillate or kerosene. Distillate and kerosene are expensive, but a barrel of either one of them, used in an emergency, may cost much less than the value of the crop which would otherwise be lost. These two forms of oil fuel can be used with less pressure than fuel oil requires and, since they will not clog the burner, can be fed in smaller amounts than fuel oil. Paraffin base crude oil is both too expensive and

By WILLIAM MOSTELLER.

too explosive to be used for fuel, but the heavier asphalt base crude oil is reasonably safe and can often be obtained at a price and in quantities to justify its use as fuel.

If Good at All, Then Excellent.

While of course one needs to give an oil fire constant attention in getting the steam up to the desired pressure and making the proper adjustment of oil and steam for that pressure and load, once the burner is so adjusted it will, barring some irregularity in the oil, maintain that steam pressure indefinitely without further attention than keep-

absolutely and, since there is no bed of coals, the boiler cools quickly.

The essentials for a proper oil heating system are, I believe, as follows: Not less than twenty pounds of steam pressure; a steam jet burner proportioned to meet the needs of the boiler under which it is used; the steam to be taken from the boiler being operated; a small supply tank placed eight or ten feet above the burner, and a closed, back-to-the-boiler system of radiation, maintaining a steady pressure in the boiler.

For ranges covering 20,000 square feet and upwards, I should advise sending to some oil well supply house and obtaining two or more standard burners

having a round hole in the tip of both the oil and the steam tubes. According to my experience, it would be unwise to get a burner which has slots or other devices from which the oil is blown into the firebox. But, except perhaps for the needle valve, which controls the flow of oil, any ingenious person having pipe tools and drills at hand can construct a burner as good as the best and, in addition, have it of the particular size desired. The detailed directions for such construction would occupy more space than is at my disposal here.

Size of Burners.

A burner of the smallest practicable size will take care of any boiler up to twenty horsepower. Two of this size, one on each side, with a third made with a 1/2-inch steam tube, instead of a 3/8-inch, and a 1/4-inch oil tube, instead of a 1/8-inch, with valve and holes in proportion, will take care of a boiler up to 100 horsepower. In such a combination the larger burner could be used alone most of the time; in especially cold weather this one could be cut out and the two smaller ones used, with the larger one held in reserve. Extra burners should always be on hand, well cleaned and ready for instant use, in case those in use become clogged at the oil valve or coke burns fast to the tip, making a change necessary.

It is best to put the one burner used for continuous operation under the cen-

THE FUEL THAT FLOWS



It will flow to the storage tank; it will flow to the boiler, and, once the burner is properly adjusted, it will often take care of the fire for days with little further attention than the replenishing of the supply tank. With neither dust nor ashes, there is no outside dirt except when the system is being cleaned out. Oil has many advantages which interest the greenhouse owner, particularly at the present time.

ing oil, without fail, in the supply tank.

I have lost more than one night's sleep fooling with dirty or wet oil, but, with clean oil and no water, I have never lost a minute's sleep on account of fire and my oil fire has never yet gone out unless the fuel was turned off. However, it is advisable to connect an electric doorbell with a pair of dry cells and the indicator of the steam gauge in such a way that the bell will ring in case the steam pressure begins to fall. When an oil fire does go out it goes out

ter of the boiler. All burners should enter the fire box at or below the grate level. Place a gate valve in the oil line high enough to allow taking off, below it, separate lines for as many burners as are to be operated. Each oil line should have a plugged tee in it near the burner to permit blowing out that oil line with steam when clogged. Put a valve in each oil pipe leading to a burner, on the other side of the tee from the burner, in order that the oil line may be closed at will to take off or blow out the burner.

Steam for the Burner.

The steam for operating the burner should be taken from an independent point on the boiler, in no case from another line or main. Keep that steam pipe as near the boiler as possible or wrap it well with asbestos to prevent condensation. A globe valve of the same size as the steam tube of the burner should be attached to the steam pipe to control the steam. I find it most convenient to place the steam line or lines above the fire doors and the oil lines between the fire and draft doors.

It is, I believe, necessary that the flame of an oil fire be prevented from striking, either directly or indirectly, the plates or flues of a boiler; therefore a target of fire brick should be built for the flame to strike against, in such a manner that it will not be deflected against the plates. I should prefer not to operate a cast-iron boiler with oil under any circumstances.

Storage and Supply Tanks.

Coming to the storage tank for the oil, I should recommend one constructed of heavy galvanized iron. It should be oil-tight and water, mouse, bug and insect-proof. Placed preferably almost entirely underground, it should be well coated with asphalt on the outside. It is most economical to have a storage tank which will hold a full carload of oil; that is, 200 barrels. This amount, allowing as high as ten per cent for waste in the form of unburnable sediment, will probably be sufficient for the whole season for each 5,000 feet of glass in the range. My own average is 125 barrels for that amount of glass, allowing nothing for waste. A tank wagon will be required if the storage tank is too far from the railroad for the oil to be unloaded directly into it.

If the storage tank is below the level of the burners, as it is likely to be, a small supply tank, to which the oil can be pumped from the storage tank, will be required above the burners. This small tank should have two openings in the bottom, a 1-inch for the oil line and a 2-inch in the center, where two or three feet of 2-inch pipe may be attached, bushed at the lower end for a ¼-inch steam cock; this would serve as a water trap and also for cleaning out sediment from the tank. A valve in the lower end of this pipe would not do, since, if the hole for drawing off the water is more than ⅛-inch, suction will draw off more oil than water. This small supply tank serves well for a trap to catch all sediment and is easily cleaned out. I have never found it necessary to clean out my storage tank, as I get all the dirt, a little at a time, in the small tank. Furthermore, in case of accident or of the fire going out when no one was near, the most oil that would be lost would be whatever the small tank contained.

The oil must be kept entirely free from water. It is said that oil and water will not mix, but with fuel oil it is different. While free water can eventually be drained off, the small particles of coke and earth will hold water in suspension for an indefinite time. Oil so saturated cannot be burned; a rag soaked in such oil and ignited will sizzle and fry. In the fire box, if the fire flies into a mass of sparks it means either water in the oil or condensation from an improperly protected or too long steam line.

Starting the Fire.

With the storage and supply tanks installed and the oil burner or burners ready in the altered fire box, it is time to think of starting the fire.

It is advisable for a beginner to fire up with wood the first few times. Pile in wood or rubbish that will burn well until the steam gauge registers twenty pounds. Now open the steam line and blow out condensation, leaving steam on

Do You Burn Oil?

If you do, quite possibly your experience has been different from that described in these columns. There may be other greenhouse men, readers of *The Review*, in your section who would profit by learning of your experience, gained under the same conditions as their own.

Your contribution would add to *The Review's* presentation of the subject. By that means the whole trade learns what each member of it learns.

So tell us your experience with oil heating, both your trials and your triumphs.

until line and burner are hot; close the steam valve and rake to one side any ashes or unburned matter that may be in the path of the oil flame, which will not start if there is any obstruction in front of the burner, and then open the oil valve, to make sure the oil will flow, and close it again. Be sure that there is a lively blaze in the fire box from either the wood or a rag dipped in kerosene and thrown in; open the steam valve one turn of the wheel; slowly open oil valve, and the fire is started. Never turn on oil and steam without having a good blaze in the fire box, no matter how hot the fire box may be; always close the oil valve at once if the blaze goes out before the fire starts. Too much oil for the steam will cause black smoke; too much steam for the oil will cause a light-colored fog, with a flame that is broken up, sickly and apt to go out.

To increase the fire when first started, turn on oil until the flame shows smoke;

turn on more steam until the flame shortens, and then turn on oil and steam as before.

If wood is available in large quantities and at a reasonable price, it is practicable to depend entirely upon wood to start the fire; otherwise a small steam boiler must be installed. I use both methods, but find, since installing an 80-horsepower boiler, that my little 2-horsepower boiler will not hold enough water with one filling to get up steam in this large boiler, starting from a cold condition. I believe that a 4-horsepower vertical boiler would be much better for this purpose. If the boiler is to be shut down for only three or four hours in the middle of the day, radiation may be shut off, steam pushed up a few pounds and the fire turned out; if the boiler is well protected, it will generally hold steam until the fire is needed again.

Getting up the First Steam.

Twenty pounds steam pressure, having the steam valve half open and the oil valve wide open, should be about the proper adjustment if the burner is rightly made. Then the fire can be turned up by closing the steam valve more or less, but to turn the fire down to any extent it will be necessary to close the oil valve as much as may be required and adjust the steam valve to the amount of oil. When a burner has the oil valve entirely open and the steam valve has been closed until a faint trace of red flame can be seen in the fire, with tiny ringlets of smoke at the tip of the flame, the capacity of that burner has been reached.

The higher the pressure of steam used, the less the volume which will be required. Consequently, with a greater pressure a smaller quantity of water is taken from the boiler as steam to operate the burner. Ordinarily at twenty pounds pressure one-half gallon of water is taken from the boiler for every gallon of oil burned; therefore the water capacity of the boiler will determine how often the water level in it will need attention. It is an advantage to arrange to carry a pressure of twenty-five or thirty pounds, so as to have a reserve of five or ten pounds, giving time to change burners if necessary without shutting off the radiation.

Test of a Good Fire.

Many oil firemen believe that if no smoke can be seen issuing from the stack the fire is perfect, but I have found this to be true only to a limited extent. I believe that the one test for a clean fire is that the fire and fire box should be the beginning and the end; nothing should go beyond. And the fire box itself should be clear of smoke or fog. Not a trace of red should be seen even at the very tips of the flame, which should be pure white with a tinge of yellow, perhaps, at tips and edges. With an asphalt base oil it may be impossible to prevent a slight fog in the fire box; also, when the fire is being started it may be somewhat red and smoky until the fire box is well heated.

The arrangement for draft is at times rather difficult. The holes for the burners and the open slides in the regular draft doors will generally give draft enough. I have sometimes found it necessary to open the fuel doors a little, thereby giving draft above the oil flame. Oil in burning, together with the

jet of steam, causes some draft. The burner holes should be large enough to allow running a small rod alongside the burner to break off any coke which may form on the burner tip or the brickwork near it; an additional convenience is a rod flattened at one end and bent at right angles, which may be reached in and held over the end of the burner, so that the steam can be blown back through the oil tube and out through the tee, from which the plug

has been removed, thus cleaning out the burner.

Steam Jet with Hot Water.

Finally, it should be noted that if a steam jet burner is used with a hot water boiler, an auxiliary steam boiler, fired with coal, wood or gas, will be required continuously to furnish steam to heat and atomize the oil. With twenty to twenty-five pounds pressure the auxiliary boiler must be large enough to

evaporate and heat to the required pressure one-half gallon of water for every gallon of oil burned. There are two disadvantages in this arrangement. It will be more difficult to keep the pressure in the smaller boiler constant, as it must be kept, since the slightest change there will upset the adjustment of the oil burners. And the greater length of the steam line to the burner seems, in my experience, to make a good fire more difficult to obtain.

POINTS PRO AND CON

OIL HEATING.

Is It Coming or Going?

Nowadays no greenhouse man needs to have his attention called to the seriousness of the fuel problem. His own experience has told him of that. The scarcity of available labor, too, has added to his worries. Many greenhouse owners have sought, and others are considering, at least a partial solution to the first problem and help in meeting the second by the adoption of oil heating in their ranges. A summary of some of the important considerations involved may simplify the question for those who have not yet made the decision.

For the man who is debating the change from coal to oil, the first question is likely to be, is oil cheaper than coal? That will depend, of course, on local conditions. It is generally estimated that three to three and one-half barrels of crude oil or of fuel oil are equivalent to one ton of bituminous coal. That estimate will give some basis for comparison when the local prices for oil and coal have been ascertained. In California, where oil is comparatively plentiful and coal is scarce, oil is said to be sixty per cent cheaper than coal; in other districts the saving has been stated as being from ten to thirty per cent.

The Nation's Oil Supply.

But what, it may be asked, about this scarcity of oil? Is there danger of installing the oil equipment and then finding, after a few years' use, that the tremendous demand for petroleum products has drained the country's oil resources? In the first place, the actual installation of the oil burners is comparatively simple; the greater expense will result from the provision for the storage and transmission of the oil.

But the question as to the nation's supply of oil is more difficult to answer; the partisans of oil on one side and coal on the other seldom seem to agree as to the facts. An unprejudiced view, however, that recently expressed by David White, of the United States Geological Survey, is as follows: The United States has, so far as known, about 7,000,000,000 barrels of petroleum available in the ground; the present annual production is about 400,000,000 barrels; during the last eight years the average annual increase in production has been 22,000,000 barrels; the present underground supply will, in theory, be exhausted in about seventeen years, but, because of delay in locating all the resources, the production will pass its

peak in five or possibly in three years, while decreasing quantities of petroleum will be produced during several decades. At present this country is annually using 47,000,000 barrels in excess of its production.

Oil Shale a Possible Source.

In this connection, some hope may be derived from the fact that this country has huge deposits of oil shale, a mineral substance related to cannel coal. This oil shale yields from twenty to eighty gallons of oil per ton. The United States Geological Survey estimates that in northwestern Colorado and northeastern Utah there is enough oil shale to yield 40,000,000,000 barrels of oil. And that is only part of the nation's oil shale resources. But the oil shale industry will have to be built up as the coal industry, of which it may be the successor, has been built up.

Turning from supply to demand, we find that the program of the United States Shipping Board calls for 1,734 oil-burning merchant ships by 1922 and that the board has called for 50,000,000 barrels of fuel oil for 1920 and 30,000,000 barrels for the first half of 1921. It is estimated that this fleet when completed will require about 80,000,000 barrels of oil annually, an amount approximately equivalent to one-half of all the fuel oil now produced in this country. The navy now requires 8,000,000 barrels of fuel oil annually. Secretary of Commerce Alexander has recently suggested the holding of a conference of representatives of the leading refineries and users of fuel oil to work out some joint plan of distribution.

Growing Competition for Oil.

Consequently, while the individual greenhouse owner may decide, after his investigation of local prices and local supply, that the change from coal to oil will be an economy worth adopting, even for a few years, yet the long-range outlook has its clouds. The oil-burning greenhouse establishment will have to meet severe competition in securing its fuel, competition not only with the government but with the large number of private concerns which use oil for heating or for steam power production.

However, aside from the matter of economy as compared with coal, oil has advantages as a fuel which may still turn the balance. Oil weighs about one-half as much as coal of equivalent heat value and occupies one-third as much space. It does not deteriorate when stored. It can be handled more easily

than a solid fuel like coke or coal. There are no ashes, much less dirt than with coal and less labor required. The lessening of work is true also in the firing of the boiler; while a pump will be required if the gravity system is not used, the oil fuel can be piped and will not have to be shoveled. Control by thermostat may make oil heating practically automatic, so long as enough fuel is supplied. The heat in the combustion chamber is more continuous with oil than with coal, since the doors do not have to be opened for firing. Loss of heat up the stack is diminished, owing to the smaller amount of air required for the complete combustion of oil. A large increase in steam capacity is possible; the grate area limits the amount of coal which can be burned efficiently, but oil is independent of that.

The Equipment.

Just how complicated the oil burning equipment will be depends, of course, upon the particular system adopted. In addition to the storage tank, which is likely to be below the level of the boiler, a smaller supply tank a few feet above the burner will probably be employed, with a pump to force the oil up into it. If the burner is of the steam jet type and the heating system is hot water, a small auxiliary boiler will be required to furnish steam to heat and atomize the oil. When the burner is of the kind which atomizes the oil by air or by mechanical means, a separate heater may be needed for heavy oils unless an arrangement for heating is incorporated with the pumping system. A water separator, which may be made from an old steam trap, may also be included in the system.

Among the various firms supplying oil-burning equipment for greenhouse heating, the following may be named, as representing various types of burner: W. S. Ray Mfg. Co., 29 Spear street, San Francisco, Cal.; Rotary Oil Burner Co., 159 Twelfth street, Oakland, Cal.; Fess System Co., 218 Natoma street, San Francisco, Cal.; S. T. Johnson Co., 1337 Mission street, San Francisco, Cal.; Fuel Oil Equipment Co., 218 State-Lake building, Chicago.

For storing oil, the small tanks are constructed of steel, $\frac{3}{8}$ -inch or $\frac{1}{4}$ -inch, and the large ones frequently of concrete or of steel and wood. In capacity they range generally from 1,000 gallons up, some being of carload capacity. These storage tanks are usually placed underground, preferably below the frost line. Unless they are close to the railroad, a tank wagon is required to transport the oil from car to storage tank.

CANADIANS CALL

COME TO C. H. A. CONVENTION.

Hamilton, Can., August 10-13.

Attention! Attention!
Come to the convention!
Everything is humming—
Everybody's coming.
All must be happy.
Leave your grouch behind.
Everyone is looking for
A real good time.

Just take a tip—
Pack up your grip;
No plug hats—
We're all democrats.
Must play sometimes.
Don't say you're busy—
But jog to the convention
In your old tin lizzie.

"He Bethere."

HAMILTON PROGRAM READY.

Hearty Invitation.

The handsome booklet embodying the souvenir program of the convention of the Canadian Horticultural Association, at Hamilton, Ont., August 10 to 13, contains a hearty welcome to florists of the Dominion and the United States to the meeting. From the preparations made, this year's convention should stand out above those of previous years, in point of activity, both business and pleasure, and in attendance. The Royal Connaught hotel is to be headquarters of the association. The arrangements made by the local florists have been reported previously in these columns.

The Program.

The program of the convention sessions has been arranged as follows:

TUESDAY, AUGUST 10, 10 A. M.

Official opening by W. E. Groves, president of local committee.

Community singing.

Address of welcome by Mayor Charles Goodenough Booker.

Reply by James McKenna, Montreal, Que.

Introduction of President Emery B. Hamilton.

Greeting from Hamilton and District Gardeners' and Florists' Association, by W. H. Gray, president.

President's address, by Emery B. Hamilton.

Discussion of president's address.

Report of secretary-treasurer, by Herbert J. Eddy, Montreal.

Report of educational committee, by W. W. Gammage, London.

Report of registration committee, by H. J. Moore, Toronto.

Announcements.

TUESDAY, AUGUST 10, 2 P. M.

Report of revision committee, by C. J. Hay.

Discussion of proposed revised constitution and by-laws.

Friend-making reception by C. H. A. officers and local committee.

TUESDAY, AUGUST 10, 8 P. M.

"Canadian Horticulture: Yesterday, Today and Tomorrow," by W. J. Potter, Toronto.

"Coöperation; A Retrospect and an Outlook," by W. E. Groves, Hamilton.

WEDNESDAY, AUGUST 11, 9:30 A. M.

"The Retail Florists' Business," by S. McFadden, Toronto.

"Insect Pests," by Arthur Gibson, chief of Division of Field Crop and Garden Insects, Ottawa.

WEDNESDAY, AUGUST 11, 2 P. M.

Convention picnic. Everybody welcome. Automobiles leave Royal Connaught hotel, 2 p. m. sharp. Delegates and friends will be the guests of M. Ofield & Sons, Grimsby.

THURSDAY, AUGUST 12, 9:30 A. M.

"Foreign Importations," by W. H. Gray, Dundas.

"Foreign Importations, with Special Relation to Retail Florists," by W. W. Gammage, London.

THURSDAY, AUGUST 12, 2 P. M.

"Private Gardening," by F. D. Clark, Toronto.

Election of officers.

Questions and unfinished business.

Final resolutions.

Where next?

THURSDAY, AUGUST 12, 7:30 P. M.

Association Banquet.

FRIDAY, AUGUST 13, 2 P. M.

Drive to points of local interest, calling at Hamilton beach.

FRIDAY, AUGUST 13, 8 P. M.

Theatre Party.

Thursday, August 12, at 9:30 a. m., will be held the annual meeting of the Canadian Retail Florists' Association.

Trade Exhibition.

The following firms have made reservations for space in the trade display:

John A. Bruce & Co., Hamilton, Ont.

Geo. W. Cole, Ltd., Toronto, Ont.

John Connon Co., Hamilton, Ont.

Dale Estate, Brampton, Ont.

Hall & Robinson Co., Montreal, Que.

Geo. B. Hart, Rochester, N. Y.

Roman J. Irwin, New York.

Lord & Burnham Co., Toronto, Ont.

E. M. Mitchell, Port Hope, Ont.

S. S. Pennock Co., Philadelphia, Pa.

F. K. Prouse Co., Brampton, Ont.

M. Rice Co., Philadelphia, Pa.

Steele Briggs Seed Co., Hamilton, Ont.

Wertheimer Bros., New York.

Applications for floor space should be made to Harry E. Groves, 316 Herkimer street, Hamilton, Ont.

MOTT-LY MUSINGS

W. W. Trentman, Delphos, O., is desirous of making considerable additions to his glass area, made necessary by the expansion of his business, but is afraid to venture with the coal situation bothering him.

The Celina Greenhouses, Celina, O., are building up a large shipping trade on roses, carnations and chrysanthemums and a local trade on cyclamens and other pot plants. The manager, S. A. Bonslag, and the grower, R. Kerr, make a good team.

Buthker Bros. have taken over the McMurray Greenhouses, at Wapakoneta, O., and are well pleased with the first season's experience. The firm comprises two brothers and Mr. Buthker, Sr., who recently arrived from Holland.

Stuhldreher Bros., Mansfield, O., are giving their place a thorough overhauling in preparation for another prosperous season. "There is no doubt that we have the public educated," said C. H. Stuhldreher, manager of the store, who is planning to attend the S. A. F. convention at Cleveland. The matter of a roosting place will not bother him, as he has friends there who will accommodate him.

CANADIAN CONVENTION.

The President Calls.

The twenty-third convention of the Canadian Horticultural Association will be held August 10 to 13 in the beautiful city of Hamilton, Ont., an ideal spot for a summer's outing. This convention promises to be the largest and most important of its kind ever held in Canada.

The officers and committees have been working diligently all the year in the reconstruction of the organization, and I, as president, appeal to all interested in the profession to show your appreciation by making the attendance a record-breaking one. Make up your mind to be with us. You will be well repaid, as the sessions will be particularly interesting and, in meeting and exchanging ideas with so many of your fellow craftsmen, you are sure to learn something which will help you in solving the problems of the future.

The trade exhibit bids fair to be well worth the trip, as every available inch of space has been taken in the large hall provided by our Hamilton friends, who are putting forth every effort to give the visitors a royal time.

Some of our American brothers, leaders in the trade, and also several of our cabinet ministers, have written, saying that they hope to be with us.

We need closer coöperation; it will be beneficial to all.

Come, and do not forget to bring the ladies with you, as the reception committee is making special preparations for their entertainment this year.

On behalf of the association I invite you to join us in making the 1920 convention the biggest and best yet.

Emery B. Hamilton, Pres.

Frank Adgate, of Adgate & Son, Warren, O., was putting the finishing touches to an oval basket of green and gold, filled with lilies and larkspur and with a big bow of white chiffon tied on the handle, which was one of several handsome floral pieces for a funeral several miles distant, and remarked that it is believed personal service is the secret of success. "For," added Mr. Adgate, "after forty years we have many original patrons still on our books and competition seems to help rather than reduce the volume of business, as is sometimes supposed. The fact that most of the stock sold is home-grown is a big asset."

The Park Floral Co., Warren, O., is well pleased with its first year's experience. A good location and store, kept attractive with fresh stock, are factors that play a large part in the retail game.

John Dunston, Niles, O., reports excellent trade, which has been handled much more easily since his son has taken an active interest in the greenhouses. "When dependable, and only in rare instances is it found that they are not, one's own is one's best asset," observed Mr. Dunston.

TEXANS CONVENE

CONVENTION AT FORT WORTH.

Attracts Good Attendance.

From all over the Lone Star state and from other parts of the south as well, florists gathered at Fort Worth this week for the sixth annual meeting of the Texas State Florists' Association. The excellent business of the last season, accompanied by much hard work as well as good profits, made members of the trade ready for a vacation, particularly when they could combine with it the opportunity to discuss the problems of the coming year with their fellow craftsmen. So an attendance was on hand July 20 for the opening session that well rewarded the preparations of the Fort Worth florists and made their efforts quite worth while, thorough-going and comprehensive as they were.

Since the local trade organized the Fort Worth Florists' Club three months ago, with arrangements for this convention its especial object, all have been working hard for the meeting's success. The able officers of the club received special commendation for their energy and the results they have obtained. These are: President, Vernon J. Davis, of the Greenwood Floral Co.; vice-president, Leo Bales, of the Drumm Seed & Floral Co.; secretary and treasurer, Elmer Eastwood, of the Baker Bros. Floral Co.

Opening Day.

The convention was held in the auditorium of the Chamber of Commerce, which is a spacious hall. Around three sides of it runs a balcony, underneath which the exhibits were staged. The center of the room was reserved for the meetings. The decorations were exceedingly good.

The program for the opening session was in the nature of the usual routine, calculated to give everybody time to get his bearings before discussions started. Vernon J. Davis, vice-president of the Texas State Florists' Association and president of the local club, called the meeting to order Tuesday afternoon, July 20. After the invocation and the mayor's address of welcome, responded to by Karl P. Baum, of Knoxville, Tenn., H. O. Hannah, of Sherman, delivered his address as president of the organization.

President's Address.

After commending the hospitality of the Fort Worth florists and remarking on the prosperity of the season just past, President Hannah said:

"Is there a florist here but what feels flattered over his sales and profits during the last year, even if they have been won by hard work and long hours? Yet in the midst of our prosperity, how many of us have considered the many causes of this success? Was it due to our effort alone, or was it not due much to the assistance and efforts of our brother florists? For we are much dependent upon each other. For much of our cut flowers and finished ornamental plants we depend upon our northern

and western growers. The past is gone; we only have its experience. The vital question is: How shall we profit by the past and how can we improve the coming year? I have a few suggestions to offer, that are every florist's duty to himself. These suggestions are made in the most friendly way, a real heart-to-heart talk.

"It is every florist's first duty to be an active member of the Society of American Florists. Until you get hitched up and lend a helping hand to the S. A. F. you are only half a florist. This is your honorable duty, as everyone must admit when he considers for a moment what the S. A. F. is continually doing for him. I say this, having seen the enthusiasm at the society's annual meetings.

Only Fair Return.

"We each know the great benefit we derive from the society's work. If I had assisted you in doubling your sales, would you not be ungrateful if you did not assist me in doubling them again? Consider the important work of the society in legislation alone, how during the war it kept thousands of feet of glass from freezing, how in regard to our plant and bulb importation it is continually on the job. Think of the hail insurance of a branch of the S. A.

F., covering 50,000,000 square feet of glass; I need it, having collected about \$1,500 in the last four years. Take the publicity campaign; what have you done to advertise your business in such magazines as the Ladies' Home Journal, Harper's Weekly, the Literary Digest and a multitude of others just as good, read by thousands; yea, millions? The S. A. F. has advertised your business by that famous slogan, "Say It with Flowers," until it has become a household word and everybody buys flowers. May I ask how much you have donated to the publicity fund? If nothing, do it at once. Let's make Texas 100 per cent strong in its support.

Support Your Trade.

"The same as to the F. T. D. Are you a member? If not, why not? You are the loser. There are florists here whose F. T. D. business has more than doubled in the last year. It will put dollars in your cash box.

"Then think of all the societies affiliated with the S. A. F.—the American Rose Society, the American Carnation Society, the American Sweet Pea Society and many others. Who has bought Russell, or Columbia, or Premier in the last year and has not thought what an improvement over the old Bridesmaid? Perhaps the vision, the in-



Otto Lang.

spiration and the zeal to greater and better things came from the enthusiastic work of the S. A. F. So get in line and do it today.

"Think over last year's work and wherein you were short, in flowers or plants. Grow more and carry better stock. People will buy flowers. Brother florists, just a word, and I want to tell it to you gently: Do not make haste to get rich. Do not get prices too high. Do not get in the class of profiteers. Keep safely on the side of public opinion, which you cannot overcome."

President Hannah's remarks were followed by the report of the secretary-treasurer, L. J. Tackett, and the appointment of committees.

Entertainment Features.

In the evening the center of the floor of the auditorium was cleared for the president's reception, which included several special entertainment features and closed with an informal dance. The music provided by the local florists was particularly commended. The American Greenhouse Mfg. Co., of Chicago, showed its film picture, "Wonderland under Glass."

On the evening of the second day was planned a visit to the range of the Greenwood Floral Co., near the city.

For the close of the meeting was arranged a basket picnic at Lake Worth, a beautiful spot about nine miles from

the city, constructed by the local park department as part of its park system.

The Addresses.

The morning and afternoon sessions of July 21 and 22 were devoted to some excellent addresses and to the transaction of the business of the association. H. G. Berning was unable to come from St. Louis to deliver the talk on "The Outlook for Next Season's Business," scheduled on the program. The other addresses were scheduled as follows:

JULY 21, 9:30 A. M.

Reports of standing committees.
"Can the Florists' Business Be Operated Successfully on the Profit-Sharing Plan?" by Robert C. Kerr, Houston, Tex.

"The Wholesale Growers' Association," by Otto Lang, Dallas, Tex.

"Effective Advertising," by E. W. Eichling, Houston, Tex.

"Florists' Telegraph Delivery and the Future It Holds for the Retail Florists," by Charles S. Heacock, Austin, Tex.

JULY 21, 2:30 P. M.

"The National Publicity Fund," by James W. Begbie, Shreveport, La.

"How Can We Best Increase Our Membership in the Texas State Florists' Association?" by Henry Greve, Dallas, Tex.

Round-table discussion on miscellaneous topics, led by the president.

JULY 22, 9:30 A. M.

Reading of communications.

Selecting of place for 1921 convention.
"Some Sidelights on Rose Growing after Two Years' Experience in Texas," by V. J. Davis, Fort Worth, Tex.

"Can the Retail Florists' Business Be Operated Successfully from the Greenhouse?" by Wise Adkisson, Greenville, Tex.

SOUTHERN FLOWERS

WHAT TEXANS CAN GROW.

Opportunities Are Many.

Why the subject of a wholesale growers' association should have been assigned to me I have often wondered. It is quite true that I have been engaged in growing for twenty-three years and believe in southern florists growing all, or at least the greater part, of their flowers and plants. Still, I have always avoided the small or large dealer when he approached me on the subject of selling at wholesale. The fact is, no matter how much glass we built, frames we made and acres we planted, we have not been able to keep up with the increased demand in our retail trade.

There is no wholesale growers' association in Texas, but there ought to be. There is a demand for everything a man can grow. Take the various classes: Roses can be grown in Texas with good results the year around; still, not one-tenth of the demand can be had from growers in Texas, nor is there any chance with the present area of glass. Carnations are not an all-year plant, but for at least six months in the year good stock can be cut and with proper care two more months can be added. Still we buy carnations by the hundreds of thousands during the winter months. Chrysanthemums are successful, but we buy them from California, Chicago and Denver. Asters can be grown with good results, but few grow

them. Violets are shipped in from San Francisco and Hudson river districts; our own violets, with far better color and fragrance, grow without attention; millions of blooms grow and die by the wayside in the spring. Sweet peas are hard to ship, yet easily grown, both under glass and outdoors. Do you know that \$100,000 is spent for this flower alone in Texas? Have you ever seen a surplus in the winter time? Have you not had to pay a fancy price for them and then could not get nearly the number you wanted?

Have we a wholesale grower? I say no, but we need many. Gentlemen, will you grasp the opportunity? Lend your cooperation to the florist who will grow for the wholesale market.

Great Possibilities.

Now, let's talk about something that everybody and anybody can grow, but what do we Texans do? We will order from New York, Chicago and Philadelphia—the canna! Why, a fellow could sell a million in New York, so easily grown down here in the south, but pray who grows or sells them wholesale? Do we need wholesale growers? I say we do.

The Shasta family of daisies can be grown. So can the Mexican tuberose; the bulbs could be shipped all over the United States and Canada. This spring we wanted 2,000 tuberoses. I could not find them. A florist in the rural district of Dallas advertised some in The Review, and when I saw the advertisement he had sold them to a concern in Canada. Is there a wholesale growers' association or should there be one? I say there should.

Last year we planted a small space, about 200x200 feet, which had been used as a heeling ground for nursery stock and which was not cleared until too late to plant anything else, to selected separate colors of giant zinnias. To our surprise and the delight of thousands of passers-by, who admired the wonderful color and size, we sold over \$3,000 worth before frost. We have the same this year and to date have almost sold \$1,000 worth and will surpass last year's record. We believe in growing stock and will increase our houses by two this year and our frames by many, and while we covered one block with lath for shade, we will add much more next year.

Profits Awaiting Many.

The wholesale growers' association should be a reality. We buy our Boston ferns, adiantum, Asparagus Sprengeri and plumosus, both plants and cut, from 1,000 to 2,000 miles away. Why? The growers of the south have not awakened to the possibilities and profits in the growing line.

Think of the hundreds of thousands of vegetable plants and sweet potato slips being shipped into Texas every season. Why, I could pay a man's salary for the entire year and get a good investment out of a few frames and houses with only three months' work. Now, growers, get busy; don't sleep on your rights. The opportunity for big men and little men, big money and little money, is here; will you grasp it, or let it go by?

I have not mentioned the poinsettia, which grows like a weed and brings big returns at Christmas. Do we grow what we need? Not by a long ways!

Cyclamens and begonias can be grown here. How many bother with such stock? Bedding stock could make a fellow rich alone, but what do we do? Grow a few and buy the rest.

Consider bulbous stock. Think of buying bulbs and planting them at intervals of a few weeks or bedding them outside and bringing them in as wanted. Any man or woman can grow them and they sell themselves, yet do one-fourth of you present here buy what you need or could sell? I say, no. As an importer and a large buyer of bulbs, I can speak for more than you can imagine, as we have calls later in the season from the Rio Grande up into Oklahoma, from Arizona to Mississippi. If you are afraid to handle or put out a few dollars, don't blame anyone else if at the end of the year you have not had your share. Valley and giganteums can be bought from cold storage every day in the year and easily grown; yet how many florists in Texas plant this stock? You can count them all on the fingers of one hand and still have some fingers left.

We have a wonderful slogan, "Say It with Flowers," yet do we have flowers when the customer asks for them? Not often.

Middleton, Mass.—Clarence Osgood is building a greenhouse.

Vincennes, Ind.—In spite of the fact that he could not, this season, secure help enough to cut, bunch and ship the entire crop of his twenty-one acres of peonies, W. A. Reiman plans to plant five more acres this autumn. He expects to see a never ending demand for flowers for Memorial day, but not a perpetual labor scarcity.

Paper read by Otto Lang, of Dallas, Tex., on "The Wholesale Growers' Association," at the convention of the Texas State Florists' Association at Fort Worth, July 21.

ON TO CLEVELAND

THE CLEVELAND CONVENTION.

Travel Arrangements.

It was expected that, with the turning back of the railroads to their respective managements, we should be able to enjoy the privilege of traveling to Cleveland at the rate of one fare and one-third for the round trip, as we did in pre-war days. Our society made the necessary request for this privilege, but it was denied, for the reason that the reduced rate now is available only to organizations which are in character educational or philanthropic. It does not seem likely that business organizations will, at least in the near future, enjoy concessions in railroad rates when journeying to their conventions.

Well, who should worry? The rates to Cleveland are not such as to keep any florist at home who has his business at heart. Anyone attending the convention who keeps his eyes and ears open will not give much thought to his railroad expenses; he will be glad he paid them and let it go at that. Both railroad and hotel rates are reasonable as we must look at things today, and the little change of surroundings for a few days is worth really more than we have to pay for it.

Bowling Tournament.

The Cleveland florists have all arrangements for our gathering well in hand, and every possible comfort awaits us, as well as a most hearty welcome. Members who are interested in bowling, and have in mind the splendid contests of past conventions, will be pleased to know that Cleveland florists have a fine tournament on their program of entertainment, and the evening of the third day of the convention, Thursday, August 19, is selected for it. So get down to your practice, all ye bowlers; you will need all your skill at Cleveland.

Don't forget your hotel reservations. Notify James McLaughlin, 421 High Avenue, Cleveland, of your requirements; he is chairman of the committee on hotels and will take care of your reservations. There are five big hotels in close proximity to the convention hall, and we should have no difficulty as far as comfortable housing is concerned—but get your reservations in early.
A. L. Miller, President.

NEW YORK TO CLEVELAND.

The transportation committee of the New York Florists' Club has mailed to members of the club and members of the allied trades in New York and immediate vicinity a booklet urging them to attend the S. A. F. convention at Cleveland, O., August 17 to 19, and setting forth in it how the New York party will travel.

The booklet contains an article by Secretary John Young urging the florists to join their brethren at the convention; a program which, it is said, will put joy in your business and greenbacks in your jeans; the itinerary of

the trip; the cost of meals on the way, and what trains to go home on.

The itinerary is given as follows: the route through which this railroad passes is noted for its wonderful scenery, particularly the Pocono mountains; thence through Scranton, the heart of the anthracite coal mining region. Binghamton will be reached about 2 p. m., and from Binghamton west the route is along the Susquehanna and Chemung rivers and through the Genesee valley. The party will leave New York on eastern standard time, which is one hour earlier than daylight saving

CLEVELAND HOTEL RATES FOR S. A. F. CONVENTION.

August 17 to 19.

HOLLENDEN.

Single room with bath—\$3, \$3.50, \$5.
Double room with bath—\$5, \$6, \$7.
Twin beds and bath—\$6, \$7, \$8.

STATLER.

Single room with shower bath—\$3, \$3.50.
Double room with shower bath—\$4.50, \$5.
Single room with tub and shower bath—\$3.50, \$4, \$5 and up.
Double room with tub and shower bath—\$5.50, \$6, \$7.
Twin beds and shower bath—\$5.
Twin beds and tub bath—\$6.50, \$7, \$7.50, \$8.

CLEVELAND.

Single room and bath—\$3, \$3.50, \$4, \$4.50, \$5, \$6.
Double room and bath—\$5, \$5.50, \$6, \$6.50, \$7, \$9.
Twin beds and bath—\$6, \$7, \$8, \$9.
Parlor, bedroom and bath—\$11 and up for one person.
Parlor, bedroom and bath—\$14 and up for two persons.
Parlor, two bedrooms and baths—\$20 and up, three persons.
Parlor, two bedrooms and baths—\$22 and up, four persons.

WINTON.

Single room and bath—\$3 and up.
Double room and bath—\$5 and up.

OLMSTED.

Single room and bath—\$2.50.
Double room and bath—\$5.

Reservations should be made without delay either direct or to the committee.

James A. McLaughlin,
Committee on Hotels,
421 High Avenue, Cleveland, Ohio.

time, at 10 a. m., August 16, from either Barclay street, Christopher street or West Twenty-third street ferries, and will leave Hoboken at 10:20 a. m., arriving in Buffalo at 7:55 p. m. At 9 p. m. the party leaves Buffalo on the C. & B. boat, arriving in Cleveland at 6:30 a. m. The fare from New York to Cleveland, including parlor car and lower berth on boat, is \$22.23; with upper berth on boat, \$21.73, or with stateroom, including upper and lower berth on boat, \$23.88."

Many florists from Boston and Philadelphia are planning to go to the convention on the New Yorkers' special, so that there will be a young convention on the way.

Reservations are to be sent to the secretary of the transportation com-

mittee, C. Lowther, Box 100, Times Square station, New York city.

NATIONAL PUBLICITY CAMPAIGN.

Will Be Needed Later.

Referring to the rather apathetic spirit shown toward the campaign by a rather large number of florists throughout the country, Joseph Kohout, of Libertyville, Ill., expresses his sympathy with the publicity committee on account of the slow response of the craft to appeals for just contributions to the campaign fund as follows: "They have my sympathy and admiration at the same time for sticking to such a thankless job, but, for goodness' sake, don't give up the ship; we shall all need that publicity in the very near future."

Mr. Kohout is right. We shall most certainly need all the publicity we can get in the near future. We need it now. We need it to keep in effect the great benefit we have derived from our work of the last two years and more. The result we have accomplished cannot stand for permanence unless kept continually freshened by further effort. We all of us have surely in mind a few of the great advertising campaigns in recent years, which, with the commodities advertised, are now mere memories. Their great results petered out because, having been obtained, it was thought they would stand unsupported.

Self-Protection.

Were we to cease our efforts to keep "Say It with Flowers" before the public, the slogan would quickly be forgotten. We should be unjust to ourselves if such a thing should happen. The impression we have made already is worth considerably more than a few paltry dollars to every florist in the land. A florist cheerfully pays his insurance bills to protect himself against losses by fire or other destructive agent, and when he contributes to our campaign fund he should feel that he is protecting his business against dry rot—which he really is, with the coöperation of the best of his brother florists.

Our committee will meet in Cleveland next month, during the convention of our society, and a session of the convention will be set apart mainly for the discussion of matters in connection with the campaign. Is your name on the list of contributors to be presented at that meeting? If not, don't you think it ought to be? Why not help make the "thankless job" Mr. Kohout refers to, one of pleasure? The committee does not mind the work or the responsibility of the campaign, but appreciation of their labors shown by a better response to their appeals for funds would be sweet indeed to them. It is not believed that a coöperative publicity campaign for any product was ever promoted and carried on at an expense so small for the wonderful results obtained as our campaign for publicity for flowers. Many leading experts in publicity are frank enough to tell us this and to refer to it in public print. With further funds, we can obtain the

maximum of our desires, and it is up to the trade to determine whether we shall reach this point or not. The only obstacle in the way is insufficiency of funds, and this is easily removed through a better support of our movement. John Young, Secretary.

MUM SHOW AT WASHINGTON, D. C.

To Be Held November 10 to 14.

Wednesday, July 14, an important meeting of the Washington Florists' Club was called for the purpose of considering the advisability of holding a chrysanthemum show in connection with the annual convention of the Chrysanthemum Society of America, to be held November 10 to 14. The meeting was well attended and much interest was shown.

It was finally voted to hold a show and the following were named as the executive committee: Chairman, F. H. Kramer; vice-chairman, Z. D. Blackstone; secretary, G. V. Schultz; treasurer, A. E. Gude; superintendent of exhibition, O. A. C. Oehmler; chairman of hospitality committee, William F. Gude; chairman of program committee, J. Harper Heatherington; chairman of committee on entries, judges and awards, A. E. Gude; chairman of entertainment committee, George C. Shaffer, and chairman of committee on private gardeners, G. M. Anderson.

The prize list will be extensive and will be somewhat larger than the one offered at the New York show last year. The officers have been busy and all are enthusiastic. They say that they are going to give Washington and the rest of the people in the country, who will take the opportunity to come here, a show that is out of the ordinary. They advise that you keep your program open for these dates and you will be well repaid for the trip. Entry lists will be mailed upon request.

F. H. Kramer,
Chairman Executive Committee.

BEWARE UNKNOWN FIRMS.

Offers Not Always Bargains.

The importance of dealing only with houses of recognized standing except where it is possible to ascertain their reputation before remitting is emphasized for florists' benefit by the results of the investigation of a Philadelphia firm. The case, as it has so far developed, is best described by the following statement of the M. Rice Co.:

"A circular letter was mailed to a large number of florists early in June by the T. Franklin Co., purporting to be manufacturers and importers of millinery, with offices, according to their letterhead, in London and Paris, and main headquarters in the Berger building, Philadelphia. They stated that through a delay in delivery of imported chiffon, which they had intended using for millinery purposes, they were overstocked and, to close out quick, would sell 6-inch chiffon bands in 500-yard lots or more at 7 cents per yard (which is about half of today's market price), net cash with order.

"One of our out-of-town customers asked us to investigate, having failed to receive the goods or any answer to a follow-up inquiry, though he had an acknowledgment of the order, stating

it had been shipped. This request we complied with and our investigation developed the following facts:

Results of Investigation.

"The account at the bank through which our customer's check was cashed was opened June 2, a week or so before the circular letter was mailed. The telephone numbers given on the letterhead were numbers of concerns in different lines of business, which know nothing of the T. Franklin Co. The Berger building, the company's supposed business location, at Seventh and Spring Garden streets, is a dwelling house with a first-floor store occupied by Berger & Co., real estate agents. Upon inquiry there, we learned that the T. Franklin Co. had rented desk space in this office a short time before, but had not been seen or heard of for the past week, during which time much mail had accumulated and was uncalled for.

"We immediately turned this information over to the postal inspectors for their further investigation, in the hope that these parties could be located and delivery of the accumulated mail stopped. We are now awaiting the result of their examination.

"Our customer informed us that a good many florists in the south had mailed checks, but no goods had been received. From these facts, we feel there is but slight chance of their ever getting anything but experience for their money."

CLEVELAND, O.

The Market.

Not much stock has accumulated on this market, flowers of all kinds being scarce. A few roses of good quality are arriving. Few carnations, just stragglers, are arriving. Some fair garden stock is coming in. Easter lilies are plentiful at the present time and are selling at reasonable prices. Some hydrangeas, achillea, bachelor's buttons, gaillardia and coreopsis are arriving regularly. Gladioli are a little more plentiful. The first asters and dahlias have made their appearance and are moving well.

Various Notes.

The annual picnic of the Cleveland Florists' Club will be held July 28 at Avon Beach park. Everybody is invited to come and bring lunch baskets. A Lake Shore electric suburban car will take you direct.

George Bates, of the Cleveland Cut Flower Co., is on a week's vacation. He is taking short fishing trips to various nearby points.

Lloyd Mercer is on a short vacation, staying at Put in Bay.

Stephen Berthold, of the Cleveland Plant & Flower Co., is on a week's vacation.

Andrew Von Ouiram, formerly with the Cleveland Florists' Exchange, has opened a flower store at the corner of St. Clair and East Seventy-ninth streets.

Walter Priest has returned from an automobile tour to St. Joseph, Mo., and reports a fine time and no car trouble, except one puncture.

Frank Ritzenthaler, of Knoble Bros. Co., is spending a month at Ruggles beach, on Lake Erie.

George Eichler, of the Avenue Flower

Shop, leaves August 1 to take a position with John Blechschmidt.

The bad check artist is still working on the florists. He added another victim to his list last week. W. A. R.

BUFFALO, N. Y.

The Market.

An oversupply has made itself evident for the first time in many months. Usually it lasts for only a few days and, with one or two exceptions, prices make no serious decline. During the last two weeks prices have been weak and, especially during the last week, it seemed as though old times were back again—the times when spring and summer stock brought barely enough to pay for the gathering. The explanation offered for these conditions has been that all gardens are in bloom, as we have had ideal weather for outdoor growth.

Various Notes.

John Kramer expects to take a two weeks' vacation in the hills of Canada, leaving this week.

L. H. Neubeck is installing concrete benches in his Main street greenhouses. F. P. A.

COLUMBUS, O.

The Market.

Trade has been brisk. Owing to the large amount of business, flowers have become scarce. Sweet peas and carnations are about gone. Roses, daisies, etc., are used as substitutes. All varieties of flowers are being used in funeral work, while an unusual number of dinner parties and social events help to use up the bright-colored garden flowers.

Various Notes.

Many florists are making a special \$1 box of assorted flowers for Saturdays.

A large picture of Governor Cox, of Ohio, holding a huge basket of American Beauty roses, in the Columbus Citizen and the Cincinnati Enquirer, was a good advertisement for the trade. Above the picture was the slogan, "Say It with Flowers." John Clark, of the Munk Floral Co., designed the basket and deserves credit for the wonderful advertising it brought the trade.

Rolf Zetlitz visited Columbus last week, inspecting his greenhouses and calling on members of the trade.

T. J. Ludwig had a run on funeral work and made two large double sprays July 16.

Mr. and Mrs. John W. Thompson are spending a short vacation in Parkersburg, W. Va. J. W. T.

DAYTON, O.

The Market.

The usual summer lull is prevailing and the florists are glad to get a rest. The weather has been wet for the last month and it has been difficult to obtain suitable soil to fill benches, but chrysanthemums are about all planted now. Outdoor gladioli are now plentiful, Halley and Chicago White predominating.

Club Meeting.

The Dayton Florists' Club held its regular meeting Tuesday, July 13, with

the largest attendance it has had in the last few years. Twelve new members were admitted.

The main topic before the meeting was Sunday closing. Some florists close all day Sunday, some close Sunday during July and August and others do not close at all. Members of the club who close Sunday are: Heiss Co., G. J. Horlacher, Abby Avenue Greenhouses, Schmidt & Son and C. F. Mahan.

A committee was appointed to arrange for a picnic to be held early in August.

Various Notes.

Miss F. W. Ritter had a large decoration July 17 for the new City National bank.

E. E. Jenkins is cutting a large quantity of gladioli.

PITTSBURGH, PA.

The Market.

Pittsburgh would be an ideal place for anyone to spend a vacation as far as weather is concerned. We have had no hot weather as yet this summer. As a result, flowers of all kinds have been better than the usual summer stock.

There are still some good carnations on the market and there never were better roses for this time of the year. Large quantities of gladioli and lilies make up most of the stock, but some sweet peas, zinnias, calendulas and other outdoor stock help to make variety.

June closed a wonderful six months' business and if July continues as it has started, it will be a record-breaker. Everything is cleaning up every day and the wholesale men are not worried, as the garbage man is not getting his usual summer loads.

The supply business is particularly active for summer. Judging by this, the trade generally is preparing for a good season next fall.

Various Notes.

Benjamin Elliott sent his wife and daughter to Cottage Grove, Ore., to visit Mrs. Elliott's father, John Bader. He was to follow about the middle of August, but he got lonesome and left Sunday, July 18, to see the folks.

James McCarthy, of the Pittsburgh Cut Flower Co., has returned from Atlantic City and says that it is a fine place, but expensive.

Sam Gidas, of the Oakland Flower Shop, has been spending a few weeks in Ohio, at Dayton and Akron. He expects to go to Atlantic City for the rest of his vacation.

A letter from Los Angeles states that Fred Burki is convalescing and hopes soon to be restored to health, when he will pay Pittsburgh a visit. The Pittsburgh Cut Flower Co. is making some improvements and he wants to see what it is doing. W. A. Clarke has returned to his post after a trip to Portland, Ore., to the Shriners' convention and is loud in his praise for the Portland people as entertainers. He said that the flower fete there was beyond the conception of anyone who had not seen it.

Edward McCallum and Ed Nigel have been spending some time trout fishing in the northern part of the state.

William Usinger and his bride are visiting his mother before going abroad.

Miss Hutchinson, who presides over William Turner's Wilkinsburg store, has just returned after four weeks in the

hospital. Mr. Turner is increasing the size of his range with a 24x150-foot Moninger greenhouse, to be used for general purposes.

A. W. Smith, Jr., of the A. W. Smith Co., took his family to the seashore last week for the summer. He is too busy to stay away from Pittsburgh long.

The Elliott Nursery Co., has purchased about seventy-five acres of land near Aspinwall, Pa., which is being made ready for planting nursery stock. The Springdale place was too small to take care of the increasing business.

Miss Nellie G. King, of Homewood, after her best year in the business says all the vacation she will take will be in her car.

C. A. W.

TORONTO, ONT.

Business has been good for this time of the year, many weddings adding to the volume of business. Many of the florists are taking advantage of the slack season to make many needed improvements in their stores or to redecorate. Others are taking fishing trips to the northern lakes or are making the rounds of American cities, chiefly New York, with a run to Atlantic City.

The annual picnic of the Toronto Retail Florists' Club, which is the big event of the year, was held at Memorial park, Hanlan's Point, July 14. Although

leaving on an enforced vacation for six weeks, due to ill health. His store will be under the management of B. Yavener during his absence.

John A. Bruce, a prominent seed merchant of Hamilton, died at Hamilton recently at the age of 91 years. He had been connected with the seed business in that city for over fifty years.

President Emery B. Hamilton, of the C. H. A., has received many communications from friends south of the border stating that they will be at the Hamilton convention in August. Among them are Philip Breitmeyer, Detroit; John Young, New York; J. J. Hess, Omaha, and W. F. Gude, Washington.

J. J. H.

CHICAGO BOOSTS F. T. D.

The advertising in the Chicago newspapers last week by the Allied Florists' Association was devoted to what had formerly been used as an incidental part of its copy. The familiar calendar with the query, "Whose Birthday Comes in July?" was used to call to the public's notice the florists' telegraph delivery service. So important and fertile a branch of the trade's activity is this, in the minds of the directors of the Chicago campaign, that it merits the use of funds contributed, not by retailers alone, but also by growers and

Whose Birthday comes in

JULY 1920

	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**A Novel Service
Flowers via Wire**

Say it with Flowers

Through a highly organized system operating between reputable Florists all over the U. S. and Canada, you can have Flowers delivered in any city or town, all within a few hours' time after you place the order. **ALLIED FLORISTS' ASS'N OF ILLINOIS**

How Chicago Florists Are Boosting the Retailers' Business.

it rained all morning and probably kept a great many away, there were nearly 300 present and second tables had to be set at the supper. There was a long list of sports carried out under the capable direction of E. Sanderson. All the races were keenly contested. The opening baseball game showed the retailers to be the masters, but the growers reversed the decision in the tug of war. There was a large attendance of growers from Toronto and florists from Hamilton, who expressed themselves as having greatly enjoyed the picnic.

George Yavener, Arcade Florist, is

wholesalers. In this instance the Chicago association, far from confining its efforts to promoting sales in the local market, is spending its money to advertise a part of the florists' business which will aid other markets rather than its own. So altruistic have become the trade's local cooperative campaigns.

BRIEF ANSWERS.

F. J. G., Mo.—They are not scales, but spores. Pinching carnations in the field is to induce branching; plant in the benches.



FLORISTS' REVIEW

Established, 1897, by G. L. GRANT.

Published every Thursday by
THE FLORISTS' PUBLISHING CO.,
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Advertising rates quoted upon
request. Only strictly trade ad-
vertising accepted.

Results bring advertising.
The Review brings results.

MORE people are looking for jobs now than were a month or two ago.

NEVER has the trade ended a season in such good shape financially as this year.

SUMMER is a good time to close your store on Sunday—and then don't open it again in the fall.

REPORTS indicate a gradual resumption of former efficiency by workers, though per capita output is still far from normal.

FAVORABLE crop conditions, despite the poor outlook earlier, brighten the business prospect of the trade in the middle west.

TRANSPORTATION difficulties are hindering production in the glass factories, while the demand for their output increases.

BETTER fuel conditions are hoped for as a result of the interstate commerce commission's extending for thirty days the priority order regarding the distribution of coal cars. Hope is all that has been stimulated so far.

THE managing director of the American Wholesale Coal Association lifts a lone voice to state his disbelief of a coal shortage. He may possibly be right, but the grower would prefer to see part of the nation's adequate supply in his storage bins.

A LIST of sixteen special prizes has been sent out by Secretary C. W. Johnson to be offered at the exhibition of the Chrysanthemum Society of America at Washington, D. C., November 10 to 14. The show, to be held in conjunction with the Washington Florists' Club, will be at the Old Masonic Temple, at Ninth and F streets, N. W.

PERHAPS nothing speaks more plainly of the steady increase in the telegraph delivery of flowers than does the rapid increase in the number of cards in the Pink Part of The Review. There are several new ones each week, four this issue, yearly orders, and they all came without direct solicitation—because readers of the paper recognize the Pink Part as a business bringer. W. E. Trimble, Princeton, Ill., wrote: "You may for a time omit all our ads except the one in the Pink Part; that's the real ad and it must continue indefinitely."

THERE has been a notable increase, in recent weeks, in the number of eastern readers who are using classified ads in The Review, not only to move surplus stock but as a means of building up profitable, steady wholesale mail-order business.

MAY CONTINUE EXPRESS UNION.

Florists who hoped for an improvement in express service when the present combination should be unscrambled and the old companies continue separately see less chance for that occasion. Approval of the interstate commerce commission was asked last week by the American Railway Express Co. of its continued operation as a consolidation of the Adams Express Co., American Express Co., Wells Fargo & Co. and the Southern Express Co. George C. Taylor, of New York, president of the consolidated organization, said \$31,000,000 was needed for equipment and additions to existing facilities. This sum could be obtained from bankers, he said, if the consolidation was continued, but it would be difficult for the constituent companies to finance themselves. The probable action of the interstate commerce commission is not predicted.

TRANSPORTATION AND PRICES.

The two overshadowing factors in florists' calculations now are the trend of prices and the transportation congestion. Whether growers can obtain sufficient coal for adequate flower production depends largely upon the former. Upon the latter rests predictions of a successful year ahead for this trade. The two important business aspects are treated in the latest Dun's Review as follows:

"Recent betterment of agricultural prospects has not failed to affect business sentiment favorably, but crop considerations are not the governing factor in the immediate situation, and the advance toward midsummer finds the lull in commercial activities continuing. While some of the present slowing down is seasonal and is therefore not unexpected, yet the compelling reasons for the existing quietness still appear in price uncertainties and in railroad drawbacks. The freight tie-up, from which adequate relief is unfortunately slow in developing, causes inconvenience and concern to many interests, and not only serves to prevent some transactions that might otherwise be consummated, but also tends to restrict outputs and to further inflate some prices. Inability to promptly obtain needed supplies of fuel is embarrassing to dependent industries, and the accumulation of product at manufacturing plants threatens shut-downs in various instances, the piling up of materials at steel works having reached burdensome proportions.

"Important as the element of transportation congestion is, however, the price question remains the overshadowing feature, and now has an increasingly potent influence in shaping current and future business operations. With the conviction growing stronger among buyers that the main price movement will be downward until more normal levels are established, hesitation in entering upon forward commitments has become practically general, and considerable machinery is idle in textile mills and elsewhere because of lack of orders.

Not only are price declines this week again in the majority, but openings of new lines of some goods for advanced seasons have been announced at appreciable reductions in quotations, thus demonstrating the changed attitude of sellers, and predictions of higher prices to follow in certain quarters do not obscure the fact that many markets are now yielding. Reflecting the price readjustments and the shrinkage in volume of business, bank clearings at different points now disclose a narrowing of the margin of increase over last year's figures, while the recent rise in the commercial mortality has been such as to compel attention."

COAL MEN BLAME RAILROADS.

Progress in obtaining coal for greenhouse bins has been so small thus far in July that it may be called none. Traffic congestion is still blamed for the shortage of fuel. The coal men have raised their voices high in execration of the railroads, contending that the car supply is still far from what it should be. Mine operators have stated that enough coal can be mined to meet the fuel requirements of the nation. The car question is the sole stumbling block, they say. The shortage has been estimated at 250,000 open top cars. Only a small fraction of this number is now being constructed, and it will be some time before they will be ready for use.

There is even talk of a resumption of government control over coal if conditions are not remedied. It is rumored that the president may appoint a fuel administrator to deal with the situation with war-time powers. Members of Congress, who voted to deprive the executive of the powers of war legislation, are urging such an appointment. It is believed, however, that no action will be taken at Washington until more time has been given for the situation to clear.

What is said to be an up-to-the-minute report on conditions in the coal fields was submitted this week by the committee of bituminous coal operators to the conference of railway executives and operators, which has been meeting in New York and discussing plans to relieve the fuel shortage. The report states:

"The coal-producing districts of Pennsylvania, Maryland, West Virginia, eastern Kentucky and Ohio since April, 1920, have been able to ship only about three per cent more coal than in 1919.

"The market demand on this territory requires shipments of about 28,000,000 tons of bituminous coal per month, but the shipments from the mines supplying this territory for April, May and June have averaged only about 23,000,000 tons per month, simply because not enough railway cars have been available at the mines to make the shipment required.

"The situation requires an immediate minimum increase of twenty-five per cent in shipments from the mines of the coal fields mentioned. Current shipments from the mines must be increased by a minimum of 5,000,000 tons monthly.

"The mines in the fields under discussion have sufficient developed capacity, with men and machinery entirely adequate, to produce and ship more than the total quantities required. Primary limitation on shipments has been and is a lack of railroad cars to move the product from the mines."

OBITUARY

Edwin Hicks.

Edwin Hicks, head of the Hicks Nurseries, at Westbury, N. Y., died at his home, in Westbury, Saturday, July 17, in the eightieth year of his age. For fifty years he had been active in the business founded by his father, Isaac Hicks, in 1850. In his youth he was a teacher of mathematics in the Brooklyn Polytechnic Institute, and during his business career at Westbury he served for many years on the school board of his district. He was the inventor of many appliances used in the business of tree-moving, and was really the pioneer in this now important branch of the nursery business. J. H. P.

John A. Bruce.

John A. Bruce, head of the seed house of John A. Bruce & Co., Ltd., Hamilton, Ont., died recently at his home at Hamilton at the age of 91. The firm of John A. Bruce & Co. was established in 1850 and has been known as the pioneer seed house of Canada. Mr. Bruce was widely known and was looked upon as one of the leaders in the trade in the Dominion.

NEW YORK.

The Market.

The market has now entered a period when demand is small indeed. This condition is apparent year after year at the same time, heretofore attended with a great deal of waste. Most of the wastage now to be noticed might have been avoided with a little discretion. For instance, one or two growers of gypsophila evidently believed that the market could absorb immense quantities of this material, and it came in most liberally, some sending in one shipment as many as nearly a thousand bunches. Probably the thought never occurred to these shippers that such material was purchased largely for gratuitous disposal, just as a retailer would throw in a little green stuff. It was not even in the stevia class, used largely for the same purpose, but always fragrant. Consequently, huge, smelly masses of gypsophila taxed the garbage barrels of many commission men. Delphinium growers have also suffered, not because of the quality of their stock, but for the reason that their choice of varieties was not of the best. Growers of herbaceous stock should always remember that color counts for a good deal. Outdoor gladioli are arriving in good quantity, with the usual possibility of more than half of the florets not opening. While about three weeks late, nobody has mourned the tardiness of the gladiolus season.

Roses are not particularly abundant, but the demand for them, as for everything else, is light. American Beauty is plentiful enough to go around, with \$25 per hundred top price in the special grades. Hybrid teas, also in quantity, meet the demand, with prices varying from day to day according to the call. Monday, July 19, the range was about 50 cents to \$8 per hundred, with movement fair. Much open stock is moved at minimum figures.

Few carnations are available, and

most of the arrivals have little value as far as quality is concerned. The price range is 50 cents to \$15 per hundred.

Easter lilies are somewhat plentiful, and the quality of arrivals is quite good for the time of year. About \$8 to \$12 is the range of prices. Lily of the valley has shortened up, but there is quite sufficient to meet the ordinary demand, at \$2 to \$8 per hundred sprays.

Cattleya orchids in supply seem to break evenly with the demand, and 50 cents to \$1.50 per flower is about the range for the better grades, with culls down to 25 cents. A few cypripediums are coming in, but seem to be kept at an asking price without sign of movement.

Sweet peas are plentiful at 25 cents to 75 cents per hundred, with outdoor stock largely in evidence. Snapdragons, calendulas, delphiniums, cornflowers and bouvardia are offered at various prices, according to quality.

Various Notes.

Recent news from C. H. Totty, of Madison, N. J., is to the effect that he is enjoying his visit in France. The roses at Bagatelle evidently have not escaped his observation.

Edwin Hicks, head of the Hicks Nurseries, Westbury, L. I., died Saturday, July 17. Fuller notice appears in the obituary column. J. H. P.

INDIANAPOLIS, IND.

The Market.

Summer business has been holding up fairly well. The last week, however, it has dragged a little and caused a surplus of roses. These can now be purchased at \$2 to \$6 per hundred, which is the lowest they have been in over a year. Carnations have deteriorated until they are now practically gone. A few inferior ones are available at \$2 and \$3 per hundred.

Gladioli are usually plentiful at this time of the year, but this year fewer are seen. The dark colors predominate and the prices are \$10 and \$12 per hundred. Easter lilies are in evidence and sell at \$1 to \$2.50 per dozen. These are in fair demand for funeral work. Strawflowers are conspicuous at 25 cents per bunch. Various miscellaneous flowers are seen, but are in little demand. In this class are zinnias, marigolds, pansies, daisies, early phlox and foxglove. Baby's breath is in bloom and, as usual, is in good demand.

Various Notes.

All Indianapolis flower stores are closing on Sunday. The florists are proud of the fact and hope that it can be observed not only during the summer, but all the year. The public seems perfectly satisfied with the idea and business has not suffered.

Lee Rickenbach and John Grande are cutting good gladioli.

The local aster crop has been a failure.

O. E. Steinkamp and Mr. and Mrs. E. E. Temperley are home from their trip west with the Murat Shriners.

Theodore Kuebler, Jr., is in the hospital, undergoing an operation.

The heavy rains are causing a splendid growing season for carnations.

Baur & Steinkamp are busy shipping poinsettias. Their new greenhouse is progressing well.

From all reports near and far, L. E.

Hitz, Madison, Ind., is unequalled when it comes to knowing how to entertain. He had charge at the meeting of the Indiana State Florists' Association, July 14, at Madison. E. E. T.

DENVER, COLO.

The Market.

There is not much change in the market since last week. Prices are about the same and there is practically enough of everything to go around. Carnations are rather poor and are approaching a scarcity. Roses are smaller, due to the hot weather. A better grade of sweet peas is coming in now. Gypsophila, cornflowers and gladioli make up the list of outdoor stock.

Various Notes.

The parking in front of Fred Maler's place is a delight to all who see it. The entire length of a city block has been thickly planted with young spruce. Passing there in the early morning, one has the impression of being in the mountains.

The Elitch Gardens Co. has started an addition to the boiler room. A new boiler is to be installed and the whole steam system in the rose range overhauled. An 80-foot brick stack will be built. Harry Harlow, foreman of the company, is spending a two weeks' vacation on the Gunnison.

N. A. Benson recently purchased a new residence in the Washington park district.

Conrad Lengenfelder has commenced cutting from his young carnation plants. R. E. H.

CHICAGO.

The Market.

The shipping demand continues unusually strong for the time of year and every now and then there is a spurt in city trade, which shows that the people are still buying flowers upon occasion. Of course average prices are much lower than last month, the quantity of stock handled is less and the aggregate of sales is small compared with a winter month, but on the whole business is good for July. This is particularly true of the out-of-town demand. The shipping orders are not so large as during the winter, but they are much more numerous than in any previous summer. The trade is a little more spasmodic than when the use of flowers is not so largely for funeral work, but the out-of-town demand continues to be, as in times of most active business, the mainstay of the market.

The weather has been a favorable influence. Except for an occasional brief hot spell, the trade in the Chicago territory has been enjoying cool weather, highly beneficial to stock in the greenhouses and fields and an aid to its satisfactory distribution. It is the general opinion that roses are of better average quality than at this time in any previous year. A part of this is due to the now general use of the newer varieties, which are all-the-year-around roses rather than croppers or short-season varieties. The result, however, is another demonstration of the old saying, "Produce the goods and the demand will come." It is coming, daily. During the last week there has been some reduction

Fancy Gladioli

Including Myrtle, the best of the early varieties, in large supply—from the grower who holds the largest stock of Myrtle bulbs in existence. A pleasing pink, quite distinct; fine large flowers. Once you try Myrtle you are sure to want it right along.

Lilies

Our Lilies are grown by a Lily Specialist, who sends them to us every day in the year. You can get good Lilies at Amling's any time you wire for them, but it will be better to arrange for frequent regular shipments

Valley

This is headquarters—a daily supply of the best grade. Why not place a standing order?

Colored Pond Lilies

The only supply in this market; \$10.00 and \$12.00 per 100. Fine for summer water windows.

CURRENT

AMERICAN BEAUTIES

	Per doz.
Long stems.....	\$6.00
Stems 30 to 36 inches.....	5.00
Stems 24 to 30 inches.....	4.00
Stems 18 to 24 inches.....	3.00
Stems 12 to 18 inches.....	2.00
Stems 12 inches..... Per 100	\$4.00 @ 8.00

ROSES

	Per 100
Premier, Russell, special	\$20.00 @ \$25.00
Premier, Russell, medium ...	15.00 @ 18.00
Premier, Russell, select	10.00 @ 12.00
Premier, Russell, short	4.00 @ 8.00
Columbia, special	15.00 @ 18.00
Columbia, medium	10.00 @ 12.00
Columbia, select	6.00 @ 8.00
Columbia, short	4.00
Milady, medium	15.00
Milady, select	8.00 @ 12.00
Milady, short	4.00 @ 6.00
Montrose, medium	15.00
Montrose, select	10.00 @ 12.00
Montrose, short	4.00 @ 6.00
Ophelia, special	15.00
Ophelia, medium	10.00 @ 12.00
Ophelia, select	6.00 @ 8.00
Ophelia, short	4.00
Dbf. White Killarney, med. , 15.00 @ 20.00	
Dbf. White Killarney, select , 10.00 @ 12.00	
Dbf. White Killarney, short .. 4.00 @ 8.00	
Sunburst, special	18.00
Sunburst, medium	12.00 @ 15.00
Sunburst, select	8.00 @ 10.00
Sunburst, short	4.00 @ 6.00

Extra special roses billed accordingly.

E. C. AMLING CO.

Headquarters for Greens

The Largest, Best Equipped and Most Centrally Located Wholesale Cut Flower House in Chicago

Choice Roses

Premier, Russell, Columbia, Sunburst,
Double White Killarney, Ophelia, Milady

These Roses are excellent summer quality—they are de-

pendable shipping stock and their use will enable Retailers everywhere to increase the volume of their July and August sales—forget forever any old idea that there are no good Roses with which to keep your business up in summer.

Try Victor, deep pink; Butterfly, pink; Golden Rule, yellow; Crusader, red—Now offered in moderate supply.

PRICE LIST

CORSAGE ROSES		Per 100
Cecile Brunner.....		\$2.00
CARNATIONS		Per 100
Large and Fancy.....		\$3.00
Average Grade.....		2.00
Laddie.....		6.00
LILIES		
Giganteum..... doz.,	\$ 1.50 @	\$ 2.00
"..... 100.	10.00 @	15.00
PEONIES		Per 100
Select.....	\$4.00 @	\$ 6.00
Fancy.....	8.00 @	10.00
MISCELLANEOUS		Per 100
Pond Lilies, colored.....	\$10.00 @	\$12.00
Bachelor's Buttons, double.....	1.00 @	1.50
Valley.....	10.00 @	12.00
Daisies, white.....		2.00
Gladioli.....	8.00 @	10.00
Delphinium Belladonna.....		6.00
Coreopsis.....	1.00 @	1.50
Yarrow..... per bunch		.25
Candytuft..... per bunch		.25
GREENS		
Ferns, new..... per 100, 25c; per 1000,		\$2.50
Plumosus..... per bunch,	\$0.50 @	.75
Sprenger..... per bunch,		.50
Adiantum, fancy long..... per 100,		2.00
Smilax..... per doz.,		4.00
Salax..... per 100, \$0.25; per 1000,		2.00

Prices Subject to Market Changes.
Store Open from 7:30 A. M. to 5 P. M.
Saturday to 8 P. M. Closed on Sunday

NOTE—Order Early

We close at 5 p. m. It then is only 4 p. m. in places that are not "saving daylight." Send orders in time.

169-175 N. Wabash Ave.

Long Distance Telephone

Central 1978
1977
1975

CHICAGO, ILL.

GEO. C. WEILAND, President
 FRED SCHRAMM, Vice-President
 RUDOLPH ELLSWORTH, Secretary
 CHARLES McCAULEY, Treasurer

Our Customers Want—and

The Chicago Flower Growers Association

WHOLESALE GROWERS / CUT FLOWERS / PLANTS

182 N. Wabash Avenue

Chicago

L. D. Phone Randolph 631

You'll Be Glad if You Order "Glads" of Us

Our local crops are being cut—we shall have a constantly increasing supply from now until September. These are flowers grown for cutting by florists—not for the bulbs—and the list of varieties includes all the newest and most popular colors. Order some today and see how useful they are. We shall aim to make you an all-season buyer.

Roses

Choice Special and Extra Special Russell and Milady

The Rose is one of the most dependable flowers for shipping in warm weather and we have arranged for a large supply of specially grown Roses for summer cutting. Place a standing order and be assured of your daily supply.

Lilies

Fine Giganteums from Chicago's Most Successful Grower

These are the flowers which make the most show for the money. We have fine stock in quantity. Can fill all orders. You can have them shipped in bud for stock, or open for immediate use. Better have some always in your icebox.

Get—the Best There Is

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS / CUT FLOWERS AND PLANTS

182 N. Wabash Avenue

Chicago

L. D. Phone Randolph 631

CURRENT PRICE LIST

NOTICE

Retailers who want the Longest and Finest Mrs. Russell Roses to be found in America this month, order our Extra Special grade and give a day's notice if possible.

	Per 100
Premier	Extra Special.. \$25.00 Special.....\$15.00 to 20.00 Long 10.00 to 12.00 Medium..... 8.00 Short..... 6.00
Russell	Special..... \$25.00 Long\$15.00 to 20.00 Medium..... 10.00 to 12.00 Short..... 6.00 to 8.00
Dunlop	Special..... \$25.00 Long\$15.00 to 20.00 Medium..... 10.00 to 12.00 Short 6.00 to 8.00
Milady	Special \$20.00 Long \$15.00 to 18.00 Medium..... 10.00 to 12.00 Short..... 4.00 to 6.00
Columbia	Extra Special.. \$20.00 Special.....\$15.00 to 18.00 Long 10.00 to 12.00 Medium..... 6.00 to 8.00 Short..... 4.00

	Per 100
Ophelia	Special..... \$15.00 Long\$10.00 to 12.00 Medium..... 6.00 to 8.00 Short 4.00
Sunburst	Special..... \$15.00 Long\$10.00 to 12.00 Medium..... 6.00 to 8.00 Short 4.00
White	Special..... \$15.00 Long\$10.00 to 12.00 Medium..... 8.00 Short 6.00
Mrs. Ward	Medium \$8.00 to \$10.00 Short 4.00 to 6.00
Butterfly	Long\$15.00 to \$18.00 Medium..... 10.00 to 12.00 Short..... 6.00 to 8.00

BRUNNER, the Miniature Rose\$2.00 to \$3.00 per 100

Miscellaneous Flowers

	Per 100
Carnations	Good stock \$ 2.00 Fancy stock 3.00
Valley	\$10.00 to 12.00
Daisies , white or yellow	1.00 to 2.00
Gladioli , good stock.. ..	8.00 to 10.00
“ extra fancy varieties.. ..	per doz., 1.50

Candytuft , colored, per bunch	25c
Coreopsis , per 100	\$1.00 to \$1.50
Feverfew , per bunch	25c
Giganteum Lilies , per 100.. ..	\$10.00 to \$15.00
Cornflower , blue, per 100.....	1.50 to 2.00

Decorative Greens

Ferns , new	\$2.00 per 1000
Adiantum	\$2.00 per 100
Plumosus50c bunch

Sprengeri35c to 50c bunch
Smilax	\$4.00 doz.
Galax	\$2.00 per 1000

Prices Subject to Change Without Notice

Order Early We close at 5:00 o'clock—at your place it probably then is **4:00 P. M.**

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA SUNBURST

Excellent Summer Roses

KILLARNEY WHITE KILLARNEY RICHMOND NESBIT BRUNNER

In Large Supply
Fine Quality in All Leading Varieties

GLADIOLI Use them now that Carnations are near the end of their season. Can supply fine quality. **GLADIOLI**

Easter Lilies, Coreopsis, Snapdragons, Sweet Peas, Daisies, Valley, Larkspur, Bachelor's Buttons, Feverfew, Candytuft, Calendula, Gypsophila and all other seasonable Cut Flowers, including Greens of all kinds.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House

J. A. BUDLONG CO.

WHOLESALE CUT FLOWERS AND GREENS

Roses, Valley and Carnations our Specialties

184-186 North Wabash Ave.
CHICAGO

WE ARE CLOSED ALL DAY SUNDAY

SHIPPING ORDERS GIVEN CAREFUL ATTENTION

**QUALITY
 SPEAKS
 LOUDER
 THAN
 PRICES**

**PRICES
 AS
 LOW
 AS
 OTHERS**

We are in constant touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

in the supply, now principally of Russell, Premier and Columbia, and the market is cleaning up well each day at rather better average prices than earlier in the month.

Carnations are on the downward path. The supply decreases each day, as one by one the growers clean out the houses for replanting, but what carnations there are show unusually good quality for the time of year. There are only a few asters as yet, with the probability that the supply will be light this season. There is, however, a rapidly increasing supply of gladioli. These are making excellent prices, compared with the figures of other years. Not especially good stock is selling readily, to city buyers, at as much as \$1.50 per dozen stalks and, occasionally, \$2. Pendleton is the variety most numerously seen.

Peonies hold out; they seem to be keeping unusually well this year, and several wholesalers will have them into August. Valley is not more plentiful, but is less in demand. The same may be said of cattleyas. Giganteum lilies have shortened up and are selling better than when the supply was large.

TOTTER

**Wholesale
 Cut Flowers
 and Supplies**



30 E. Randolph St.
CHICAGO
 Telephone Central 6284

Mention The Review when you write.

Outdoor flowers occupy a considerable place in the market, the supply and quality both having benefited by the cool weather and frequent showers. There are quantities of good outdoor snapdragon, zinnias, calendula, centaurea, cosmos, feverfew, gaillardia, coreopsis, daisies, larkspur, sweet peas, achillea, bachelor's buttons, etc. Gyp-

sophila and everlastings are being dried and stored against a time of need.

The greens situation is quiet.

Coal and Its Cost.

Coal continues to worry the growers, although in most cases they receive re-assurance from those from whom they buy. Quite a number of the growers in

ROSES

We have a large supply

Grown specially for July and August cutting. These crops will enable YOU to do a profitable Rose business all summer.

Russell	Premier	Columbia	Hoosier Beauty
Sunburst	Ophelia	Milady	White Killarney

FRANK W. DUNLOP, the Newest Rose

We have a daily supply of this popular novelty. Try it. You and your trade will like it. We can fill advance or standing orders.

Giganteum Lilies, \$1.50 and \$2.00 per dozen
\$10.00, \$12.00 and \$15.00 per 100

We have a large supply of the very finest quality, cut in various stages of development. During warm weather we ship in whitening bud stage unless open Lilies are ordered.

Gladioli, \$6.00, \$8.00 and \$10.00 per 100
The best and newest varieties

We recommend these flowers—fine for funeral work, decorations, vases and baskets. Good values at the prices quoted.

Choice Peonies

We offer the best quality—\$6.00 and \$8.00 per 100

Fancy Valley

A steady supply of the best quality. You can, of Randall's, get all you need. \$8.00 to \$10.00 per 100

Gypsophila

All you want of it—stock up—order a quantity now.
 50c and 75c per bunch.
 Double, for drying, large bunches, \$1.50 each

Asters

A limited quantity now available at \$4.00 to \$5.00 per 100. Arrivals increasing daily.

In ordering of Randall you have the assurance that you have back of you the largest supply in America.

A. L. Randall Co.

180 N. Wabash Ave.

CHICAGO

L. D. Phone Central 7720

Gladioli, Asters, Peonies

Gypsophila, Roses, Lilies

Larkspur, Coreopsis, Gaillardia, Daisies

AND ALL OTHER FLOWERS IN SEASON

Our Prices Never Are Higher than Others Ask for an Equally Good Grade of Stock.

ERNE & COMPANY

30 E. Randolph St.

WHOLESALE FLORISTS
L. D. Phone Randolph 6578

CHICAGO

Mention The Review when you write.

the surrounding towns report that they have received bills for considerable coal which has been shipped but not yet arrived. Several know where their cars are, on sidings not accessible to teams. It is a quite general report from those who come in from the country that the sidings just outside the city are full of cars of coal, much of which has not moved for weeks. Those who use eastern coal do not seem to be as well situated as the ones who burn southern Illinois or Indiana fuel. The price is occasioning as much concern as the slowness of delivery. If flowers do not bring big prices next winter the growers will lose money.

One of the local newspapers has a reporter each day ask the same questions of five persons on the street, and publishes their answers. July 20 the question was, "Have you laid in your winter coal?" Among the answers was this:

M. G. Redding, 822 Wrightwood avenue, florist—I have laid in fifteen tons. If that isn't enough I am going to hit the road for some hot spot.

That seems to be the general idea among those who are footloose.

Flower Growers' Annual Meeting.

The annual meeting of stockholders of the Chicago Flower Growers' Association was held at the company's office July 15. The reports were so satisfactory that the five directors whose terms expire this year were unanimously re-elected. They are George C. Weiland, R. C. Ellsworth, Charles McCauley, Joseph Schoos and Paul R. Klingsporn. The four holdover directors are Anton Then, Edward Meuret, Fred Stielow and Fred Schramm. After the stockholders had adjourned the directors organized for the year by reelecting all the officers except Vice-president Meuret, who has sold his greenhouses and who plans a good rest from business cares. In his place Fred Schramm was chosen. The other officers are: President, George C. Weiland; treasurer, Charles McCauley; secretary, R. C. Ellsworth; manager, Paul R. Klingsporn.

Various Notes.

O. W. Frese has sent a notice to all the customers of Poehlmann Bros. Co.:



You can have in your store, like these,

ROSES

All varieties—All lengths—
Best quality

We also offer Gladioli, Lilies, Larkspur, Asters and all other stock in season in large supply for you.

New Ferns and other Greens

A. T. Pyfer & Company

Our Motto: "Nothing is too much trouble to please a customer."

164 NORTH WABASH AVENUE

CHICAGO, ILLINOIS

ROSES

RUSSELL, SUNBURST, OPHELIA, KILLARNEY and WHITE KILLARNEY

Not only PLENTIFUL, but of QUALITY; also a fine grade of CARNATIONS

Buy Direct From the Grower

Current Price List

Subject to change without notice

MRS. CHAS. RUSSELL and PREMIER		Per 100
Specials	\$20.00 to \$25.00	
Select	15.00 to 18.00	
Medium	10.00 to 12.00	
Short	5.00 to 8.00	
OPHELIA, MILADY and SUNBURST		Per 100
Specials	\$15.00	
Select	\$10.00 to 12.00	
Medium	6.00 to 8.00	
Short	4.00 to 5.00	

COLUMBIA		Per 100
Specials	\$15.00 to \$18.00	
Select	10.00 to 12.00	
Medium	6.00 to 8.00	
Short	4.00 to 5.00	
Killarney.....		Per 100
White Killarney... 	Specials.....	\$15.00
Killarney Brilliant	Select.....	\$10.00 to 12.00
Champ Welland... 	Medium.....	6.00 to 8.00
	Short.....	4.00 to 5.00
ROSES, OUR SELECTION.....		4.00

CARNATIONS—		Per 100
All Colors	\$2.00 to \$3.00	
Adiantum.....	2.00	

Asparagus, per bunch	\$0.35 to \$0.50
Ferns, per 1000.....	8.00
Galax, bronze and green, per 1000.....	2.00

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS!

PETER REINBERG

WHOLESALE GROWER OF CUT FLOWERS

30 E. Randolph St., PHONES: Central 2846 and 601 CHICAGO, ILL.

Use Our **EASTER LILIES** In Your Work

We have a large supply of fine quality

ROSES OF GOOD QUALITY **PEONIES** THAT WILL SHIP

GLADIOLI and all other stock in season.

You will find this a good source of supply.

ZECH & MANN

Wholesale Cut Flowers

30 East Randolph Street

CHICAGO, ILLINOIS

"Please take notice that Chicago time is one hour ahead of your time. Five o'clock Chicago is four o'clock with you. Send your telegrams an hour earlier to conform with our time. Wire your orders of importance; mail is slow." The range of the old Thompson Car-

nation Co., at Joliet, has been sold by W. B. Davis, of Aurora, to the J. W. Davis Co., of Terre Haute and Davenport. It will continue to be used for vegetables.

The "Mayor of Morton Grove," as August F. Poehlmann is known (he

really is president of the village board) is a frequent contributor of funds to the north shore towns through which the automobile road runs. Last week it was Evanston which charged him \$5 and costs for passing through too swiftly.

Who Cares

for the RETAIL FLORISTS ?
for the COMMERCIAL GROWERS ?
for the WHOLESALE MERCHANTS ?

We Do!

In our daily transactions with the Retail Florists, the Growers and the Wholesalers, our STANDARD OF ETHICS sets an illustrious example of CO-OPERATION in full accord with the aims of the

YOUR
PROTECTION



"Under Growers'
Supervision"

- (1) Society of American Florists
- (2) Florists' Telegraph Delivery Association
- (3) The Chicago Florists' Club
- (4) Wholesale Florists' Credit Association of Chicago
- (5) Chicago Wholesale Cut Flower Association
- (6) Commercial Flower Growers of Chicago
- (7) Chicago Retail Florists' Association
- (8) Allied Florists' Association of Illinois, and the prospective
- (9) American Growers' Association, an organization in the process of formation.

It is in the last FOUR YEARS that the CHICAGO CUT FLOWER MARKET has seen its GREATEST CHANGES.

KENNICOTT BROS. CO.,
Wholesale Dealers in Cut Flowers
174 N. Wabash Ave.
CHICAGO

H. B. KENNICOTT, Pres.
J. E. POLLWORTH, Sec'y and Mgr.

"THE PRINCIPAL LOCATION IN THE MARKET"

"WE DO
AS WE SAY"

James S. Kaelin, who recently sold his greenhouses at Niles Center to Edward Shimanek, is at Belvidere, Ill., where he is wrecking the Eldredge greenhouses, selling off a portion of the material. He plans to build a range in the autumn, but has not decided on his location.

Paul R. Klingsporn reports that George C. Weiland, of Evanston; Nicholas Dahm, of Morton Grove, and C. H. Ketcham, of Benton Harbor, all started cutting gladioli on the same day, July 15.

A. C. Kohlbrand left July 18 to join Mrs. Kohlbrand at Wooster, Mich., where the popular and efficient secretary of the Chicago Wholesale Cut Flower Association will spend a fortnight fishing.

M. C. Sadewater and J. McCarthy have taken the greenhouses at 6450 Ridge avenue, in the Rogers Park growing district, and will run them under the firm name of Sadewater & McCarthy. Each is an experienced grower. They have bought 10,000 chrysanthemum plants as a starter at stocking the place.

Visitors.

Florists frequently combine business and pleasure. Consequently vacation trips usually are made to centers of trade interest, with the result that in the quiet business season the visitors are most numerous. There have been large numbers of florists here in the last week, probably more than in any previous ordinary week. Many were out for pleasure only, but they visited the market just the same and many bought freely for later delivery, especially florists' supplies, lily bulbs,

Quincy Art Willow Ware Co.

600 Payson Ave. :: QUINCY, ILL., U. S. A.

Manufacturers of

FLORISTS' BASKETS

QUALITY
SPEAKS
LOUDER
THAN
PRICES

*Our Exhibit at
Cleveland
will be of in-
terest to you*

BUY
BASKETS
OF REAL
QUALITY
POOR BASKETS
DO NOT PAY

Mention The Review when you write.

cyclamen seeds, French and Dutch bulbs.

John M. Kunesh and Mrs. Kunesh, of Des Moines, Ia., have been here several days. At home Mr. Kunesh runs the greenhouse and Mrs. Kunesh, a most capable person, looks after the store, which is just being removed to a much larger room next door. They have been

busy visiting greenhouses and stores. Years ago Mr. Kunesh worked for local growers, but it is Mrs. Kunesh's first visit to the leading places here.

John Bertermann, of Bertermann Bros. Co., Indianapolis, Mrs. Bertermann and two granddaughters were the guests of C. L. Washburn and Mrs. Washburn July 19. They were on their

Another "McCallum" Branch

In accord with the vast extension policy of this Manufacturing and Florists' Supply House, we have added another Branch to our ever growing list. This latest addition to the McCallum branches is to take care of our good friends on the Pacific coast. Our location there will be in

San Francisco, Cal.
At 431 Bush Street

where we will maintain a large show room with a complete line of McCallum Baskets, Ribbons and Chiffons, Novelties and other items of interest to progressive florists. We hope every one of our customers within the vicinity of San Francisco will avail themselves of every advantage afforded by this new branch

The McCallum Company

DETROIT BRANCH 34 W. Elizabeth Street
CLEVELAND BRANCH 421 High Avenue
CINCINNATI BRANCH 112 E. Third Street
SAN JUAN, P. R., BRANCH . . 15 Luna Street
SAN FRANCISCO BRANCH . . 431 Bush Street

MAIN OFFICE AND
FACTORIES
PITTSBURGH, PA.

SUMMER ROSES

and all other Seasonable Flowers for particular buyers.

JOSEPH FOERSTER CO.

Wholesale Dealers in Cut Flowers
160 North Wabash Ave.
CHICAGO

JOHN KRUCHTEN

HENRY KRUCHTEN

JOHN KRUCHTEN CO.

(NOT INCORPORATED)

Wholesale Florists

30 East Randolph Street
L. D. Phone, Central 8016-8017-8018

CHICAGO, ILL.

way by automobile to Lake Geneva, Wis., where they will spend their vacation.

Harry Heintl and family spent a day

here while motoring from their home at Toledo to the old family home at Jackson-sonville, Ill.

Gerald Weaver, of Herrin, Ill., was

touring the market with friends, piloted by P. C. Schupp.

C. E. Gullett, of Lincoln, Ill., was here July 20. He is located in a coal coun-

SOMETHING NEW *for* SUMMER BUSINESS

DAINTY corsage bouquets of organdie flowers in pastel colors to be worn on summer dresses. We find these bouquets the greatest novelties in our shop, and are now in a position to wholesale them at prices from **\$15.00 to \$30.00 per dozen**. We feel confident they will prove as great an attraction and source of profit to you as they have been to us.

Order a dozen today

Muehlebach Flower Shop

KANSAS CITY, MO.

Mention The Review when you write.

PINEHURST FLORAL CO.

Successors to Geo. M. Kellogg Floral Co.

1121 Grand Ave.

Wholesale Florists

Kansas City, Mo.

CURRENT PRICE LIST

Roses	
Russell.....	Per 100, \$6.00 to \$25.00
Columbia.....	Per 100, 5.00 to 20.00
Ophelia.....	Per 100, 4.00 to 15.00
Sunburst.....	Per 100, 4.00 to 15.00
Richmond.....	Per 100, 4.00 to 15.00
Kaiserin.....	Per 100, 4.00 to 15.00
Hardy Peas.....	Per bunch, .35
Gypsophila.....	Per bunch, .50 to 1.00

Miscellaneous	
DAISIES.....	Per 100, \$ 1.00 to \$ 1.50
GLADIOLI.....	Per 100, 8.00 to 10.00
LARKSPUR.....	Per bunch, 1.00
Delphinium.....	Per bunch, .75 to 1.25
Adiantum.....	Per 100, 2.00
Sprengerl, Plumosus.....	Per bunch, .50
Candytuft.....	Per bunch, .50
Ferns.....	Per 1000, 8.00

Home Phone Main 2765
Bell Phone Grand 2765

Store closed all day Sunday. Open weekdays until 5:00 p. m.
Sunday shipping orders accepted at Greenhouses:
Pleasant Hill, Mo., Phone 18

OVER 500,000 FEET OF GLASS

try and isn't worrying. Many men, he says, see a reason for locating in that section for the winter, as steady earnings are assured there.

W. R. Reisinger, Cedar Falls, Ia., was in town last week. He calls his place on Rainbow drive the Rosewood Gardens and Greenhouses and his store on Main street is the Rosewood Flower Shop.

E. G. Lemke and wife, of the Grand Forks Floral Co., Grand Forks, N. D., have spent several days in learning all that is new in the leading places here. Mr. Lemke is the son of the pioneer florist at St. Paul.

W. P. McFarland, of Akron, O., has been here on an automobile trip with his family.

Among last week's visitors were F. W. Buthker, of Buthker Bros., Wapakoneta, O.; Mrs. J. C. Elsperrmann, of Evansville, Ind.; G. A. Karper, of the Ashland Floral Co., Ashland, O.; Wm. Metzger, Wenona, Ill.; A. L. Kirchengraber, Mattoon, Ill.; Henry Smith, of Grand Rapids; Mrs. Pearl Flanders and Mr. Flanders, of Ann Arbor, Mich.

NEWPORT, R. I.

The large greenhouses on the Hudson estate, on Bellevue avenue, which were recently sold to Samuel Smith's Sons, of Jamestown and Newport, are being

Cut Flowers Florists' Supplies

Everything New

We can furnish the goods at the right prices. Plenty of room now to carry a larger selection of everything for Florists' use.

July and August we close at 5 p. m. Not open on Sunday.

T. J. NOLL FLORAL CO.

1117-1119 McGee St. KANSAS CITY, MO.

Mention The Review when you write.

taken down for removal to the Jamestown property of the firm, where a new range of more than a dozen greenhouses is being built. The firm's old range on Narragansett avenue, at Jamestown, will be devoted entirely to pot plants and valley, while cut flowers will be

grown at the new houses. A tract of land containing nearly ten acres, adjoining the greenhouses, has been taken, which will be devoted to nursery stock. The firm is developing an immense business.

At the regular meeting of the New-

GLADIOLI

Kansas City, Mo. vs. Chicago, Ill.

I have been on the Chicago market for the past twenty years and have never seen such **FANCY GLADIOLI** as we are now handling.

L. R. BOHANNON

Kansas City Wholesale Cut Flower Co.

1108-1110 Grand Avenue, KANSAS CITY, MO.

Grand 3143 :: Main 6487

FANCY GLADIOLI

We will offer within the next three weeks 100,000 fancy CUT GLADIOLI, in choicest varieties,

Panama, Peace, Francis King, America and Pendleton

\$10.00, \$12.00 and \$15.00 per 100

Regular orders solicited. Careful packing and cut just right.

ROCK'S FLOWER GARDENS, Inc.

1106 Grand Ave., KANSAS CITY, MO.

port Horticultural Society Tuesday evening, July 13, plans for the September exhibition of the society were discussed. This exhibition will be held at the convention hall at Newport Beach on either September 8 and 9 or 9 and 10, according to the securing of the hall.

An action to recover \$75 on book account brought by K. Van Bourgondien & Sons, of Babylon, N. Y., bulb importers, against Samuel Smith's Sons, of Jamestown, was heard in the civil session of the District court here Tuesday, July 13. Samuel Smith testified that a consignment of Golden Spur narcissus bulbs shipped to him by the

Cut Flowers

GLADIOLI

Mrs. Chas. H. Claussen

2322 Newberry Street

Telephone Dav. 7665 **Davenport, Iowa**

H. KUSIK & CO.

Largest Shippers of
Fresh Cut Flowers
at Kansas City.

Florists' Supplies
Manufacturers of Wire Designs

**1018 McGee Street
KANSAS CITY, MO.**

plaintiffs, as agents, direct from Holland, arrived last fall some days later than agreed and were delivered while he was setting out other bulbs. On this account he did not unpack them until fifteen or twenty days after they arrived, although meanwhile they were kept in cold storage. When unpacked they were in bad condition, many being dried up and many of them rotten. He planted them, however, but they turned out to be practically worthless. He said that he already had paid for three unsatisfactory shipments from the plaintiff. Judge Baker gave a verdict for the defendant, saying that the plaintiff's testimony was indefinite and insufficient. W. H. M.

PHILADELPHIA.

The Market.

The supply of cut flowers exceeds the demand for them just as much as it did a week ago, with this difference: It is no longer roses that suffer; it is everything.

The heavy crop of short-stemmed roses is past; the growers are drying off some of their plants. Carnations are bringing less and less. Sweet peas are disappearing.

The summer flowers rule the market now. Of these, gladioli lead today. It seems that the dark varieties are a little earlier in blooming than the light. A good judge thought that eighty per cent of the gladioli coming in are dark. That is entirely out of proportion to the needs of the buyers, who would probably say that one-quarter dark colors and three-quarters light colors is about right. In consequence, many of the dark-colored varieties have been hard to market, even at low prices. Herada, a plum-colored variety, is the exception. It is an unusual color in gladioli, or any other variety of flower. It is exceedingly well grown and it is popular.

Asters increase as carnations decrease. They can now be had in all the aster colors. The flowers are fine and the prices are good.

While the crop of Easter lilies is not so heavy, it is still large. Most of them are nice, clean stock. Prices are a little better than the discouraging low figures of the week before.

The character of the other flowers is changing. Snapdragons are almost useless now. There is a little short-stemmed delphinium. The small outdoor flowers, so useful a month ago, are disappearing.

Business is fair, but, with so large a supply, it is discouraging to the salesmen, who were now ready for their vacations.

A Spectacular Sale.

Preface.—When the department stores first encroached on the florists' plant field there was war in our camp. The retailers charged the growers with cutting prices to their enemy, greasing the palm of the department store and doing other unlawful things. Feeling ran so high that the words ostracize and boycott became as familiar as palm and fern in retail circles. It was even said that the genial Robert Kift had cut his friend dead and had refused to be mollified until assured by Mr. Ball on his knife that he would not sell and never had sold to a department store any cheaper than to a retail florist. All

THERE IS EVERY INDICATION OF A BETTER SUPPLY OF CUT FLOWERS

The cut of **GLADIOLI** is increasing and we have them in all colors.

Good stock and varieties. . \$6.00 and \$8.00 per 100
Novelties.....\$10.00 per 100

The supply of **ASTERS** will be larger and the flowers show an improvement in quality.

EASTER LILIES are a staple article with us. We can furnish them by the thousands without notice. You will find them the **BEST** you ever handled. \$15.00 per 100.

If you are short of **CARNATION PLANTS** look for our classified advertisement. They are ready for delivery **NOW**, or we can ship them at your convenience later.

Business Hours 7 A. M. to 4 P. M.

THE LEO NIESSEN CO.

Wholesale Florists

Branches:
BALTIMORE
WASHINGTON

1201-3-5 Race St.

PHILADELPHIA

BERGER BROTHERS

PREMIER, COLUMBIA, and other Good Roses

GLADIOLI
ASTERS

DELPHINIUMS
EASTER LILIES

With our improved service we can handle additional consignments of good stock to advantage.

We close daily at 4 p. m. Saturdays at 1 p. m.

1609 Sansom Street

PHILADELPHIA

GLADIOLI

Herada A beautiful shade of
Lavender and Plum

Pendleton, Myrtle, Halley and all seasonable flowers

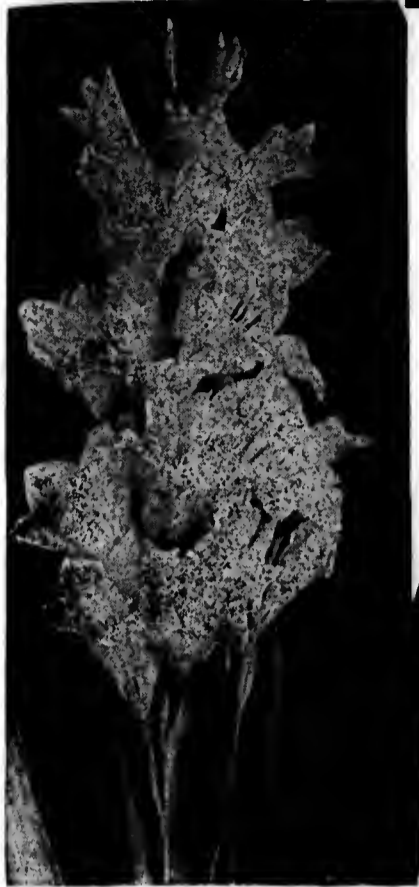
Philadelphia Cut Flower Co.

GEORGE AEUGLE, Prop.

1517 Sansom Street

::

PHILADELPHIA, PA.



Two summer flowers we can recommend—
good shippers, good keepers, good sellers—



Gladioli

The newer and better kinds of Gladioli, wonderfully well grown, in any quantity, all shades, **\$4.00, \$6.00, \$8.00 per 100**

Easter Lilies

The choicest that can be produced, **\$15.00 per 100**

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

BUSINESS HOURS: 7 a. m. to 4 p. m. and Saturdays, 7 a. m. to 1 p. m.

S. S. PENNOCK COMPANY

1608-20 Ludlow St., PHILADELPHIA, PA.

NEW YORK
17 West 28th Street.

BALTIMORE
Franklin and St. Paul Sts.

WASHINGTON
1218 H Street, N. W.

All Seasonable Cut Flowers

WM. J. BAKER

Wholesale Florist

12 South Mole Street, Philadelphia, Pa.

Mention The Review when you write.

Sweet Peas

ROSES, CARNATIONS and other stock
of the finest quality.

JERRY BROOKINS & SON

Orchard Park, N. Y.

Mention The Review when you write.

THE HOUSE OF MERIT

FLORISTS' SUPPLIES

JOS. G. NEIDINGER CO.

1309-11 N. Second Street

PHILADELPHIA, PA.

Mention The Review when you write.

GRAVE MARKERS

Stein's Floral Supply Mfrs. 2223 N. Front St., Philadelphia.

Mention The Review when you write.

that is changed now. The department store plant sales are a recognized part of the business; they excite little comment beyond the interest of the wide-awakes as to prices and results.

It is an unwritten law in department stores that no plant sales be arranged for the months of July or August. People are away. It is dull. Imagine, then, the surprise felt in floral circles when it became known that N. Snellenburg & Co. were advertising a large plant sale beginning Monday, July 19. Three large truck loads of plants opened the sale on Monday morning—a sale remarkable for the fact that the plants were of high quality and that not less than 100 of a size was offered at the start. Inquiry brought out the fact that the plants all came from the Robert Craig Co. Robert A. Craig said that

EDWARD REID

Summer Flowers

"Glads," Asters, Roses—
Victory (Kaiserin), Russell, Ophelia, Columbia, White Killarney, Premier

Remember—When They're Reid's They're Right

1619-21 Ranstead St., PHILADELPHIA, PA.

Gladioli

Roses, Carnations, Asters, Feverfew, Candytuft and all kinds of greens.

We want your business.

THE PHILADELPHIA WHOLESALE FLORISTS' EXCHANGE
1615 Ranstead Street, PHILADELPHIA

Roses
Cornflower
Centaurea
Gladioli

CHARLES E. MEEHAN
5 South Mole Street,
PHILADELPHIA, PA.

PLUMOSUS
Strings and Bunches
ADIANTUM
and Greens
of all kinds

the order, a quite large one, was taken at the regular wholesale price, with a trifling concession allowed.

To say that the street was staggered is putting it mildly. Carter is a wizard, but can he do it? A thoughtful business man explained Mr. Carter's move in this way: People are at home this summer. The prices of the cottages and apartments at the seashore are so

high that many of them are still vacant. There is a good chance of doing now what has never been done before.

Mr. Carter, who manages the glass, china, cut flower and plant departments of N. Snellenburg & Co. and who travels abroad for this house, said he meant to put a plant on every porch in the city.

The advertisement of the sale is a gem. Prices are always given, both the



"Say it with Flowers"

Emphasize it with RIBBONS

**QUALITY — ORIGINALITY — SERVICE
RIBBONS and CHIFFONS**

LION AND COMPANY, 118-120 East 25th Street, New York

Watch for Our Exhibit Booths

Nos. 6 and 7

—AT—

S. A. F. Convention, Cleveland, Ohio

AUGUST 17th, 18th and 19th, 1920.

**PITTSBURGH CUT FLOWER COMPANY
PITTSBURGH, PA.**

Our Messrs. Wampler, Frishkorn, White, Hook and Burki will be glad to greet you.

supposed regular price and the selling price. Here are a few samples: \$1.25 Draecena Lord Wolseley, 4-inch, with fancy pot cover, 79 cents; \$1.25 Eureka or Latina palm (What do you suppose that is?), 4-inch, with fancy pot cover, 79 cents, and so on, with a leaning toward nines, even when it's a large, striped Pandania (?) for \$8.39 each.

Here's to you, Mr. Carter! May your shadow never grow less.

Baseball.

Through the efforts of J. M. Deutscher, the indefatigable manager of the Philadelphia Wholesale Florists' Exchange, the ball season was formally opened at Belmont on the afternoon of July 16. The opposing teams were from the S. S. Pennock Co. and the Philadelphia florists chosen by Mr. Deutscher. The score stood at 16 to 3 in favor of the S. S. Pennock Co. at the end of the fourth inning, when rain stopped play, making the game a technical draw.

The Pennock team pride themselves on the fact that their strength is simon-pure, i. e., they have no outsiders on the team. For the Philadelphia florists Eddie Riley put up a rattling good

CHOICE
V A L L E Y
— Per 100, \$8.00 —
Leave your order with us for regular shipments
C. A. KUEHN WHOLESALE FLORIST
1312 Pine St., St. Louis, Mo.
Mention The Review when you write.

Cut Flowers
OUR SPECIALTY
H. G. BERNING
1402-4 Pine St., ST. LOUIS, MO.
Mention The Review when you write.

Wm. C. Smith Wholesale Floral Co.
WHOLESALE
FLORISTS
1316 Pine Street ST. LOUIS
(Both L. D. Phones)
Supplies and Everything in Season Always on Hand

game at third and George Aeugle distinguished himself at center. Here are

THE HELP PROBLEM
Relieved by the
Ever Ready Flower Pot Cover....

Dresses your plants in a smart style quickly and without work. Write for sample and price list today.

Send 10c Postage.

The Ever Ready Flower Pot Cover Co.
146 Hughes Avenue, BUFFALO, N. Y.
Mention The Review when you write.

Special Notice
From June 15th to Sept. 15th our store will close at 5 o'clock on week days, 12 o'clock Saturday, all day Sunday. Get your orders in early and be sure you have our latest price list of supplies.
Geo. H. Angermueller Co.
Wholesale Florists
1324 Pine St., St. Louis, Mo.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

High Grade Imported Supplies

COLONIAL BOUQUET PAPER

We have this in all sizes, from No. 1 up to No. 10. The better kinds.

IMMORTElLES

All colors, fresh stock just arrived.

UVA LEAVES

Natural, green and red; a very good decorative leaf. Write for prices.

Recent importations include the following:

Statice, Moss Wreaths, Thistles and Grasses for Making Wreaths.

Chiffons and Baskets

Red Cape Flowers

LOOSE RED IMMORTElLES at \$1.00 a pound—There are five bunches of Immortelles in a pound. This price is rock bottom—it will be the same rate for one pound or one thousand pounds.

H. Bayersdorfer & Co.

1129-1133 Arch St.

PHILADELPHIA, PA.

Branch Factory, 709 First Ave., New York City, Telephone Vanderbilt 4976



A classic, distinctive practical creation—

Your trade cannot help but appreciate your use of these handsomely decorated, wood-fiber waterproofed jardinieres. Ideal for cut flowers, baskets, potted plants, ferns and general decorative purposes. Inexpensive.

We make wood-fiber basket liners that are better than tin.

MONO SERVICE CO., Newark, N. J.

the names of the players and the positions they filled in the field:

S. S. Pennock Co.	Philadelphia florists.
Dougherty, 3b.	Bradley, p.
Scrain, c.	Duffy, c.
Kilgallen, 2b.	McFadden, 1b.
Cox, 1b.	West, 2b.
Topsticks, p.	Riley, 3b.
Gaul, lf.	Rady, lf.
Culoutsa, cf.	Aeugle, cf.
Kemsky, ss.	Opitz, ss.
Jamison, rf.	Butler, rf.
	Deutscher, cf.

Various Notes.

H. Bayersdorfer reports the arrival of heavy shipments from abroad. They have all been coming at once, the congestion in New York being relieved. Mr. Bayersdorfer has been working like a Trojan in his undershirt, getting the stock into his warehouses.

Alfred M. Campbell believes that the difficulty in producing will result in

Where to Buy?

Before placing your order for Floral Designs somewhere else, first get in touch with

The New York Wire Lamp Frame Co.

The Leading and Experienced Manufacturers

of all sorts of Florists' Wire Designs and Wire Lamp Shade Frames.

Our Past—Experience, Service, Quality, Satisfaction
Telephone Harrison 3568

1132-34 S. Wabash Ave., CHICAGO, ILL.



Magnolia Leaves

Prepared under our new process, in cases or cartons. Brown, Green or Purple.

Oak Sprays in Green, Brown or Red, packed in cases of 100 sprays to case.

Beech Sprays, same color as Oak and same pack.

Fadeless Sheet Moss, in bags of 10 lbs. net.

Natural Sheet Moss, in bags of 10 lbs. net.

Natural Evergreen Smilax Substitute—
Huckleberry Foliage, standard Smilax cases.

Lyrata Foliage, same pack as Huckleberry.

All orders for the above goods will have our personal attention and satisfaction guaranteed.

THE RUMBLEY CO., Evergreen, Ala.

GOLD LETTERS—SPECIAL PRICES PAPER SCRIPT LETTERS



Letters packed 25 to each package
Numerals in same colors and price



No. 1 In Gold and Purple, per 1000, \$5.50 No. 4 In Gold Only, per 1000, \$5.00 No. 6 In Gold Only, per 1000, \$4.50

The kind that will stick, **STICK and STICK**, and won't come off.

B. E. and J. T. COKELY, 201 N. 7th Ave., SCRANTON, PA.

Established 25 years Manufacturers and Importers of Florists' Supplies

ABOVE PRICES ARE POSTPAID

Can be had in the following inscriptions in Gold and Purple

Father	Rest	Darling
Mother	Our	Dear
Brother	My	Too Soon
Sister	Asleep	Grandpa
Husband	Baby	Grandma
Wife	Sleeping	Friend
Mamma	Cousin	Aunt
Comrade	Peace	Uncle
Nephew	Niece	Papa
At Rest	Daughter	Son

Ten Words to Each Package
Per 100 words.....\$3.50

Always state what color is wanted, otherwise gold will be sent.

higher prices that will meet higher costs.

Alvah R. Jones is away on his vacation. Edward Reid, sailed July 15, leaving Robert B. Bragg in command.

John P. Habermehl, who has been indisposed at Atlantic City, is much better.

Commodore John Westcott ran up to the city from Waretown for a day recently.

Miss McLaughlin and Miss McCarron, at Lynchburg, Va., were here a few days ago.

Charles E. Meehan has moved his family to Ocean City, N. J.

George Aeugle is handing out those wonderful boxes of gladioli with pride at the store of the Philadelphia Cut Flower Co.

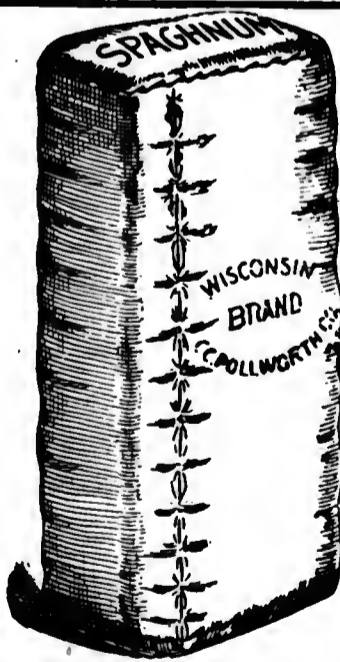
Frank R. Hastings has returned from a week at the shore.

George E. Campbell, of Flourtown, is among those who have made large sales of rose plants lifted from the beds.

Philip Freud is enjoying a vacation.

J. Max Nitzechke, formerly of this city, is running the Astoria Flower Shop, on Broadway near Seventy-seventh street, New York.

There are obstacles to be overcome before Ludwig P. Vollers carries out his plan of opening a flower shop here. Phil.



Sphagnum Moss

- 10 bales.....\$1.50 per bale
- 25 to 30 bales..... 1.35 per bale
- 50 bales..... 1.25 per bale

STANDARD SIZE BALES

Order Now and Save Money

C. C. Pollworth Co.

Milwaukee, Wis.

Mention The Review when you write

Natural Green Sheet Moss
Per 10-lb. bag, \$1.75

Dyed Green Sheet Moss
Per 10-lb. bag, \$3.50

KNUD NIELSEN
EVERGREEN, ALA.

Mention The Review when you write.

LAUREL, MOSS

Laurel Branches, 2x2x4 ft. case, \$3.00 per case.

Laurel Stems, large bag, \$1.25.

Green Sheet Moss, large bag, \$1.75.

Peony Roots, for fall delivery.

W. Z. PURNELL, Snow Hill, Md.

Mention The Review when you write.

**"Superiora"
Maidenhair Ferns**

Adiantum Formosum

IN ALL SIZES

Recognized by the leading wholesale florists as the best on the market.

Beware of Imitations.

There is no substitute for transparent Maidenhair Ferns (Adiantum).

One trial will convince you.



"Superiora"

Magnolia Leaves

Are today more in demand than ever on account of their far superior quality. We have over 58 endorsements from the largest Florists' Supply Houses.

"Enough said."

DR. H. DUX CO.,

Jacksonville, Fla.

LIKE LEATHER - ALWAYS PLIABLE

MAGNOLIA LEAVES

**PREPARED
Beech or Oak Sprays**

Green, Tan or Red
100-lb. Cases \$16.00

Short Oak or Beech Sprays
Per Carton, \$1.25

Prepared by

REEVES

Colors: Brown, Green or Purple

\$1.25 PRICE PER CARTON

25 lbs. of leaves \$ 4.50
50 lbs. of leaves 8.00
100 lbs. of leaves ... 15.00

If Red is wanted add 15 per cent

Southern Decorative Evergreens

IMMEDIATE DELIVERY

FRESH

HUCKLEBERRY FOLIAGE

MOUNTAIN LAUREL FOLIAGE

WATER OAK FOLIAGE

**STANDARD
Cases-60 lbs.
\$2 50
per case**

REEVES FOLIAGE CO., Inc., Brewton, Ala.

WILL NOT MOLD

GLOSS FINISH

SURE TO PLEASE



FANCY FERNS

Finest stock in the country

\$2.50 per 1000

\$2.50 per 1000

Subject to Change Without Notice.

- Green Leucothoe**, 100.....\$1.50; 1000.....\$10.00
- Magnolia Leaves**, green and bronze, per carton..... 1.50
- Galax Leaves**, green and bronze, per case of 10,000..... 15.00
- GREEN SHEET MOSS**, very fine for basket work, trimming pots, etc., per bag, 15 lbs. to the bag..... 2.00
- Sphagnum Moss**, per bale 2.50



FULL SUPPLY CUT FLOWERS AT ALL TIMES

MICHIGAN CUT FLOWER EXCHANGE, 264-266 Randolph St., Detroit, Mich.

Mention The Review when you write.

BOSTON.

The Market.

• Little business in cut flowers is being done at present. The number of shipments being received is small, and quality is at its usual low midsummer ebb. Markets have a half-deserted appearance and during July and August they might just as well close at noon the whole week as Saturday only.

Roses are of inferior quality. Exceptions are some fairly good Francis Scott Key and Kaiserin. Such varieties as Ophelia, Killarney and White Killarney are now of little value. Carnations continue to grow fewer and poorer. The variety Morning Glow asserts its supremacy over all others at this time, while Matchless proves a good hot weather variety. Sweet peas are not of good quality, most of them selling at 50 cents to \$1 per hundred. Some nice sweet sultans came in and sold fairly well, better than bachelor's buttons.

There is a good supply of white Liliun speciosum at \$6 to \$8 per hundred. L. giganteum brings a little more. Gladioli are less abundant and are yet all from indoors. Few outdoor ones will be available before August. Hardy gypsophila sells well, especially the double variety. Larkspurs are on the wane, but water lilies take their place for window decorations. The few available cattleyas are Gaskelliana and gigas, with prices ranging from 75 cents to \$1.50 per flower. There is a moderate sale only for asparagus now that gypsophila is in season.

Various Notes.

The executive committee of the Gardeners' and Florists' Club met July 16 and completed arrangements for the annual picnic, to be held July 22 at Cunningham park, East Milton. Fine weather only is needed to make this the most successful picnic on record. W. J. Kennedy will act as ringmaster, P. M. Miller as starter, James Methven as handicapper and W. N. Craig as clerk. The umpires for the men's and ladies' baseball games are S. J. Goddard and George W. Hamer, while Peter Pederzini will look after the boys' games. The judges for the numerous sporting events are H. H. Bartsch, Fred Cave, George Elliott, Kenneth Finlayson, S. J. Goddard, William

THE NEW CROP of Hardy Cut Ferns is now ready to ship.

May we suggest that you place your regular orders for the coming season?

High quality stock and prompt shipment assured.

L. B. BRAGUE & SON
Established 1867
HINSDALE, MASS.

HUCKLEBERRY

Ready—\$2.50 per case

- PERPETUATED MOSS**.....\$3.50 per bag
- NATURAL MOSS**..... 1.75 per bag

Wire, Write, Phone

E. A. BEAVEN, Evergreen, Ala.

Mention The Review when you write.

DAGGER and FANCY FERNS

\$1.40 per thousand

LLOYD G. HAMILTON

Franklin County, MILLINGTON, MASS.

Mention The Review when you write.

CHICAGO PRINTED STRING CO.
Advertising String and Ribbon Specialties
2411 Clybourn Ave., Chicago, Ill.

FANCY FERNS Per M \$3.00
(Special Picked)

Leave your order with us for regular shipments
C. A. KUEHN WHOLESALE FLORIST
1312 Pine St. St. Louis, Mo.

Mention The Review when you write.

Fancy Cut Ferns and Leaf-Mold—Evergreen Decorations.
Christmas Trees, Trees, Shrubs, Plants, Seeds and Seedlings. Write for descriptive pricelists
AMERICAN FORESTRY CO., Pembine, Wisconsin.

Ferns

Galax

Moss

Asparagus Plumosus Sprays	per bunch, 25c-35c
Smilax	per string.....20c
Adiantum	per 100.....\$1.50

NEW FANCY FERNS
Per 1000.....\$2.50

GREEN LEUCOTHOE
Per 100.....\$0.75
Per 1000..... 6.00

GREEN and BRONZE GALAX LEAVES
Per 1000\$ 1.50
Per case of 10,000 12.50

CHIFFON, ALL COLORS
4-inch, per yard 9c
6-inch, per yard. 12c

SPHAGNUM MOSS
Per bale.....\$ 2.00
Per 10 bales..... 17.50

GREEN SHEET MOSS
Per bag.....\$ 1.75
Per 10 bags16.00

SPECIAL PRICES ON LARGE QUANTITIES

Brown, Green and Purple Magnolia Leaves\$1.50 per carton; 10 cartons, \$14.00

Everything in Florists' Supplies

FULL LINE OF CUT FLOWERS AND OTHER GREENS AT ALL TIMES

Orders from unknown parties must be accompanied with cash or shipments will be made C. O. D.

C. E. CRITCHELL, Wholesale Commission Florist, Cincinnati, Ohio
15 East Third Street,

Mention The Review when you write.

Green Sheet Moss

Any quantity—\$1.75 per bag
10 bags, \$16.00

New Fancy Ferns, \$3.00 per 1000

JULY SPECIAL

**6-inch Chiffon,
13c**

THE WILLIAM MURPHY COMPANY

329 Main Street
WHOLESALE COMMISSION FLORISTS
Phones Main 980-981
CINCINNATI, OHIO
Largest Shippers of Home-Grown Cut Flowers in the Cincinnati Market

Mention The Review when you write.

NOTICE

We are transferring our business to
NEWARK, NEW JERSEY
51 LAFAYETTE ST.

Will be open with a new line of
Dagger and Fancy Ferns
and all kinds of Cut Greens.
P. S. PULOS & BRO.

Mention The Review when you write.

Huckleberry

Immediate Shipment—\$2.50 per case

NATURAL SHEET MOSS.....\$1.75 per bag
PERPETUATED SHEET MOSS.... 3.50 per bag

Caldwell the Woodsman Company
EVERGREEN, ALA.

Mention The Review when you write.

EMIL SCHLOSS,
Pres. and Treas.

MILTON SELINKA,
Secretary

THE RIBBON HOUSE

SCHLOSS BROS., RIBBONS, INC.

31 and 33 East 28th Street,

NEW YORK

HEADQUARTERS

For Florists' Ribbons, Chiffons and Novelties

H. Judd, H. J. Merton, J. R. Ness, W. C. Rust, F. E. Palmer, W. E. Pickthall, Daniel Iliffe, T. W. Little and Daniel Whyte.

The preliminary schedule of the Massachusetts Horticultural Society for the spring show, April 6 to 10, 1921, has been issued. There are eleven classes for roses in pots, with premiums of \$1,000 and a gold medal, and \$500 and a silver medal for the best rose garden. There are six group classes for orchids, half for commercial growers, with a \$500 cup offered by A. C. Burrage in the 200 square feet group. The cut flower schedule will be issued later in the season.

Penn's annual duck farm window continues to interest thousands daily on Tremont street. There is something especially fascinating in water scenes such as this during the torrid portion of the year.

Andrew Mitchell, of North Sudbury, formerly in business at East Milton with C. T. Beasley, the pansy specialist, is sending in some good sweet sultans to the market. Early sowing under glass is necessary to make complete success with this useful summer annual.

Andrew Christensen, Stoneham, leaves August 4 for Southampton, England, for a European trip. He is at present busy with his carnation houses and hopes to have them completed and planted before he leaves. As Mr. Christensen is a keen observer, his impressions of Europe will be interesting to listen to.

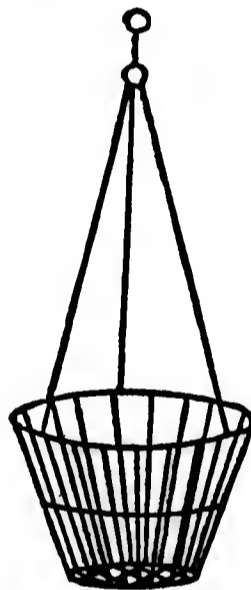
Patrick Welch is enjoying his annual summer vacation at Old Orchard Beach, Me., where he is one of the best known cottagers. In his absence his son Ed has full charge of the store. A good shipping business is being done to summer resorts.

There is no relief in the coal situation, with soft coal at \$15 and \$16 per ton at the mines. The outlook for New England is far from encouraging.

R. E. Wadsworth & Co., Northboro, Mass., have eight acres of their land equipped with the Skinner irrigation system. This they find valuable for carnations, as they are large growers. They at one time grew vegetables heavily, but discontinued it, as their land is stiff, heavy and late-producing compared with lighter, sandy loams. W. N. C.

Litchfield, Ill.—C. W. Morris is constructing a small greenhouse.

Wire Hanging Baskets

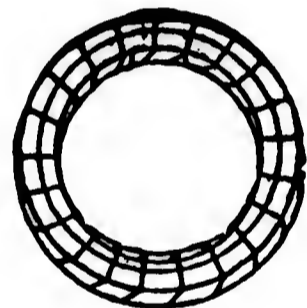


No. 1

Size	Per 100
10-inch.....	\$14.00
12-inch.....	16.25
14-inch.....	23.00
16-inch.....	26.00

The Wise Florist
Will Buy NOW!

JUST ASK
for
OUR PRICES
on
WIRE DESIGNS



B. E. and J. T. COKELY

Everything in Florists' Supplies Established 25 Years
201 N. Seventh Ave. SCRANTON, PA.

GOLDFISH

Large, Healthy Fish at
"Rock Bottom" Prices

Owing to the length of time it now takes to get goods by freight, we would advise placing your order for Globes, Ornaments, Food, etc., at once, so that fish can be shipped promptly, when the season opens.

Ashborne Goldfish & Supply Co.,
Agency Street BURLINGTON, IOWA

Mention The Review when you write.

GOLDFISH

and **AQUARIUM SUPPLIES**

Send for catalogue

ORIENTAL GOLDFISH & SUPPLY CO.
3757 to 3761 Cottage Grove Ave., CHICAGO, ILL.



We handle a large line of Florists' Letters. It will pay you to write for our price list.

C. A. KUEHN WHOLESALE FLORIST

1312 Pine Street ST. LOUIS, MO.

Mention The Review when you write.

Goldfish Buy from the Breeder.
107 Acres of Ponds this Season.
Write for Big, New Catalogue.

Globes, Aquariums, Aquarium Supplies, etc.
BERT J. PUTNAM, Scientific Aquarist,
462 Washington Street, Buffalo, N. Y.



Florists' Refrigerators

We manufacture, in our own plant, a complete line of florists' refrigerators. While we have many popular standard designs, most refrigerators are built for individual requirements.

Brecht Refrigerators are the result of 67 years' experience. They are designed on a scientific basis, from the best material obtainable, and are built to give greatest service with minimum ice consumption.

We will be glad to quote you on our standard designs, or to offer suggestions and submit special designs upon receipt of your requirements.

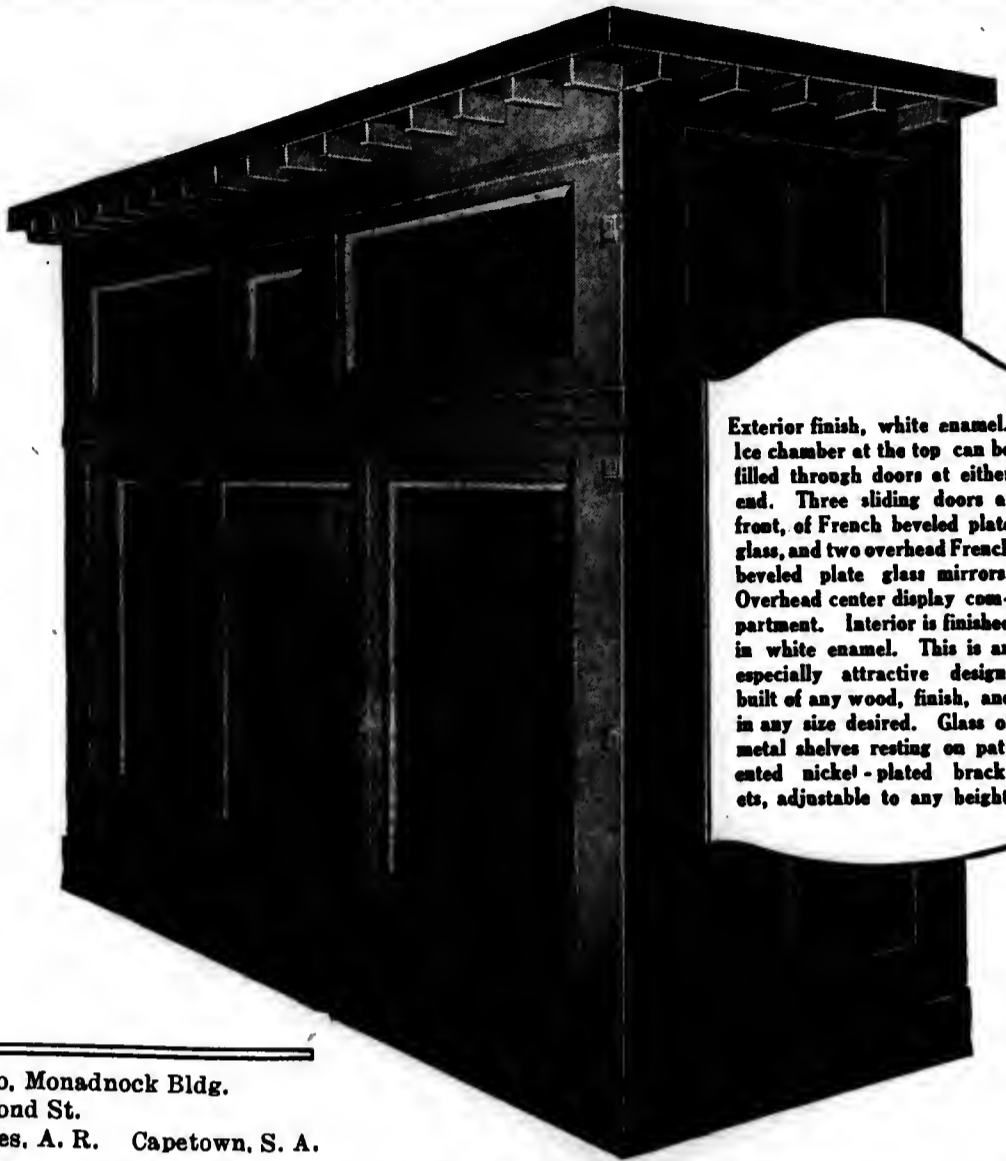
Address Dept. N.

THE BRECHT COMPANY

Main Office and Factories
ST. LOUIS, MO., U. S. A.

BRANCHES

New York, 174-176 Pearl St. Chicago, Monadnock Bldg.
San Francisco, Calif., 67 Second St.
Paris, France Liverpool, England Buenos Aires, A. R. Capetown, S. A.



Exterior finish, white enamel. Ice chamber at the top can be filled through doors at either end. Three sliding doors at front, of French beveled plate glass, and two overhead French beveled plate glass mirrors. Overhead center display compartment. Interior is finished in white enamel. This is an especially attractive design, built of any wood, finish, and in any size desired. Glass or metal shelves resting on patented nickel-plated brackets, adjustable to any height.

NEW CROP, FANCY AND DAGGER FERNS Write for Prices

Laurel Festooning, 6c and 8c per yard. Fresh stock supplied on short notice; use it for your weddings and other similar decorations; nothing better.
Bronze Galax, fine quality. \$1.25 per 1000; \$11.00 per case of 10,000; extra fine leaves.
Sphagnum Moss, \$5.00 per large bale.
Ground Pine, 12c per lb.; made up, 10c and 12c per yd.
Branch Laurel, large bundles, 50c.
Hemlock, large bundles \$1.00.



Telegraph Address, New Salem, Mass.
Post Office and L. D. Phone Address
MILLINGTON, MASS.

New Crop Fancy Ferns

Extra Good Quality

\$2.50 per 1000

Natural Green Sheet Moss

\$1.50 per bag

THE WOODS-KRAFT CO.

P. O. Box 202, ERIE, PA.

Write for our 32-page 1920 booklet

"Modern Flower Shops"

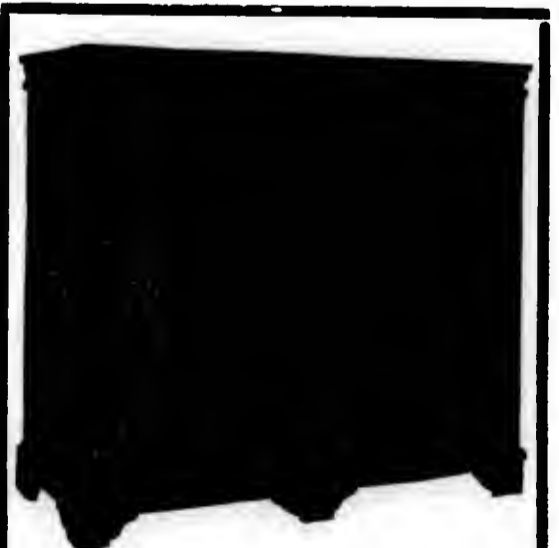
Refrigerators and Store Fixtures

A. L. Randall Co., COMPLETE FLORISTS' OUTFITTERS **Chicago, Ill.**

Flower Facts -

Beauty preserved -
Profits assured -
use Gloekler
Refrigerators for
cut flowers

Bernard Gloekler Co.
Pittsburgh, Pa.



Write for Catalogue

BUCHBINDER BROS.

11 S. La Salle St., CHICAGO
Room 731

PACIFIC COAST DEPARTMENT

A TELEGRAM received July 19: "Stop ad; all salable stock destroyed by fire. Rudolph Fischer, San Gabriel, Cal."

GLENDALE, CAL.

Glendale is to have a new industry. W. B. Davis, of Aurora, Ill., has bought a piece of land and has shipped Moninger material here from Chicago for the erection of two greenhouses, each 36x300, which will be used for growing cucumbers for the Los Angeles market, twenty miles away. The business will be conducted by a corporation to be known as the Davis-Glendale Co. Erection will be pushed, to get production under way as soon as possible. The houses are specially designed for this snowless and windless climate, being much lighter than the Davis interests build in the states of Illinois, Iowa and Indiana, where the brothers are large operators. W. B. Davis is the head of the W. B. Davis Co., at Aurora, Ill., and of the Davis-Kankakee Co., at Kankakee, Ill. He recently took over the bankrupt establishment of the J. D. Thompson Carnation Co., at Joliet, Ill., organizing the Davis-Joliet Co., but this has now been sold to the J. W. Davis Co., of which a brother is at the head. The J. W. Davis Co., which operates large establishments at Davenport, Ia., and Terre Haute, Ind., also grows vegetables. Other brothers in the Davis family are in the vegetable farming and florist business at Morrison, Ill., Streator, Ill., and Davenport, Ia. This is the family's first incursion into Pacific coast business fields, although W. B. Davis has made a number of winter vacation trips to the locality in which he now is investing.

LOS ANGELES, CAL.

The Market.

While shipping business has been decidedly poor, owing to the heat, the retailers have had little to complain of, owing to an exceptionally big funeral demand. From all out-of-town points comes the request to ship more variety in stock, but this is practically impossible, as there are so few kinds that will ship any distance. Roses are out of the question for more than a couple of days' journey, as they are of poor substance and color now. Asters, gladioli, yellow and Shasta daisies and statice are about the best shippers. Carnations are fairly good from outdoors, but the greenhouse stock is almost worthless now. Dahlias are in strong force and are excellent for display, while some varieties are used for funeral work, but they are not exactly satisfactory for shipping long distances.

Various Notes.

Harry Bailey, of Montebello, and Mrs. Bailey started last week for a business and pleasure trip to San Francisco, using their automobile both ways. Mr. Bailey says that the demand for Freesia Purity this season will probably be considerably over the supply.

Arthur Gleave, of Gleave's Flower Shop, Santa Barbara, was a visitor here

last week and intends to take the boat for a trip north when he finishes his business.

J. T. Ward and Mrs. Ward and daughter left last week for San Diego, en route for their home, at Handley, Tex.

The L. A. Floral Co. has been shipping large quantities of made-up funeral work to Arizona and Imperial valley points. This service is appreciated by florists who do not carry large quantities of stock.

Robert Armstrong is superintending the lifting of large Cocos plumosa at the R. C. Nurseries, Montebello, for Paul J. Howard, who has purchased the entire stock. As showing the scope of Mr. Howard's business in the landscape end, Mr. Armstrong says that they have over 200 men now on the pay roll. Ed Howard now has charge of the nursery at Los Nietos.

Fred Westrom, of Wright's Flower Shop, is getting the wagon tuned up for a trip into the mountains in San Diego

[Concluded on page 118.]

SAN FRANCISCO.

The Market.

There is no great activity in business this month; still, the summer lull to date has hardly been so pronounced as in former years. It seems more tourists are visiting in California this year than ever before, and there is much entertainment in their behalf, which tends to keep up interest in cut flowers.

Stock is good for this time of the year. Roses and other staples leave no room for complaint in quality, and the quantity is sufficient for most requirements. The only real shortage is of orchids. The supply of these flowers is quite limited, and the growers are forced to allow each store a certain allotment each day. On the other hand, gardenias are plentiful, which helps to relieve the situation, since these are substituted for orchids wherever possible.

A nice cut of cyclamen is well re-

Service that Advertises

GEORGE J. HALL & CO.

WHOLESALE FLORISTS

423 East 5th St. Los Angeles, Cal.

WE NEVER FAIL

SUMMER FLOWERS GREENS

We are known for special care in selection and packing of stock for hot weather shipping.

HOSE AT THE RIGHT PRICE

BEST WEST COAST RAFFIA

SPHAGNUM MOSS

L. A. FLORAL CO.

The House of Quality and Service

236 EAST FOURTH ST.,

LOS ANGELES, CALIF.

FREESIA PURITY

1/2 to 5/8-inch, the profitable size to plant,

\$10.00 per 1000

FREESIA SPLENDENS

Lavender, **\$40.00 per 1000**

COLEUS, 2 1/2-inch, heavy, ready for 4-inch . . \$6.00 per 100

COLEUS, 4-inch, heavy, \$1.50 per doz., \$10.00 per 100

WE CLOSE SUNDAYS

WALTER ARMACOST & CO.

321-323 East 4th Street

LOS ANGELES, CALIF.

PRICE LIST

EFFECTIVE JULY 22, 1920.

Subject to change without notice	Short	Medium	Long
ROSES			
Hoosier Beauty.....	\$.08	\$0.15	\$0.20
Columbia.....	.08	.15	.20
Ophelia.....	.06	.12	.15
Shawyer.....	.06	.12	.15
White Killarney.....	.06	.12	.15
Gladioli.....	\$1.25	per dozen	
Cecile Brunner.....	.25	per bunch	
White Baby Roses.....	.25	per bunch	
Feverfew.....	.25	per bunch	
Delphinium Belladonna.....	.25	per bunch	
Gypsophila.....	.25	per bunch	
Gaillardia.....	.25	per bunch	
Coreopsis.....	.25	per bunch	
Shasta Daisies.....	.25	per bunch	
Sprenger.....	.75	per bunch	
Hardy Ferns.....	.25	per bunch	
Calendula.....	.25	per bunch	
Achillea.....	.25	per bunch	
Veronica.....	.25	per bunch	

Miller Floral Co. UTAH
FARMINGTON,

ceived. Asters are increasing in supply, but their shipping season is just starting. In another week, it is expected, however, that quantities of these flowers will be available for long-distance shipping. All indications point to an excellent season for them, as well as chrysanthemums, which will soon become a feature of the market here. Some Early Frost mums have been offered for two or three weeks, but the supply has been limited thus far and the blooms have not been hardy enough for shipping purposes. A few Chrysolora mums are also appearing, which indicates that the season will soon be well under way.

Sweet peas are about gone and gladioli are nearing the end, but they are not seriously missed, as zinnias and dahlias are becoming more plentiful

Everybody Knows Our Motto:

“We Never Miss”

EVERYTHING IN

Cut Flowers and Supplies

S. MURATA & CO.

Oldest and Most Experienced Shippers in Southern California

380-386 S. Los Angeles St., LOS ANGELES, CAL.

Carnations

2-inch Plants
\$7.00 per 100

White Enchantress, white.

Victory, red.

Mrs. Ward, pink.

Belle Washburn, red.

H. N. GAGE CO.,
Montebello, Calif.

BULBS

FREESIA PURITY

FREESIA SPLENDENS

PAPER WHITES

EMPEROR DAFFODILS

YELLOW CALLAS

BABY GLADIOLI (^{The} Bride)

A reliable source of supply.

LOS ROBLES, Santa Cruz, Calif.

California Asters

Select stock, \$2.00 to \$3.00 per 100

White, pink, rose-pink, purple and lavender

J. A. AXELL, Wholesale Commission Florist
463 Bush St., SAN FRANCISCO, CAL.

Mention The Review when you write

to take their place. There is also an abundance of miscellaneous summer stock, which gives ample variety to the daily offerings to satisfy the most fastidious purchasers.

Various Notes.

P. V. Matraia, of the Art Floral Co., reports business seasonably good, with plenty of stock except orchids. He plans an automobile tour of the northern part of the state as soon as vacations are over among his staff. Miss Howard is now at Los Angeles and George Phillips is leaving next week.

F. C. Jaeger, Jr., of F. C. Jaeger & Son, is back on duty after spending two

[Concluded on page 116.]

PORTLAND, ORE.

The Market.

The month of June was a record-breaker for the local florists. The annual rose festival and the Shriners' convention were the principal factors in securing a large volume of business, but many weddings and social events, together with the usual amount of funeral work and regular trade, helped to swell the business and made it the best June for business this city has ever known.

After several weeks of hard, strenuous work, the florists are now able to take a much needed rest. Business has been quiet the last two weeks and many are taking advantage of the lull by allowing their employees to take vacations.

Flowers are in fair supply and are of good quality, mostly outdoor stock.

Various Notes.

The Lalane Flower Shop sold its stock and fixtures to Dick Cook. The building in which it was located is to be remodeled in a short time and Mr. Lalane figured that now, while business is quiet, is the best time to get out.

Albert Clarke, of Clarke Bros., and H. J. Millatt, his store man, motored up the Columbia highway Sunday, July 11. A few visitors accompanied them and, from all accounts, it was a big day and a big time.

L. T. Sebolt has begun his annual cut of gladioli. He manages to get them on the market early.

Owing to the rainy weather recently, the florists' annual picnic was postponed to July 21.

John Kleger is now sending in large quantities of his famous sweet peas, which are grown on the Columbia river

ASTERS

Red

Pink

White

Lavender

Purple

ALL KINDS OF DRIED
STRAWFLOWERS

WOODWARDIA
and other GREENS

ENOMOTO & CO., Inc.

WHOLESALE GROWERS AND SHIPPERS

35 Saint Anne Street

SAN FRANCISCO, CAL.

Summer Flowers

Roses, Carnations, Sweet Peas, Baby Roses, Statice, Gladioli and many other seasonable flowers ready for shipment—also Adiantum and Plumosus

F. C. JAEGER & SON

152 Powell Street

OUR SLOGAN:

"Right Price, Quality and Service" SAN FRANCISCO, CAL.

Mention The Review when you write.

FREESIA PURITY

½ to ⅝-inch, \$10.00 per 1000. 7-16-inch, \$7.00 per 1000.

By parcel post, prepaid—Immediate delivery.

Special prices on 5000-lots.

HARRY BAILEY, R. F. D. No. 6, Box 354, Los Angeles, Cal.

Mention The Review when you write

RUDOLPH FISCHER

Freesia Specialist San Gabriel, Cal.

New Colored Freesias

For prices of bulbs see page 63.
Review of July 15.

GEBHARD PRECHTL, Box 603, Montebello, Cal.

Softwood Poinsettia Cuttings
(Unrooted)

Both the true red and early variety, packed to ship anywhere.

\$3.00 per 100; \$25.00 per 1000

PAUL ECKE, 1226 Hayworth Avenue
LOS ANGELES, CAL.

P. C. Miller Company Announcement

ON AND AFTER AUGUST 1, 1920

The P. C. Miller Company, Los Angeles, California

WILL BE KNOWN AS

California Floral Company

We have experienced a great deal of trouble in mail service, owing to the fact that there are other firms in our city under the name of P. C. Miller. This has resulted in our mail, in many instances, being delivered to the wrong address, thus causing disappointments to our customers through delayed orders. We will continue business under the same management and will retain our motto:

“The Best in the West”

IN THE FUTURE KINDLY ADDRESS US

California Floral Company

Wholesale Dealers in Cut Flowers

217 Winston Street :: :: Los Angeles, California

Freesia Purity

	Per 1000
3/8-inch to 1/2-inch.....	\$ 6.00
1/2-inch to 5/8-inch.....	10.00
5/8-inch to 3/4-inch.....	13.00
3/4-inch and over.....	19.00

Paper White Narcissus

	Per 1000
Large size.....	\$28.00
Emperor Daffodils.....	40.00
Trumpet Majors.....	40.00

Calla Aethiopica (White)

	Per 1000
1-inch to 1 1/2-inch.....	\$ 35.00
1 1/2-inch to 2-inch.....	85.00
2-inch and over.....	150.00

C. KOOYMAN & CO., Inc.

*Wholesale Florists
and Importers of Bulbs*

431 BUSH ST., SAN FRANCISCO, CALIF.

Primula Obconica

Gigantea and Grandiflora

In 2 1/4-inch pots, ready for shifting

My well known strain. Giant Flowers, many measuring over 1 1/2 inches in diameter. In separate colors or mixed.

\$6.00 per 100; \$57.50 per 1000

These make good Christmas plants.

Write for Price List of Ferns, Palms and Foliage Plants

H. PLATH—“The Ferneries”

Cor. Lawrence and Winnipeg Aves., SAN FRANCISCO, CAL.

CHRYSANTHEMUMS

STANDARDS

Chas. Rager	White Chadwick
Marigold	Golden Chadwick
Yellow Jones	Early Frost
	Maud Dean

POMPONS

Frank Beu	Godfrey
Hilda Canning	Lydia Thomas

ROOTED CUTTINGS

\$25.00 per 1000	\$3.00 per 100
From 2 1/2-inch pots, \$5.00 per 100	

STUBER & RICHARDSON,
Bryn Mawr, Wash.

California Flowers and Greens

of all kinds are being used generally
by Eastern Florists.

DARBEE'S

for best quality and service

1036 HYDE STREET,

SAN FRANCISCO, CALIF.



IMPORTED HINOKI PLANT TUB

No. 1—13 in. x 13 in. diameter, 10 for...\$6.00 100 for...\$50.00

**California
Asters**

**Seasonable Flowers
and Greens**

UNITED FLOWER & SUPPLY CO., Inc.

Wholesale Florists, Shippers and Growers

448 Bush Street SAN FRANCISCO, CAL.

reclaimed land. They are of excellent quality and will be supplied in abundance until frost cuts them down late in the year.

The regular meeting of the Portland Floral Society was held Tuesday, July 13. The attendance was small. President Tonseth announced his committees for the ensuing year and, from all indications, there is going to be something doing at every meeting. The name of the society is going to be changed. As it is now it is the cause of much confusion both with the Rose Society and the Rose Festival Society. After the business meeting, refreshments were served and cards were played. L. T. S.

SEATTLE, WASH.

The Market.

Slow business has prevailed for the last week, but deliveries from growers have been slow as well and no inconvenience has resulted. There were a number of hot days, which shortened the deliveries of outdoor flowers and summer rains at the start of the week served to reduce sales.

There have been some fine deliveries of roses lately, with Columbia probably the best. Ulrich Brunner is another popular offering and Ophelia and Ward have been plentiful. Duchess of Wellington and Mme. Caroline Testout are seen in commercial quantities and have cleaned up well.

Spring flowers used in baskets have probably been the heaviest selling item lately, with gladioli, snapdragons, iris, larkspurs and gypsophila used freely.

The week saw a big funeral business, which saved the trade from a carry-over at the end of last week. Three of the largest funerals known in Seattle were held. One of these was productive of more telegraph business than any other funeral ever held here and the orders were well distributed among the houses that are using the trade papers to notify other florists of their willingness to handle telegraph business.

Lilies have been shown steadily, water lilies being the favorite at this time. Myrus Phylleen, a variety introduced last season by a local grower, has been used to good effect and Regal is also being used.

[Continued on page 104.]

FINE ASTERS

**Easter Lilies, Calla Lilies, Roses, Cecile Brunners,
Strawflowers, Gypsophilas, Gladioli,
Marguerites, etc.**

ALL KINDS OF CUT GREENS

DOMOTO BROS.

440 Bush Street SAN FRANCISCO, CAL.

PLUMOSUS

Tulips, Roses, Freesias, Gypsophilas, Spring Flowers

GEN. A. J. GOOCH

537 PINE STREET. SAN FRANCISCO. CALIFORNIA

ADIANTUM

See our Price List

Page 57, issue of May 6

WILSON-CROUT-GEHR CO.

East 62nd and Ankeny St., Portland, Ore.

Mention The Review when you write.

PORTLAND ROSES

EVERGREENS

HARDY PERENNIALS

Price List on Request

Mountain View Floral Co., Portland, Oregon

Mention The Review when you write.

ASPARAGUS SPRENGERI, 4-inch and 5-inch, \$12.00 and \$15.00 per 100.

PRIMULA OBCONICA GIGANTEA, 5-inch pots, \$20.00 per 100.

PRIMULA MALACOIDES GIGANTEA, 8-inch, \$7.00 per 100.

CINERARIA, dwarf strain, 4-inch, \$15 00 per 100.

FRED GROHE CO.

R. F. D. 4, Box 367. Cash please. Santa Rosa, Cal.

W. H. HAWKINS

Cyclamen - SEEDS - Primula

EVERYTHING FOR THE GREENHOUSE
1206 N. 47th Street, SEATTLE, WASH.

Mention The Review when you write.



1920-21

FIELD-GROWN

Own-root one-year Desert Climate Roses are the best. Try our 1½ grade 12x18-inch H. T.'s and Babies.

HOWARD ROSE CO., Hemet, Calif.

Mention The Review when you write.

LOS ANGELES GERANIUM CO.

Wholesale Grower of

California Sunshine Geraniums

For the Trade. Leading Standard Varieties. Strongly Rooted Cuttings.....\$20.00 per 1000

SAWTELLE, CAL.

Mention The Review when you write.

Asparagus Plumosus, 2-inch, \$4.00 per 100. Asparagus Plumosus seedlings, \$1.00 per 100. Asparagus Sprengeri, 2-inch, \$4.00 per 100; 3-inch, \$7.00 per 100.

Write for prices on bedding stock.
FRED G. EHLE, Wholesale Grower,
224-236 Sanborn Ave., San Jose, Calif.

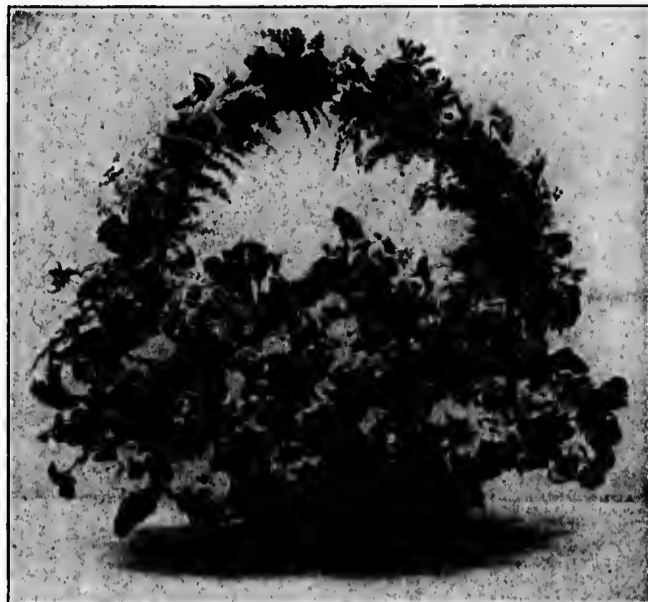
Mention The Review when you write.

Originators of **Mastodon Pansies** Since 1893

**PRICES NET
1920**

One-sixteenth ounce of either variety, 65c

	1/8 oz.	1/4 oz.	1/2 oz.	oz.
Steele's Greenhouse Special, mixed (O.K.outside)	\$.100	\$2.00	\$3.75	\$7.00
Steele's Mastodon Private Stock, mixed.....	1.00	1.75	3.25	6.00



Mastodon Pansies

- Mlle. Irene**, new, tango red. Our greatest triumph in Pansies.
Price, 400 seeds.....\$0.75
- Mastodon Striata**, 1920 novelty, striped. Price, 400 seeds..... .75
- Steele's Improved Vulcano**, new, a rich, velvety Burgundy red.
Price, 400 seeds..... .50
- Mlle. Isabelle**, our novelty. Ruffled bronze and yellow. Price, 400 seeds..... .50

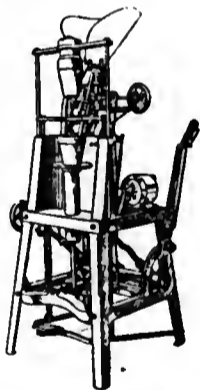
The Price of each of the varieties named below is as follows: 1-16 oz., 65c; 1/8 oz., \$1.00; 1/4 oz., \$2.00; 1/2 oz., \$3.75; oz., \$7.00

- Black Mastodon**, huge in size.
- Bronze Mastodon**, the most popular strain we have.
- Panama-Pacific Yellow**, those wonderful Exposition pansies.
- Prince Henry**, the largest and finest blue in exist'ence.
- Mastodon Adonis**, light blue, baby blue and lavender shades.
- Madame Perret**, rose and red shades.

- Parisian Yellow**, a pure yellow of marvelous size.
- Meteor**, a wine red— profuse bloomer.
- Grand Duke Michel**, the premier large all white pansy.
- White Mastodon**, dark center—the largest pansies we have ever seen.
- Madame Steele, Elks' Purple, Mastodon Beaconsfield**, blue and lavender.

STEELE'S PANSY GARDENS, PORTLAND, ORE.

**Save 75%
On Your Flower Pots**



Make your own with our Concrete FLOWER POT MACHINE.

Send for free descriptive booklet.

A large grower says: "Many kinds of plants do better in concrete pots than they do in clay pots."

Spokane Concrete Flower Pot Machine Co., Inc.

P. O. Box 255. SPOKANE, WASH.

"California" Plant Tub

(REDWOOD)



The "California" Plant Tub is a special product for Florists and Nurserymen. Expert workmanship, artistic lines, harmonious color and substantial quality. Made from selected No. 1 Redwood, bound with electrically welded wire hoops. No better tub made.

NET WHOLESALE PRICE LIST

No.	Diameter	Each	Doz.	100
5	8-inch	\$0.75	\$ 8.25	\$ 62.50
10	10-inch	.95	10 50	77.50
15	12-inch	1.50	16.00	110.00
20	14-inch, with handles	1.90	21.75	168.75
25	16-inch, ..	2.25	25.25	195.00
30	18-inch, ..	2.75	31.50	237.50
35	20-inch, ..	3.25	37.00	287.50

F. O. B. Factory.
Moderate Packing Charge.
Prices Subject to Change.

ROY F. WILCOX & CO.
Manufacturers
Wholesale Florists and Nurserymen
MONTEBELLO, CAL.

Mention The Review when you write.

Mexican Ivy

Get your standing order in early and be assured of good supply this winter.

Humboldt Evergreen Co.
DYERVILLE, CAL.

Mention The Review when you write.

COCOS PLUMOSA

7 to 12 ft., \$1.50 to \$5.00 each

KENTIAS

14 to 16 ft., with tub, \$30.00 to \$40.00 each

CITY AND KENTIA NURSERIES
Santa Barbara, Calif.

Mention The Review when you write.

ASTER SEED

YOU CAN ALWAYS DEPEND ON FOR GROWING CUT ASTERS

THE HOME OF ASTERS
Herbert & Fleishauer

Aster Specialists, McMinnville, Ore.
Mention The Review when you write.

Calla Bulbs (white)

	Per 1000	Per 100
3 to 4-inch circumference,	\$35.00	\$4.00
4 to 5-inch circumference,	50.00	6.00
5 to 6-inch circumference,	65.00	7.00

No charge for packing. Prices f. o. h.

PACIFIC NURSERIES, Colma, San Mateo Co., Calif.
Mention The Review when you write.

Your inquiries for anything you may need
WILL BE APPRECIATED

H. L. OLSSON CO., Inc.

Growers of Quality Plants for the Trade

Box 494 SPOKANE, WASH

CHRYSANTHEMUMS

Rooted cuttings, the best standard varieties and pompons, clean, healthy stock, no midge, at \$3.50 per 100; \$30.00 per 1000. Chadwicks and White Seidewitz, \$5.00 per 100.

Primula Obconica, 2-inch, best strain, separate colors, no white, at \$6.00 per 100.

PETERS & SONS, HILLYARD, WASH.
We ship from Spokane, Wash.

Seed Trade News

AMERICAN SEED TRADE ASSOCIATION.

President, H. G. Hastings, Atlanta, Ga.;
secretary-treasurer, C. E. Kendel, Cleveland, O.

HAMBURG boats are bringing considerable shipments of grass seeds.

REPORTS from pea districts in Wisconsin are discouraging again this year.

JOHN A. BRUCE, head of John A. Bruce & Co., Hamilton, Ont., died recently at his home at Hamilton at the age of 91.

REDUCTION in acreage of vegetable seeds is contemplated by many growers. The large carry-over this year represents in most cases a shrinkage in value to below normal figures.

EFFECTS of the financial tightening have made themselves apparent in the horticultural trades first among seedsmen. The last year has not been so prosperous a one for them as for nurserymen and florists.

RESIGNATION of Axel Setterberg from the position of general manager of the Everette R. Peacock Co., Chicago, took effect last week. He withdrew at the same time from the Oshkosh Seed Co., Oshkosh, Wis., an allied holding.

THE official roster of the L. L. Olds Seed Co. is: President and manager, L. L. Olds; vice-president, W. D. Curtis; secretary, S. A. Wilson; assistant manager, Peter P. Carr; treasurer, E. F. Riley; directors, Charles N. Brown, W. A. Tracy and Vroman Mason.

THE United States Civil Service Commission announces an open competitive examination for superintendent of field seed distribution to fill a vacancy in the bureau of plant industry, Department of Agriculture, Washington, D. C., at a salary of \$2,160 a year. Other positions requiring similar qualifications will be filled from this examination. Applicants should apply for form 2118, stating the title of the examination desired, to the Civil Service Commission, Washington, D. C.

THE damage to seed crops in the vicinity of Rocky Ford, Colo., by hail, reported in The Review last week, is not so extensive as at first believed. About ten per cent of the crops at Rocky Ford were lost. About seventy-five per cent of the crops at Ordway were lost or badly damaged; cucumber and melon crops were practically total losses, but cucumber will be replanted. The loss at Swink is reported as heavy. Summer squash and pumpkin are beginning to grow from the stubs of the plants and will make from fifty to sixty-five per cent of a crop if the remainder of the season is favorable.

FISHER LOSES STOCK.

Rudolph Fischer, of San Gabriel, Calif., has lost all his salable stock of freesia bulbs by fire. Details are lacking, the bare announcement being made by Mr. Fischer in a telegram to The Review the purpose of which was to head off further orders for stock advertised and which has been lost in the fire.

Mr. Fischer is well known throughout the trade as the originator of Freesia Purity and several new colored varieties, Fischerii and Splendens having been put on the market.

The following came by wire from



Peacock's Grows Because Peacock's Seeds Grow

Write for Wholesale List
or Special Quotations on
your needs

Everette R. Peacock Co.

SEED GROWERS AND IMPORTERS

4011-15 Milwaukee Avenue

CHICAGO, ILL.



Get Quotations on Seeds
from

LANDRETH

Before Buying Elsewhere

We will quote you for immediate
or future shipment

D. LANDRETH SEED CO.
Bristol, Pennsylvania

Mention The Review when you write.

Western Seed & Irrigation Co.

Seed Growers and Dealers

Office and Warehouse, Growing Station,
Fremont, Neb. Rocky Ford, Colo.

SPECIALTIES

CUCUMBER

MUSKMELON WATERMELON

PUMPKIN and SQUASH

SWEET, FLINT and FIELD CORN

Write for Special Contract and Spot Prices

Mention The Review when you write.

THE

J. C. Robinson Seed Co.

WATERLOO, NEB.
ROCKY FORD, COLO.

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed, Sugar,
Flint and Field Seed Corn.

THE KIMBERLIN SEED CO.

Wholesale Seed Growers **San Jose, Cal.**

GROWERS OF

ONION, LETTUCE, RADISH, ETC.

Correspondence Solicited

Mention The Review when you write.

The C. Herbert Coy Seed Co.

VALLEY, Douglas County, NEB.

Wholesale Growers of High-grade Seeds

Cucumber, Muskmelon, Squash and Pump-
kin; Sweet, Flint and Dent Seed Corn

Seed Packets

FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

Fitchburg, Mass., U. S. A.

Mention The Review when you write.

An Experience of Half a Century

IN PRODUCING HIGH-GRADE

GARDEN SEEDS

at your disposal. Contract growers for the
jobbing trade of a full line. Mail us your list
for both SPOT and FUTURE requirements.

Orange, S. D. Woodruff & Sons New York
City

Waldo Rohnert

GILROY, CAL.

Wholesale Seed Grower

Specialties: Beet, Carrot, Endive, Lettuce,
Onion and Radish.

Correspondence Solicited.

We are Headquarters for the
BEST OF EVERYTHING

in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations
in every part of the United States where seeds are grown successfully, all
in charge of capable and experienced men, we are equipped for and are producing

Peas, Beans, Corn and Vegetable Seeds

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on
growing contract for future delivery

Jerome B. Rice Seed Co., Cambridge, N. Y.

Mention The Review when you write.

**YOU will be satisfied with the products of
Burpee's "Seeds that Grow"**

Better write to Burpee, Philadelphia,—for new Complete Catalogue

Mention The Review when you write.

Onion Sets

GROWERS for the Trade

LEONARD SEED CO.

226-230 W. KINZIE STREET, CHICAGO

BEANS
PEAS
CORN

Write for Prices

Braslan

Growers for the Wholesale Trade Only. Onion, Lettuce, Carrot,
Parsnip, Parsley, Celery, Endive, Salsify and Mixed Sweet Peas.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Mention The Review when you write.

The Everett B. Clark Seed Co., Milford, Conn.

Branch Houses in Wisconsin, Colorado, Montana, Idaho and Washington
Beans, Peas, Sweet Corn, Onion, Beet, Turnip, Tomato, Spinach

Mention The Review when you write.

Wholesale Seed Grower

Pepper, Eggplant, Tomato, Okra, Asparagus,
Rhubarb, Celery, Spinach, Beet, Onion, Beans,
Cabbage, Cauliflower, Sweet Corn, Vine Seeds.

Correspondence Solicited

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.

Mention The Review when you write.

TOMATO SEED

Grown for the
Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention The Review when you write.

JAMES VICK'S SONS

GROWERS OF

FLOWER and VEGETABLE SEEDS

Get the benefit of our 71 years' experience

All Seasonable Varieties

Our Stocks Are Very Complete

Rochester, N. Y. The Flower City

**I. N. Simon & Son
Garden Seeds**

—AT WHOLESALE—

438 Market St., PHILADELPHIA, Pa.

Mention The Review when you write.

TOMATO SEED

Pepper, Eggplant, Squash, Pumpkin,
Cucumber, Cantaloupe and Watermelon
Seed and Field Corn, on contract.

EDGAR F. HURFF

Correspondence Solicited. Swedesboro, N.J.

Mention The Review when you write.

JOHANSEN-WINSLOW CO.
Growers of **HIGH GRADE FLOWER SEED**

SPECIALTIES
Alyssum Verbenas
Candytuft Asters
Carnations Dianthus
Nasturtiums Zinnias
Sweet Peas

**LOS ANGELES
EL MONTE
CALIFORNIA**

Send for 1920 Contract List

FIRST SHIPMENT ALREADY AFLOAT

Narcissus Paper White Grandiflora

In All Sizes

Write For Prices

HOGEWONING & SONS, Inc.

299 BROADWAY, NEW YORK

The Review's correspondent in Los Angeles: "Rudolph Fischer's place at San Gabriel burned July 19. According to reports, the fire started in the bulb warehouse and spread to the greenhouses, destroyed these and a large quantity of new freesias; damage \$10,000; no insurance."

ILLUSTRATING CATALOGUES.

The Common Language.

Arthur Brisbane, the chief editorial writer for Hearst's string of newspapers, who draws an income in salary greater than most seedsmen sell gross in a year, has really written my paper for me. In a talk given to a gathering of advertising men some time ago he made this significant statement: "A good picture is worth a million words."

Pictures are a common language. The world over, where words of one language mean nothing to persons speaking another, pictures convey to all persons, in a quite similar way, detailed facts of thought, action and effect. Because of this, illustrations have come to be an important normal and natural adjunct to advertising language or expression. Like all of the other elements that go into the make-up of a complete advertising message, they are frequently abused, or used without sufficient consideration of the effect they are to produce.

When to illustrate and when not to, just how much space may be given to this form of language, under general conditions and specific ones, just what types of illustration make certain kinds of appeal, just what treatment they permit in order to be most efficient—these and many other questions are daily argued and daily experimented with.

Function of Illustrations.

In the language of the advertising man, "the first function of an illustration is to supplement, make stronger, clearer, or more attractive, something which the advertising text fails to present successfully." A good illustration will convey fact and quality and create a mental condition through suggestion.

Getting attention is one thing—gaining favorable attention is quite another. An illustration that exaggerates is decidedly a weak one. It usually will do more harm than good and should never be used. Every incident pictured or portrayed in any kind of advertising, unless it is manifestly visionary or purely imaginative, should either have happened or be one that could easily occur.

From an address on "The Value of Illustrations in Seed Catalogues," delivered by Louis B. Reuter, of New Orleans, La., at the meeting of the Southern Seedsmen's Association, at Jacksonville, Fla., June 7.

Do You Grow Sweet Peas?

Then good seed should interest you. We carry in stock Zvolanek's Famous Sweet Pea Seed, the best winter-flowering Sweet Pea, in the following colors and varieties:

PINK

Zvolanek's Xmas Pink Orchid1 oz.	\$0.75
Zvolanek's Rose1 oz.	4.00
Miss Louise Gude1 oz.	1.00
Mrs. A. A. Skach, clear pink1 oz.	.75
Rose Queen1 oz.	.75
Miss Flora Fabing, rose pink1 oz.	1.00
Yarrowa1 oz.	1.00

WHITE

Venus1 oz.	\$1.00
Mrs. M. Spanolin1 oz.	1.00
Bridal Veil1 oz.	1.00
Mrs. Chas. Zvolanek, lavender1 oz.	1.00
Zvolanek's Pale Blue1 oz.	1.00
Zvolanek's Orange1 oz.	4.00
Orange Orchid1 oz.	1.00
Lavender Nora, clear lavender1 oz.	1.00
Zvolanek's Xmas Red1 oz.	1.00
Zvolanek's Beauty, dark rose1 oz.	1.00

C. C. POLLWORTH CO.

MILWAUKEE, WISCONSIN

Lily of the Valley

German strain, grown on heavy, sandy grounds at Naarden are the very best in the market.

Ask for prices.

Address, care of
Knauth, Nachod & Kuhne, 120 Broadway, New York

JAC. SMITS & CO., Naarden, Holland

cur. We all know that printed salesmanship must inspire confidence. It must be believed. An illustration that fails to tell the truth is just as much an offender as the text that exaggerates.

You all know that you have hundreds of customers who will more quickly grasp the fact and quality of a flat-head type of cabbage if it is illustrated than if it were merely described in words. There are so many varied types in vegetables that proper illustrating will materially increase sales of desirable varieties. Again, many of our customers have had so little of educational advantages that pictures are practically the only method of getting the description across and understood.

The seed business differs from most other mail order businesses in that we

GIGANTEUM LILIES

Inch	To case	Per case
7 to 9	800	\$55.00
8 to 9	250	55.00
9 to 10	200	55.00

10% discount on five-case lots

HOLTON & HUNKEL CO., Milwaukee, Wis.

Seeds, Bulbs and Horticultural Supplies

BECKERT'S SEED STORE
101-103 Federal St., PITTSBURGH, PA.

are selling and distributing a product that is without value itself. We are

"THE BEST BY TEST"

CYCLAMEN SEED

AMERICAN GROWN. NEW CROP

Giant-Flowering Kinds

	100 Sds.	1000 Sds.
FAIRY QUEEN— <i>Frilled White, Crimson Eye</i>	\$3.00	\$25.00
PRIDE OF CINCINNATI— <i>Large Salmon</i>	3.00	25.00
GLORY OF WANDSBEK— <i>Light and Dark Salmon</i>	2.50	20.00
BRILLIANT RED— <i>Fine and Large</i>	2.50	20.00
CHRISTMAS CHEER— <i>Blood Red</i>	2.50	20.00
ROSEA SUPERBA— <i>Shell Pink</i>	2.50	20.00
MAGNIFICA— <i>Dark Rose Pink</i>	2.50	20.00
VICTORIA— <i>White Tipped Pink</i>	2.50	20.00
DAYBREAK— <i>Delicate Pink</i>	2.50	20.00
PURE WHITE— <i>Very Large</i>	2.50	20.00
WHITE PINK EYE— <i>Splendid Variety</i>	2.50	20.00
LAVENDER— <i>Very Beautiful</i>	2.50	20.00

ORDER NOW

Stump & Walter Co

30-32 Barclay St.

NEW YORK

Flower Seeds for Florists

Pansy Seed

	1/4 oz.	1 oz.
St. L. S. Co. Nonpareil Mixture	\$2.00	\$7.50
Masterpiece	1.40	5.00
Bugnot's Giant	1.10	4.00
Cassier's Giant (blotched)	1.00	3.50
Trimardeau Giant Mixed	.75	2.50
Fine Mixed	.35	1.25

Daisy, double

(Bellis Perennis)

Longfellow, Rose	1.75
Snowball, White	1.75
Double Mixed	1.50

Cineraria

	Tr. Pkt.
Giant Prize Strain, Semi-dwarf	\$0.50
Grandiflora Stella	.50

Myosotis

(Forget-Me-Not)

Alpestris, Indigo Blue	.25	1.50
" Victoria, Dwarf	.25	2.00
" Robusta Grandiflora	.25	1.50

Primula

Chinensis, Single Fringed Mixed	.50
Obconica Grandiflora	.50
Malacoides	.25

St. Louis Seed Company

The Home of "Pure and Sure Seeds"

411-413 Washington Ave.

ST. LOUIS, MO.

Bamboo Cane Stakes

DOMESTIC CANES

Natural

	Per bale	Per bale
6-9 ft.	800	\$15.00
9-12 ft.	200	8.00

JAPANESE CANES

Dyed Green

	Per bale	Per bale
18 in.	5,000	\$22.50
26 in.	4,000	22.00
26 in.	2,000	11.00
2 1/2 ft.	3,000	18.00
3 ft.	2,000	15.00
3 1/2 ft.	2,500	20.65
3 1/2 ft.	2,000	16.50
4 ft.	2,000	18.00

Natural

	Per bale	Per bale
6 ft.	2,000	\$22.00

Description. The Domestic Canes are heavier than the Japanese, they range from 1/4 to 3/4-inch thickness at the butt, tapering to a point. The Japanese Canes are of uniform thickness and can be cut into any length desired.

Prices, are understood Ex Warehouse, New York.

Terms, 60 days net, less 2% cash 10 days from invoice date.

Lilium Giganteum

From Cold Storage

Full Count, Good Grade, Good Condition

F. O. B. New York

	Per case	Per case
7-9	300	\$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50
11-12	130	47.50

F. O. B. Denver

	Per case	Per case
6-8	400	\$42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. London (Canada)

	Per case	Per case
7-9	300	\$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	47.50

Hardy Lily Bulbs

F. O. B. New York

	Per case	Per case
Rubrum, 7-9	220	\$29.00
Auratum, 11-12	90	25.00
Album, 7-9	220	30.00
Album, 8-10	170	30.00
Album, 9-11	130	30.00

Terms, 60 days net, less 2% 10 days from invoice date, cold storage charges extra from date of invoice.

McHUTCHISON & CO.

95 Chambers St., NEW YORK, N.Y.

Dreer Specials in Florists' Flower Seeds



Dreer's Prize Dwarf Cineraria

We have an extra fine strain this season, plants of compact habit with flowers of largest size and in a splendid range of bright colors. Trade pkt. of about 1,000 seeds, \$1.00.

Dreer's Superb Giant Cyclamen

We have now in stock new crop American-grown seed and we believe the strain is better than the best ever imported and can furnish in the following colors:

Pure white, white with carmine eye, brilliant red, rich rose and salmon, each \$1.50 per 100 seeds, \$12.00 per 1,000 seeds. Finest mixed, \$1.25 per 100 seeds. \$10.00 per 1,000 seeds.

Dreer's Perfect Pansies

We are fortunate in having a very good supply of the finest strains in separate colors and in mixture. We particularly recommend our Royal Exhibition Mixture, which is unequalled for size and coloring. 50c per trade pkt., \$1.25 per eighth ounce, \$8.00 per ounce. For other varieties as well as other Flower seeds for summer sowing, see our Special Mid-summer offer. Copies free on request.

HENRY A. DREER, 714-716 Chestnut Street, Philadelphia, Pa.

really selling a result. A grower is not particularly interested in seed, but he is vitally interested in the product of seed. Unlike the mail order house that sells the farmer a pair of shoes, which are immediately available for use, we offer him a quantity of inert material, the value of which depends upon the elements and the intelligence used in planting, etc. So the effect or result of the proper employment of our product is the mental impression we should seek to implant in the customer's mind. How can this impression be created so well as by intelligent illustration? There is really no argument against the use of illustrations. The only possible opportunity for differing opinions is whether or not it will pay to illustrate, taking into consideration the type of customer we are to reach, the particular kind of seed we are to offer and the price. For instance, there are certain classifications of prospects that might profitably be reached with a mere price list, unillustrated or unadorned. They might be thoroughly familiar with all of the many characteristics of the many types of varieties offered them and sales from such a piece of printed matter might be as effective as one profusely illustrated. Should this same price list, however, get into the hands of the less experienced or less intelligent, the chances for selling any appreciable order would be much lessened and, if it were to come into competition with a handsomely illustrated catalogue, the plain price list would be pitifully weak in sales value.

The Value of Color.

Color, of course, has its value in mere ornamentation and attention-attracting value, but we are concerned only with it as a real sales developer. Certainly no line of goods offers finer opportunities for the employment of color in illustration than that of the seedsman or nurseryman. This is particularly true of flower seeds, as the desirability of one variety over another can be so much



Lilium Giganteum

		100	case
7-9 in.	300 per case	\$17.00	\$50.00
8-9 in.	250 per case	20.00	50.00

Orders Shipped Promptly

	Tuberose		Caladium Esculentum	
	100	1000	100	1000
Excelsior	4-6....\$4.50....	\$40.00	5-7....\$5.00....	\$45.00
Pearl	6-8 ... 6.00 ...	55.00	7-9 ... 7.50 ...	72.50

Order new Asters and Other Flower Seed for Late Planting

FOTTLER, FISKE, RAWSON CO.
12 and 13 Faneull Hall Sq., BOSTON, MASS.

P. Vos & Son

Growers of
New and Choice

Mt. Clemens, Mich.

GLADIOLI

GLADIOLI

Please send for my quotations on large or small quantities of all the leading varieties.

JELLE ROOS

GLADIOLUS SPECIALIST

Dept. A CONCORD, MASS.

WING'S

Iris, Peonies, Dahlias, Gladioli

"You Can Get It At Wing's"
Write for Wholesale Price Lists

The Wing Seed Co.

MECHAN (S) 110

United Bulb Co.

THE HOME OF CHOICE GLADIOLI.

Box A, Mount Clemens, Mich.

Ask for our prices on Tulips, Hyacinths, Daffodils, Etc.

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Benton Harbor, Michigan

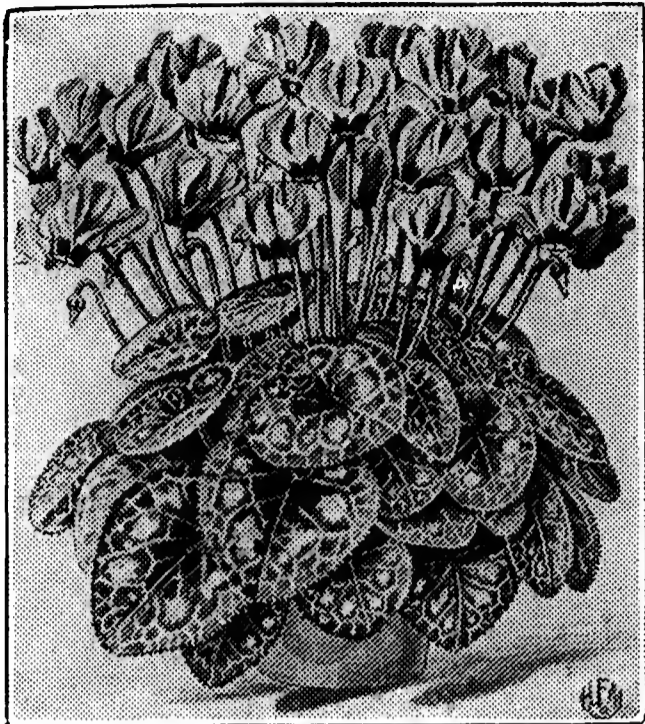
Gladioli, Dahlias, Peonies
and Hardy Perennials.

300 acres under cultivation.

better told when the product or flower appears in its natural colors.

The enormous expense of color illustrations will always tend to limit their use and rarely will we see a concern overdoing the use of color plates.

Illustrations may be carried to an unprofitable or undesirable extreme, however. The moment you illustrate one variety over another you begin to emphasize the pictured variety. It may be that in your zeal to stimulate the



Michell's Flower Seeds

Early or Winter Flowering Spencer Sweet Peas

	Oz.	¼ lb.	1 lb.
ASTA OHN. Rich lavender.....	\$0.75	\$ 2.50	\$ 8.00
BLUEBIRD. A charming shade.....	.75	2.50	8.00
CHERRY RIPE. Cherry or salmon cerise.....	.75	2.50	8.00
DAYBREAK. Roso pink on cream ground.....	.75	2.50	8.00
ENCHANTRESS. Bright rose pink.....	.75	2.50	8.00
FIRE KING. Deep orange scarlet.....	.75	2.50	8.00
HEATHERBELL. Rich mauve lavender.....	.75	2.50	8.00
HELEN LEWIS. Orange pink.....	.75	2.50	8.00
HERCULES. Soft rose pink.....	.75	2.50	8.00
ILLUMINATION. Salmon cerise, suffused orange.....	.75	2.50	8.00
LAVENDER KING. Deep lavender.....	.75	2.50	8.00
LAVENDER PINK.....	.75	2.50	8.00
LIBERTY. Deep crimson.....	.75	2.50	8.00
MAUVE BEAUTY. Rosy mauve.....	.75	2.50	8.00
MEADOW LARK. Rich cream.....	.75	2.50	8.00
MELODY. Rose pink on white ground.....	.75	2.50	8.00
MORNING STAR. Orange scarlet in standard, wings orange pink.....	.75	2.50	8.00
MRS. A. A. SKACH. Clear, bright pink.....	.75	2.50	8.00
MRS. M. SPANOLIN. Black seeded; pure white.....	.75	2.50	8.00
MRS. WILLIAM SIM. Salmon pink.....	.75	2.50	8.00
PINK BEAUTY. Rose pink on white ground.....	.75	2.50	8.00
PINK AND WHITE. Blanche Ferry type.....	.75	2.50	8.00
PRIMROSE BEAUTY. Deep primrose, flushed rose.....	.75	2.50	8.00
RED ORCHID. Bright cherry red.....	.75	2.50	8.00
ROSE QUEEN. One of the finest varieties; color, a most attractive shade of pink.			
Greenhouse grown seed.....	3.00	10.00	35.00
Outdoor grown seed.....	1.25	3.50	12.00
SANKEY. Black seeded; white.....	.75	2.50	8.00
SNOWFLAKE. Pure white.....	.75	2.50	8.00
SNOWSTORM. Pure white.....	.75	2.50	8.00
SONG BIRD. Pale pink on white ground.....	.75	2.50	8.00
SONGSTER. Rich lavender.....	.75	2.50	8.00
SPRING MAID. Light pink on cream ground.....	.75	2.50	8.00
VENUS. White, blushed pink.....	.75	2.50	8.00
WARBLER. Rich mauve purple.....	.75	2.50	8.00
WHITE ORCHID. Pure white.....	.75	2.50	8.00
YARRAWA. Bright rose pink with lighter wings.....	.75	2.50	8.00
ZEPHYR. Pale blue or lavender.....	.75	2.50	8.00

CYCLAMEN SEED		100	1000
Michell's Giant Show		Seeds	Seeds
BRIGHT RED.....	\$2.00	\$16.00	
DARK BLOOD RED.....	2.00	16.00	
GLORY OF WANDSBEK, salmon red.....	2.00	16.00	
PERLE OF ZEHLENDORF, salmon pink.....	2.00	16.00	
PURE WHITE.....	2.00	16.00	
WHITE WITH CARMINE EYE.....	2.00	16.00	
MIXED COLORS.....	1.50	12.50	
Michell's Large Flowering			
DUKE OF CONNAUGHT, crimson.....	\$1.50	\$12.50	
EXCELSIOR, white with red base.....	1.50	12.50	
GRANDIFLORA ALBA, white.....	1.50	12.50	
PRINCESS OF WALES, pink.....	1.50	12.50	
SALMON QUEEN.....	1.50	12.50	
ST. GEORGE, delicate salmon.....	1.50	12.50	
MIXED COLORS.....	1.25	10.00	

PANSY SEED

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt.; ¼ oz., \$1.25; \$7.00 per oz.

Also GIANT PANSY seed in separate colors, DAISY, MYOSOTIS, CINERARIA, PRIMULA and all other reasonable seeds and supplies. Send for NEW WHOLESALE PRICE LIST if you haven't a copy.

HENRY F. MICHELL CO., 516-518 Market St., PHILADELPHIA, PA.

Mention The Review when you write.

Dutch and French Bulbs

C. J. Speelman & Sons | Lagarde & Speelman
SASSENHEIM, HOLLAND | OLLIOULES, VAR, FRANCE
NEW YORK OFFICE
470 GREENWICH ST.

DREYON-TEGELAAR & CO.

Wholesale French Bulb Growers
1133 BROADWAY
NEW YORK
Nurseries at OLLIOULES, FRANCE

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Chas. Schwake & Co., Inc.

LILY OF THE VALLEY
Japanese Lilies, French and Dutch Bulbs
90-92 West Broadway NEW YORK

PAPER WHITES

AND OTHER FRENCH STOCK
SAILING

The Standard Bulb Company
Benton Harbor, Mich.

DANISH SEED IMPORT

Import of all kinds of Seeds direct from seed growers in Denmark. Please send for price list.
Chr. Moesbjerg, 216 7th St. N., Minneapolis, Minn.

THE HOUSE OF KELWAY

has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow but NOW.

Specialties: GARDEN SEEDS and FARM ROOT SEEDS
KELWAY & SON, Wholesale SEED GROWERS, LANGPORT, ENG.

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For Vegetable, Flower and Farm Seeds of the highest quality, try the pedigree strains

Grown by

Watkins & Simpson, Ltd.

27-29 Drury Lane

LONDON, W. C. 2, England

Mention The Review when you write.

VAN MEEUWEN & TEGELAAR

Wholesale Dutch Bulb Growers
1133 BROADWAY
NEW YORK
Nurseries at LISSE, HOLLAND

Mention The Review when you write.

M. Veldhuyzen Van Zanten & Sons

Established 1870.
Wholesale Bulb Growers Lisse, Holland
Catalogue Free on Application

Mention The Review when you write.

sale of a particular sort you let your enthusiasm for illustration get the better of your good judgment. You give the picture too much space, or otherwise play it up beyond its true value considering the stock on hand, etc., and before you know it you are sold out of that item and are up against the unprofitable task of refunding money. Unless care and judgment are used in the first use of color illustrations, this condition is apt to occur.

Methods of Illustrating.

We have come to the conclusion that photographic illustration is the best from all viewpoints. An artist with a facile pen or a magic brush can turn out some strong pictures that, at first glance, appear to be most wonderful sales stimulators, but, if you are not on your guard, your illustrations prepared by an artist are likely to contain some points that may bring unfavorable situations. Actual photographs, taken under normal conditions, and retouched only enough to make them suitable for the use of the photo-engraver, are, in my opinion, the best for use in our line. There are occasions when the line drawing best fits the needs and purposes of the catalogue builder. At other times a zinc etching of a silver print fills the job best. Specific cases call for specific methods. In general, however, I believe that the half-tones made from photographs are far the most effective illustrations in our line.

To return to the subject of this discussion: Picture, if you can, in your mind's eye, a mail order seed catalogue minus all pictures and you at once get some conception of the value of illustrations to our printed sales efforts. Selfishly, I could profitably wish for the adoption among you of no illustrations in your catalogues. I promise you, though, that I would keep mine.

PROVIDENCE, R. I.

The Market.

Funeral work furnished the only activity in florists' circles here last week and even this was barely sufficient to use up the supplies on hand. Carnations are quite small, but as asters have not yet put in an appearance to replace them, what carnations do reach the market are eagerly snapped up at \$2 to \$4. Roses are plentiful and are bringing \$2 to \$10 per hundred. Gladioli are increasing in supply and bring \$1 per dozen readily.

Various Notes.

For the first time in the history of the trade the downtown retail florists of Providence have entered into a co-operative movement for the early closing of their stores every Wednesday afternoon during July and August, at 1 o'clock. The movement became effective July 17, the following concerns being parties to the agreement: William A. Bowers, Hogg Greenhouses, Johnston Bros., T. J. Johnston & Co., Maenair, Smith the Florist and the Westminster Greenhouses.

Henry Phillips, of Academy avenue, has returned from a trip to New York.

The Quidnick Greenhouses, Inc., at Quidnick, have commenced the erection of a new greenhouse.

Swan Peterson, of East Providence, had a large funeral last week, including two large gates ajar.

Zvolanek's Winter Sweet Pea Seed



Xmas Pink Orchid

1 oz., 75c; 1 lb., \$9.00

Zvolanek's Rose Zvolanek's Orange

1 oz., \$4.00; 1 lb., \$40.00

Miss L. Gude Watchung Orchid

Mrs. M. Spanolin Bridal Veil

Mrs. Chas. Zvolanek Zvolanek's Blue

1 oz., 75c; 1 lb., \$10.00

Sim Orchid or Rose Queen

1 oz., 50c; 1 lb., \$5.00

Zvolanek's Beauty

Zvolanek's Red (best red)

1 oz., \$1.00; 1 lb., \$10.00

For other varieties
send for price list.

Seed will be ready
about July 15th.

Ant. C. Zvolanek & Sons
Lompoc, Cal.

Hyacinths Tulips Narcissus Crocus

Catalogue and
special prices
on application

J. M. THORBURN & CO.,
53 Barclay St., NEW YORK

Mention The Review when you write.

Let Me Be Your Seedsman

J. K. RUGOWSKI SEED CO., Inc.
MANITOWOC, WIS.

—Enough said

BOLGIANO'S "BIG CROP" SEEDS

"Tested and Trusted" Over a Century
Special Price List to Florists and Market Gardeners.
Write for a copy at once—it will
save you money.

J. BOLGIANO & SON, Baltimore, Md.

John Burke, of Burke & Burns, has gone to Colorado for an indefinite stay.

Henry Patry had the decorations, of potted plants and cut flowers, for the opening of the Princess Gardens, on Washington street, last week.

W. A. Bowers is preparing for extensive interior renovations of his store, 136 Washington street, on which he has taken a ten years' lease.

The New England Mushroom Co. has petitioned the Cranston city council for a ten years' exemption from taxes on its property, on Oaklawn avenue. The valuation of the concern is given as



The Standard Bulb Co.

Benton Harbor, Mich.
Dutch Bulbs, Gladioli, Dahlias
ASK PRICES

F. G. MARQUARDT, Inc.

Importers of Bulbs
116-120 West 32nd Street
NEW YORK CITY

\$50,000 and the president is Louis Lehman.

Timothy O'Connor is in the south for a few weeks' sojourn.

Eugene McCarron has added a new automobile truck to his delivery department.

Marten Schoonman, of the Quidnick Greenhouses, has taken charge of the firm's Boston market.

Joseph Neuchauz, of the Bank Street Greenhouses, Attleboro, has just purchased a new touring car.

Frederick Hoffman, of Hoffman Bros., Pawtucket, is spending his leisure time

NEW EARLY-FLOWERING or WINTER-BLOOMING Giant Pansies

An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering and its unusual hardiness, which enables them to withstand quite severe winters, and to bloom right on into the summer. Sown at the same time as other Pansies, they begin flowering the early part of March, or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant. They are highly recommended for Autumn planting on graves, and for very early bedding, as well as for early cut flowers.

- No. 4. JOVE. Lower petals violet; upper ones light blue.
- No. 5. MARS. Cornflower blue.
- No. 6. NORTH POLE. Pure snow white.
- No. 7. WODEN. Quite black.
- No. 8. HELIOS. Pure yellow.
- No. 14. WINTER SUN. Golden yellow, with dark eye.
- No. 15. ICE KING. Silvery white, with dark blue eye.
- No. 16. CELESTIAL QUEEN. Light or sky blue.
- No. 17. CHARM OF MARCH. Dark velvety blue.
- No. 18. MIXED. The above colors and other shades.

500 Seeds, 25c; 1000 Seeds, 40c; 1/8 oz., \$1.10;
1/4 oz., \$2.00; 1 oz., \$7.50.

For list and price of other Kenilworth Pansy Seed, see my ad of the previous week.

Chas. Frost
Kenilworth, N. J.

OVERISSUED NEWSPAPERS

Car Load Lots **FOR WRAPPING PURPOSES HAVE GIVEN EXCELLENT SERVICE AND** Protect your Supply
Our Specialty **HAVE SAVED MONEY FOR MANY OF OUR SATISFIED CUSTOMERS** by ordering Now
910 Michigan Blvd. MENDELSON BROS. PAPER STOCK CO. CHICAGO, ILLINOIS

Mention The Review when you write.

ATTENTION! S. A. F.—and Others

We will be in the trade exhibition at Cleveland with a fine collection of Gladioli, but space will permit of our showing but a small part of our over six hundred varieties.

At convention time our plantings of both Gladioli and Perennials will be in full bloom. We offer you a chance to see about every high-priced Gladiolus in cultivation at Goodhold Farm, nineteen miles of fine pavement from the Hollenden, or take the C. P. & E. Interurban; stop No. 52 is at our door. Twenty acres of large bulbs, all in the finest varieties, is a sight not often seen. Many traits of importance can be seen in the field that are not evident when shown in the vase. Come and see them—and us.

The Ralph E. Huntington Co.,
MENTOR, OHIO

this summer at his country estate, near Nayatt.

Joseph E. Koppelman is arranging a new department for artificial flowers, containing about 8,000 square feet.

Elmer E. King, of Attleboro, is away on a vacation trip.

Miss Kelley, bookkeeper for J. E. Koppelman, left Saturday, July 17, for a vacation at Oak Bluffs, Mass.

W. H. M.

Maquoketa, Ia.—Robert B. Grapengeter has bought the H. L. Hill Greenhouses and is operating the business as Bob the Florist.



Snapdragons

the past year have made growers more money than ever. Be sure you have plenty for next season. Time to sow seed for fall blooms.

Seed of our famous Silver Pink, \$1.00 per pkt.; 8 for \$2.50; 7 for \$5.00.

Seed of our new Hybrid Pink and of our new Golden Pink Queen, same price.

Seed of Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton and Fancy Mixed, 35c per pkt.; 3 for \$1.00.

Free cultural directions. All orders cash.

G. S. RAMSBURG, SOMERSWORTH, N. H.

Mention The Review when you write.

XXX SEEDS

Chinese Primrose—Finest grown, mixed, 400 seeds, \$1.00; 1/2 pkt., 50c; 1000, \$2.00.

Primula Obconica—Finest Giants, pkt., 50c.

Primula Malacoides—Giant Baby, pkt., 25c.

Primula Kewensis—New Dwarf, yellow, 25c.

Cineraria—Large Flowering Dwarf, finest grown, all colors, mixed, pkt., 50c; 1/2 pkt., 25c.

Cyclamen Giganteum—Choicest Giants mixed, 150 seeds, \$1.00; 1/2 pkt., 50c.

Pansy—Finest Giants, 5000 seeds, \$1; 1/2 pkt., 50c.

Bellis Monstrosa (Daisy)—Monstrous Giant Rose, white and mixed, pkt., 25c.

Calceolaria Hybrida Grandiflora, very finest, 20 choicest spotted varieties, mixed, pkt., 50c.

JOHN F. RUPP, Shiremanstown, Pa.

Mention The Review when you write.

Tomato Seed and Sweet Potato Plants

Pleased to quote you prices on quantities and varieties wanted for present or future delivery.

H. AUSTIN Felton, Del.

Mention The Review when you write.

Orlando Offerings

GODFREY CALLA BULBS

LEATHER-LEAF FERN

See classified ads.

F. W. FLETCHER,

Orlando, Florida.

Mention The Review when you write.

Hart & Vick Inc.

ROCHESTER, N. Y.
Florists' seeds, plants and bulbs. A complete stock of all the leading varieties.

Buy Your Seeds from Men Who Know
Get our new catalogue.

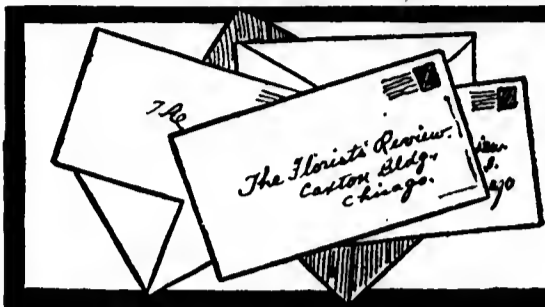
Mention The Review when you write.

CONDITIONS IN CANADA.

"I do not know how things are going in the States except from what I read, as I have not been over since 1914," writes John Nicol, of Owen Sound, Ont., "but I can assure you that the situation here is not all smooth sailing.

Coal last winter cost \$14 per ton of 2,000 pounds, soft coal at that. This winter's prospects as to price look even worse, if we get any coal at all. I often look back to my early days in Jersey City and wonder what the men of thirty or forty years ago, such as Peter Henderson, Julius Roehrs, my

own father and many others, would think if they could come back and see the change. In those days hard egg coal was \$5 per gross ton and all kinds of labor was to be had at \$9 per week. I am afraid they would not enjoy their return."



Wanted and For Sale Department

Advertisements under this head 16 cents per line, cash with order from all who do not do other advertising. In sending remittance count six words to the line. Display advertisements in this department \$1.75 net. for one inch space. When answers are to be sent in our care, add 10 cents for forwarding. Plant advertisements not admitted under this head



SITUATION WANTED—By competent German florist. Address A. F. Clemens, care Imoberstags Western Greenhouses, Toledo, O.

SITUATION WANTED — Experienced florist; middle-aged; grower of fine roses, mums, carnations, general stock; good wages. Address G. Grower, Gen. Del., Dayton, Ohio.

SITUATION WANTED—By an all-around florist; am a married man with 22 years' experience; on a private estate or public institution; capable of taking full charge; best of reference. Address Box 26, Alliance, Neb.

SITUATION WANTED — By competent head gardener; prefer to take charge of large estate; married, no family; Hollander, age 42; well recommended; state particulars in answer. Address No. 166, care Florists' Review, Chicago.

SITUATION WANTED—As foreman or first-class greenhouse man; fifteen years' experience; Scotch; can furnish the very best of references; state wages and particulars; private place preferred. Address No. 164, care Florists' Review, Chicago.

HELP WANTED—Good all-around greenhouse man. Address Estherville Greenhouse, Estherville, Iowa.

HELP WANTED—Good all-around florist, to take full charge of growing. Wahpeton Floral Co., Wahpeton, N. D.

HELP WANTED—A good grower of general greenhouse stock; please state particulars in first letter. Williams & Meyer, South Bend, Ind.

HELP WANTED—Greenhouse man for growing pot plants; good wages and steady work. Joseph Michal, 57th St. and Kostner Ave., Chicago.

HELP WANTED—All-around grower, 15,000 sq. ft. glass; furnish references and state wages expected. Hauge Flower & Plant House, Fairmont, W. Va.

HELP WANTED—Single or married man; must be all-around greenhouse and store man; good wages and desirable place. A. M. Paulus, 3950 N. Clark St., Chicago.

HELP WANTED—Rose and carnation grower; good wages; state time of employment in last two places, also reference. Charles Sherwood, Florist, Waterloo, Iowa.

HELP WANTED — Experienced carnation grower at once; reference preferred; right wages for right man; call any time. John Betz, 7462 Ridge Blvd., Chicago, Ill.

HELP WANTED—Reliable grower capable of growing general greenhouse stock; plant of about 25,000 feet of glass; state wages expected and experience in first letter. M. Langohr, Florist, Bozeman, Montana.

HELP WANTED—At once, plant and mum grower for first-class wholesale and retail trade; \$60.00 per month, room and board; steady employment; state age and experience. T. Malbran, Main St., Johnstown, Pa.

HELP WANTED—Would prefer a man with some experience growing carnations, sweet peas and mums; also must be willing to help with design work; state wages wanted. Address No. 410, care Florists' Review, Chicago.

HELP WANTED—An all-around grower who would like to take out an interest in a good paying corporation; must furnish the best of references as to character and ability. Address No. 142, care Florists' Review, Chicago.

HELP WANTED—A man with greenhouse experience and versed in the propagation of conifers; in writing state experience and give references; wages \$100.00 per month with board and lodging. Address California Nursery Co., Niles, Calif.

WANTED—A vertical steam boiler for dwelling house, 30-inch fire pot. Harry E. Cooper, Salem, O.

WANTED — Good second-hand Detroit steam trap capable of taking care of 100 horsepower boiler. C. P. Dudley, Madison, N. J.

WANTED—Second-hand 8 or 9-section water boiler to heat 6,000 feet glass; give full particulars and price. Drawer "E," Hartford, Mich.

WANTED—Greenhouses to be torn down. Address M. Weingarten, 288 5th Ave., New York City.

WANTED—To buy greenhouses to dismantle; please state particulars and price in first letter. I. Susserman, 104 Ridgewood Ave., Newark, N. J.

FOR SALE—100 horse power boiler in good condition, cheap. Kemple-Smith Co., Boone, Iowa.

FOR SALE—40 h. p. boiler, 66 ins. x 10 ft. x 2 ins., with 66 3-in. x 8-ft. tubes. Leedle Floral Co., Springfield, Ohio.

FOR SALE—Or rent; flower store in city of \$7,000; takes less than \$300.00 to handle. Address No. 151, care Florists' Review, Chicago.

FOR SALE—Five greenhouses in good condition; town of 8,000; good paying business; no competition. Frank Bros., Beardstown, Ill.

FOR RENT—18,000 sq. ft. of glass in heart of city of 37,000; good trade and rent reasonable. Address No. 150, care Florists' Review, Chicago.

FOR RENT—On shares, 13,000 feet of glass, stocked, doing good retail business in good live town. Address No. 28, care Florists' Review, Chicago.

FOR SALE—10x12 A glass, \$5.00 per box; 12x20 A glass, \$6.00 per box; 1 1/2 and 2-inch iron pipe, write for prices. M. D. Merrill, South Haven, Mich.

FOR SALE—Unimproved 1/2-sec. in Wis., well located land; trade for improved acres; describe fully first letter. Address No. 138, care Florists' Review, Chicago.

FOR SALE—Pipe, black, 1 1/2-in., in good condition, for steam purposes, \$7.00 per 100 ft.; 400 ft. for \$25.00; 1-in., double strength, \$5.00 per 100 ft. Chas. Whitton, Utica, N. Y.

FOR SALE—Greenhouse glass, fully 25 boxes, double thick, 10x12 and 10x16. Several thousand feet of 4-in. pipe. Flower pots and bars. J. Nelson, 1749 West Huron St., Chicago.

FOR SALE—Retail flower store on two car lines, established 30 years; no competition; owner has other business, can't attend; a snap for some real florist. 2813 Colorado Ave., Chicago.

FOR SALE—Feed pipe, 150 feet of 5-in., 300 feet of 4-in., the latter in 8 to 10-ft. lengths; 100 four-light, 16x18-in. standard vent sash, unglazed. Frederick J. Bentley, New Castle, Ind.

FOR SALE—Quantity of greenhouse materials, such as good second-hand pipes, glass, sash-bars, apparatus, boilers, etc.; also complete greenhouses. I. Susserman, 104 Ridgewood Ave., Newark, N. J.

FOR SALE—To florist, half interest in greenhouses; 6,000 feet of glass; everything new; doing good business, with no competition; local population 30,000. Address, Tri-City Floral Co., Sheffield, Ala.

FOR SALE—410 Cypress sashbars, 16 ft. long, cleaned and painted twice, ready to use, as good as new, 5c per foot; the whole lot, over 6,600 ft., for \$300.00. Carl Lindey, 515 John St., Anderson, Ind.

FOR SALE — Account old age, greenhouses doing wholesale and retail business of \$10,000 a year. In country town with yearly increase. for \$25,000. Easy terms. Address No. 476, care Florists' Review, Chicago.

FOR SALE—About 30,000 feet of modern greenhouse glass located in city of about 100,000 in central Illinois; doing good business and can sell all we produce; best of reasons for selling. Address 488, care Florists' Review, Chicago.

FOR SALE—Modern greenhouse plant for sale cheap; 9 greenhouses, consisting of 37,000 feet of glass, within city limits of Chicago; owner must sacrifice this on account of ill health; write for full particulars to No. 39, care Florists' Review, Chicago.

FOR SALE—A 7-section No. 68 Gas Water boiler, Bryant make, good condition, only been used a little; price \$200.00. Some 4-inch gate valves, pipes, glass and sash bars. I have two houses to dismantle. About 100 feet of iron gutter, other roof fittings. Harry E. Cooper, Salem, O.

FOR SALE—Second-hand Nangle steel boiler; 28 flues; new; this boiler is in good shape; has been heating 14,000 feet of glass; inspected April 28 by Hartford Insurance Co. and found in good condition; cheap for cash. Emporia Floral Co., Emporia, Kan.

FOR SALE—New greenhouses; 8 acres; about 10,000 ft. glass, close to Aurora, 38 miles from Chicago; doing a profitable and growing wholesale cut flower and cucumber business, also a retail plant trade; price \$8,700.00. Address A. L. Treman, Oswego, Ill.

FOR SALE—Steam boiler made by Wicker Bros., Saginaw; in first-class condition, including steam trap and all trimmings; will heat 6,000 feet of glass; price \$125.00; if trap is not wanted will take \$75.00 for the boiler and trimmings. D. Kleinhans, St. Louis, Michigan.

FOR SALE—A rare opportunity to secure an up-to-date florists' business; established 20 years, rebuilt since; all stock for retail; about 20,000 feet of glass, all in good condition, right in city, doing large business; will sell on terms or for cash; if interested write for particulars; good reason for selling. Joplin Greenhouse, 2004 Bird St., Joplin, Mo.

FOR SALE—Cheap, two brand new greenhouses, containing 6,000 feet of glass, located in the best town in the south; houses are well stocked and doing a good business; this opportunity will have to be seen to be appreciated; answer quick; owner has other business and can not look after these houses. Address No. 141, care Florists' Review, Chicago.

FOR SALE — 1 house 16x109 ft.; 1 house 30x109 ft.; 1 house 25x39 ft.; glass 16x16 and 16x24 in.; 385 ft. 1-in.; 1100 ft. 1 1/2-in.; 397 1 1/2-in.; 193 2-in.; 158 3-in.; 20 ft. 4-in. black pipe; all valves and connections for same; 1 good steam 8-sectional boiler and all connections; are wrecking. Address No. 168, care Florists' Review, Chicago.

FOR SALE—Wrecking the Eldredge Greenhouses at Belvidere; part of this material for sale at a bargain; 2-in., 8-in. and 10-in. pipe and fittings; split tees, pipe bench post fittings, 20,000 3-in. bench tile; several houses complete as they stand up to 40 ft. wide; glass 16x24, 16x18 and smaller; glass will be cut from breakage to order. Write at once for prices, stating amount wanted. James S. Kaellin, Belvidere, Ill.

FOR SALE — Brand new glass, unselected double thick, 16x24, at \$7.45, 12x18, 14x20, 16x18, at \$6.98 per box, in lots of 5 boxes or over; second-hand pipe, 1-in. to 6-in., threaded and coupled, price upon application. Used roof drip bars, 2c per ft. The following round boilers: 18-in., \$79; 21-in., \$108; 24-in., \$149. New Pipe Tools, Malleable Hinged Vises: No. 1, capacity 2 1/2-in., \$3.25; No. 2, capacity 3 1/2-in., \$4.88. Stocks and Dies, Armstrong pattern: No. 2R, threads 1/4 to 1-in., \$7.20; No. 3R, threads 1/4 to 2-in., \$10.80. Toledo Stocks and Dies: No. 1, threads 1 to 2-in., \$16.00. Pipe Wrenches: 18-in. grips, 2-in., \$2.10; 24-in. grips, 2 1/2-in., \$3. Pipe Cutters, Saunders Pattern: No. 1, cuts 3/4 to 1-in., \$1.80; No. 2, cuts 1-in. to 2-in., \$2.70. Metropolitan Material Co., 1299-1323 Flushing Ave., Brooklyn, N. Y.

SITUATION WANTED

Would like to communicate with company offering good opportunity for experienced grower and designer, capable of taking charge and getting results; American, single, 25; best character and references. H. V. THOMPSON, 168 Brighton Ave., Rochester, Pa.

SITUATION WANTED

As general grower and working foreman capable of taking full charge of growing end of a commercial place producing for retail store; long experience and good references; married, no family; Indiana preferred, or one of the states connecting; could be ready to start work about the middle of August; state wages and full information. Address No. 162, care Florists' Review, Chicago.

SITUATION WANTED

Landscape engineer and nursery manager, with many years' experience and success, efficient and up-to-date in all branches, desires to connect with concern that means business and that will appreciate good work; open for engagement August 1. Address No. 144, care Florists' Review, Chicago.

SITUATION WANTED

Gardener who has just completed a large landscape job in Ohio wishes position; references as to ability, etc.

Address O. B., 216 W. 34th St., New York, care Kennedy.

SITUATION WANTED

Young man, florist, seeks position August 1; grower of roses, carnations, mums and general stock; 14 years' experience; have been foreman on last place 6 years and would like to change; would consider like position on an up-to-date place; state wages paid. Address No. 160, care Florists' Review, Chicago.

HELP WANTED

Section men for roses.

WALTER ARMACOST & CO.,
Sawtelle, Calif.

HELP WANTED

Fireman. Must be a reliable and steady man. Position open Aug. 15.

G. VAN BOCHOVE & BRO.,
Kalamazoo, Mich.

HELP WANTED

Helpers in rose houses where the very best quality of stock is grown; good wages and pleasant working conditions; splendid chance for men of some experience who want to become expert.

FRANK SCHRAMM, Crystal Lake, Ill.
Wm. Spandikow, Mgr.

HELP WANTED

Two growers on pot plants, cyclamens, begonias, poinsettias, lilies, hydrangeas, etc.; must be able to produce quality and quantity; good wages and steady employment.

W. B. WALLACE,
Forest Glen, Chicago, Ill.

HELP WANTED

Reliable, middle-aged, all-around, experienced florist; state reference and salary in first letter. Address No. 157, care Florists' Review, Chicago.

HELP WANTED

A thoroughly experienced rose and carnation grower who is capable of taking charge of houses; must be dependable and a hustler; good wages and a share of the profits; give references.

THE CLEVELAND CUT FLOWER CO.,
Newton Falls, Ohio.

HELP WANTED—Store Man

Mr. Elberfield will be in Chicago, at the store of Poehlmann Bros. Co., Monday, July 26th, from 10 a. m. to noon, to talk with you about a Kansas City position with the Alpha Floral Co. Good steady man wanted; good salary.

HELP WANTED

We need several good commercial Rose Growers and Section men; houses all planted up and in fine shape; call or write, stating age, nationality and where formerly employed.

POEHLMANN BROTHERS COMPANY, Morton Grove, Ill.

HELP WANTED

Young greenhouse men to join a thrifty organization, a place that will allow men to learn, to grow, to give their best time and application, to enrich their life for larger accomplishments; young red-blooded, progressing men will find this an excellent opportunity; best provisions for food and your comfort on the place. Address No. 161, care Florists' Review, Chicago.

HELP WANTED

Several good general growers.

C. H. FREY, Lincoln, Neb.

HELP WANTED

Designer and decorator with original ideas and exceptional ability. Address No. 131, care Florists' Review, Chicago.

HELP WANTED

A-1 rose grower, with southern experience; state wages wanted in first letter.

CHAS. A. MOSS,
Spartanburg, S. C.

HELP WANTED

A capable man to be in charge of 25,000 ft. of glass in Chicago, must be competent and able to grow good chrysanthemums, carnations, hulseous stock and bedding plants; good wages and permanent position to reliable man. Address No. 154, care Florists' Review, Chicago.

HELP WANTED

Grower, expert in growing of roses, carnations and general stock; splendid chance for advancement to one who wishes to invest \$4,000 in one of the most modern retail and wholesale ranches in northern Ohio; 23,000 ft. of glass, lake water, iron-frame greenhouses, modern sales-room and garage; good salary; references exchanged; state age, married or single and previous occupation; answer at once. Address No. 159, care Florists' Review, Chicago.

HELP WANTED

Man with experience in growing carnations; must be steady; good wages.

A. REINHARDT,
R. 3, North Milwaukee, Wis.

HELP WANTED

Experienced rose grower. Also helper in rose section, with some experience.

G. VAN BOCHOVE & BRO.,
Kalamazoo, Mich.

HELP WANTED

Competent gardeners who wish to better their positions and are willing to work; no "hot air artists," "booze fighters," or "know it alls" need apply; we want good, conscientious men of moderate habits, good character, and willing to learn; those who can qualify apply

THE J. L. HOFFMAN CO.,
555 Candler Annex Bldg., Atlanta, Ga.

HELP WANTED

A young married man thoroughly conversant with nursery and office management, to take the position of assistant manager of our sales division; applicant must have both field and business experience; give age, nationality and experience in first letter.

B. F. BARR & CO.,
Keystone Nurseries, Lancaster, Pa.

HELP WANTED

We want an experienced orchid grower to take charge of our orchid section; one who thoroughly understands the growing of orchids; state experience, references and salary.

W. J. & M. S. Vesey,
Fort Wayne, Ind.

HELP WANTED

Rose, carnation and cyclamen growers; \$35 00 weekly to start.
ROLF ZETLITZ CO.
Dayton, Ohio

HELP WANTED

Fireman; must be a reliable and steady man; good wages.
BATAVIA GREENHOUSE CO.
Batavia, Illinois

HELP WANTED

Experienced rose grower.
WIETOR BROS.,
2133 Devon Ave. Chicago, Ill.

HELP WANTED

A-1 rose grower to take charge of section rose houses in Virginia; give references. Address No. 283, care Florists' Review, Chicago.

HELP WANTED

Experienced all-around greenhouse man, single preferred; good stock expected; good wages paid.
H. E. REIMERS.
P. O. Box 255 Spokane, Wash.

HELP WANTED

Three good rose growers to work in our modern new houses; starting wages, \$5.50 per day; good chance for advancement to experienced men.
THE PREMIER ROSE GARDENS, Inc.,
Maywood, Ill.

HELP WANTED

Several experienced men for general greenhouse work; good wages to right men.
THE HAMMOND CO., Inc.,
109 E. Broad St., Richmond, Va.

HELP WANTED

Storeman; one with ability, to have full charge of my retail store; must be a good designer and decorator; good salary to right party.
GEO. W. MARSHALL.
108 Grand Ave., Okmulgee, Okla.

HELP WANTED

Greenhouse builders; only men who know the business thoroughly and who can do first-class work will be considered; must have their own hand tools. Address

SUPT. OF CONSTRUCTION,
AMERICAN GREENHOUSE MFG. CO.,
Room 900, Masonic Temple, Chicago.

HELP WANTED

We need several good growers in our rose and carnation sections; give references, experience and wages expected.

W. J. & M. S. VESEY,
Fort Wayne, Ind.

HELP WANTED

About September 1st, floor man and designer for high-class retail store in Salt Lake City; to qualify for this position, one must have had three or four years' experience in some high-class store, must be energetic, of good appearance, pleasant disposition and a good floral artist; \$50.00 a week; working hours nine hours a day and six days a week; store closed on Sundays; extra pay for overtime. Address all correspondence to

MILLER FLORAL CO.,
Farmington, Utah.

HELP WANTED

Experienced saleslady for up-to-date flower shop; give reference and state wages in first letter.
SIEBRECHT FLORAL CO.,
Aberdeen, S. D.

HELP WANTED

Reliable foreman for a good-size commercial place; wages \$200.00 per month. Address No. 147, care Florists' Review, Chicago.

HELP WANTED

A first-class man to take charge of greenhouses and produce A-No. 1 stock; must be good on roses; good wages; references required.
TRUITT'S GREENHOUSES,
Chanute, Kan.

HELP WANTED

Experienced grower, at once, for retail place of 30,000 sq. ft.; married and willing to take boarders; new, up-to-date dwelling of 8 rooms with bath and heater; steady position and good wages to right man; state references, experience and wages wanted.
STENSON & McGRAIL, Uniontown, Pa

HELP WANTED

Greenhouse helpers wanted in rose, carnation and plant houses on first-class place; good wages, good town, pleasant surroundings, steady employment; state wages and experience.

Write No. 165, care Florists' Review, Chicago.

HELP WANTED

At once, working foreman for retail place, growing general line of stock; must be thoroughly reliable; steady employment for a good man; house furnished.
B. C. JOHNSON,
Sterling, Colo.

HELP WANTED

Gardener who understands both greenhouse and outside gardening; good wages; no children preferred. Address No. 412, care Florists' Review, Chicago.

HELP WANTED

Or partner for 30,000 ft. of glass in carnations, mums and bedding plants; good chance for the right man; state wages and experience.
JOHN F. MILLER,
McHenry, Ill.

HELP WANTED

Practical grower for retail place, carnations, mums, poinsettias, Christmas, Easter and spring plants, and a man capable of waiting on trade at greenhouse; permanent position to right party at a good salary; answer giving full particulars and salary expected.
MANHEIN FLORAL CO., Shreveport, La.

FOR SALE

Boilers—one 80 h. p. and one 50 h. p., suitable for heating purposes; complete description and prices on request.

THE SUPERIOR UNDERWEAR COMPANY
Piqua, Ohio.

HELP WANTED

Rose growers and pot plant men, wages \$35.00 per week for A-1 men. Nine-hour day.

J. F. WILCOX & SONS,
Council Bluffs, Ia.

HELP WANTED

Gardener to take charge large estate. Must be an educated horticulturist and agriculturist and have had experience growing all kinds flowers, shrubbery, trees and looking after large sized place. Address or call

G. E. MARCY,
1220 Cont'l and Com'l Bank Bldg.,
Chicago, Ill.

HELP WANTED

A thoroughly experienced plant grower; must furnish best of references; permanent position.

WRIGHT'S FLOWER SHOP
224 W. 4th Street
Los Angeles, California

HELP WANTED

Rose grower; must be experienced and willing to attend strictly to his work; good wages and good chances for advancement to the right man; greenhouses located near Chicago. Address No. 115, care of Florist's Review, Chicago.

HELP WANTED

Man familiar with the work in rose houses; permanent position; state wages wanted and experience.

JOSEPH KOHOUT
Libertyville, Illinois

WANTED

Agency for a well recommended New England or New York Nursery; also for a bulb house; kindly send catalogue and particulars to

MAINE SEED & HORTICULTURE CO.,
Rockland, Maine

FOR SALE

Having sold our entire Philadelphia property we wish to remove all greenhouses from the premises, and offer at very reasonable prices 25 greenhouses for removal at once.

ROBERT CRAIG CO., 4900 Market St.
Philadelphia

FOR SALE

One of the most modern greenhouse plants around Chicago; 21 houses containing about 200,000 ft. of glass; practically all replanted since last year to the newest varieties; 34 acres good, fertile land; large 10-room house, also large barn, with all necessary equipment; private switch direct to coal bin; located on railroad near two towns, assuring plenty of labor; this is a splendid opportunity for a live man to acquire a large, going, profitable business; must be seen to be appreciated; for further particulars address No. 20, care Florists' Review, Chicago.

FOR SALE

The Ullrich plant at Tiffin, Ohio, situated on one of the principal paved streets in the city; comprising fifteen greenhouses, garage with two delivery cars, large barn, large hennery, three other large outbuildings, two modern dwellings, two other large building lots, cold storage, concrete bulb cellar, about seven acres of ground for planting, up-to-date office, workroom and potting shed; only retail store in town of 15,000, well stocked with supplies; will sell store separate or greenhouse separate to continue the large established business, or dismantle same.

E. J. ULLRICH,
201 Sycamore St., Tiffin, Ohio.

FOR SALE

One 75-horsepower boiler; one 150-horsepower boiler; one No. 11 Kroeschell hot water boiler; all in good condition.

HEMBREIKER BROS.,
Lincoln, Ill.

FOR SALE

Galvanized wire stakes No. 8 and No. 9, in good condition, 3 1/4-ft. at \$14.00 per 1000, 4-ft. at \$16.00 per 1000.

AMLING BROTHERS,
Des Plaines, Ill.

FOR RENT

Twelve greenhouses, over 45,000 feet of glass, in good condition and well stocked, located in the northwest side of Chicago; with large up-to-date store established in 1898; good paying retail and wholesale business. Address No. 112, care Florists' Review, Chicago.

WANTED

To buy, the best retail florists' business \$5,000 cash will handle; in or around Chicago preferred; send particulars to

No. 156, care Florists' Review,
Chicago.

FOR SALE

Here is an unusual opportunity to purchase, on very favorable terms, a modern, well-stocked greenhouse establishment, with excellent shipping facilities direct to two large nearby markets, supplying a good demand. The property includes:

Six and one-half acres of land with modern, up-to-date range of 50,000 feet of glass, residence, storage plant and barn, six tons of fertilizer, approximately 600 feet of pipe and fittings, \$600 worth of glass, and the following stock all in good condition: 6,500 Columbia (1 yr.); 2,000 Columbia (2 yrs.); 1,000 White Killarney (1 yr.); 1,000 White Killarney (benched April 15); 1,000 Premier (1 yr.); 1,500 Ophelia (2 yrs.); 1,000 Sunburst (2 yrs.); 1,000 Mme. Butterfly (benched April 15); all roses cut back, good crop in August; 5,000 Carnation Plants; 2,000 Chrysanthemum Plants.

Coal mines in immediate vicinity; spur track on property. This year's supply should cost not to exceed \$3.55 per ton, mine run, delivered. One-half of expenses paid to prospective purchasers, if written inquiry is made.

GEORGE SEUBOLD, Florist,
Huntingsburg, Indiana.

FOR SALE

100 hotbed sash, 3 x 6, with 3 rows 10 x 12 glass, in perfect condition, \$3.50 each.

F. BLONDEEL, Oak Park, Ill.

FOR SALE

Well established florists' business with brick building; two stores; 6-room suite, two small greenhouses; hot water heat, and a vacant corner lot on a main street and ear line of city of 700,000. Address No. 158, care Florists' Review, Chicago.

FOR SALE

Greenhouse; 4,000 sq. ft. glass; shed 20x60 ft.; Peerless hot water boiler; price \$2,500; purchaser to remove same.

R. M. HARRISON,
Oak Harbor, Ohio.

FOR SALE**BOUND VOLUMES OF THE
FLORISTS' REVIEW**

We have the following surplus copies, bound in substantial half leather binding, in style uniform with those prepared for preserving The Review in its own bookcases. Being in need of room, these SURPLUS copies (and these only) are offered at

\$2.00 PER COPY, f. o. b. Chicago.

Which is less than the present cost of binding. Books offered are:

No. copies	Vol. No.	Date
1	1 and 2	Nov. 2, 1897, to Nov. 24, 1898.
1	3 and 4	Dec. 1, 1898, to Nov. 23, 1899.
1	5 and 6	Nov. 30, 1899, to Nov. 22, 1900.
1	11	Nov. 27, 1902, to May 21, 1903.
1	12	May 28, 1903, to Nov. 19, 1903.
1	13	Nov. 26, 1903, to May 19, 1904.
1	14	May 26, 1904, to Nov. 17, 1904.
2	15	Nov. 24, 1904, to May 18, 1905.
2	16	May 21, 1905, to Nov. 16, 1905.
2	17	Nov. 23, 1905, to May 17, 1906.
2	18	May 24, 1906, to Nov. 15, 1906.
2	19	Nov. 22, 1906, to May 16, 1907.
2	20	May 23, 1907, to Nov. 14, 1907.
1	22	May 21, 1908, to Nov. 12, 1908.
1	27	Nov. 17, 1910, to May 11, 1911.
1	28	May 18, 1911, to Nov. 9, 1911.
1	30	May 11, 1912, to Nov. 7, 1912.

Offered subject to being unsold.

FLORISTS' PUBLISHING CO.

508 S. Dearborn St., Chicago, Ill.

FOR SALE

Modern wholesale and retail greenhouse plant and equipment, located in Minnesota; 100,000 feet of glass; one-half of the place is planted to 30,000 rose plants; 10,000 Premier; balance Columbia, Butterfly, Ophelia and White Killarney, all good stock; carnations, chrysanthemums and other plants are grown in the balance of the place for our retail trade; two good dwelling houses and flat and office, all vacuum steam heated from the greenhouse heating plant; good, profitable place for someone; excellent reason for selling; for further particulars address No. 155, care Florists' Review, Chicago.

FOR SALE OR LEASE

A good profit-paying florists' business; greenhouses about 8,500 feet of glass; located in the heart of Missouri in a city of 75,000 population; we have about one acre of ground in the best residential district of the city; all city improvements, of course; we have a wholesale and retail business which is double the amount we can supply; our greenhouses are stocked to capacity with mums, asters, snapdragons, ferns, begonias and cyclamen, all in tip-top shape; we will sell at an attractive cash price or we can give you good terms. Write today.

Address No. 167, care Florists' Review, Chicago.

FOR SALE**Used Greenhouse Material.**

We are going entirely out of business and are selling the material in all our houses.

1-inch, 1½-inch, 2-inch to 6-inch pipe and fittings.

Valves of all sizes.

16x24 D. S. glass.

Ventilating machines, arms, double strength pipe, etc., Evans make.

Galvanized stakes, pots, etc. including orchid pots.

Steam pumps.

Roof bars, gutter ridge, etc.; 10-foot cedar posts.

Complete houses, 25x100 to 25x265, taken down and shipped complete to rebuild.

Write us your needs or come here. We will make low prices.

SOUTH PARK FLORAL CO.
New Castle, Indiana.

FOR SALE

24,000 square feet of glass consisting of 8 modern greenhouses in good condition, newly painted; 2½ acres of land; plant is stocked with 10,000 carnation plants, 13,000 chrysanthemums, 600 snapdragons, sweet peas, stevias, 1,500 4-inch cyclamen, 700 primroses, poinsettias, 8,000 geraniums, ferns, lots of other stock; everything in A-No. 1 condition; splendid wholesale and retail business; ready to be taken over at once; only modern plant in city of 38,000; good reason for selling; for full particulars address

MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

FOR SALE

Nursery established 18 years, with lively retail trade in best business locality; size of land, one acre; 7,000 feet of glass; all houses well filled with first-class stock for the winter and summer trade; two up-to-date electric motor oil burners; high power water pressure at very moderate rates; twenty minutes' car ride from city center; must be sold owing to other interests; write for particulars to

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420 First National Bank Bldg.,
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FOR SALE

Retail and wholesale florists' business situated in western New York; five greenhouses, 12,500 feet of glass; steam heat, cement walks, electric lights, two Ford trucks, 200 sash and frames 3x6; house, barn, sheds and two acres of land. Write WM. F. KASTING CO., Buffalo, N. Y.

FOR SALE

Five greenhouses, each 27½x250 ft., complete as they stand, \$800.00 each, purchaser to remove them from the land. PETER REINBERG,
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FOR SALE

Good second-hand pipe in all sizes running from ¾-inch to 10-inch; also second-hand boilers. Write for prices.

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Muncie, Indiana

FOR SALE

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FOR SALE

Flower store with gift shop in connection, doing good business; am selling on account of other business. Address No. 163, care Florists' Review, Chicago.

FOR SALE

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FOR SALE

85,000 sq. ft. of glass, steam heated and in good condition, on 10-acre plot ½-mile from town, on brick pavement; wholesale and retail business. Write for information.

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20,000 feet of modern glass well stocked with roses, carnations, mums and bedding plants, on 7 acres rich land; 1,500 feet Skinner system and 8-room house, all in city limits of a good flower city of 5,000; business established and growing in a prosperous community 30 years; buyer can have immediate possession. Address No. 148, care Florists' Review, Chicago.

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Boilers, two 125 H. P. Tubulars, 85 lbs. working pressure; one No. 11 Kewanee type firebox boiler; one 70 H. P. Tubular; one 45 H. P. Tubular; one 20 H. P. Scotch marine boiler; one 10 H. P. Scotch marine; one 20 H. P. firebox portable; one 15 H. P. horizontal Tee boiler; one 80 H. P. Economic firebox boiler; Vertical boilers, all sizes.

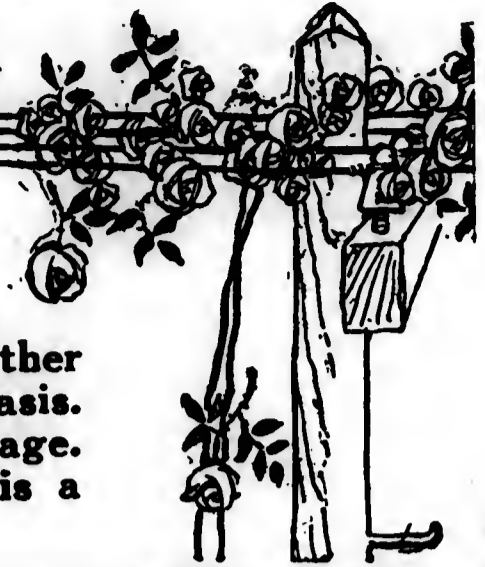
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Broadway

Member
F. T. D.



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the Bay Cities and all Central California

PELICANO, ROSSI & Co.

Members F. T. D.

123-125 Kearny Street

OFFER UNEXCELLED FACILITIES FOR HANDLING YOUR ORDERS

Index by Towns of Florists Represented in This Department

City	Page	City	Page	City	Page	City	Page	City	Page	City	Page
ABERDEEN, S. D. Milady's Flr. Shop... 98		BOWLING GREEN, Ky. Cobby's Flower Sh'p... 81		CHICAGO—Cont'd		DOUGLAS, Ariz. Travis Fl'r Shop... 85		GENEVA, N. Y. Cass, W. & T.... 77		INDIANAPOLIS, Ind. Bertermann Bros... 79	
AKRON, O. Grossberg & Cahill... 91		BOZEMAN, Mont. Langohr, M..... 88		Samuelson, C. A.... 87		DOVER, N. J. Herrick, Alonzo D. 76		GIBSON CITY, Ill. Peterson Flo. Co... 88		Alexandria Florist.. 94	
ALBANY, N. Y. Danker..... 78		BRIDGEPORT, Conn. Horan & Son..... 75		Schiller..... 87		DOWAGIAC, Mich. ReShore & Son.... 85		GLASGOW, Scotland Leighton..... 69		Athletic Club Flo.. 94	
ALBUQUERQUE, N. M. Blum & Son, E.... 71		BRISTOL, TENN. Fallon, Florist.... 83		Smyth, W. J..... 87		DUBUQUE, Ia. Harkett's Flo. Nura. 92		GOLDSBORO, N. C. Goldsboro Flo. Co.. 83		Broadway Flo..... 94	
ALTON, Ill. Krug Floral Co.... 86		BROCKTON, Mass. Belmont Fl. Shop... 74		Wienhoeber Co., E. 87		GRAND FORKS, N. D. McElroy's Fl Shop 96		GRAND ISLAND, Neb. Williams the Flor.. 96		Darling's Fl. Shop. 94	
AMARILLO, Tex. Cunningham Fl. S'p 78		BROOKLINE, Mass. Merrill, Alice..... 74		Johnston, Mrs. S.... 84		GRAND RAPIDS, Mich. Crabb, Arthur F... 85		JACKSON, Miss. Capitol Floral Co.. 71		Howard & Smith... 94	
ANN ARBOR, Mich. Blum Maize Bl. Shp. 85		BUFFALO, N. Y. Anderson, S. A.... 78		Chickasha, Okla. 85		JACKSONVILLE, Fla. Mills the Florist... 70		JACKSONVILLE, Ill. Heini & Sons, J... 86		Lichtenberg's..... 94	
ASHEVILLE, N. C. Dickinson, E. C... 82		BURLINGTON, Vt. Gove the Florist... 75		Chillicothe, Mo. 84		JAMESTOWN, N. Y. Heelas Flr. Store... 78		JOLIET, Ill. Joliet Floral Co.... 86		Occidental Florist.. 94	
ATLANTA, Ga. Deans, Ralph..... 82		CAMBRIDGE, Mass. Becker's Conserv... 74		Clarksville, Va. 80		KANSAS CITY, Kan. Fields, L. C..... 83		JOPLIN, Mo. American Flo. Co... 73		Redondo Flo. Co... 94	
ATLANTIC CITY, N. J. Atlantic City Flr. Shop 76		CANTON, O. Johnston Flr. Shop. 92		Clarksburg, W. Va. 80		KANSAS CITY, Mo. Alpha Floral Co... 73		JACKSONVILLE, Fla. Mills the Florist... 70		Redwood Flo. Co... 94	
BALTIMORE, Md. Feast & Sons..... 84		CASPER, Wyo. Casper Flo. Co.... 88		Cleveland, O. 91		KANSAS CITY, Mo. Barnes, W. J..... 72		KANSAS CITY, Mo. Alpha Floral Co... 73		Walker, E. V. & Bro. 81	
BATAVIA, N. Y. Stroh & Sons, L. C. 73		CHARLESTON, S. C. Carolina Floral Str. 70		Columbia, Mo. 73		KANSAS CITY, Mo. Alpha Floral Co... 73		JACKSONVILLE, Fla. Mills the Florist... 70		Walker Co., Wm... 81	
BATON ROUGE, La. Roseland Florist... 71		CHARLESTON, W. Va. Capital City Fl. Co. 70		Columbia, Ga. 83		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walker Co., F.... 81	
BATTLE CREEK, Mich. Coggan, S. W..... 85		CHARLOTTE, N. C. Flower Shop..... 82		Columbus, Ga. 83		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walker, E. V. & Bro. 81	
BELLINGHAM, Wash. Floral Exchange... 95		CHARLOTTEVILLE, Va. Lankford, W. A.... 83		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walters & Son Co.. 81	
BERKELEY, Cal. Flowershop..... 93		CHATTANOOGA, Tenn. Joy Floral Co.... 83		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BIRMINGHAM, Ala. American Fl. Sh. 71-82		CHATTANOOGA, Tenn. Joy Floral Co.... 83		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		CHICAGO		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Alpha Flo. Co.... 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Blome, Paul & Co. 86		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Bruns, H. N..... 86		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Central Floral Co. 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Clody's..... 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Fisher & Bros.... 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Fleischman..... 86		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Frauenfelder, C. 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Friedman, O. J.... 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Johnson & Charnis 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Kidwell Co., J. F. 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Lange, A..... 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Mangal..... 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Muir..... 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		O'Leary, Florist.. 87		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74		Peacock Fl. Shop.. 86		Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	
BOSTON, Mass. Carbono..... 74				Columbus, O. 90		KANSAS CITY, Mo. Barnes, W. J..... 72		JACKSONVILLE, Ill. Heini & Sons, J... 86		Walsh & Sons, J... 74	

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

City	Page	City	Page	City	Page	City	Page	City	Page	City	Page		
MOBILE, Ala.		NEW YORK—Cont'd		PATERSON, N. J.		READING, Pa.		SAN ANTONIO, Tex.		STAUNTON, Va.		VICTORIA, B. C.	
Goodbrad Floral Co. 82		Schling, Max. 77		Seeery, Edward. 78		Giles. 80		Green, Edward. 78		Fallon, John. 83		Woodward, A. J. 84	
Minge Floral Co. 83		Stumpp, G. E. M. 80		PEKIN, Ill.		RED BANK, N. J.		SAN DIEGO, Cal.		STUEBENVILLE, O.		VINCENNES, Ind.	
Bavier & Sons. 83		Warenderff, A. 77		Kuhl, Geo. A. 87		Kennedy & Sons. 76		Boyle & Darnaud. 93		Huscroft's Fl. Sh. 90		Schultz Co., P. C. 79	
MOLINE, Ill.		NIAGARA FALLS, N. Y.		PENDLETON, Ore.		RICHMOND, Ind.		SAN FRANCISCO, Cal.		STREATOR, Ill.		WACO, Tex.	
Knees & Sons. 86		Harris & Lever. 78		Forshaw. 95		Gause, G. R. 79		Art Floral Co. 92		Thornton Flor. Co. 87		Wolfe the Florist. 73	
Staack & Sons, J. 66		NORFOLK, Neb.		PEORIA, Ill.		Lemon & Co., F. H. 79		Darbee. 93		STROUDSBURG, Pa.		WALLA WALLA, Wash.	
MONROVIA, Cal.		Norfolk Flo. Co. 96		Kuhl, Geo. A. 87		RICHMOND, Va.		Eppstein, Julius. 93		Herrick. 76		Flower Shop. 95	
Brunger, C. A. 93		NORFOLK, Va.		Loveridge, Chas. 86		Hammond Co. 83		Joseph, B. M. 93		Vogt's Greenhouse. 85		Young & Lester. 95	
MONTCLAIR, N. J.		George, Inc. 83		PERRY, Ia.		Mosmiller, Florist. 83		MacBorie-McLaren. 93		SULPHUR, Okla.		WALTHAM, Mass.	
Massmann, Flor. 76		Grandy the Florist. 83		Louwers & Co. 93		Ratcliffe, John L. 83		Navlet Co. 92		Nelson, Mrs., B. A. 84		Ruane, M. F. 74	
MONTGOMERY, Ala.		NORTON, Va.		PETERBOROUGH, Can.		RIVERSIDE, Cal.		Pelicano, Ross. 92		SUMMIT, N. J.		WARREN, O.	
Rosemont Gardens. 83		Norton Floral Co. 83		Peterborough Fl. Co. 84		Hosp, A. M. 93		Podesta-Baldechi. 93		May, Harry O. 76		Adgate & Son. 90	
MONTICELLO, Ia.		OAKLAND, Cal.		PETERSBURG, Va.		Orange Bloss. Fla. Shop. 93		Shellgrain & Bitter. 93		SYRACUSE, N. Y.		Park Floral Co. 91	
Van Meter, C. L. 93		Clarke Bros. 94		Stiles, Mrs. Robt. B. 83		ROANOKE, Va.		Steln, A. O. 93		Day Co., W. E. 76		WARREN, Pa.	
MONTREAL, Can.		Hogan & Evers. 93		POTOSKEY, Mich.		Fallon, Florist. 83		SANTA BARBARA, Cal.		Hencl, M. S. 76		Crescent Fl. Gar. 86	
Hall & Robinson. 84		Soulberger & Co. 93		Winans, Frank. 85		Werth the Florist. 83		Gleaves Flo. Shop. 93		TACOMA, Wash.		WASHINGTON, D. C.	
McKenna, Ltd. 84		OAKLAND, Md.		PHILADELPHIA, Pa.		ROCHESTER, Minn.		Victoria Nursery. 84		California-Florist. 84		Blackstone, Z. D. 79	
MT. PLEASANT, Mich.		Weber & Sons Co. 70		Berger's Sons, Wm. 86		Rochester Flor. Co. 96		SAVANNAH, Ga.		Smith Flo. Co. 94		Gude Bros. Co. 79	
Cople, Walter W. 85		OAK PARK, Ill.		Callahan, M. J. 80		Rochester Grhs. Co. 96		Oelschig & Sons. 82		TAMPA, Fla.		Louisa Flower Shop. 79	
MUNCIE, Ind.		Schneider, A. H. 87		Grakelaw's. 80		ROCHESTER, N. Y.		Wolf, John. 82		Knull Floral Co. 70		Shaffer, Geo. C. 79	
Buchholz, Eric. 78		OELWEIN, Ia.		Habermehl's Sons. 80		Keller Sons, J. B. 78		SCHENECTADY, N. Y.		TARBORO, N. C.		WATERBURY, Conn.	
MUSKEGON, Mich.		Kemble's Grhses. 92		Hastings, Frank R. 80		Wilson, H. E. 78		Rosendale Fl. Shop. 78		Creach. 83		Ryan & Powers. 75	
Butterworth Fl. Co. 85		OGDEN, Utah		Krueger Co. 80		ROCKFORD, Ill.		SCRANTON, Pa.		TERRE HAUTE, Ind.		HELM & Sons. 79	
NASHVILLE, Tenn.		Dumks Floral Co. 83		PHOENIX, Ariz.		Peterson & Son, S. 86		Besancon & Co. 80		Heimi & Sons. 79		TEXARKANA, Tex.	
Geny Bros. 83		OKLAHOMA CITY, Okla.		Arizona Flo. Co. 85		Rockford Flo. Co. 86		Schulteis. 80		Majestic Fl. Co. 73		Majestic Fl. Co. 73	
Joy Floral Co. 83		Foster Floral Co. 84		Donofrio Flo. Dept. 85		ROCK SP'GS, Wya.		Seattle, Wash.		Thermopolis, Wya.		Thermopolis Fl. Co. 83	
NEWARK, N. J.		OKMULGEE, Okla.		DAVIS BLUFF, Ark.		Westholder, L. B. 93		Hollywood Gardens. 95		THERMOPOLIS, Wya.		Hamme, Erwin J. 89	
Begerow's. 76		Marshall, Geo. W. 84		Davis Floral Co. 78		ROSWELL, N. Mex.		McCoy, L. W. 85		Titusville, Pa.		MEINHART, J. E. 72	
Phillips Bros. 76		OLEAN, N. Y.		PITTSBURGH, Pa.		Alameda Grhses. 93		Murdoch, Wm. A. 86		TOLEDO, O.		Freeman, Mrs. J. B. 90	
Washington Florist. 76		Herron, D. R. 78		Harris Bros. 80		RUGBY, N. D.		Woodlawn Fl. Shp. 95		Archias Flo. Co. 73		Krueger, Otto P. 90	
NEWARK, O.		Oppenheim, Manuel 78		Hill & Co., D. 80		Ruby Grhses. 96		SEDALIA, Mo.		SHEBOYGAN, Wis.		Metz & Bateman. 90	
Duerr, Chas. A. 92		OMAHA, Neb.		Ludwig Floral Co. 80		ST. CATHARINES, Ont.		Archias Flo. Co. 73		Matthewson, J. E. 89		Schramm Bros. 90	
Halbrooks, Florist. 93		Bath, John H. 86		Ludwig, E. C., Co. 80		Dunn, Robt. L. 84		SHEFFIELD, Eng.		Spanner, Florist. 90		WICHITA, Kan.	
Kent Bros. 93		Henderson, Lewis. 96		Bandolph & Mc-Climenta. 86		ST. JOSEPH, Mo.		Artindale & Son. 89		Winnipeg, Man.		Culp & Co., W. H. 83	
NEW BEDFORD, Mass.		Heas & Swoboda. 98		Clements. 86		Quentin Floral Co. 72		SHERIDAN, Wyo.		BUCHANAN FALLS, Tex.		Buchanan Flo. Co. 73	
Murray. 74		Larmon, Lee L. 98		Smith Co., A. W. 80		Stuppy Floral Co. 72		Sheridan Grhses. Co. 88		TOPEKA, Kan.		Evans, A. W. B. 80	
NEW BRITAIN, Conn.		Rogers, Louis M. 98		Williams, Mrs. E. A. 80		ST. LAURENT, France		Hannah & Son. 73		HAYES, James. 83		Marvin, Ira G. 80	
Voia Floral Co. 75		ONEONTA, N. Y.		PITTSTON, Pa.		Englemann, C. 80		SHERMAN, Tex.		Lord's Flo. Room. 83		WILLIAMSPORT, Pa.	
NEW HAVEN, Conn.		Derrick. 76		Huntley, Martha. 81		ST. LOUIS, Mo.		Hannah & Son. 73		TORONTO, Ont.		Evenden's Sons. 80	
Champion & Co. 76		OSKALOOSA, Ia.		POCATELLO, Idaho		Bentzen Flo. Co. 72		SHREVEPORT, La.		Dunlop, John H. 84		Evening Bros. 80	
NEW KENSINGTON, Pa.		Kemble's Grhses. 92		Atkins. 88		Blossom Shop. 72		Ruch, D. E. 71		People's Florists. 84		Evenden's Sons. 80	
McRae-Jenkinson. 81		OSWEGO, N. Y.		POMONA, Cal.		Grimm & Gortly. 72		SIoux City, Ia.		Park Floral Co. 76		WILMETTE, Ill.	
NEW ORLEANS, La.		Floral Art Studio. 78		Pooley's Flr. Shop. 93		Mullanphy. 72		Ribsam, Florist. 76		TRINIDAD, Cele.		Welland, John. 87	
Avenue Floral Co. 71		OTTAWA, Ill.		PONTIAC, Ill.		Ostertag Bros. 72		Trinidad, Cele.		TRINIDAD, Cele.		Winnipeg, Man.	
Ehle, Chas. 71		Lohr's Greenhouses. 86		Miller & Son. 86		Weber, Fred O. 72		Rocklin & Lehman. 92		Park Floral Co. 88		The "King" Flor. 84	
Metairie Ridge Co. 71		OTTAWA, Ont., Can.		PORT HURON, Mich.		Weber, F. H. 72		SOUTH BEND, Ind.		Trinidad Fl. Store. 88		Ormaton, O. B. 84	
Schelnuk, Max. 71		Scrims, Florist. 84		Asman. 85		Witek, Joseph. 72		Beehler, Adam. 79		TROY, N. Y.		Menand, H. Louis. 78	
Virgin, U. J. 71		OTTUMWA, Ia.		PORTLAND, Me.		Young & Sons Co. 73		Williams & Co. 79		Menand, H. Louis. 78		Worcester, Mass.	
NEWPORT, R. I.		Kemble's Grhses. 92		Flower Shop, The. 75		ST. PAUL, Minn.		SPARTANBURG, S. C.		TRURO, N. S., Can.		Lange, H. F. A. 74	
Smith, Florist. 75		OWENSBORO, Ky.		PORTLAND, Ore.		Holm & Olson. 96		Moss, Chas. A. 70		Suckling & Chase. 84		Randall's Flo. Shp. 74	
NEWTON, Mass.		Nanz Floral Co. 81		Clarke Bros. 94		SACRAMENTO, Cal.		SPOKANE, Wash.		TUCSON, Ariz.		XENIA, O.	
Cotton the Florist. 74		Tapscott. 81		Lubliner. 94		Navlet, A. 93		Burt, A. J. 95		Tucson Floral Co. 85		Engle Floral Co. 91	
NEW YORK CITY		PARTSMOUTH, Va.		Tonseth's. 94		SAFFRON WALDEN, England		Eugene's Flo. Shp. 95		Boston's Flo. Store. 84		YAKIMA, Wash.	
Boston Florist. 77		Cotton Floral Co. 83		PORTSMOUTH, Va.		Engelmann, C. 80		Reimers Art Shop. 95		TUPELO, Miss.		Annavee Flr. Shp. 95	
Bowe, M. A. 77		PRINCETON, Ill.		Flower Shop, The. 75		SAGINAW, Mich.		SPRINGFIELD, Ill.		Tupelo Floral Co. 71		State Floral Co. 95	
Brown, Chas. H. 77		Trimble Grhse. Co. 87		CLARKE BROS. 94		Goetz Sons, J. B. 85		Brown, A. C. 86		UNIONTOWN, Pa.		YANKTON, S. D.	
Buryard, A. T. 77		PROVIDENCE, R. I.		Lubliner. 94		Brinkerhoff Grhses. 86		Hembsreiker & Cole. 86		Barton, W. R. 80		Gurney Grhse. Co. 96	
Burns, H. H. 77		Johnston Bros. 75		Tonseth's. 94		Sunshine Flowers. 85		SPRINGFIELD, Mo.		Stenson & McGrall. 80		YONKERS, N. Y.	
Clark's Sons. 77		Johnston & Co. T. J. 75		PORTSMOUTH, Va.		SALINA, Kan.		Springfield Seed Co. 73		UPPER SANDUSKY, O.		Broderick, R. T. 77	
Dards, Chas. A. 76		QUEBEC, Can.		Cotton Floral Co. 83		Leighton Floral Co. 83		Stokes Floral Shop. 73		Constien, B. E. 92		YOUNGSTOWN, O.	
Davis, Chas. A. 76		McKenna, Ltd. 84		PRINCETON, Ill.		SALT LAKE CITY, Utah		SPRINGFIELD, O.		UTICA, N. Y.		Park Floral Co. 91	
Galvin, T. F. 75		QUINCY, Ill.		Trimble Grhse. Co. 87		Bailey & Sons Co. 83		Schneider. 90		Van Meter Fl. Shop. 90		Posy Shoppe. 92	
Guido, Inc. 75		Genteman, H. A. 86		PROVIDENCE, R. I.		Huddart Floral Co. 83		VAN METER FL. SHOP. 90		VANCOUVER, B. C.		Ryan & Culver. 92	
Hart, Inc., Henry. 77		RACINE, Wis.		Johnston & Co. T. J. 75		Lambourne, Ernest. 88		WALDORF, N. Y.		Brown Bros. & Co. 84		Walther, Harry C. 92	
Kottmiller, A. 77		Obertin, P. N. 89		THE FLOWER SHOP. 89		Miller Floral Co. 88		WOODWARD, A. J. 84		ZANESVILLE, O.		Humphrey, G. L. 91	
Malandre Bros. 78		The Flower Shop. 89											
Meyer, Adolph. 77													
Bamm's Flo. Shop. 77													

LOS ANGELES

Seventeen modern greenhouses full of fine stock for our exclusive retail business

Wright's Flower Shop

224 W. Fourth St.

MEMBER F. T. D.

Los Angeles, Calif.

RETAIL STORE MANAGEMENT

WHAT THE LEADERS IN THE TRADE ARE DOING

BRINGING IN NEW BUYERS.

Telegraph Display Draws.

When the, comparatively speaking, quiet summer months bring rest and leisure to the retail florist, he may, if he has not had too much business the rest of the year, use the spare time now at his disposal to pick up some extra business, add some new customers to his list and, incidentally, increase his profits. The material for accomplishing this is ready at his hand and the results have been demonstrated frequently. The subject of the telegraph delivery of flowers is still so novel that the florist may use it as a drawing card to bring new buyers into his shop if he will devote the necessary energy to its advertisement.

By advertisement, in this instance, is not merely meant the insertion of copy in the local newspaper. That is always, of course, effective to a certain extent. But there are additional methods of publicity which have their own value. Chief among these, as has been demonstrated time and again, is window display. This is a means of vividly presenting the idea of telegraph delivery to the public that achieves notable results. Examples of it have been given in these columns in a number of notably successful cases.

Accompaniments.

To accompany the window and reinforce its drawing power, letters and newspaper advertising are used. The combination of the various publicity

mediums seems to act more forcefully than any one of them does, proportionately, alone. The results at a season when people are not buying heavily of flowers seems sometimes surprising.

In view of this fact, it pays florists at this season to undertake the featuring of their telegraph service. They have the time and the necessary effort to spare, and some extra business will be welcome. The material for a suitable window display is not costly; indeed, the total outlay of florists who have made such a brief campaign, if it may be called so, has been remarkably small for the returns yielded.

An Example.

To indicate the opportunity which awaits florists who wish to answer its knock, the case may be cited of L. Turner Sons, at Kenosha, Wis. During the first two weeks of July they staged the window display shown in the illustration on this page. In the left-hand window, miniature telegraph poles planted in lycopodium and moss led from Kenosha, conspicuously marked on a colored map, to the leading cities in the United States. Telegraph instruments likewise appeared in a prominent place. Flower boxes bearing labels and placards gave further reinforcement to the idea of the display. In the right-hand window a large poster explained the telegraph system of florists and with it appeared telegraph poles, instruments, boxes and placards as in the other window.

The window won newspaper notice, being described in the Kenosha Eve-

ning News. With such description went, naturally enough, the reporter's explanation of how the florists' telegraph system works, the best of printed publicity. The practice of L. Turner Sons of calling their store "The F. T. D. Shop" aided in this campaign. This phrase, appearing on stationery and publicity matter, keeps the suggestion of wire orders constantly before patrons.

In the newspapers at the time of the window display appeared a striking advertisement of over six inches on two columns. Heavy type at the top said: "Read what a Flowergram did for a Poor Lonesome Wife." Below was a reproduction of feminine handwriting on hotel stationery, which read as follows:

You Darling Hubby:

That trip seemed perfectly endless! And when I got to my room here—talk about lonesome—I thought I would die!

But now I have such sweet company! I hadn't been here five minutes when your Flowergram arrived and those precious blossoms made me feel that the thoughtful Dear who sent them is very near to me indeed. Oh, I'm so happy! Who but you would think so unceasingly of my comfort? A thousand thanks!

Shall write a long letter tonight to tell you all about my trip.

Faithfully yours,

Betty.

How such a campaign works is best indicated by L. Turner Sons' own statement:

The Results.

"It was really surprising to see what interest was shown in our windows. People came into the store continually to ask questions, and to have the exact working of the florists' telegraph delivery explained to them. Many had a hazy idea, but did not know definitely how they could have flowers delivered in other cities.

"The number of telegraph orders taken in our store during the last few weeks has run very high, especially considering that the quiet season for the florist is now beginning. And we are interested to notice that people are coming into our store to send flowers by telegraph whom we have never seen in it before. We really feel that our telegraph windows have been more than a success."

TRADE'S GREAT OPPORTUNITY.

Business Through Education.

A great deal of space in these columns has been devoted of late to the necessity of educating the public in new and greater uses of flowers. In this article I am going to stop for a moment to consider just what education means. Naturally, the first thing one does is to consult that well known authority on the subject, Noah Webster. His definition of education is as follows: "The act, process or result of educating; the systematic training of the moral and intellectual faculties." This is a quite simple definition of the word. Only recently, however, it was my privilege to listen to a sermon delivered by that



Window Display that Brought Telegraph Orders at Kenosha, Wisconsin.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

FOREIGN SECTION

C. ENGELMANN

Member American Florists' Telegraph Delivery Association.

Life Member S. A. F.

Member American Carnation Society.

Member New York Florists' Club.

Orders for England, Scotland and Ireland taken care of by

C. ENGELMANN, Florist, Saffron Walden, Essex, ENGLAND.

Cables: Engelmann, Saffronwalden (2 words only)

Orders for the French Riviera and Monte Carlo taken care of by

C. ENGELMANN, Etablissement Horticole "Carnation," Saint-Laurent-du-Var, near Nice, FRANCE.

Cables: Carnation, Saint-Laurent-du-Var (2 words only)

Liverpool, England
DINGLEYS, Ltd., Florists

SHEFFIELD, ENGLAND
WM. ARTINDALE & SON
FLORISTS SEEDSMEN NURSERYMEN

Manchester, England
DINGLEYS, Ltd., Florists

SCOTLAND SEND YOUR ORDERS NOW TO
LEIGHTON, Florist, GLASGOW.
Scotland's Only Member F. T. D.

well known Scotch minister, Dr. Robert D. Watson, of New York city, on education. Dr. Watson took his definition of the word from a short sentence found in the seventeenth verse of the first chapter of Isaiah, "Learn to do well."

When we look at education in the light of Dr. Watson's interpretation, it becomes exceedingly simple. As applied to publicity in the florists' business, it resolves itself into just this: Each florist must devote serious thought to the subject; he must think out the best means of reaching the public, have something definite to offer, and make this offer in a concise, intelligent and truthful manner.

This article is not a treatise on education, but rather a few hints on all that the word implies, which may be capitalized for the use of the florists throughout this country. In other words, it is the object of the writer to get florists to think along the lines suggested.

Developing Telegraph Delivery.

Now, the phase of the question discussed in this article is education of the public by means of the telegraph delivery of flowers. In this case there are two distinct classes to be educated, first, the florist himself and, second, the general public. The first point I wish to emphasize is that the telegraph delivery of flowers is not an experiment; it has long since passed that stage. Today it makes the florists' business one gigantic corporation, doing business in every city, town and hamlet that



Inside Out Or Outside In

Some folks think that first building the insides of their business, is the best way to get the inside on business building.

Other folks think that if you want to business build a business from the inside, you must first build it from the outside.

The more outsides, the more insides.

Which fact I am going to prove to you next week by so simple a thing as a piece of wood.

Which very piece of wood is, in truth, responsible for my doing this advertising.

Suke, the Jap, says:

"Why you talk piece wood, when what you want talk is more business get?"

"In Japan, if we want something, we make go for that want thing.

"You funny man.

"When you want get more F. T. D. business, you talk about piece ink drink paper, or piece fool wood. Why is?"

And of course I couldn't explain, because I am not sure I know myself.

New York's
Favorite Flower Shop

G. E. M. Stumpfe

Fifth Avenue at 58th Street

a telegraph wire reaches, either in the United States or Canada. Did you ever stop to consider that a florist may be in business, we will say, in Chicago and that when a customer enters his establishment to order a \$25 or \$50 funeral offering, that order can be delivered in New York, Montreal, San Francisco, New Orleans or Atlanta in a few hours, and the florist in Chicago will make the

same net profit on it as though it were delivered next door to his own place of business?

There is just one other system that I know of which in any way approaches it. You may be a long distance from home and become stranded for funds; by a similar system you can have money telegraphed to you, but consider the trouble connected with this. In the

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

CLEVELAND OHIO

Florists' telegraph, telephone or mail orders given personal care and attention.

No order too large.

No order too small.

The J. M. Gasser Co.

1006 EUCLID AVENUE

The largest growers of cut flowers in Ohio

CLARKSBURG, W. VA.

Order your flowers on any occasion for delivery in this section from the leading Florists in the State.

HAYMAN GREENHOUSE CO.
CLARKSBURG, W. VA.

WEST VIRGINIA
WESTERN MARYLAND

The H. Weber & Sons Co.

Fairmont, W. Va. Clarksburg, W. Va. Oakland, Md.
Commissions Promptly Executed.
QUALITY EXCELLENCE ABILITY
Members Florists' Telegraph Delivery Association

CHARLESTON, W. VA.

Capital City Floral Co., Successor to ALEXANDER'S
FOR ALL SOUTHERN WEST VIRGINIA

CHARLESTON, W. VA.

Look at your map. We cover many towns.
WINTER FLORAL CO.

ORDERS FOR CHARLESTON, W. VA.

are given prompt and careful attention by the
Charleston Cut Flower and Plant Co.

Huntington, W. Va. Member F. T. D.

McClure-Coffman Successors to J. W. Dudley Sons Co.

BLUEFIELD, W. VA.

FALLON, Florist.

J. W. Dudley Sons Co.

PARKERSBURG, W. VA.
CLARKSBURG, W. VA.
MARIETTA, OHIO.

Orders Carefully Executed

first place, you must get into communication with your home town, your friends must deposit the amount forwarded with the local telegraph office, and then, to receive the money, you must be identified. All this takes time and trouble. Not so the telegraph delivery of flowers. You simply go into any florist's store, select what you want, pay for it and, so far as the purchaser is concerned, the transaction is closed.

Use the Opportunity.

Now, the surprising thing about all of this is the small percentage of florists who undertake to make the general public aware of its benefits. Yet this is a form of publicity that will pay definite returns. This brings us to the question of what is the best form of publicity to use in this branch of the business, and here is where a little thought and common sense will prove valuable. In the telegraph delivery of flowers you are not interested in just your immediate locality for business; your field has become the entire country. This necessitates, of course, your making yourself and your facilities known to the trade throughout the United States and Canada.

SPARTANBURG

AND ALL SOUTH CAROLINA

CHARLES A. MOSS

Member Florists' Telegraph Delivery Assn.

MILLS THE FLORIST, Inc.

36 West Forsyth Street

Jacksonville, Fla.

We reach all
FLORIDA AND SOUTH GEORGIA POINTS

Miami Floral Co.



Orders Promptly Filled

MIAMI, FLORIDA

Carolina Floral Store Member F. T. D.

King and George Sts., Charleston, S. C.
Nurseries at Saxon, S. C.

GREENVILLE, S. C. OTTARAY HOTEL

RODGERS FLOWER SHOP
Supplies the Piedmont Section of South Carolina

TAMPA, FLA. KNULL FLORAL CO.

Member F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

BIRMINGHAM, ALA.

We have every facility for filling orders to your entire satisfaction

MEMBER F. T. D.

AMERICAN FLOWER SHOP

319 NORTH TWENTIETH STREET

BIRMINGHAM, ALABAMA



NEW ORLEANS, LA.
CHAS. EBLE
OLDEST FLORIST SOUTH
121 BARONNE STREET
Member Florists' Telegraph Delivery.

NEW ORLEANS
MEMBER OF THE F. T. D. *Scheinuk* We Cater to the Best Trade
2600 ST. CHARLES AVENUE

D. E. Ruch
FLOWERS THAT ARE DIFFERENT
LOUISIANA - TEXAS - ARKANSAS
SHREVEPORT, LA.

JACKSON, MISS.
THE CAPITOL FLORAL CO.
THIRTY YEARS OF FLORAL PROGRESS
Greenhouse and Retail Store
PROMPT ATTENTION, OUR MOTTO
218 E. Capitol St., P. O. Box 313

In addition you have the public in your locality to look after. To its notice you must bring telegraph delivery in every way you can. Explain it in your advertising; talk it up; have telegraph delivery windows; distribute well written folders; use telegraph delivery every time you use "Say It with Flowers."

Quality and Promptness
Members F. T. D.
NEW ORLEANS, LA.
The Avenue Floral Co.
2442 ST. CHARLES AVENUE

TUPELO, MISS.
Member F. T. D. At Your Service
TUPELO FLORAL CO.

Think of the spread of telegraph delivery and consider its wonderful possibilities; there is no industry known that has such an opportunity. Tate.

SEND YOUR ORDERS TO
HARRY PAPWORTH
The Morris Ridge Nursery Co. L.L.C.
FLORISTS
125 Comstock St.
NEW ORLEANS
F.T.D.

MRS. J. E. WATTS
Cut Flowers for All Occasions
MERIDIAN, MISS.

NOVEL FLORAL FLOAT.

The spectators at the Fourth of July parade at Columbus, Neb., were treated to a novel sight when the float of A. C. Anderson, which won the first prize, wended its way down the street. The first thing they saw was a large sign extending the whole length of the float, with the inscription, "Say It with Flowers"—Anderson's Flowers." On the float were latticed arches covered with Boston ivy and pink and white roses and carnations. But the main and most unusual attraction was a bridal party — bride, bridegroom, assistants, minister, flower girls and all.

U. J. VIRGIN
838 Canal St., NEW ORLEANS, LA.

MISSISSIPPI
STEMME & SONS :: HATTIESBURG

GREENVILLE, MISS.
IDLE HOUR FLORAL CO.
Mrs. W. A. Craft, Designer. 701 Percy Street

BATON ROUGE, LA.
THE ROSELAND FLORIST
MEMBER F. T. D.

LAKE CHARLES
AND SOUTHWEST LOUISIANA
Member F. T. D. CHAS. D. OTIS

ALEXANDRIA, LA.
E. BLUM & SON
For all Points in Central Louisiana.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NO BRANCH STORES MEMBER F. T. D.

FRED WEBER

4326 Olive Street ST. LOUIS, MO.

Red C Says: OUR STORE IS CLOSED ON SUNDAYS, THE WHOLE YEAR ROUND.

ST. LOUIS, MO. Send Your Orders to **F. H. WEBER**
Taylor Avenue and Olive Street

EVERYTHING SEASONABLE. PLANTS OR CUT FLOWERS.
ALL ORDERS CAREFULLY EXECUTED UNDER MY PERSONAL SUPERVISION.

Member Florists' Telegraph Delivery Association. Flowers Delivered in City or State on Short Notice.

ST. LOUIS, MO.
GRIMM & GORLY
Leading Downtown Florists
Members Florists' Telegraph Delivery.

SAINT JOSEPH MISSOURI  **Floral Company**
225,000 Feet of Glass

Members Florists' Telegraph Delivery Association

ORDERS FOR
ST. LOUIS, MO.
YOUNG'S :: 1406 Olive St.

Samuel Murray
KANSAS CITY, MO.
1017 GRAND AVE.
Member of the Florists' Telegraph Delivery Association

Kansas City, Mo.

MEMBER F. T. D.
1106 GRAND AVENUE

ST. LOUIS, MO.
Wire or Phone Your Orders to the HOUSE OF FLOWERS
OSTERTAG BROS.
The Largest Retail Supply House in the West
JEFFERSON AND WASHINGTON AVES.

ST. JOSEPH, MO.
QUENTIN FLORAL CO.
Orders for:
Iowa, Nebraska, Kansas and Missouri
ST. LOUIS, MISSOURI
THE BLOSSOM SHOP
Up-to-Date Service. 4110 Manchester Ave.

KANSAS CITY

MEMBER F. T. D. Eleventh and McGee Sts.

ST. LOUIS, MO.
Wire your orders to
MULLANPHY FLORISTS, Inc.
8th and Locust Streets
— Both Long Distance Phones —
Member Florists' Telegraph Delivery Ass'n.

WEBB CITY, MO.
J. E. Meinhart, 416 S. Pennsylvania Ave.

Kansas City, Mo.
MUEHLEBACH FLOWER SHOP
HUGO R. NEFF, Manager

ST. LOUIS, MO.

Member Florists' Telegraph Delivery Association
4744-4748 McPherson Ave.

Joplin, Mo. AMERICAN FLORAL SHOP
J. E. MEINHART, Prop., 216 W. 4th St.

ST. LOUIS, MO.
BENTZEN FLORAL COMPANY
8118 North Grand Avenue
FACILITIES SECOND TO NONE


The flower girls scattered flowers along the street and threw them to the spectators during the parade. The principals in this novel float were Mr. Motts, grower for Mr. Anderson, who dressed and acted as the minister; Miss F. Anderson, the bride; Oscar Anderson, the groom, and friends of the family, the assistants.

KANSAS CITY
WE STRIVE TO PLEASE

Member of the F. T. D.
1005 VALLEY-FLOWERS BLDG. EST. 1806

KANSAS CITY, MO.
We are members of the F. T. D.
J. E. MURRAY & CO., 212 E. 10th Street

UNDERTAKERS GET LESSON.
"And a little child shall lead them."
In this case it was children. At the con-

 **KANSAS CITY, MO.**
88th St. and Euclid Ave.
Established 1890
No order too large or small. Member F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

"Say it with Flowers"

We are best situated to fill your orders

in **TENNESSEE**
MISSISSIPPI
ARKANSAS
 and parts of **ALABAMA**

Best Quality Flowers. Prompt Service. Expert Arrangement.

Yours for reciprocity,

IDLEWILD GREENHOUSES

Main Store 89 S. Main Street

W. H. ENGLEHART, Pres. and Mgr.
 MEMBER F. T. D.

MEMPHIS
 T E N N E S S E E

Phone 1367
Stokes FLORAL SHOP
 "WE STRIVE TO PLEASE"
 205 E. Walnut St., Springfield, Mo.
 Members F. T. D.

PINE BLUFF, ARK.
 DAVIS FLORAL CO. MEMBER F. T. D.
GEORGE RYE, Some Florist
 THE PLAZA Ft. Smith, Ark.
 F. T. D.

FOR WEST AND CENTRAL TEXAS AND THE OIL FIELDS
 Phone, wire or write Brownwood Floral Co.
BROWNWOOD, TEXAS
 We are prepared to fill your orders
 Members F. T. D.

SPRINGFIELD SEED CO.
 SPRINGFIELD, MO.
 FLORAL DEPARTMENT OPEN DAY AND NIGHT
 Members Florists' Telegraph Delivery Association

EUREKA SPRINGS, ARK.
 C. I. POOR, 27 Hilton St.

SHERMAN, TEXAS
 H. O. HANNAH & SON
 Service up to-date. Northern Texas-Southern Oklahoma.

Excelsior Springs, Mo.
 EXCELSIOR GREENHOUSES

HOT SPRINGS, ARK.
 The Flower Shop 366 Central Avenue

WACO in the heart of Texas
 Member F. T. D. WOLFE THE FLORIST

COLUMBIA, MO.
 COLUMBIA FLORAL CO.
 Halfway between St. Louis and Kansas City

TEXARKANA, ARK. TEX.
 MAJESTIC FLORAL COMPANY

AMARILLO, TEXAS
 West Texas, Western Oklahoma, Eastern New Mexico. CUNNINGHAM FLOWER SHOP

CHILLICOTHE, MO.
 ISHERWOOD GREENHOUSES
 We Strive to Please

El Paso, Texas POTTER FLORAL CO.
 Members Florists' Telegraph Delivery

Lang Floral & Nursery Co., Dallas, Tex.
 Write or wire headquarters for flowers for Texas Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

ARCHIAS FLORAL CO., Sedalia, Mo.
 Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders
 Members Florists' Telegraph Delivery Ass'n.

WICHITA FALLS, TEXAS
 LEADING FLORIST
 BUCHANAN FLORAL CO. : 603 1/2 Indiana Ave.

FORT WORTH, TEXAS
 Baker Bros. Members Florists' Telegraph Delivery

Helena, Ark. NEAREST FLORIST IN STATE 150 MILES
BALL FLORAL COMPANY

vention of the Funeral Directors' and Embalmers' Association recently held at Waco, Tex., the small daughters of Mrs. Annie Wolfe Brigance, Hannah Mae and Edna, nieces of the late Thomas J. Wolfe, entertained the under-

Orders for TEXAS
 KERR The Florist, Houston, Tex.
 Member Florists' Telegraph Delivery

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Boston—O'BRIEN

67 Beacon Street
Deliveries
To All Suburbs

QUALITY AND SERVICE

Member Florists' Telegraph Delivery Association

CARBONE, ³⁴² Boylston Street,
BOSTON

Member Florists' Telegraph Delivery Ass'n.

The Beacon Florist
7 Beacon Street, **BOSTON**

J. EISEMANN, Manager, 14 years head decorator and designer for Penn's.
PROMPT, EFFICIENT SERVICE GUARANTEED.

Worcester, Mass.
Randall's Flower Shop

Member Florists' Telegraph Delivery

H. F. A. LANGE
Worcester, Mass.

Delivers to All Points in New England
125,000 Square Feet of Glass
Member Florists' Telegraph Delivery Ass'n.

New Bedford, Mass.
and all parts of CAPE COD, MASS.
MURRAY, Florist

232 Union Street
GREENHOUSES: FAIRHAVEN, MASS.
National Florist. Member F. T. D.

Warburton

Member F. T. D.

FALL RIVER, MASS.
33 N. Main Street
Orders Executed for
Southeastern Mass., Newport
and Rhode Island Points.

FITCHBURG, MASS.

LESURE The Florist
EVERYTHING IN FLOWERS

CAMBRIDGE, MASS.

ROBBINS BROS., 636 Massachusetts Avenue
Near All Colleges Members F. T. D.

WELLESLEY COLLEGE

Dana Hall, Walnut Hill, Rockbridge Hall Schools
TAILBY, Wellesley, Mass.
Long Distance Tel., Wellesley, 44-1, 44-2, 44-3

Newton, Mass. | COTTON
Also BOSTON, BROOKLINE
CAMBRIDGE, WELLESLEY | The Florist

I should like to write a
little essay on

"The Sweet Perfume
of Courteous Service"

but actions speak louder
than words. Flowers are
my hobby and my business.
If you have orders for de-
livery in N. E., wire us.

BOSTON, MASS.

Penn The Florist

"Penn, the Telegraph Florist."

Member of Florists' Telegraph Delivery Association.
124 TREMONT STREET

War Brothers Boston, Massachusetts
44 TEMPLE PLACE
The Centrally Located Florist Shop
We cover all points in New England.
Members Florists' Telegraph Delivery.

Yours for Reciprocity.

BOSTON 9, MASS.
HENRY R. COMLEY, Florist, 6 Park Street
50 years' experience in the florist business guarantees
efficiency to take care of all orders. 20 per cent allowed.

Brookline, Mass.
1314 Beacon St. Alice B. Merrill
Member F. T. D.

takers at their luncheon at the Tooth-
pick club. Miss Hannah Mae, aged 9,
sang the song, "Say It with Flowers,"
and was accompanied by her sister,
Edna, aged 10, on the violin.

When the young lady had impressed
it upon the undertakers to "Say It
with Flowers," she gave a reading,
"La Rosa," which forcibly appealed
to the large gathering. Miss Edna
played "Southern Zephyrs" on her
violin, giving what was described as an
excellent rendition of a difficult com-
position.

The little girls, who were attired in
Martha Washington dresses, then pre-
sented the undertakers with Martha
Washington bouquets, from their
mother's establishment, Wolfe the
Florist, thereby setting the trade ex-
ample.

ST. LOUIS.

The Market.

The demand and the supply at the
wholesale markets show plainly that
business is now down to the summer
level. There is not an oversupply;
there is, indeed, a big shortage of first-
class stock. There was plenty of funeral
work during the week at the leading
retail stores, but outside of this things
were extremely quiet.

The local growers say that stock is
burning up in the fields and a good,
soaking rain is badly needed.

There are a great many roses coming
into this market daily, including Colum-
bia, Premier, Ophelia and Russell. The

BOSTON—BECKER'S

Send us your telegrams. Prompt service IN
and ROUNDABOUT BOSTON. Our con-
servatories are in Cambridge, only 8 minutes
from the heart of Boston.

BECKER'S CONSERVATORIES
CAMBRIDGE - - MASS.
Members Florists' Telegraph Delivery

Waltham, Mass.

1st CLASS STOCK
FACILITIES
SERVICE

M. F. RUANE

Member F. T. D.

121 Moody St.

Brookline, Mass.

220 Washington Street

F. E. PALMER, Inc.

Established 1886

Members Florists' Telegraph Delivery Ass'n.

Cambridge, Mass.

Largest Retail Conservatories near the heart
of Boston. Deliveries in all suburbs.

HAROLD A. RYAN, Inc.

Opposite Mount Auburn Cemetery.

MALDEN, MASS.

J. WALSH & SON
Members Florists' Telegraph Delivery Ass'n.

Lynn, Mass. MEMBERS
F. T. D.

GIBBS BROS., 231-233 Union St.

BROCKTON, MASS.

Belmont Flower Shop. MEMBER
F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

SAN ANTONIO, TEX. MEMBER F. T. D.

GREEN, The Florist
Avenue C at 8th Street

YOUR CREDIT IS GOOD WITH US FOR CUT FLOWERS AND FLORAL OFFERINGS

HARTFORD, CONNECTICUT
Welch's Flower Shop
197 Trumbull Street
A. W. Welch Mrs. E. M. Welch

Coombs
LEADING FLORIST
Member Florists' Telegraph Delivery Association.

Orders solicited for all parts of Connecticut.
Stores: 741 Main St. 864 Asylum St.
Greenhouses: Benton St. Hartford, Conn.

Hartford, Conn.
GEORGE G. McCLUNIE
165 Main Street
Established 1897 Member F. T. D.

Hartford, Conn.

George F. Lane
SUCCESSOR *Welch*
THE FLORIST

180 Asylum Street Member F. T. D.

Hartford, Conn.
J. Albert Brodrib Store, 639 Main Street
Deliveries to New Britain, Meriden, Middletown, Manchester, Rockville, Farmington, Willimantic.
Member Florists' Telegraph Delivery Association

Waterbury, Conn.
RYAN & POWERS
80 Center St.
Special attention Westover and St. Margaret School Orders.
Members F. T. D. and Rotary Florist.

STAMFORD, CONN.
QUALITY FLOWER SHOP
Member F. T. D. 43 ATLANTIC ST.
Prompt delivery to
NOROTON, DARIEN, NORWALK, GREENWICH

NEWPORT, R. I.
Est. 1864 Greenhouses
SMITH JAMESTOWN, R. I.

PORTLAND, ME.
THE FLOWER SHOP
M. E. McGunigle 47 Oak Street

ESTABLISHED 1847
F. T. D. THE NAME PROTECTS YOU

Thos. F. Gabrin INC.

Steamers are Again Sailing on Schedule Deliveries made on board

BOSTON
1 PARK STREET
799 BOYLSTON STREET
NEW YORK
561 FIFTH AVENUE

Morse & Beals, LOWELL, MASS.
Nearest Shipping Point to
NEW HAMPSHIRE and VERMONT
Members Florists' Telegraph Delivery Association

New Haven, Conn. Yale College

J. N. CHAMPION & CO.
The F. T. D. Artists

Covering All Connecticut

MANCHESTER, N. H.
H. C. STACHE. L. D. PHONE 1261-R.

hot weather has cut the quality in all grades.

Few carnations are now coming in. A few asters are taking their place. The aster crop with local growers depends upon the good rains which are much hoped for.

Gladioli are arriving in fine shape from those growers who have irrigating systems. These are having a great demand and prices are holding up better than in any previous years. Larkspur, daisies, cornflowers and much other outdoor stock are having a good demand.

The market had a fine supply of greens of all kinds during the week, while the demand was excellent.

Publicity Committee.
The Florists' Publicity Committee met at headquarters, 1316 Pine street, July 13, with a full attendance, and transacted a great deal of urgent business.

The "Say It with Flowers" night at the open-air opera in Forest park was left in the hands of a committee of four, with full power to act. Fifty box seats were subscribed for by members of the committee. Anyone in the trade wishing to procure tickets should see Frank Windler.

It was decided to furnish red, white and blue flowers for the Children of America Loyalty League, which will take part in the ceremony of laying the

Providence, Rhode Island
Johnston Brothers
LEADING FLORISTS
38 DORRANCE STREET
Member Florists' Telegraph Delivery Ass'n.

Orders for Vermont and Northern N. Y. filled to your entire satisfaction at right prices.

Govt Florist
BURLINGTON, VT.

BRIDGEPORT, CONN.
James Horan & Son
943 MAIN STREET
Largest Growers in this District.
MEMBERS FLORISTS' TELEGRAPH DELIVERY.

PROVIDENCE, R. I.
AND ALL NEW ENGLAND POINTS
T. J. Johnston & Co., 107 Washington St. PROVIDENCE

New Britain, Conn.
VOLZ FLORAL CO.

Bridgeport, Conn.
John Reck & Son, 985 Main Street

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NEW YORK

Member of
Florists' Telegraph Delivery

LET US FILL YOUR STEAMER ORDERS

DARDS

Leading Florist

341 Madison Avenue

Guaranteed Satisfaction
Nearly 50 Years

Regular European Sailings Now Established



Member
F. T. D.

WE CARRY THE HIGHEST GRADE OF CUT FLOWERS
SEND US YOUR NEW YORK ORDERS

ADJACENT TO THEATRICAL AND HOTEL DISTRICTS

EAST ORANGE, N. J.

George Smith & Sons
557 Main Street
EAST ORANGE
Maplewood, Glen Ridge
and Bloomfield
We are located in the center
of these cities

ENGLEWOOD

Bergen County and Northern Jersey

Meadowbrook Nurseries, Inc.

F. T. D. Member

275 Grand Ave., Englewood, N. J.

Telegraph orders promptly and carefully filled.

ABUNDANTLY PREPARED
AT ALL TIMES



**Edwards Floral
Hall Company**

1716 Pacific Avenue

Atlantic City, New Jersey

Nurseries: Mediterranean
and South Carolina Aves.

Member Florists' Telegraph Delivery Ass'n.

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET
Members F. T. D.

PATERSON PASSAIC New Jersey

EDWARD SCEERY

Member Florists' Telegraph Delivery Assn.

ATLANTIC CITY, N. J.

Atlantic City Flower Shop

1519 Pacific Avenue

Always a big stock on hand of all kinds of flowers
and plants. Personal attention. F. T. D. Member

NEWARK, N. J.

WASHINGTON FLORIST

577 Broad Street

Member F. T. D.

Open 7 a. m. to 10 p. m. every day

All Middle State and Seashore
NEW JERSEY POINTS

and Northeastern Pennsylvania towns
are best reached from

TRENTON

MARTIN C. RIBSAM, Florist

Member F. T. D. Broad and Front Sts.

Red Bank, N. J.

W. W. KENNEDY & SONS

FLORISTS

MEMBERS F. T. D.

41 BROAD STREET



TRENTON, N. J.

PARK FLORAL CO.

R. ABBOTT

Greenhouses--Buchanan, Lafayette and Schiller Ave.

NEWARK, N. J. F. T. D. Member

BEGEROW'S 946 Broad St.

FRESH FLOWERS AND BEST SERVICE

Olean, N. Y. HERRON

The Florist
WE GROW OUR OWN FLOWERS

OLEAN, N. Y.

Member Florists'
Telegraph Delivery

Manuel Oppenheim

ONEONTA, NEW YORK

DERRICK, Florist,

MEMBER
F. T. D.

SYRACUSE, N. Y.

MILES S. HENCLE, 118 Harrison St.
Telegraph or mail orders receive my personal attention.

For SYRACUSE, N. Y.
W. E. Day Co., Onondaga Hotel Bldg.
F. T. D.

HOBOKEN, N. J.

J. GRULICH & SONS

Members F. T. D. 616 Washington Street



MONTCLAIR, N. J.

MASSMANN

Member Florists' Telegraph Delivery

Atlantic City, N. J.

EGG HARBOR FLOWER SHOP
311 Pacific Ave. Crane & Hill, Props.

Members
F. T. D.

cornerstone at Memorial Park cemetery
July 25 for the American Legion. This
was left in the hands of the secretary.

All outstanding bills were ordered
paid, so as to begin the early fall cam-
paign with a clean slate. The "Say It
with Flowers" baseball team was voted
the final payment of the appropriation
to maintain the team for the season.

Chairman Bourdet then started a dis-
cussion of advertising, which ended in
a great many good points being brought
out. It was decided not to meet again

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

WE DELIVER TO ALL PARTS OF
BROOKLYN ——— and ——— **NEW YORK CITY**

JOSEPH TREPEL

LARGEST INDIVIDUAL FLORIST IN THE UNITED STATES

ELEVEN STORES

TELEGRAPH YOUR ORDERS TO THE MAIN STORE

LEWIS AVENUE Corner HANCOCK STREET, BROOKLYN, N. Y.
AND RECEIVE MY PERSONAL ATTENTION

Kottmiller

... FLORIST ...

426 Madison Ave.—and 49th Street
Also Vanderbilt and Ritz-Carlton Hotels
Telephone Murray Hill 783
Highest award at the International Flower Show,
April 11, Grand Central Palace.
Location Central. Personal Attention.
Member Florists' Telegraph Delivery Association.

"Where Roses and Lilies and Violets Meet."

GUIDO, Inc.

Florist

PHONES: Plaza 7570; Night call, South 1125
595 Lexington Ave.,
Corner 52nd St. NEW YORK

THE BOSTON FLORIST

Personal selection. Satisfaction guaranteed.
In the heart of New York City.
Close to Theaters and Steamships.
Established 1902.

135 E. 34th St., - NEW YORK

M.A. Rowe

IN HEART OF NEW YORK CITY
332 FIFTH AVE., NEAR 33rd ST.
Opposite the Waldorf-Astoria. Phone Mad. Sq. 358-359
OUR MOTTO—THE GOLDEN RULE.

NEW YORK Telephone
HENRY HART, Inc. Lenox 3822
1000 MADISON AVENUE
In the heart of most exclusive residential section

YONKERS, N. Y. MEMBER F. T. D.
3 MANOR HOUSE SQ. R. T. BRODERICK

BUNYARD

 413 Madison Avenue NEW YORK CITY

Member F. T. D.

SUMMER SEASON, Bellevue Ave., NEWPORT R. I.

NEW YORK CITY

A. WARENDORFF

F. T. D. Member

TWO STORES { 325 Fifth Avenue
1193 Broadway
SPLENDID SERVICE

NEW YORK CITY ADOLPH MEYER

In center of the **BON TON** residential district
1062 Madison Avenue

Near the great Art Museum and Cleopatra's Needle

WE COVER LONG ISLAND
JERSEY and CONNECTICUT

Phones: 2352-7019 Lenox.

NEW YORK

Orders Sent to **H. H. BURNS** 509 Madison Av.
will receive prompt and careful attention.
LONG ISLAND BROOKLYN JERSEY CITY NEWARK

RAMM'S Flower ...Shop

350 Madison Avenue

Prompt and Efficient Service. In the Heart of NEW YORK

until August 10 unless something should come up of importance.

Various Notes.

W. J. Pileher, state vice-president of the S. A. F., reports that he has the names of thirty S. A. F. members who



NEW YORK, N. Y.

QUALITY SERVICE

Charles H. Brown
2366 Broadway, New York City

CHOICE FLOWERS

David Clarke's Sons

2139-2141 BROADWAY
Tel. 1552, 1553 Columbus

NEW YORK CITY

Out-of-town orders for delivery in New York carefully and promptly filled at reasonable rates

W. & T. CASS Geneva, N. Y.

Telegraph Orders Promptly Filled in Western New York

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.



BUFFALO COLONIAL FLOWER SHOP

230 DELAWARE AVENUE

Personal Attention to F. T. D. Orders

S. A. ANDERSON
440 Main St., BUFFALO, N. Y.

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

Member of the Florists' Telegraph Delivery.

BUFFALO

L. H. NEUBECK
MAIN AND HIGH STS.

Member Florists' Telegraph Delivery

Scott The Florist

— MEMBER OF THE F. T. D. —
BUFFALO, NEW YORK

F. T. D.

Stroh's

Greenhouses ATTICA, N. Y. 379 Main Street, Buffalo, N. Y.



Niagara Falls, N. Y.

HARRIS & LEVER

Florists

Members of Florists' Telegraph Delivery

Wm. H. Grever Formerly manager Palmer's.
77 Allen Street, **BUFFALO, N. Y.**
F. T. D.

Elmira, N. Y. SHIPMENTS Southern New York Northern Pennsylvania
Member F. T. D. **The Rosery Garden Shop** 182 N. Main Street

HUGO H. JAHN, 710 Nostrand Ave. BROOKLYN, N. Y.
Tel. 1952 Bedford. Will deliver to Steamships, Theaters, anywhere within 20 miles of New York. Artistic work. Personal attention. Special care of telegraph orders.

WILSON 3 and 5 Greene Ave. Main Store: Cor. Fulton St.

BROOKLYN

PHONE 6800 PROSPECT **NEW YORK**

BROOKLYN, N. Y.

JAMES WEIR, Inc.

324 Fulton St., cor. Pierpont

Telegraph orders receive our usual good care and prompt attention. Phones. 270-271 Main

The Rosendale Flower Shop

126 JAY STREET

Schenectady, N. Y.

No order too large for us to fill, none too small for consideration.
Member F. T. D.

UTICA, N. Y.

Utica Floral Co.

MEMBERS F. T. D.

TROY, N. Y. MEMBER F. T. D.

33 Fourth St. H. LOUIS MENAND

FLORAL OSWEGO, N. Y.

ART STUDIO E. KENDIG, Prop.

Member F. T. D. At Your Service. Personal Attention.

ROCHESTER, N. Y. J. B. KELLER SONS Florists

25 CLINTON AVENUE, N. Roch. Phone Stone 506 L. D. Bell Phone Main 2189
Members Florists' Telegraph Delivery

Batavia, N. Y. L. C. STROH & SONS

Flowers delivered to all nearby towns.

ALBANY, N. Y. THE CAPITAL DISTRICT and all Eastern New York
WILLIAM GLOECKNER

WE GUARANTEE ABSOLUTE SATISFACTION
Member F. T. D. and N. F.

will represent St. Louis at the Cleveland convention next month and says he hopes to make it thirty-five before departing time. He will have full charge of the transportation. Anyone wishing information regarding the trip should see him, especially as to hotel reservations and train service.

Mr. and Mrs. Steitz and Mr. and Mrs.

Jamestown, N. Y.

LAKEVIEW ROSE GARDENS

1,500,000 ft. of glass

CAPABLE RETAIL SERVICE

INSTANT SERVICE TO

Mayville, N. Y. Fredonia, N. Y.
Brocton, N. Y. Chautauque, N. Y.
Randolph, N. Y. Lakewood, N. Y.
Bemus Point, N. Y. Cassadaga, N. Y.
Other Principal Western N. Y. towns.

Danker
Albany, N. Y.

Albany, New York

The Rosery 28 STEUBEN STREET
FLOWER SHOP
Best service. Send your orders to us.
Members Florists' Telegraph Delivery Ass'n.

WETTLIN FLORAL CO. HORNELL, N. Y.

For quick service to Avoca, Addison, Andover, Arkport, Almond, Angelica, Bath, Corning, Cuba, Canisteo, Castile, Cassara, Cohocton, Friendship, Wellsville, Wayland, Warsaw, Dansville, Nunda and other Western New York towns.

ROCHESTER, N. Y.

Wilson F. T. D.
THE FLORIST
88 E. MAIN ST. We reach all Western N. Y. Points

HORNELL, New York

C. G. JAMES & SON

Prompt Deliveries to Elmira, Corning and Wellsville.

Elmira, N. Y. RAWSON, THE FLORIST
Deliveries to Ithaca, Binghamton, Hornell, Corning and other points.

JAMESTOWN, N. Y.

Heelas Flower Store

For all Chautauque County

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Send us your orders for
Washington, D. C.

and the surrounding country

GUDE BROTHERS CO.,

MEMBER F. T. D.

WE OWN and operate 400,000 feet of glass for the cultivation of high class cut flowers and decorative plants in our retail store.

REMEMBER, every customer must be satisfied. If not, either the order will be duplicated or no pay accepted.

1214 F Street, N. W.
WASHINGTON, D. C.

Established 1859
A. WIEGAND'S SONS CO.
1610 to 1620 North Illinois Street
INDIANAPOLIS, IND.
Indiana's oldest, largest and most complete retail establishment
Member Florists' Telegraph Delivery Ass'n.

Indianapolis, Ind.
241 MASSACHUSETTS AVENUE
Bertermann Bros Co.
LEADING FLORISTS
Members Florists' Telegraph Delivery Assn.

INDIANAPOLIS, IND.
GREENE'S FLOWER SHOP
Board of Trade Building
Members Florists' Telegraph Delivery Ass'n
Not Open on the Sabbath, except when a holiday falls on Sunday.

ERIC BUCHHOLZ
MUNCIE INDIANA
Member Florists' Telegraph Delivery
30,000 square feet of modern greenhouses
18 acres of outdoor cultivation
SATISFACTION ON ALL ORDERS ASSURED

VINCENNES, IND.
PAUL C. SCHULTZ CO.
Member Florists' Telegraph Delivery.

GARY FLORAL CO. GARY
118 W. 5th Ave. Ind.
Always a complete stock and prompt service
MINIMUM ORDER, \$2.00

ATTICA, IND.
And all Surrounding Cities. :: **Attica Floral Co.**

BLOOMINGTON, IND.
Morris & Ellis
Members F. T. D.

TERRE HAUTE, IND.
129 SOUTH SEVENTH STREET
JOHN G. HEINL & SON

Send Orders for
WASHINGTON, D. C.
and vicinity to



EVERYTHING
FIRST-CLASS

Member F. T. D.

14th and H. Streets

ORDERS IN OR AROUND
Washington, D. C.
MEMBER F. T. D.
GEO. C. SHAFFER
900 Fourteenth Street

WASHINGTON, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, - - Proprietress
Phones - Franklin 3579, 3841, 3842.
Member Florists' Telegraph Delivery.

SOUTH BEND, IND.
Adam Beehler
Williams & Co. South Bend, Ind.
Florists
For Northern Indiana and South'n Michigan 138 S. MICHIGAN ST.
Members F. T. D.

Ft. Wayne and Northern Ind.
DOSWELL'S
QUALITY FLOWERS
Store: 301 W. Main and Lindenwood Cemetery

Schaeffer, of Vandervoort's floral department, will leave July 24 in Mr. Schaeffer's new Paige car for Chicago and northern points. The trip will end at Cleveland during the S. A. F. convention. They expect to return by September 1.

FT. WAYNE, IND.
FLICK FLORAL CO.
The Largest Store in the State
207-209 WEST BERRY STREET

Miss Lillian McLaughlin, private secretary to Charles Young, head of the C. Young & Sons Co., left July 17 for a two weeks' vacation trip, to be spent in Colorado.

FORT WAYNE, IND.
Blossom Floral Co.
MEMBER F. T. D.
QUALITY - SERVICE - ART 110 W. Wayne St.

August S. Cerny, vice-president of the St. Louis Florists' Club, will entertain the officers of the club at his home, in Kirkwood, August 5.

FORT WAYNE, IND. MEMBERS F. T. D.
W. J. & M. S. VESEY
Prompt Service 2602 Thompson Ave.

H. G. Hall, St. Louis representative of the A. L. Randall Co., is spending the hot months with his family up north.

RICHMOND, INDIANA
FRED H. LEMON & CO.
Florists and Decorators Send us your orders

Carl Beyer says that the past season was excellent in both plants and cut flowers. He and Mrs. Beyer will make the convention trip this year.

RICHMOND, INDIANA
AND VICINITY
Member F. T. D. **G. R. GAUSE**

Morris Le Vine, representing Lion & Co., New York, spent a few days here last week.

The "Say It with Flowers" Bowling league will hold a meeting soon, and it is expected that the same four teams will again enter for the season. Captain Kuehner, of the champion Roses,

Telegraph Delivery Department

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PITTSBURGH F. T. D. A. W. Smith
 AND VICINITY Service Flower Stores Company
 Keenan Building, PITTSBURGH, PA.

Pittsburgh, Pa.
 MRS. E. A. WILLIAMS
 621 PENN AVENUE Member F. T. D.

THINK! Everything in Flowers
GRAKELOW'S
 Member Florists' Telegraph Delivery Association Broad Street at Cumberland, PHILADELPHIA, PA.

PITTSBURGH
 E. C. LUDWIG
 FLORAL CO.
 710 E. Diamond St.
 Members F. T. D.

UNIONTOWN, PA.
 W. R. BARTON
 44 Morgantown Street
 Fine flowers and efficient service have distinguished this house for forty years.

J. J. Habermehl's Sons
 The finest floral arrangements, flowers and plants furnished on telegraphic orders.
 The Bellevue-Stratford Philadelphia Broad and Walnut Streets

Pittsburgh, Pa.
RANDOLPH & McCLEMENTS
 Floral Experts
 5936 PENN AVENUE
 Members of the Florists' Telegraph Delivery

UNIONTOWN, PA.
STENSON & McGRAIL, "The Leading Florists"
 11 Morgantown Street
 FRESH HOME-GROWN CUT FLOWERS AND PLANTS at all times

PHILADELPHIA
 Germantown and Chestnut Hill
 Orders carefully filled in first-class style and on time
WILLIAM BERGER'S SONS
 5522 Germantown Ave., Philadelphia, Pa.

PITTSBURGH, PA.
 Ludwig Floral Co.
 502 FEDERAL STREET

GILES, The Florist
READING, PENNA.
 Member F. T. D.

ORDERS FOR
PHILADELPHIA
 AND SUBURBS CAREFULLY FILLED
 We are in close touch with all the suburbs by railroad service and can make quick delivery.
CHARLES F. KRUEGER CO.
 Reading Terminal Flower Shop, Philadelphia

HARRIS BROS.
 610 Market St.
PITTSBURGH
 BEST SERVICE

Williamsport, Pa.
W. J. EVENDEN'S SONS
 THE LEADING FLORISTS
 Members Telegraph Delivery Association

Germantown and Chestnut Hill
 ORDERS Carefully executed with taste and promptness.
FRANK R. HASTINGS
 8 West Chelton Avenue, GERMANTOWN, PHILADELPHIA, PA.

SCRANTON, PA.
A. L. BESANCON & CO.
 Florists and Decorators
 Adams Ave. and Spruce St., SCRANTON, PA. LIFE BLDG.
 BOTH PHONES
 You can depend on us. Order your flowers on any occasion for delivery in Scranton and vicinity

Members Florists' Telegraph Delivery Ass'n
EVENDEN BROS.
 Largest Growers in Central Pennsylvania. Williamsport, Pa.
 says his team has already been signed up for the season. Captains Windler, Bentzen and Bourdet have as yet not announced their plans.

ORDERS FOR
PHILADELPHIA
 Carefully and Promptly Executed with Good Flowers and Good Taste by
M. J. Callahan, 3924 Market St., PHILADELPHIA

SCHULTHEIS, Florist
 117 Church Street, DUNMORE, PA. 612 Linden Street, SCRANTON, PA.
 Members of the Florists' Telegraph Delivery Ass'n.

Mr. and Mrs. Henry Berning will start a week ahead of the St. Louis party to Cleveland, making a few northern points before landing in the convention city.

Wilkes-Barre and near-by Pennsylvania Towns
 Member F. T. D. 14 N. Main St. **A. W. B. EVANS**

PITTSBURGH, PA.
 Open Sunday. Quick Service. **DAVE HILL & CO.**
 Fifth Ave. and Wood St.

James McBride is the name of the new manager of the "Say It with Flowers" baseball team. The team is making a good showing, as reported by the business manager, Nat Kingsley, who says the flowers distributed among the ladies present each Sunday and their cheering for the team have been the cause of its winning several games.

Wilkes-Barre, Pa.
 Member F. T. D. **Ira G. Marvin**, 23 So. Franklin St. 53 No. Main St.

TITUSVILLE, PA.
WM. A. MURDOCH, MEMBER F. T. D.

LANCASTER, PA.
B. F. BARR & CO., Leading Florists

WARREN, PA.
 Crescent Floral Garden, **SHERM OFFERLE** Proprietor

Henry Nolte and A. Horn, of H. G. Berning's force, are back after a week's vacation. Both had a good time and have a few good fish stories to tell.

LEBANON, PA. Member F. T. D.
J. F. VAVROUS SONS
 Orders for central Penna. handled with promptness.

Telegraph Delivery Department

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Louisville, Ky.

F. T. D. orders taken for Louisville and placed with
EDITH V. WALKER & BROS.
 636 FOURTH AVENUE

NEW MEMBERS OF THE F. T. D., BUT OLD AT THE TRADE

will be filled according to our reputation, which is the best

LEXINGTON, KY.

MEMBERS F. T. D.
MICHLER BROS. CO.
 Will take care of all orders for Central Kentucky.

LEXINGTON, KY.

John A. Keller Co.
 INCORPORATED

Main St., Opposite Phoenix Hotel
 Member Florists' Telegraph Delivery Ass'n.

LEXINGTON, KY.

HONAKER, The Florist
 Largest Cut Flower Grower in the State
 160 West Main Street
 Member Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.

MARRET & MILLER
 J. E. MARRET J. S. MILLER
 Established 1878
 At Cave Hill Cemetery
 814 - 822 C H E R O K E E R O A D

J. V. LAVER

ERIE, PA.

Write, Phone or Wire Member Florists' Telegraph Delivery



Baur Floral Co.
ERIE, PA.

Erie, Pa. Charles G. Offerle
 2408 Poplar Street

PITTSTON, PA.

Bell Phone 110-J

MARTHA HUNTLEY
 Member F. T. D. 81 South Main Street

New Kensington, Pa.

McRAE-JENKINSON CO.
 Member Florists' Telegraph Delivery

Paducah, Ky.

LEADING FLORIST
JOHN VAN AART
 50,000 Feet of Glass and Retail Store

In **KENTUCKY** where prestige counts for much, let your customers be represented by a concern whose progressiveness is combined with the dignity of forty-six years of distinguished service.

Jacob Schulz Co.
 INCORPORATED
 550 FOURTH AVENUE - LOUISVILLE
 Members F. T. D. Association.

LYNCHBURG, VA.

J. J. FALLON CO.

PROMPT SERVICE
 Member Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
 Member Florists' Telegraph Delivery Ass'n

LOUISVILLE, KY.

E. G. REIMERS & SON CO.

Established 1880 Incorporated 1918

Harry Schlechter, of the W. C. Smith Wholesale Floral Co., is taking a week's vacation trip in the western part of Missouri.

Speaking of George Sisler, leading batsman and player in the American League, the trade is all pulling for him since it became known that Mrs. Sisler is the daughter of Charles Holznagle, one of the leading florists in Detroit.

Mrs. M. Pelletier and her daughter contemplate a trip to Denver before returning home from the convention.

The duck pond window display of the C. Young & Sons Co. is an attractive spot, daily drawing crowds to watch the young ducks in their usual pranks.

J. J. B.

The annual meeting of the stockholders of the St. Louis Wholesale Cut Flower Co. was held at the company's offices, 1410 Pine street, Tuesday, July 13. The following directors were elected for the coming year: D. S. Geddis, L. J. Bourdet, Louis A. Hoerr, August Hummert and Charles Beyer. The directors elected the following officers: President and manager, D. S. Geddis; vice-president, L. J. Bourdet; secretary and treasurer, Roland M. Hoerr. Roland

LOUISVILLE KENTUCKY

Fine Flowers and Efficient Service have distinguished this house for nearly forty years. Send us your particular orders.

William Walker Co.
 Incorporated

Home-grown Flowers
 615 SOUTH FOURTH AVENUE
 Members Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street
 LARGEST FLOWER STORE IN THE CITY

AUGUSTA, KY.

Victor H. Thomas, Deliveries to Georgetown and Ripley, Ohio

COVINGTON, KY.

Good Stock. Prompt Delivery.
MILLER, "THE FLORIST." Grower

Covington, Ky.

Member F. T. D.
ROBERT D. RUTTLE
 THE MADISON AVENUE FLORIST

Kentucky — Owensboro

TAPSCOTT, Florist MEMBER F. T. D.

Owensboro, Ky.

Members F. T. D. **NANZ FLORAL CO.**

BOWLING GREEN, KY.

COBBY'S FLOWER SHOP
 Cut Flowers and Designs Corsages a Specialty

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

JOHN L. RATCLIFFE
209 West Broad Street
"FLOWERS OF QUALITY"

RICHMOND
— VIRGINIA —

BRANCH STORE:
Hotel Greenbrier
WHITE SULPHUR
SPRINGS, W. VA.

GOLDSBORO, N. C.
Gate City to Eastern North Carolina
GOLDSBORO FLORAL CO.
Modern Greenhouses - Retail Store
Members F. T. D. 20 years' experience

Birmingham, Ala.

Tutwiler Flower Shop
FRASER NURSERY CO. Best attention given your orders.

Charlotte, N. C.
Louis G. Ratcliffe
322 S. Tryon Street

Mobile
MEMBER F. T. D.
C. RAVIER & SONS
Ala.

Savannah, Ga.
JOHN WOLF
The Largest Grower of Cut Flowers in the South

Charlotte, N. C. AND VICINITY
Scholtz, THE FLORIST INC.
Member Florists' Telegraph Delivery Ass'n.

MOBILE, ALABAMA
GOODBRAD FLORAL CO.

S A V A N N A H
A. C. Oelschig & Sons
FLORISTS and for all South Georgia
MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Charlotte, N. C. AND VICINITY
THE FLOWER SHOP
203 N. TRYON ST.
Member F. T. D.

MONTGOMERY, ALA.
Alabama's Leading Florists
Rosemont Gardens
Member F. T. D. Correspondence Solicited

COLUMBUS, GA.
J. T. KEHELEY,
Columbus' Leading Florist
MEMBER F. T. D.

DURHAM, N. C.
J. J. FALLON CO.
LEADING FLORISTS
Member Florists' Telegraph Delivery Ass'n

Hoerr is a brother of Louis A. Hoerr, one of the leading bankers and manufacturers of St. Louis.

John and Nick Himmer, two of the best known growers of the old school around St. Louis, have purchased the land and greenhouses of Hugo Gross. Mr. Gross has been in business for over twenty years and was considered one of the best violet and sweet pea growers in the vicinity of St. Louis. Himmer Bros. now have over thirty thousand feet of glass. Their stock is handled by the St. Louis Wholesale Cut Floral Co.

GEORGIA - CAROLINA
Orders Executed by *Stull's Nursery*
MEMBER F. T. D.
AUGUSTA, GA.

HIGH POINT, N. C. MEMBER F. T. D.
FRANK H. FORD, Greenhouses

FLORIST
Creech, TARBORO, N. C.
WANTS YOUR ORDERS FOR ALL EASTERN NORTH CAROLINA

ATLANTA, GA.



DEANS
FLORIST

GREENSBORO, N. C.
VAN LINDLEY CO.

KANSAS CITY, MO.

M. E. Carter, manager of the W. L. Rock Flower Co., is attending the annual two weeks' encampment of the Seventh regiment, national guard, at Nevada, Mo.

The Rosery is cutting a good crop of gladioli from its own garden.

Samuel Murray has some trachelium in bloom, the seed of which was brought by W. B. Reid from the Royal Botanical Gardens, at Edinburgh, Scotland. Mr. Reid was in the British flying service during the war and after his discharge visited Scotland and some of the other countries in Europe. Mr. Murray is also showing a beautiful pink gladiolus, Prince of Wales.

The Kansas City Wholesale Cut Flower Co. has had an unusually heavy

ATLANTA, GA.
Lawrence Floral Co. Supply Flowers for all occasions in Georgia.

DURHAM, N. C.
Durham Floral Co. **HIBBERD** Proprietor

American Flower Shop
319 N. 20th St. BIRMINGHAM, ALA.

ASHEVILLE, N. C.
E. C. DICKINSON, Florist

BIRMINGHAM, ALA.
PARKER'S FLOWER STORE

Mobile, Alabama
Member F. T. D. The Minge Floral Co.

Telegraph Delivery Department

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RICHMOND, VA.
and all
Nearby Points

Mosmiller
FLORIST
115 E. Main St.

OUR FACILITIES
are unexcelled in this
section of the country.
Member Florists' Telegraph Delivery Ass'n.

NORFOLK
PROMPT SERVICE
FIRST-CLASS STOCK

VIRGINIA
Grandy
THE FLORIST
269 GRANBY ST.
NORFOLK, VA.
NORFOLK'S TELEGRAPH FLORIST


Fortress Monroe, Va.
Special messenger service to above city, \$1.00
Member Florists' Telegraph
Delivery Association.

KNOXVILLE, TENN.
BAUM'S
HOME OF FLOWERS, Inc.
Member Florists' Telegraph Delivery.
Personal attention given to orders for KNOXVILLE
and EAST TENNESSEE.

Smith's
FLOWER SHOP
Hutchinson,
Kansas
Member Florists'
Telegraph Delivery

**Nashville and
Chattanooga**

Member
Florists'
Telegraph
Delivery



Knoxville, Tenn.
CROUCH, Florist
Member Florists' Telegraph Delivery
LARGEST AMOUNT OF GLASS DEVOTED
TO CUT FLOWERS IN THE SOUTH

JAMES HAYES, 819 KANSAS AVENUE
TOPEKA, KAN.
Member F. T. D.
Leading Florist
FLOWER SHOP

MRS. LORD'S FLOWER ROOM
112 W. 8th Ave., TOPEKA, KAN.
Member Florists' Telegraph Delivery.

Richmond, Va.
THE HAMMOND COMPANY, Inc.
LEADING FLORISTS
109 EAST BROAD STREET

SALINA, KANSAS
LEIGHTON FLORAL CO.
Members Florists' Telegraph Delivery Ass'n.

Geny Bros. LEADING FLORISTS
Members Florists' Telegraph Delivery
212 Fifth Avenue North
NASHVILLE, TENN.

ROANOKE, VA.
FALLON, Florist
Member Florists' Telegraph Delivery Assn.

ATCHISON, KAN.
The Atchison Seed and Flower Store Co.
MEMBER F. T. D.

Kansas City, Kansas
L. C. FIELD
Member Florists' Telegraph Delivery

Send all **MEMPHIS** Orders to
THE FLOWER SHOP
84 Madison Avenue
MEMPHIS, TENNESSEE

ORDERS FOR **ROANOKE, VA.**
are given prompt and careful attention by
WERTZ, FLORIST, Inc. MEMBER F. T. D.

Atchison, Kan. GROVES FLORAL CO.
Established 1865. Member of F. T. D.

WICHITA, KANSAS Shipments for Kansas and Oklahoma
W. H. CULP & COMPANY
Quality Flowers Personal Service Members F. T. D. A.

"WE NEVER SLEEP"
Idlewild Greenhouses **Memphis, Tenn.**
89 South Main Street
"Up-to-the-minute" Service and Execution
Member Florists' Telegraph Delivery

Portsmouth, Va.
Cotton The Florist, 333 High St.

NORFOLK, VIRGINIA
GEORGE, Inc.
Member Florists' Telegraph Delivery Association

PETERSBURG, VA.
MRS. ROBT. B. STILES, Florist
Phone 910 1202 W. Washington St.

Charlottesville, Va.
LANKFORD'S Orders solicited for University of Va.

Norton, Va. Flowers delivered promptly to all parts of Southwest Virginia.
NORTON FLORAL CO.

BRISTOL, TENN.
FALLON :: FLORIST—For Eastern Tennessee and Western Virginia and No. Carolina

Memphis, Tenn.
JOHNSON'S GREENHOUSES
153 MADISON AVE.
Established 1888
Member Florists' Telegraph Delivery Assn.

LYNCHBURG, Va.
MISS McCARRON Member Florists' Telegraph Delivery

week for July. Everybody about the place has been busy getting out orders. Roy Murray, of Olathe, Kan., was a recent visitor. T. J. Noll is erecting a new building at the greenhouses for the storage of

JACKSON, TENN.
Between Nashville and Memphis
SANDS THE FLORIST

STAUNTON, VA.
Central Ave. and Lewis St. **JOHN FALLON**

HARRISONBURG, VA.
PROMPT SERVICE **WETSEL SEED CO., Inc.**

Telegraph Delivery Department

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BALTIMORE and all Maryland **Samuel Feast & Sons**
 Members F. T. D. Established 1832
 Charles and Pleasant Streets

FURROW & Co.
 Service unexcelled
 for central and northern
 Oklahoma
Guthrie, Oklahoma

Baltimore, Md.
 Guilford Forest Park
 Mt. Washington Roland Park
 Walbrook Catonsville
 1731 HARFORD AVENUE
 Johns Hopkins Hospital Church Home and Infirmary Hebrew Hospital
 Mercy Hospital Md. General Hospital St. Joseph's Hospital
 St. Agnes' Hospital SEND ME YOUR SUBURBAN ORDERS



Oklahoma City, Okla.
THE FOSTER FLORAL CO.
 Member Florists' Telegraph Delivery

DICKS
FLOWER SHOP
 Member F. T. D. Ass'n.
WESTERN ONTARIO'S FLORIST
LONDON, ONT., CAN.

CANADA
JOHN CONNOR CO., Limited
 HAMILTON, ONT.
 Members Florists' Telegraph Delivery Association.

OKMULGEE, OKLA.
 GEO. W. MARSHALL, 108 N. Grand Ave.
 MEMBER F. T. D.

CANADA'S FLORIST
Dunlop's
 8-10 W. Adelaide Street
Toronto
 Member Florists' Telegraph Delivery Association

McKenna
 Largest Retailers in Canada.
 Cor. St. Catherine and Guy Streets
 9 St. John St., QUEBEC, CAN.
 Member Florists' Tel. Delivery **Montreal**

TULSA, OKLAHOMA
 Boston's Flower Store. O. O. Boston
 Member Florists' Telegraph Delivery.

WINNIPEG, MANITOBA
 Member Florists' Telegraph Delivery
R. B. Ormiston
 96 Osborne Street

VANCOUVER, B. C.
BROWN BROS. & CO., Ltd.
 48 HASTINGS STREET, E.
 FOR ALL BRITISH COLUMBIA ORDERS
 Members Florists' Telegraph Delivery Assn.

Hornaday Greenhouse, LAWTON, OKLA.
 can fill your orders for Walter, Temple, Burk-
 burnett, Altus, Snyder, Grandfield, Apache,
 Anadarko and Fort Sill.

ENID, OKLA. Largest growers in northern Okla.
MEMBER F. T. D. ENID FLORAL CO.

Winnipeg, Man., Can.
THE "KING" FLORIST
 Member F. T. D. Ass'n. 270 Hargrave St.

London, Ont., Can.
J. GAMMAGE & SONS, LTD.
 "The House of Flowers"
 All Orders Carefully Executed
 Members Florists' Telegraph Delivery Ass'n.

FOR ALL TOWNS IN SOUTHERN **OKLAHOMA**
 AND NORTHERN TEXAS
 Mrs. B. A. Nelson Sulphur, Okla.

CHICKASHA, OKLA.
 Mrs. Stella Johnson Member F. T. D.

HAGERSTOWN, MD.
HENRY A. BESTER & SONS
 Members Florists' Telegraph Delivery Ass'n.

MARY JOHNSTON, Florist
 Nee Paterson
 221-223 W. Madison Street
 Member Florists' Tel. Delivery **Baltimore, Md.**

SCRIM'S, FLORIST
 OTTAWA, CANADA

VANCOUVER, B. C. VICTORIA, B. C.
A. J. WOODWARD
 BON VOYAGE ORDERS my specialty

TRURO, NOVA SCOTIA, CANADA.
 Member F. T. D. **SUCKLING & CHASE, Ltd.**

ENID, OKLAHOMA, Oklahoma Floral Co.
 Will fill your orders for Designs
 and Cut Flowers in Oklahoma
 Member F. T. D., Elks Bldg., 109 E. Broadway

moss. A carload of this takes so much space that Mr. Noll does not care to keep it all at the downtown store. He is attending the convention of the Texas State Florists' Association at Fort Worth.
 Miss Mamie Klein, bookkeeper for A. Newell, is in Colorado for three weeks.
 Henry Kusik & Co. are getting their first cut of Madame Butterfly. The roses are of good quality. The members of the staff have been busy on wire work and have a heavy stock of wire on hand. They sent out an order July 16 that was placed nine months ago.

People's Florists Members F. T. D.
 836 Queen St., west and 92 Queen St., east **TORONTO**

Central and Eastern ONTARIO
 Orders carefully executed
THE PETERBOROUGH FLORAL CO.,
 Peterborough, Canada

Montreal, Que., HALL & ROBINSON
 825 St. Catherine St., W. MEMBER F. T. D.

St. Catharines, Ont.
Robt. L. Dunn 104 Queenston Street
 Member F. T. D.

Saskatoon, Sask., Can.
Victoria Nursery The Quality Florists in the Center of the west.

Telegraph Delivery Department

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MICHIGAN
 ORDERS WILL BE CAREFULLY
 CARED FOR BY
HENRY SMITH
GRAND RAPIDS
 WHOLESALE AND RETAIL FLORIST.
 Member F. T. D.
 200,000 FEET OF GLASS DEVOTED TO
 FLOWERS AND PLANTS.

GRAND RAPIDS
 ARTHUR F. CRABB
 F. T. D. Member. 13 Jefferson Ave., S.
 Serving all West Michigan Towns

FLINT, MICH.
Haselbring
FLORIST
 MEMBER F. T. D.

MT. PLEASANT, MICH.
 Member F. T. D. **Walter W. Caple**

MIDLAND, MICH.
 PERCIVAL F. PENFOLD

Saginaw, Michigan
 GROHMAN THE FLORIST
 Member F. T. D. Ass'n. 117 NORTH FRANKLIN ST

J. B. GOETZ SONS
SAGINAW, MICH.
 OR ANY CITY IN MICHIGAN

Ann Arbor, Mich. Member F. T. D.
BLUMAIZE BLOSSOM SHOP

Flint, Mich. **EVANS**
 THE FLORIST
 House of Personal Service

PETOSKEY, MICH.
 AND NORTHERN MICHIGAN RESORTS.
 Member Florists' Telegraph Delivery Association. **Frank Winans**

PORT HURON, MICH.
 ASMAN, LEADING FLORIST
 Prompt Delivery

DOWAGIAC, Mich.
 Also for Cassopolis, Decatur, Niles. **ReSHORE & SON!**

Muskegon, Mich.
 F. T. D. Member **BUTTERWORTH FLORAL CO.**

VAN AKEN BROS.
 LEADING FLORISTS
COLDWATER, MICH.
ELKHART, IND.
 COVER MICHIGAN and INDIANA POINTS
 Orders promptly and carefully taken care of

PHOENIX, ARIZ.
Arizona Seed & Floral Co.
 28 and 30 So. Central Ave. Member F. T. D.

PHOENIX, ARIZONA
Donofrio Floral Dept.
 CHAS. E. MORTON, Mgr.
 Wire your orders to us for delivery in
 Arizona and New Mexico.

Flowers for all ARIZONA
Tucson Seed & Floral Co., TUCSON, ARIZONA

DOUGLAS, ARIZ.
TRAVIS' FLOWER SHOP For all points in Arizona

STURGIS, Mich. *Vogt's* Coldwater, Mich. All So. Mich. points
 Member F. T. D. **FLOWERS**

HILLSDALE, MICH.
 Southern Michigan Points **O. A. STOLL** F. T. D. Member

Battle Creek, Michigan
S. W. COGGAN, Florist, 25 E. Main St.
 Member of Florists' Telegraph Delivery

SAGINAW, MICH.
SUNSHINE • GEO. A. WITHERIDGE, Prop.
FLOWERS • 416 West Genesee Avenue

The W. L. Rock Flower Co. had a big day Friday, July 16, on funeral work for Wichita, Kan. Two orders were over \$200 each, a broken wheel and a casket cover, and there were a number of smaller orders. The wheel was made of rubrum lilies, scabiosa, ageratum and Columbia roses. The casket cover was of lavender and dark red buddleia, centaurea and roses.

George Braekenbury, of Wichita, Kan., is spending his vacation in Kansas City and Pleasant Hill. He formerly lived here.

A. F. Barbe has been laid up for three weeks with rheumatism. As soon as he is able to be about he is going to Excelsior Springs.

The Humfeld-Orear Floral Co. reports a busy week, with plenty of stock.

W. J. Barnes is still filling bedding plant orders. His chrysanthemums are all planted and his houses are ready for carnations now in the field.

Miss Grace Murray has returned

DETROIT MICHIGAN

Orders given best of care by these five

F. T. D. Members

J. Breitmeyer's Sons
 Broadway and Gratiot Ave.

Fetter's Flowers
 17 Adams Avenue E.

Scribner Floral Co.
 604 East Fort St.

G. H. Taepke Co.
 WALTER G. TAEPKE, 95 Gratiot Ave.

The L. Bemb Floral Co.
 ALBERT POCHELON, 153 Bates Street

Yours For More Co-operation

DETROIT, MICH.
Peter F. Reuss & Co.,
 56 BROADWAY

Detroit, Mich. BEARD FLORAL CO.
 1617 Grand River Avenue

Kalamazoo, Michigan
G. VAN BOCHOVE & BRO.
 F. T. D. Orders Satisfactorily Filled.

GRAND RAPIDS, MICH.
 GRAND RAPIDS FLORAL CO.
 WENCEL L. CUKERSKI will fill your orders for
 Designs and Cut Flowers in Michigan.

LANSING, MICH.
J. A. BISSINGER Established 25 Years
 Member F. T. D.

IONIA, MICH. Member Florists' Telegraph Delivery
 Flowers for Ionia and Montcalm counties **Byron L. Smith, Florist**

O W O S S O, M I C H.
 OWOSSO FLORAL CO.
 Anderson & Smith, Props. Members F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Where F. T. D. Members will always get the greatest satisfaction.



CHICAGO'S LEADING FLORIST
RAILWAY EXCHANGE BUILDING

DECATUR, ILLINOIS

DAUT BROS.

F. T. D. 120 E. Prairie St.

PEACOCK'S FLOWER SHOP
HERBERT STONE, Mgr. Member F. T. D.
4013 Milwaukee Avenue, **CHICAGO**

Send Your CHICAGO Orders to
H. N. BRUNS
Best Equipped Retail Store on the West Side
3040 W. Madison St., CHICAGO, ILL.

JOLIET FLORAL CO.
507 E. Jefferson Street JOLIET, ILL.
All points in Will Co. and Vicinity

STORES IN
DECATUR
and GIBSON CITY, ILL.
Railroad Centers. Excellent facilities for filling orders for all Central Illinois towns.

PETERSON FLORAL CO.
Member Florists' Telegraph Delivery Assn.

CHICAGO
Paul Blome & Co.
Member F. T. D. 1361 N. Clark St.

QUINCY, ILL.
H. A. GENTEMAN
Member Florists' Telegraph Delivery Association
For Northeastern Missouri and Central-western Illinois.

FREEPORT, ILL.
JOHN BAUSCHER, Prop.
Established 1868.
We are the largest growers in the Northwest.
100,000 square feet of glass. All orders receive careful attention and prompt delivery.

PONTIAC, ILLINOIS Members F. T. D.
Flowers of all kinds in their season. **W. J. MILLER & SON**

MOLINE, ILL.
Orders for Western Illinois and Iowa handled with care and dispatch.
J. STAACK & SONS

OTTAWA, ILL.
LOHR'S GREENHOUSES
Fancy Cut Flowers and Blooming Plants.
Good R. R. Service. Orders filled promptly.

GALESBURG, ILL.
I. L. PILLSBURY - For Central Ill.
Member Florists' Telegraph Delivery Association.

CENTRALIA, ILL.
J. W. ROSS. We serve the following Illinois towns, direct train service: Mt. Vernon, Wayne City, Fairfield, Sesser, Christopher, Herrin, Ashley, Carbondale, Nashville, Oakdale, Coulterville, Sparta, Salem, Odin, Sandoval, Carlyle, Patoka, Kinmundy, Farina.
F. T. D. Member.

ELGIN, ILL. MEMBER F. T. D.
158 DuPage Street **GEORGE SOUSTER**

GALESBURG, ILL.
H. F. DRURY
All Orders Filled Promptly and Carefully.

ROCKFORD, ILL., and Vicinity
ROCKFORD FLORAL CO.
108 West State Street
Prompt Deliveries to CAMP GRANT

AURORA GREENHOUSE CO.
AURORA, ILL.
Our service is the best.

J. L. JOHNSON De Kalb, Ill.
NORTHERN ILLINOIS
SOUTHERN WISCONSIN
YOUR ORDER WILL RECEIVE OUR PROMPT AND CAREFUL ATTENTION.

ROCKFORD, ILL., and Vicinity
SWAN PETERSON & SON Members F. T. D.
Corner E. State and Longwood Streets.

Aurora, Ill., and Vicinity
JOS. M. SMELY PHONES 147

KRUG FLORAL CO.
ALTON, ILLINOIS Branch Store Granite City, Ill.

DIXON, ILL., and NORTHERN ILL.
We can and will be glad to serve you.
Member F. T. D. **Dixon Floral Co.**

SPRINGFIELD, ILL.
Hembreiker & Cole, Springfield's largest retail florists
Members Florists' Telegraph Delivery Association

PEORIA, ILL. 423 Main St. Member F. T. D.
LARGE GREENHOUSES **CHAS. LOVERIDGE**

JACKSONVILLE, ILL.
JOS. HEINL & SONS
Largest Growers in Central Illinois

Springfield's Best Florist
ILLINOIS MEMBER F. T. D. **A. C. BROWN**
217 S. 5th Street

MOLINE, ILL. Phone Moline 115
1829 15th St. Place. **WM. H. KNEES & SONS**

from a month's visit on the western coast.
Mrs. Koppenhaver has returned from Oklahoma and Miss Lorraine Koppenhaver from Iowa. They have taken charge of the store at Tenth street and Central avenue, which they recently bought from Miss Dorothy Miller. Miss Miller will go to California.
Ed A. Humfeld has his roses and mums planted and is getting ready to build two new houses and install a new


BRINKERHOFF GREENHOUSES
SPRINGFIELD and CENTRAL ILLINOIS
Member Florists' Telegraph Delivery Association
Best and Prompt Service Always

CENTRALIA AND SOUTHERN ILL.
THE WEBSTER GREENHOUSES
Member Florists' Telegraph Delivery

Telegraph Delivery Department

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CHICAGO Send Your Orders to **WILLIAM J. SMYTH**
 Member Florists' Telegraph Delivery Association 3101 to 3109 Michigan Ave.



THE UNEXCELLED FACILITIES OF THE
E. WIENHOEBER CO.
 22 E. ELM ST., CHICAGO
 Are available to the trade in filling all orders.
 MEMBER F. T. D.

MEMBER F. T. D. We cater to those who require the best. Prices reasonable.

Travis
 CHICAGO ESTABLISHED 1865
 4647 GRAND BL VD.

FRIEDMAN, Flowers
CHICAGO, ILL.
 522 So. Michigan Ave., Congress Hotel
 Courtesies Extended to all Florists.

CHICAGO
 We are growers of Cut Flowers and Potted Plants
J. F. Kidwell Co. (not inc.) Member F. T. D.
 3530 Michigan Avenue

CHICAGO
C. Trauenerfeldt
 3343 W. Madison St.

OAK PARK
 and all western suburbs of Chicago
A. H. SCHNEIDER
 Member F. T. D. 1048 Lake Street, OAK PARK, ILL.

Streator, Ill. THORNTON'S FLOWER SHOP
 F. T. D. - Quality is Our Hobby

PRINCETON, ILL.
 W. E. TRIMBLE For Central and Northern Illinois Members F. T. D.
GREENHOUSE CO.

PEKIN — PEORIA
 All Orders Receive Personal Attention
GEO. A. KUHL, Pekin, Ill.

CHICAGO Orders Carefully Executed
 2132-2134 Michigan Avenue Member F. T. D. *Samuelson Florist*

EVANSTON, ILL. 1614 Sherman Ave. **WILMETTE, ILL.** 1161 Wilmette Ave.
JOHN WEILAND MEMBER F. T. D.
 TWO STORES Catering to the best trade in Chicago's Rich North Shore Suburbs.

CHICAGO DETROIT
Central Floral Co.
 "FLOWERS THAT LAST LONGER"
 35-37 Broadway, Detroit, Mich.
 132 N. State St., Chicago, Ill.
 CENTRALLY LOCATED
 OPEN EVENINGS AND SUNDAYS
 Members F. T. D.

H. Lange Florist
CHICAGO
 77-79 E. MADISON ST.

Manuel Florist
CHICAGO
 THE PALMER HOUSE FLORIST
 17 EAST MONROE ST.
 Member F. T. D.

CHICAGO
Alpha Floral Company
 146 S. Wabash Ave.

heating plant before the fall work begins.
 The Pinhurst Floral Co. is sending in a good cut of gladioli daily. The roses are showing up nicely, especially the last few days. Tucker Smith came up from Pleasant Hill, Mo., Wednesday, July 14.
 Richard Nelson Jarrett, Jr., weight eight pounds, arrived at the Fernery July 7.
 Miss Elizabeth Hayden, of Samuel Murray's, left July 16 for a vacation in California.
 Ernest L. Webber has returned from three weeks' vacation in Nebraska and South Dakota more firmly convinced

CHICAGO
Johnson & Cronin's
FLORISTS
 4701 to 4705 Lake Park Ave.
 "THE HOME OF FLOWERS"
 Our service covers the city and suburbs

SCHILLER'S
 TWO CHICAGO STORES cover every part of city and suburbs
 GEORGE ASMUS, Mgr.
 4509 Broadway :: 2221 W. Madison St.
 Member Florists' Telegraph Delivery Ass'n.

Flower for a' Occasions *Cody's* FLOWER SHOP Tel. Lake View 1121
 3912 North Clark St., CHICAGO

GEORGE FISHER & BRO.
 183 N. WABASH AVE.
CHICAGO

CHICAGO
O'LEARY — Florist
 369 East 47th Street
 Member F. T. D.

Highland Park, Ill.
 HIGHLAND PARK GREENHOUSES
 Established 1894 Members F. T. D.

Telegraph Delivery Department

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CINCINNATI'S

LEADING FLORIST

MEMBER F. T. D.

Julius Bauer

138-140 East Fourth Street

DENVER, COLORADO

MEMBER FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

PARK FLORAL COMPANY

CASPER, WYOMING

CASPER FLORAL CO.

We deliver to all of
Central and Northern Wyoming
Western Nebraska and South Dakota.
Members F. T. D.

We own and operate the
TWO LARGEST FLOWER STORES
IN WYOMING
Evanston, Wyo. Rock Springs, Wyo.
LOUIS B. WESTHOLDER

Cheyenne, Wyo.
"THE UNDERWOOD"
FOR PROMPT AND FAITHFUL
SERVICE

SHERIDAN, WYO.
SHERIDAN GREENHOUSE CO.
Plants and Flowers

THERMOPOLIS, WYO.
THERMOPOLIS FLORAL CO.
A. SCHULENBERG, Proprietor

State Nursery & Seed Co.
Helena, Mont. Cut Flowers for any
Part of the Northwest.
Only the Best. Members F. T. D. Ass'n.

MISSOULA, MONT.
ANDERSON GREENHOUSE
For all towns in Western Montana

Send your orders for Eastern and Southern Montana
to M. LANGOHR, F. T. D. Florist
BOZEMAN, MONTANA.

Livingston, Mont. Quality Flower Shop
Entrance Yellowstone National Park. Train Bouquets. Flowers for all occasions. Member F. T. D.

Pocatello, Idaho Member F. T. D.
We cover Southern Idaho and Western Wyoming
ATKIN'S

FORT COLLINS, COLO.
ESPELIN FLORAL COMPANY
Member Florists' Telegraph Delivery Ass'n.

DENVER and all COLORADO and WYOMING

Established 1880

The Mauff Floral Co. 1225 Logan Street

Member Florists' Telegraph Delivery Association

SALT LAKE CITY

Ship whole of UTAH, Central part of NEVADA and IDAHO
MILLER FLORAL CO., 10 East Broadway

MEMBER F. T. D.

250,000 sq. ft. of modern glass. Unexcelled facilities. Prompt and courteous service always.

Bright Spot Greenhouses
Denver Cor. 5th Ave. & Josephine St.
DOWNING & KASK, Proprietor

TRINIDAD, COLO.
J. R. BARKER Trinidad Floral Store
Masonic Bld'g.

Trinidad, Colo. The only Greenhouses in this section
The Park Floral and Garden Co.
Members F. T. D.

than ever that Missouri is the best place on earth. He and his brother, F. L. M. Webber, are busy planting chrysanthemums.
J. E. K.

BALTIMORE, MD.

The Market.

The market last week, so far as good grades were concerned, was fine; in fact, some days good stock was hard to obtain and select stock in all lines cleaned up well. Roses, of course, had the call and there was a large quantity to be had. Columbia was really fine. Premier, with some growers, is holding up well. Double White Killarney also seems to be a good summer variety. Good stock of these varieties was sold at \$12 per hundred and more could have been sold if they had been available. Carnations July 15 brought \$5 per hundred. Good gladioli bring \$1.50 and \$2 per dozen, Easter lilies \$12.50 per hundred and asters are as high as \$6.

These are all first quality goods, but there is not enough of this quality of stock to meet the demand. There is more this year than ever before, but the demand has grown faster than the supply. There are large numbers of roses

SALT LAKE CITY
AND CONTRIBUTING TERRITORY
BAILEY & SONS CO. Member F. T. D.
Est. 1865. 61-63 East Second South
Special consideration given Telegraph Orders.
LARGE STOCK ALWAYS ON HAND.

Salt Lake City
ALSO PARTS OF COLORADO, IDAHO, MONTANA AND NEVADA
HUDDART FLORAL CO.
56 South Main Street
Member Florists' Telegraph Delivery Ass'n.

SALT LAKE'S
LEADING FLORIST
ERNEST LAMBOURNE
67 South Main, Salt Lake City, Utah.

Colorado Springs, Colo.
ORDERS CAREFULLY EXECUTED
PIKES PEAK FLORAL CO.
Wholesale and Retail
Member Florists' Telegraph Delivery.

OGDEN, UTAH
FLOWERS Best shipping facilities as Dumke
FRESH Ogden is a railroad center. Floral Co.
FROM THE GREENHOUSES

Colorado Springs, Colo.
Frank F. Crump, Wholesale and Retail Florist
Member Florists' Telegraph Delivery Ass'n.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Member F. T. D.

Phone: Canal 1932
1933

H. W. SHEPPARD

FORMERLY HILL FLORAL CO.

FLOWERS OF QUALITY

Service Unexcelled

ARRANGED IN A HIGHLY ARTISTIC MANNER

Your Patronage Solicited

532-534 Race Street, CINCINNATI, OHIO

MILWAUKEE

Member
F.
T.
D.



225 Grand Ave.

MILWAUKEE



Member F. T. D. 750-752 Third Street

CINCINNATI

FRANK A. VOLZ

Dina Avenue Sta. L.

Most centrally located to the suburbs

Milwaukee, Wis.

429 Grand Avenue

W. C. Zimmermann

Member F. T. D.

Milwaukee, Wis.

A. CURRIE & CO.,

130-132 Wisconsin Street

Member Florists' Telegraph Delivery Ass'n.

Cincinnati, Ohio

Mickley the Florist

108 West Seventh Street

MILWAUKEE, WIS.

J. M. Fox & Son

437-39-41 Milwaukee Street

Members Florists' Telegraph Delivery Ass'n

MILWAUKEE

EXCLUSIVE FLORAL
ARRANGEMENTS

BAUMGARTEN, Inc.

Member F. T. D. 93 WISCONSIN ST.

La Crosse, Wis.

Send your orders for flowers for delivery
in this city and vicinity to

JOHN A. SALZER SEED CO.

QUALITY AND SERVICE ASSURED

MILWAUKEE

1-3-5 GRAND AVENUE

GIMBELS

A. H. MacDonald, Mgr.

Member Florists' Telegraph Delivery Association

Milwaukee, Wis.

EDLEFSEN-LEIDIGER CO.

419 Milwaukee Street

Members Florists' Telegraph Delivery Ass'n

For WISCONSIN delivery of

"HOME-GROWN FLOWERS"

GET IN TOUCH WITH

J. E. MATTHEWSON

SHEBOYGAN, WIS.

Member Florists' Telegraph Delivery Association

MILWAUKEE WEST ALLIS WAUWATOSA

ERWIN J. HAMME

Greenhouses and Flower Shop

at WAUWATOSA, WIS.

RACINE, WIS.

THE

610-612
Wisconsin
Street

FLOWER
SHOP

Member
F. T. D.

GREEN BAY, WIS.

Meier-Schroeder Co. Orders for Cut Flowers and
Designs delivered anywhere
in Wisconsin and Northern Michigan at right prices.

LA CROSSE, WIS

La Crosse Floral Co. Member Florists
Telegraph Delivery

KENOSHA, WIS.

L. Turner & Sons, 352 Park Ave.

Members Florists' Telegraph Delivery

Racine and Kenosha

Operating large Greenhouse
in both these Wisconsin cities P. N. Obertin

MADISON, WIS.

RENTSCHLER FLORAL CO. Member
F. T. D.

that are first-class in every respect except the stems; this is not much of a handicap, as the principal use for them is funeral work and these can be used to advantage.

There is the usual quantity of miscellaneous stock of all sorts to be had. There is plenty of green goods and everyone is doing a good, steady business; in fact, more really first-class stock could be used. I have not spoken of inferior stock; this does not imply that it is not still with us, but its standing is just the same as it has always been.

Club Doings.

The regular meeting of the Baltimore Florists' Club was held Monday evening, July 12. For midsummer, there was a record attendance. This has been one of the most successful years in

Telegraph Delivery Department

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Cleveland The **KNOBLE BROS. CO.**,
 Flowers and Nursery Products MEMBERS F. T. D.
 Well equipped to handle your orders. 1836 W. 25th St.

TOLEDO Mrs. J. B. Freeman,
 Toledo's Leading Florist
 Member F. T. D. "SERVICE" 336 Superior Street

Member **TOLEDO, O.** Est. 1897
 F. T. D.

 AND VICINITY

MEMBERS TOLEDO COMMERCIAL CLUB
 TOLEDO RETAIL MERCHANTS
 FLORISTS' TELEGRAPH DELIVERY
TOLEDO, OHIO
 METZ & BATEMAN,
 221 Superior St. Ohio Building

F. T. D. FLORISTS
TOLEDO, OHIO
 SCHRAMM BROS.
 1315 Cherry St.

TOLEDO and Vicinity
 WHOLESALE AND RETAIL
OTTO P. KRUEGER
 427 East Broadway.

 **Fremont, O.**
Horn Floral Co.
 912 CROGHAN ST
 Member F. T. D.

COLUMBUS, O., and Vicinity
THE MUNK FLORAL CO., Growers
 Can fill all retail orders.

WILSON'S WE WILL DO IT PROMPTLY
COLUMBUS, OHIO

Columbus, Ohio Members F. T. D. Ass'n
THE FRANKLIN PARK FLORAL CO.
 Cut Flowers for Central Ohio.

Schneider, Florist
 22 EAST HIGH ST.
 Largest and Best Store and Greenhouses
 Large stock always on hand
 Springfield, Ohio

DAYTON, OHIO
 16 and 18 W. Third St.
Matthews the Florist
 Established in 1883. Member F. T. D.
 Greenhouses and Nurseries in Riverdale.

DAYTON, OHIO
 J. W. RODGERS
 Member F. T. D., Elks' Bldg., 3d and Jefferson Sts.

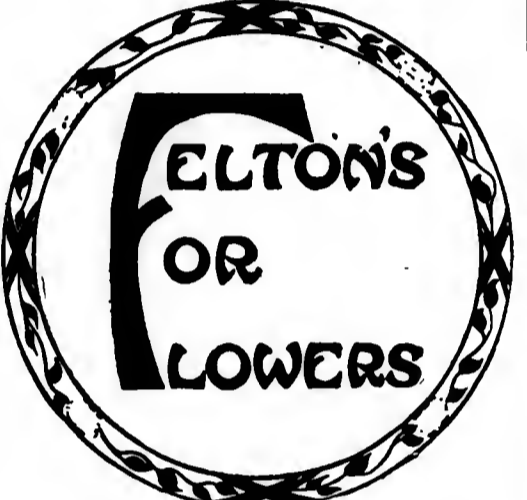
VAN METER FLOWER SHOP
 SPRING and HIGH SPRINGFIELD, OHIO
 BEST FLOWERS FOR EVERY OCCASION

Ironton, Ohio RELIANCE SEED CO. TRI-STATE FLORISTS
 Southern Ohio, Kentucky, West Virginia

STEUBENVILLE, OHIO
 E. E. McCAUSLEN, Prop.
HUSCROFT'S FLOWER SHOP

the history of the club and, as the present administration is drawing to a close, let us review some of the things this administration of young men has accomplished that have been of benefit to the entire trade.

In the first place, the club has never been in better financial condition. One of the first things promised by the administration was to secure a sufficient number of members in the club to become affiliated with the S. A. F. in order to give us representation on the board of directors of that organization; this was accomplished in the early part of the present year. A local advertising campaign was launched which has proved a success in every respect; this campaign is known as that of the Associated Florists of Baltimore and the committee, Joseph Merritt, chairman; Robert W. Johnston, C. Harry Wagner and Thomas Stevenson, with the assistance of the Deatel Advertising Service, has done more to bring the florists'

Cleveland, O.

10515 Superior Ave.
 8 STORES
 Personal Attention. Highest Quality and Service.
 Members F. T. D. A.

EGGERT N. ZETLITZ
 THE LEADING FLORIST
 209 West Market Street
LIMA, OHIO
 Member of Florists' Telegraph Delivery

HODY & TULEA
 Leading Flower Stores at
 727 Broadway 378 Broad Street
 LORAIN, OHIO ELYRIA, OHIO
 Stock is supplied by our range of 30,000 feet of glass

LORAIN, OHIO
 Member F. T. D. **F. G. CAREK** ARTISTIC WORK
 Leading Florist
 Our Motto: "Anywhere; Any time."

WARREN, OHIO
 F. T. D. FLORISTS **ADGATE & SON**
 WE GROW OUR FLOWERS

Telegraph Delivery Department

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NO ORDER TOO LARGE ——— NO ORDER TOO SMALL

CLEVELAND The J. M. Gasser Co.

Member F. T. D.

1006 EUCLID AVENUE

WE ARE THE LARGEST GROWERS OF CUT FLOWERS IN OHIO



Cleveland

a city that knows fine flowers. Send your F. T. D. orders to us and be sure of the best.

The Jones-Russell Co.

1284 Euclid Avenue
Cleveland

Members F. T. D.

Bell Main 2869
Cuy. Central 1866

The Smith & Fetten Co.
LEADING FLORISTS
930 Prospect Avenue
Cleveland

FIVE STORES IN NORTHERN OHIO

CLEVELAND	[TWO STORES]	13386 EUCLID AVE. 144 PUBLIC SQ.
YOUNGSTOWN	—	33 East Federal St.
WARREN	- -	215 East Market St.
AKRON	- - -	109 South Main St.

THE PARK FLORAL COMPANY

MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Kirchner's for Cleveland

Member Florists' Telegraph Delivery

Address KIRCHNER'S FLOWERS, 6701 Quincy St., CLEVELAND, O.

MARION, OHIO

5 railroads with good connections to all parts of State
A GOOD SELECTION OF FLOWERS
ON HAND AT ALL TIMES.

BLAKE'S, 140 W. Center

AKRON

OHIO

THE HEEPE CO.

Zanesville, O.

C. L. HUMPHREY

Has the best facilities for filling your orders.
Member Florists' Telegraph Delivery.

AKRON, OHIO

GROSSBERG & CAHILL
AKRON'S LARGEST FLORISTS

Prompt and careful attention to all Telegraph Orders
MEMBERS F. T. D.

XENIA, OHIO

Engle Floral Company

W. P. McFARLAND L. C. McFARLAND
McFARLANDS, Florists
AKRON, OHIO

CLEVELAND, OHIO

A. GRAHAM & SON

5523 EUCLID AVENUE

Members Florists' Telegraph Delivery Assn.

CLEVELAND, O.

5923 EUCLID AVENUE

WESTMAN & GETZ
FLOWERS and SERVICE

Members Florists Telegraph Delivery.

CLEVELAND, OHIO

Wm. H. Temblett

FLOWERS

Member F. T. D. 10313 Euclid Avenue

AKRON, OHIO MEMBERS F. T. D.

HAMMERSCHMIDT & CLARK
12 W. MARKET ST.



CLEVELAND, O.

BRAMLEY & SON

Store and Greenhouses, 1181 E. 71st St.

Cleveland, PENN SQUARE FLORISTS

ALWAYS OPEN

ALLIANCE, O. Member F. T. D.

522 S. Freedom Avenue H. T. MILLER

business before the public in the few months it has been at it than any of us thought possible. At the last meeting of the club the committee reported that during the months of July and August it intended to let down a little on the advertisements, but the fact has been demonstrated that the method, both in financing the campaign and the manner in which the advertisements have been written, is the proper one, and the committee will be ready to go on more strongly than ever in the fall. Another thing that the club has ac-

Telegraph Delivery Department

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San Francisco

OAKLAND, BERKELEY and Vicinity

CHAS. C. NAVLET CO.

THREE STORES:

423 and 427 Market Street.....SAN FRANCISCO, CALIF.
 917 Washington Street.....OAKLAND, CALIF.
 20 and 22 East San Fernando Street...SAN JOSE, CALIF.

Youngstown, O.

RYAN & CULVER

27 S. Hazel St. Member F. T. D.

COUNCIL BLUFFS, IA.

J. F. WILCOX & SONS

750,000 FEET OF GLASS

Orders shipped to any part of Iowa or Nebraska on a moment's notice.
 Daily Delivery to Omaha.

MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

YOUNGSTOWN, O.

HARRY C. WALTHER

Orders receive prompt and careful attention
 Member F. T. D.

Harkett's

FLORAL NURSERY

For { Eastern Iowa
 Western Wis.
 N. W. Illinois

Dubuque, Iowa

YOUNGSTOWN, OHIO

The Busy Shoppe

154 N. Phelps Street QUALITY AND SERVICE

Elyria, Ohio

LORAIN, OHIO

THE L. C. HECOCK FLORAL CO.
 Member Florists' Telegraph Delivery Assn.

ELYRIA, O.

Member F. T. D.

ELYRIA FLOWER SHOPPE

Upper Sandusky, O.

B. E. CONSTIEN, AT YOUR SERVICE

Canton, O.

JOHNSTON'S Flower Shop
 HARRIS ARCADE

Member Florists' Telegraph Delivery Assn.

CHAS. A. DUERR

Newark, Ohio Granville, Ohio

Member Florists' Telegraph Delivery

NEWARK, OHIO

Most complete stock in central Ohio
 HALBROOKS THE FLORIST

Kent Brothers

FLOWER SHOP

Covers All Ohio Points
 Members F. T. D. Newark, Ohio

MANSFIELD, OHIO

STUHLREHER BROS.

Members F. T. D. 82 W. 4th Street

MANSFIELD, OHIO

Mansfield Floral Company

DES MOINES, IA.

GUTHRIE-LORENZ CO.

Cedar Falls, Ia.

BANCROFT'S Beautiful Flowers

55,000 Feet Glass
 Members F. T. D. Joseph Bancroft & Son



DAVENPORT, IOWA

AND WESTERN ILLINOIS

G. F. FORBER,

313 Brady Street

Member Florists' Telegraph Delivery Association

I
O
W
A

Kemble's Flowers

Marshalltown, Boone, Center-ville, Oskaloosa, Oelwein, Mason City, Chariton, Grinnell and Ottumwa.

SEND YOUR ORDER TO HOUSE NEAREST PLACE OF DELIVERY

CEDAR RAPIDS, IA.

I. N. KRAMER & SON

Members Florists' Telegraph Delivery.

MONTICELLO, IA.

C. L. VAN METER MEMBER F. T. D.

COUNCIL BLUFFS, IOWA

GARDINER FLORAL CO.

Leading Retail Florist 545 W. BROADWAY

FAIRFIELD, IA.

We strive to please our trade

Montgomery Greenhouses

complished, which has given the florists of Baltimore a much stronger standing in the business world, is our affiliation with the Merchants' and Manufacturers' Association; this was brought about by William and Charles Feast. This, in itself, has added more dignity to the club than any other local object it has accomplished. These are just some of the more important items that have been accomplished.

I cannot close this review without mentioning Robert L. Graham, Jr., and his entertainment committee and William F. McKissick and his membership committee; both of these have been

DAVENPORT, IOWA

"Say It with Flowers"

BILLS FLORAL CO.

M. A. TIERNEY, Owner Member F. T. D.

WATERLOO, IOWA

GALLOWAY'S FLOWER STORE

Russel-Lamson Bldg., 211 West 5th Street

Special attention given to out-of-town orders

SIoux CITY, IOWA

Supplies western Iowa, southern Minnesota, all of South Dakota and north-eastern Nebraska.

J. C. RENNISON CO.

SIoux CITY, IOWA

Members of F. T. D. ROCKLIN & LEHMAN



FT. DODGE, IA.

NORDWALL

E. E. NORDWALL

PERRY, IOWA

LOUWERSE & CO.

Telegraph Delivery Department

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San Francisco and Vicinity

MacRorie-McLaren Company
141 Powell Street
Florists

We grow our own stock and with extensive nurseries to draw from can give unusual values.

RETAIL

WHOLESALE


San Francisco, Calif.
ALBERT O. STEIN
Flower Shop
1150 SUTTER STREET

San Francisco, Cal.
SHELLGRAIN & RITTER
148 KEARNY STREET
Prompt attention given to all telegraphic orders

Monrovia, Cal.
C. A. BRUNGER
You can depend on us for all orders for delivery in this section. 239 Grand Avenue

SAN FRANCISCO
Podesta & Baldocchi
224-226 Grant Avenue
Prompt and careful attention to orders from out-of-town florists.

Oakland, Calif.
J. SEULBERGER & CO.,
418 Fourteenth Street
Est. 1882 Immediate Deliveries in Berkeley and Alameda
Members F. T. D.

SAN DIEGO, CAL.
BOYLE & DARNAUD
 F. T. D. florists. We grow our own flowers. Telegraph orders carefully executed. Usual discount.
Members Florists' Telegraph Delivery.

SAN FRANCISCO
JOSEPH'S
Member F. T. D.
233-35 Grant Ave.
Steamer and train packages our specialty.

OAKLAND, CAL.
HOGAN & EVERS
1439 Broadway
THE BEST SERVICE

Hollywood Flower Shop
HOLLYWOOD, CAL.
ARTISTIC WORK. MEMBER F. T. D.
Telegraph Orders Delivered to
LOS ANGELES OCEAN PARK
SANTA MONICA VENICE

SAN FRANCISCO, CAL.
ART FLORAL CO.
255 Powell Street
Best attention given your orders
Members Florists' Telegraph Delivery

Santa Barbara, Cal.
912 STATE STREET
GLEAVE'S FLOWER SHOP
ARTHUR GLEAVE, Prop.
Choicest Cut Flowers and Floral Designs on short notice.
Both Phones 1018

San Francisco
DARBEE'S
1036 Hyde Street
LARGEST STOCK OF CHOICEST FLOWERS
Members Florists' Telegraph Delivery

untiring in their efforts. William F. Ekas, the president, can look back over the year's work with pride. There are two months of the year left and into these will be crowded the best things yet. For instance, a local of the National Flower Growers' Association will be formed; at the next meeting delegates to the Cleveland meeting will be selected with this object in view. The year's work goes to show what can be accomplished with all of us pulling together for a common cause. Tate.

ARE YOUR THOUGHTS BROAD?

Many a man succeeds in spite of himself, and probably a good many of us are still doing business as florists who, if we had to do business in other lines more competitive, might not be able to endure.

Probably for the best interest of the trade generally, it might be better for those concerned to have had a little of the real hard knocks before attaining success, to serve as examples later in life. The need of doing things in manful fashion, when the occasion demands, has been told of such men as Mark Twain, Charles Dickens and Walter Scott, who began to write most vigorously after being driven to it by sheer necessity. Many a man begins to realize the importance of doing things only after being forced by dire needs to do

RIVERSIDE, CALIFORNIA
Florist to the Glenwood Mission Inn
ORANGE BLOSSOM FLOWER SHOP

RIVERSIDE, CALIFORNIA
A. M. HOSP
Leading Retail Florist. 659 Main Street

LONG BEACH, CAL.
Lowe's Flower Shop, The Pioneer and Leading Florist
Member Florists' Telegraph Delivery

POMONA, CALIFORNIA
POOLEY'S FLOWER SHOP
MEMBER FLORISTS' TELEGRAPH DELIVERY

HONOLULU, HAWAII
TAYLOR, FLORIST
Wireless and Cable Address, "FLORIST" Honolulu

ROSWELL, N. MEX.
ALAMEDA GREENHOUSES
Headquarters for Flowers New Mexico and Texas.

JULIUS EPPSTEIN, FLORIST AND DECORATOR
Flowers for All Occasions Delivery Anywhere
Hotel St. Francis, **SAN FRANCISCO**

Berkeley OAKLAND SAN FRANCISCO
THE FLOWER SHOP
Berkeley's most up-to-date flower establishment.

BERKELEY, CAL. MEMBER F. T. D.
Curtis D. Shoemaker, Prop. **NORTON, Florist**

Sacramento, Cal.
A. NAVLET, 1190 Tenth St. 20 YEARS AT IT

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

LOS ANGELES

414½ SOUTH BROADWAY

SEND YOUR ORDERS TO
**BROADWAY
FLORISTS**

LOS ANGELES, CAL.
REDONDO FLORAL CO.
218 West Seventh Street
Members of Florists' Telegraph Delivery
A. KNOFF **A. F. BORDEN**

PASADENA, CAL.

SIEBRECHT'S HOUSE OF FLOWERS
HENRY A. SIEBRECHT, Jr., District Representative State of California. Member F. T. D.

**WOLFSKILLS' and
MORRIS GOLDENSON**
FLORISTS AND DECORATORS
We Solicit Telegraph Orders.
Regular Trade Discount.
229 W. Third St., LOS ANGELES, CAL.

IT PAYS you to
DEPEND ON US

Occidental Florists

430 South Hill Street

LOS ANGELES

Portland ORE.

Tonseth's

287 Washington Street
In the heart of the city

Growers and Retailers **F. T. D. MEMBERS**

Darling's Shop
"FLOWERS FOR HER"
208 West Sixth Street. LOS ANGELES, CAL.
Cut flowers or good design work by best artists
and designers delivered anywhere in the west
on receipt of mail or telegraph orders.
Members Florists' Telegraph Delivery Association.


CORONADO, CALIF.
CORONADO NURSERY
To "Say It with Flowers" in
CORONADO AND SAN DIEGO

PORTLAND, ORE.

Clarke Bros'
FLORISTS
200,000 Feet of Glass
Established 20 Years

OAKLAND, CAL.

LOS ANGELES, CAL.
HOWARD & SMITH
NINTH AND OLIVE STREETS
You can depend on us for all orders for
delivery in this section.

The Alexandria Florist
Member of  Hotel Alexndra
F. T. D. Los Angeles,
and S. A. F. Calif.

LOS ANGELES, CAL.
ATHLETIC CLUB FLORIST
Formerly California Cut Flower Co.
433 West 7th Street.
Takes care of telephone and telegraph orders
over the whole of Southern California.
Usual trade discount.

LICHTENBERG'S
324 W. Sixth Street
LOS ANGELES
Say It with Flowers. Member F. T. D.

Pasadena, Cal. 342 East
Colorado St.
THE ORCHID
PASADENA'S OLDEST FLORIST WILL
EXTEND THE USUAL COURTESIES
Member of F. T. D.

that which would ordinarily have been found impossible. He suddenly determines to do things and actually does better than he dreamed.

Many of our florists have been going along wonderfully well the last few years in spite of the fact that for a time there was a possibility of a coal restriction as a war requisite, when it seemed as though the finish of the greenhouse man were sounded, and many a grower had visions of a life's work almost gone. Another group has felt the justice or injustice of Quarantine 37, and the outlook was not bright at the time of its adoption. Then came the frequent wail of the glutted market and several other problems that obviously need not be mentioned, which caused many hours of deep concern. But, thank the stars, all these have been overcome.

During a period of two years there has been going on an honest-to-goodness publicity campaign, in which all broad-thinking men were permitted to participate. The first year \$50,000 was asked for to carry on a national campaign, and we almost reached that sum. The second year \$100,000 was asked for, but we have not received up to now one-half of it.

What clear-thinking men in our business are doing about it, I am at a loss to know what to say, as the amount already subscribed from the trade gener-

PORTLAND ORE.
Lubliner's
FLORIST 328 & 348
MORRISON ST.

California Florist
TACOMA, WASH.
Orders for Cut Flowers and Designs delivered
anywhere in the United States and Canada.

TACOMA
SMITH FLORAL Co., 1112 Broadway
PASADENA, CAL.
ELDRED FLOWER SHOP.
Member Florists' Telegraph Delivery.

Telegraph Delivery Department

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SEATTLE

Woodlawn Flower Shop

Member Florists' Telegraph Delivery Association.

1410-1412 2nd Avenue—Beside Clemmer Theater Building
"IN THE HEART OF THE CITY"

Base the Recipient of Your Telegraphic Orders Upon Merit

21 EMPLOYEES

We offer unexcelled facilities. More than 13,000 square feet of store space devoted exclusively to retailing of flowers. Where quality and service reign.

CHARLES E. SULLIVAN, in charge of Telegraphic Service

SEATTLE HOLLYWOOD GARDENS

SEATTLE'S LEADING FLORIST

1622 SECOND AVENUE

Member Florists' Telegraph Delivery Ass'n.

Walla Walla, Wash. CUT FLOWERS FLORAL DESIGNS

Artistic Work Personal Attention
Quality Right Prices Right

Telegraph orders filled promptly. Good train service to Southeastern Washington, Northeastern Oregon and Idaho.

THE FLOWER SHOP (Formerly JONES')

SEATTLE

1001-1003 Third Avenue

Finest Floral Studio
in the Northwest



Members
F. T. D.

Bellingham, Wash.

Telegraph orders delivered anywhere in the northwest country
FLORAL EXCHANGE

SEATTLE

Choice Flowers, prompt and careful
L.W. McCOY 904 3rd Avenue
Established 1900

WALLA WALLA, WASH. YOUNG & LESTER

SOUTHEASTERN WASHINGTON
NORTHEASTERN OREGON
NORTHERN IDAHO orders filled promptly
Members Florists' Telegraph Delivery Association

Yakima, Washington STATE FLORAL CO.

We Grow Our Own Flowers
Telegraph Orders filled promptly and carefully
Members F. T. D. Association.

YAKIMA, WASHINGTON
ANNAVEE FLOWER SHOP (Formerly Bourn's)
QUALITY FLOWERS Artistic Arrangement
Members Florists' Telegraph Delivery.

FORSHAW, Florist
THE ROUND-UP CITY PENDLETON, ORE.

ally is not consistent with the volume of flowers being sold.

Do you appreciate the worth of your business beyond your own town limits? Or can you not see the development of a bigger and better business with more publicity properly applied as a deciding factor to help us keep moving onward? Or will you permit the good work started to be shut off for lack of money to put the national slogan, "Say It with Flowers," before the public, so that it will keep working for everybody connected with flowers?

Make out a check and send it to Secretary John Young, so that by the fall your committee will have a working capital to lay out a program capable of bringing results beyond the value of the subscriptions received.

How about it?

Henry Penn, Chairman,
National Publicity Committee.

New Philadelphia, O.—V. C. Stonebrook has sold his greenhouse to Stephen Bletterer.

Spokane, Wash.

Eugene's Flower Shop
PROMPT AND RELIABLE

Spokane, Wash.

A. J. BURT, Florist
Established 20 Years Always on the job
CLEMMER THEATER BUILDING

Spokane, Washington

Reimer's Floral Art Shop
RETAILERS AND GROWERS

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Rochester, Minn. **ROCHESTER GREENHOUSE CO.**
 EMIL RIEPLE, Manager
 ROCHESTER'S ONLY STORE HAVING ITS OWN GREENHOUSES
 FLOWERS ON SHORT NOTICE
 Member F. T. D. 111 2nd Street

ROCHESTER, MINN.
ROCHESTER FLORAL CO.
 114-116 FIRST AVE., S. W.
 Run in connection with Greenhouses.
 Cut Flowers and Plants delivered promptly.
 Under new management.
 H. W. KLEIN, Mgr. Member F. T. D.

ST. PAUL, MINN.
THE LARGEST STORE IN AMERICA
 MEMBER F. T. D. ASS'N
 The finest and largest stock west of Chicago
 Awake night and day looking for orders
HOLM & OLSON, Inc., 20-22-24 W. 5th St.

Swanson's
 Incorporated
 912 Nicollet Avenue, offers the trade its unexcelled facilities for filling orders in
MINNEAPOLIS

SEND ORDERS FOR
Minneapolis & Minnesota
 To **J. J. WEST'S, Inc.**
 3009 4th Ave., South
TWO STORES—LARGE STOCK

AUSTIN, MINN.
A. N. Kinsman, Inc.
 Competent Service to all Iowa and Minnesota Points.
 Member Florists' Telegraph Delivery.

Duluth, Minn.
 Flowers delivered promptly to any place within 300 miles
THE ALPHA FLORIST

DULUTH, MINN.
THE ONLY GREENHOUSES IN DULUTH OR SUPERIOR
 Flowers delivered anywhere on the Iron Range
J. J. LEBORIOUS

DULUTH FLORAL CO.
 200 MILES in any direction. Duluth, Minn.
 We are the center of the great Northwest. Daily deliveries to SUPERIOR, WIS.

Lincoln, Neb. Flowers for All Occasions, from Cradle to Grave
CHAPIN BROS., Retail Florists

Yankton and Mitchell, S. D.
 We grow Roses, Carnations and all reasonable flowers. Floral emblems that are right. Give us your northwest orders. 160-page catalogue.
Gurney Greenhouse Company

Mitchell S. D. WM. DETHLEFS
 Leading Florist
 Choice flowers and prompt service
 781 SOUTH MONTANA ST. Member F. T. D.

ABERDEEN, S. D. Member F. T. D.
 Quality Blossoms for all Occasions. **Milady's Flower Shop**

Your Orders to... **North Dakota** TRY US
 RUGBY GREENHOUSES, RUGBY, N. D.
 We are centrally located. Members F. T. D.

GRAND FORKS, N. D.
McELROY'S FLOWER SHOP
 Orders for North Dakota and Northern Minnesota

Hastings, Nebraska Lohman Flower Shop
 Prompt Service.
 Central and Western Nebraska
 Southern Kansas and Eastern Colorado

STEAMER SAILINGS.

The following sailing list, displayed in a conspicuous place in the window or store or used in advertising matter with the information that you have facilities for filling bon voyage orders on short notice, will aid in developing your telegraph orders for steamer trade:

Steamer	From	To	Sails
Melita	Montreal	Liverpool	July 24
Ecuador	San Fr'co	Yokohama	July 24
Nile	San Fr'co	Yokohama	July 24
Caronia	New York	Liverpool	July 24
Celtic	New York	Liverpool	July 24
Finland	New York	Antwerp	July 24
St. Paul	New York	Southampton	July 24
Megantic	Montreal	Liverpool	July 24
Shinyo Maru	San Fr'co	Yokohama	July 28
Gius. Verdi	New York	Naples	July 27
Pres. Wilson	New York	Trieste	July 27
Sicilian	Montreal	Glasgow	July 28
Pr. Fr. Wilh'm	Quebec	Liverpool	July 28
Royal George	New York	Southampton	July 28
Em. of Russia	V'couver	Yokohama	July 29
Oscar II	New York	Copenhagen	July 29
Gramplan	Montreal	Antwerp	July 30
Fushimi Maru	Seattle	Yokohama	July 30
Lafayette	New York	Havre	July 30
Aquitanla	New York	Southampton	July 31
Stockholm	New York	Sweden	July 31
Zeeland	New York	Antwerp	July 31
Manchuria	New York	Hamburg	July 31
Baltic	New York	Liverpool	July 31
Patria	New York	Naples	July 31
Columbia	New York	Glasgow	July 31
Scotlan	Montreal	London	July 31
Victorian	Quebec	Liverpool	Aug. 4
Olympic	New York	Southampton	Aug. 4
Noordam	New York	Rotterdam	Aug. 4
Tofua	San Fr'co	New Zealand	Aug. 4
Mauretania	New York	Southampton	Aug. 5
La Savole	New York	Havre	Aug. 6
Philadelphia	New York	Southampton	Aug. 7
Cassandra	Montreal	Glasgow	Aug. 7
Bergensfjord	New York	Norway	Aug. 7
Minnedosa	Montreal	Liverpool	Aug. 7
Persia	San Fr'co	Yokohama	Aug. 10
N. Amsterdam	New York	Rotterdam	Aug. 10
Emp. of France	Quebec	Liverpool	Aug. 11
Canada	New York	Marseilles	Aug. 11
Pretorian	Montreal	Glasgow	Aug. 11
Imperator	New York	Southampton	Aug. 12
Helig Olav	New York	Copenhagen	Aug. 12

LINCOLN, NEB.
 1338 O Street
FREY & FREY
 WHOLESALE AND RETAIL
 120,000 square feet of glass at your service.
 Trade Discount
 Members of the Florists' Telegraph Delivery

 **C. H. FREY**
 Wholesale and Retail Florist
 1133 O Street, LINCOLN, NEB.
 Will Fill Orders for the West on Short Notice.
 Trade Discounts. First-class Stock.

NORFOLK, NEB.
Norfolk Floral Co. Member F. T. D.
 For all Northern Nebraska, Southeastern South Dakota and Northwestern Iowa.

MANKATO, MINN.
THE WINDMILLER CO.
 Flowers to all points on short notice
 Member Florists' Telegraph Delivery

OMAHA, NEB. Member F. T. D.
 Louis M. Rogers, 319 So. 16th St.

OMAHA, NEBRASKA
Lee L. Larmon Fontenelle Florist, 1814 DOUGLAS ST.

Hess & Swoboda, Florists
 Telephones 1501 and L 1582
 1415 Farnam Street, OMAHA, NEB.

OMAHA, NEBRASKA
John H. Bath, The Careful Florist, 1804 FARNAM STREET
 Member Florists' Telegraph Delivery

Lewis Henderson, Florist
 1519 Farnam Street OMAHA, NEBRASKA
 Member Florists' Telegraph Delivery Ass'n

FOR ALL NEBRASKA ORDERS USE
ED. WILLIAMS, Grand Island
 Competent Florist Railroad Center

E. F. WINTERSON CO., 166 N. Wabash Avenue Chicago

166 N. Wabash Avenue
L. D. Phone Central 6004
ESTABLISHED 1892

DAILY SHIPMENTS of the finest stock in ROSES, CARNATIONS, VIOLETS and BULBOUS FLOWERS. Headquarters for WILD SMILAX, FANCY FERNS, ADIANTUM and all green goods. DON'T FORGET - Our Supply Department is complete - RIBBONS, CHIFFONS, BOXES, CREPE PAPER AND WIRE DESIGNS.

Mention The Review when you write.

Wholesale Cut Flower Prices.

Chicago, July 21, 1920.

	Per doz.	
Beauty, Special		\$6.00
Beauty, 30 to 36-in. stems		5.00
Beauty, 24 to 30-in. stems	\$3.00 @	4.00
Beauty, 20 to 24-in. stems		2.50
Beauty, 12 to 20-in. stems	1.50 @	2.00
Beauty, Short	.50 @	1.00
Per 100		
Columbia	\$ 4.00 @	\$25.00
Mrs. Russell	4.00 @	25.00
Premier	4.00 @	25.00
Butterfly	4.00 @	25.00
Milady	4.00 @	20.00
Montrose	4.00 @	15.00
Sunburst	4.00 @	18.00
Ophelia	4.00 @	15.00
Killarney	4.00 @	12.00
White Killarney	4.00 @	12.00
Double White Killarney	4.00 @	15.00
Killarney Brilliant	4.00 @	12.00
Champ Welland	4.00 @	12.00
Nesbit	2.00 @	3.00
Cecile Brunner		2.00
Carnations	2.00 @	3.00
Peonies	6.00 @	10.00
Valley	8.00 @	12.00
Cattleyas, doz.	\$18.00 @	\$24.00
Easter Lilies, doz.	1.25 @	1.50
Daisies, Shaata	1.00 @	2.00
Gladioli	6.00 @	12.00

Pittsburgh, July 21, 1920.

	Per doz.	
Beauty, Special		\$6.00
Beauty, Fancy, 24 to 30-inch		4.00
Beauty, Shorter, 18 to 24-inch		2.50
Beauty, Firsts, 12 to 18-inch		1.50
Per 100		
Beauty, Seconda		\$ 4.00
White Killarney	\$ 6.00 @	15.00
Richmond	6.00 @	15.00
Ophelia	6.00 @	15.00
My Maryland	6.00 @	15.00
Mrs. Charles Russell	6.00 @	25.00
Premier	6.00 @	25.00
Columbia	6.00 @	20.00
Orchids	75.00 @	125.00
Carnations		3.00
Sweet Peas	.75 @	1.50
Snapdragons	3.00 @	6.00
Gladioli	6.00 @	12.00
Lilies	12.00 @	15.00
Adiantum		2.00

St. Louis, July 21, 1920.

	Per doz.	
Beauty, Specials	\$ 8.00 @	\$10.00
Beauty, Extra	5.00 @	6.00
Per 100		
Columbia	\$ 6.00 @	\$ 8.00
Premier	8.00 @	15.00
White Killarney	6.00 @	10.00
Killarney	4.00 @	5.00
Ward	4.00 @	5.00
Milady and Ophelia	6.00 @	8.00
Russell	8.00 @	10.00
Carnations	2.00 @	3.00
Easter Lilies	10.00 @	12.00
Snapdragons	8.00 @	4.00
Daisies	.50 @	1.00
Valley	6.00 @	8.00
Orchids, per doz.	\$12.00 @	\$18.00
Sweet Peas	.25 @	.40
Callas	8.00 @	10.00
Gladioli	6.00 @	10.00

Cincinnati, July 21, 1920.

	Per doz.	
Beauties, 36-inch		\$5.00
Beauties, 30-inch		5.00
Beauties, 24-inch		4.00
Beauties, 18-inch	\$1.50 @	2.00
Beauties, Short		1.00
Per 100		
Columbia	\$4.00 @	\$10.00
Premier	6.00 @	15.00
Killarney	4.00 @	8.00
Ophelia	4.00 @	8.00
Russell	6.00 @	15.00
Carnations	1.00 @	4.00

GEO. REINBERG
Wholesale Grower of **Cut Flowers**
Milady, Columbia, Sunburst, Ophelia, White Killarney and Russell
30 E. Randolph St., CHICAGO, ILL.

RAEDLEIN BASKET CO. DESIGNERS AND MANUFACTURERS

713 - 717 MILWAUKEE AVENUE CHICAGO ILLINOIS

E. G. GILLETT, Wholesale Florist

131 E. Third St., CINCINNATI, OHIO

SPECIAL FOR JULY AND AUGUST

Dr. Dux Green, Brown, Purple Magnolias, \$1.50 per carton; 10 cartons, \$14.00.
Chiffon, 6-inch, 8-stripe, White, Pink, Purple, Violet and Green, 13c.
Asparagus Plumosus, the year around. GIVE ME YOUR STANDING ORDER.

Mention The Review when you write.

Cut Flowers Greens Supplies

Everything a Florist Needs

CINCINNATI CUT FLOWER EXCHANGE

Wholesale Commission Florists

14 E. Third St., Cincinnati, Ohio

Mention The Review when you write.

Wholesale Cut Flower Prices.

Buffalo, July 21, 1920.

	Per 100	
Beauty, Special	\$35.00 @	\$40.00
Beauty, Fancy	20.00 @	25.00
Beauty, Extra	12.00 @	15.00
Beauty, First	6.00 @	10.00
Columbia	6.00 @	15.00
Killarney	3.00 @	6.00
White Killarney	3.00 @	6.00
Double White Killarney	3.00 @	6.00
Richmond	3.00 @	8.00
Maryland	3.00 @	10.00
Russell	6.00 @	10.00
Ophelia	3.00 @	10.00
Mrs. Ward	3.00 @	5.00
Sunburst	3.00 @	10.00
Bon Silene	3.00 @	4.00
Cecile Brunner	2.00 @	3.00
Carnations	1.00 @	3.00
Cattleyas	100.00 @	150.00
Easter Lilies	10.00 @	15.00
Rubrum Lilies	8.00 @	10.00
Snapdragons	3.00 @	4.00
Calendula	2.00 @	5.00
Valley	10.00 @	12.00

Wietor Bros.

Wholesale Growers of

CUT FLOWERS

30 E. Randolph St.

CHICAGO

Mention The Review when you write.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street,

CHICAGO

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FLORISTS' SUPPLY CO., Inc.

WHOLESALE FLORISTS

618-620 Duquesne Way

PITTSBURGH, PA.

Consignments Solicited

Many Florists Add New Department to Their Business

A decided trend in recent enrollments in our Correspondence School has developed the fact that Florists are awakening to the great possibilities in Landscape Architecture and Gardening. Let us tell you how you can start a complete, well equipped department to handle this business.

American Landscape School
11 K, NEWARK, NEW YORK

Mention The Review when you write.

SCIENTIFIC TRAINING IN GREENHOUSE PRACTICE

We offer a correspondence educational service in Greenhouse Management, Plant Propagation and the conduct of retail flower stores. If you are already in the business this scientific training will enable you to attain greater success. If you are working for others this correspondence course will enable you to command more money or establish a business of your own if you are ambitious. We also offer correspondence courses in Landscape Gardening and in Nursery Practice, Management and Salesmanship.

American Horticulture Company
Des Moines, Iowa



Smith & Young Co.

WHOLESALE

Cut Flowers and Supplies

228 East Ohio Street

INDIANAPOLIS, IND.

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WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N.WABASH AVE. CHICAGO ILLINOIS

BOSTON FLORAL SUPPLY & SNYDER CO.

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WHOLESALE FLORISTS
BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the East. We manufacture artificial flowers, baskets, wire frames, etc., right in our own factory. We preserve our own cycas leaves. Try us out in one way or another.

HOLTON & HUNKEL CO.

462 Milwaukee Street, Milwaukee, Wis.

GROWERS AND SHIPPERS OF
CUT FLOWERS,
GREENS and
PLANTS

Wholesale Cut Flower Prices.

Philadelphia, July 21, 1920.

	Per 100	
Beauties, Long	\$40.00 @	\$50.00
Russell, Hadley, Long	15.00 @	20.00
Russell, Hadley, Short	4.00 @	8.00
Double White Killarney, Long	5.00 @	6.00
Double White Killarney, Short	3.00 @	4.00
Maryland, Long	5.00 @	6.00
Maryland, Short	3.00 @	4.00
Premier, Long	8.00 @	12.00
Premier, Short	4.00 @	6.00
Columbia, Long	8.00 @	12.00
Columbia, Short	4.00 @	6.00
Kaiserin, Long	6.00 @	8.00
Kaiserin, Short	3.00 @	4.00
Ophelia, Long	5.00 @	6.00
Ophelia, Short	3.00 @	4.00
Cattleyas		100.00
Carnations, Select	4.00 @	5.00
Carnations, Ordinary		2.00
Sweet Peas, Ordinary	.50 @	.75
Snappdragons		4.00
Easter Lilies	10.00 @	15.00
Delphiniums		4.00
Gladioli, Fancy	8.00 @	12.00
Gladioli, Ordinary	4.00 @	6.00
Pink Lilies	2.00 @	10.00
Candidum		12.50
Asters	4.00 @	5.00

Boston, July 21, 1920.

	Per 100	
American Beauty	\$ 2.00 @	\$20.00
Shawyer, Russell	1.00 @	10.00
Killarney	.50 @	4.00
Milady, Miller	1.00 @	6.00
Francis Scott Key, Radlance	1.00 @	6.00
White Killarney	.50 @	4.00
Double White Killarney	.50 @	4.00
Killarney Brilliant	1.00 @	6.00
Mrs. Aaron Ward, Sunburst	1.00 @	6.00
Hadley	1.00 @	8.00
Ophelia	1.00 @	8.00
Premier	1.00 @	6.00
Columbia	1.00 @	8.00
Maryland, Hoosier Beauty	1.00 @	8.00
Cattleyas	100.00 @	150.00
Sweet Peas	.50 @	1.00
Carnations	.50 @	1.00
Marguerites	.50 @	1.00
Gladioli	6.00 @	8.00
Delphiniums	4.00 @	6.00

Milwaukee, July 21, 1920.

	Per 100	
Columbia	\$ 8.00 @	\$20.00
Premier	8.00 @	20.00
Killarney	4.00 @	12.00
White Killarney	4.00 @	12.00
Hoosier Beauty	4.00 @	12.00
Mrs. Ward	4.00 @	6.00
Ophelia	4.00 @	15.00
Carnations, assorted	2.00 @	3.00
Cattleyas, per doz.	\$18.00	
Easter Lilies, per doz.	\$1.50 @	2.00
Sweet Peas	.75 @	1.50
Snappdragons	3.00 @	6.00
Daisies	1.00 @	2.00
Gypsophila, per bch.	\$0.50	
Gladioli, per doz.	\$1.50 @	2.00
Larkspur, per bunch	.50	
Stocks, per bunch	.50	
Candytuft, per bunch	.25	

Hartford, Conn.—W. A. True is erecting two greenhouses, 36x160 feet.

Waco, Tex.—The florists of Waco decorated the grave of the late Thomas J. Wolfe on the first anniversary of his death. Recently a large marble vase was erected at his grave, a tribute from his friends.

GEORGE B. HART

Cut Flowers, Plants,
Florists' Supplies

49-55 Stone Street

Rochester, N. Y.

Mention The Review when you write.

Lotos Manufacturing Co.

1566-68 Clybourn Ave.

Chicago, Ill.

Manufacturer and Importer of

Artificial Flowers

Write for samples

The Denver Wholesale Florists' Company

1433-1435 California St.
DENVER, COLO.

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WESTERN FLORISTS

can depend on getting prompt service
on rush orders from

COLORADO SEED CO.

FLORISTS' SUPPLY DEPT.
1515 Champa St., DENVER, COLO.

Florists' Supply House

Everything in Florists' Supplies

105 East Ohio St. Main 831
INDIANAPOLIS, IND.

FLORISTS'

CARDS : ENVELOPES : LABELS : TAGS
Add 20% to our 1920 Catalogue prices.

THE JOHN HENRY CO.,
Lansing, Mich.

Announcement

J. E. KOPPELMAN

Wholesale Florist and
Florists' Supplies

Removed to

26 CUSTOM HOUSE ST.
PROVIDENCE, R. I.

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GUST. RUSCH & CO.

Wholesale Florists

444-446 Milwaukee St.,

MILWAUKEE, WIS.

Cut Flowers and Florists' Supplies

RICE BROTHERS

Wholesale Florists and Supplies

MINNEAPOLIS, MINN.

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C.C. POLLWORTH CO.

CUT FLOWERS,
PLANTS - BULBS
Florists' Supplies
MILWAUKEE, WIS.

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CHARLES SCHENCK

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange
436 6th Avenue, between 26th and 27th Streets, NEW YORK

Phones 797, 798 and 799 Farragut

CONSIGNMENTS SOLICITED

N. Y. Florists' Supply Co., Inc.

103 West 28th Street, NEW YORK CITY

Wholesale and Retail Dealers in all kinds of

EVERGREENS AND ALL KINDS OF FLORISTS' SUPPLIES

Telephones 2144-2145-2146 Farragut

J. K. ALLEN, NEW YORK

31 to 43 W. 18th St.,

ESTABLISHED 1887

ROSES, CARNATIONS

And All Seasonable Flowers

ASPARAGUS PLUMOSUS—fresh every day. Let us have your standing order for regular shipments.

Fancy and Dagger Ferns, Galax, Leucothoe, Wild Smilax, Boxwood, Mexican Ivy, Roping, Etc.

Largest Stock and Assortment of Florists' Decorative Evergreens in America

FLORISTS' SUPPLIES—WIRE DESIGNS—RIBBONS

The Kervan Co., 119 W. 28th St., New York

M. C. FORD Wholesale Florist

American Beauties and Carnations

31 to 43 W. 18th St., NEW YORK CITY

Telephone 3870-3871 Farragut

I. GOLDSTEIN

Wholesale Florist

31 to 43 W. 18th St., NEW YORK CITY

Telephone Chelsea 6925

In the exact center of the Wholesale Cut Flower Section. Prompt and careful attention to your interests.

CONSIGNMENTS SOLICITED

REED & KELLER

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties

BONNET & BLAKE

WHOLESALE FLORISTS

130 Livingston Street, BROOKLYN, N. Y.
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THE BUSY BEES

Headquarters for all kinds of top-grade stock, from the BEST Eastern Growers.

Established 1903

Prompt Payments

Florists' Supplies, Baskets,
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Yours for Service

S. HANFLING CO.,

131-133 W. 28th St., NEW YORK

S. H. RUSSIN

Importer and Manufacturer

Baskets, Novelties and Florists' Supplies

Opposite the New Flower Market

55 West 19th St., NEW YORK

Telephone Watkins 4443.

Specialties: Wheat Sheaves, Flower Baskets and Novelties.

A. L. YOUNG & CO., Inc. WHOLESALE FLORISTS

54 West 28th St., NEW YORK

CONSIGNMENTS SOLICITED

Mention The Review when you write.

Wholesale Cut Flower Prices.

New York, July 19, 1920.

	Per 100	Per 100
Beauty, Specials	\$15.00	@ \$ 25.00
Beauty, Fancy	10.00	@ 15.00
Beauty, Extra	8.00	@ 10.00
Beauty, No. 1	5.00	@ 8.00
Beauty, No. 2	2.00	@ 5.00
Prima Donna	2.00	@ 10.00
White Killarney	2.00	@ 10.00
Francis Scott Key	10.00	@ 20.00
Premier	1.00	@ 10.00
Mrs. Aaron Ward	1.00	@ 8.00
Russell	2.00	@ 15.00
Ophelia	1.00	@ 8.00
Columbia	1.00	@ 8.00
Hadley	2.00	@ 12.00
Sunburst	1.00	@ 8.00
Orchids—Cattleyas	25.00	@ 150.00
Sweet Peas	.50	@ .75
Carnations	.50	@ 1.50
Lilies of the Valley	.50	@ 8.00
Lilies	6.00	@ 12.00

GEORGE C. SIEBRECHT

WHOLESALE FLORIST

109 W. 28th St., NEW YORK

Phones 608 and 609 Farragut

Consignments of QUALITY Stock Solicited

Mention The Review when you write.

WM. KESSLER

WHOLESALE FLORIST

113 W. 28th Street, NEW YORK

Mention The Review when you write.

UNITED STATES CUT FLOWER CO.

Wholesale Growers

ELMIRA, NEW YORK

Mention The Review when you write.

ORGO BROS.

FLORISTS' SUPPLIES

235 Eighth Ave., NEWARK, N. J.

Manufacturer and Dealer in

Artificial Flowers, Leaves and Designs

SEND FOR PRICE LIST

Always mention the Florists' Review when writing advertisers.

See To It

That your shipments of flowers are consigned to us, and we will see to it that you get prompt and satisfactory returns.

We keep in close touch with the best buyers, post shippers on market conditions; in fact, we leave nothing undone that makes for a satisfactory service.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co., Inc.

111 WEST 28th STREET, NEW YORK CITY

JOHN YOUNG & CO.

Wholesale Florists

Choicest Stock in America

31 to 43 W. 18th St., NEW YORK

Telephone 4336 Farragut

Futterman Bros.

Wholesale Florists

101 W. 28th St., NEW YORK

"The House of Novelties"

Consignments solicited Phone Watkins 9761

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2535 Milwaukee Avenue

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ORCHIDS, GARDENIAS, Etc.

PAUL MECONI, Wholesale Florist, NEW YORK

Telephones No. 3864 and 836 Mad. Sq. 57 W. 26th Street

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CHICAGO CARTON COMPANY

CORONA FLOWER BOXES



Representatives:
M. E. CHAPIN
 516 Fifth Avenue
 New York City

T. A. DIXON CO.
 1526 Blake St.
 Denver, Colorado

T. S. FINCH
 601 Elm St.
 Dallas, Texas

**Home Office
 and Factory**
 4433 Ogden Ave.
CHICAGO
 Telephone
 Lawndale 906

For Violets and Corsages

Size	Per 100
7 x 4 x 4 2-inch Top.....	\$ 5.00
10 x 6 x 5 1/2 2-inch Top.....	6.00
12 x 8 x 5 1/2 2-inch Top.....	7.65
14 x 10 x 8 2-inch Top.....	12.60

For Cut Flowers

18 x 5 x 3 2-inch Top.....	\$ 6.10
20 x 4 x 3 2-inch Top.....	6.05
21 x 5 x 3 2-inch Top.....	7.25
24 x 5 x 3 1/2 2-inch Top.....	7.70
24 x 8 x 4 2-inch Top.....	10.80
28 x 8 x 4 2-inch Top.....	12.10
28 x 8 x 5 2-inch Top.....	13.05
30 x 5 x 3 1/2 2-inch Top.....	9.25
36 x 8 x 5 2-inch Top.....	16.20

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT

CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago. When printing is wanted there will be a charge of \$9.00 per color for printing 500. \$12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size	Telescope	Per 100
16 x 16 x 8	Telescope	\$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3 1/2	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55
40 x 10 x 6	Telescope	44.00

INDIANA FLORISTS MEET.

The July meeting of the Indiana State Florists' Association was held at Madison, Ind., Wednesday, July 14. The Indianapolis delegation left Wednesday morning at 8 a. m. and enjoyed a pleasant trip through attractive scenic country. The ride to Madison is unusual because of a fall of six feet to every 100 feet of distance.

L. E. Hitz, Madison, had arranged automobile trips through all parts of Madison. The city, because it is the second oldest in the state, is unusually interesting. In the afternoon Hanover College and the Cragmont asylum were visited. A ferry boat was converted into a pleasure boat and a trip was made down the Ohio river. On the Kentucky side of the river a large warehouse was seen which contained 15,000 barrels of whisky and, needless to say, there were many dry tongues, but it was a case of: "Whisky, whisky everywhere, but not a drop to drink." In the evening a chicken supper was served at John Hitz's farm, which was followed by a swim in the river and a visit to Cleffty Falls.

The business meeting was a short one. Fred Ross, Greenwood; Frazier Hitz, North Madison; Matthew Schlitz, Laporte; Theodore D. Kuebler, Jr., Indianapolis, and John Kilcoyn, Indianapolis, were elected to membership. Irwin Bertermann gave a short talk concerning the visit of the Florists' Telegraph Delivery Association to Indianapolis in October. The association endorsed the National Flower Growers' Association and appointed five delegates to attend the organization meeting of that associa-

Climax Manufacturing Co.

High Grade FLORISTS' BOXES

Castorland : : New York

Cut Flower Boxes

All Sizes

C. C. POLLWORTH CO.,
 Milwaukee, Wis.

"DURO"

FOLDING FLOWER BOXES

For Prices Write
 Duro Paper Products Co., 729 S. Wabash Ave., Chicago, Ill.

tion in Cleveland at the time of the S. A. F. convention. The delegates are: Earl Mann, chairman; A. F. J. Baur, Anders Rasmussen, L. E. Hitz and Joseph Hill.

Sunday closing was discussed and it was heartily approved.

The secretary was instructed to write a letter of sympathy to the bereaved relatives of Harry Anderson.

E. E. T.

FLORISTS' BOXES

Made in Dayton, Ohio

We are not profiteering. Our prices are low but we give you a heavy, high-grade material and good workmanship. Convince yourself by sending us a sample order. We satisfy our customers.

Write for Samples.	Mist Gray or Manila Shallow Cover Prices per 100	Mist Gray or Manila Full Telescope Prices per 100
5 x 20x 4.....	\$ 3.20	\$ 3.70
5 x 18x 5.....	3.50	3.90
3 1/2 x 24x 5.....	5.20	6.20
3 1/2 x 30x 5.....	6.80	7.80
5 x 24x 8.....	7.80	10.00
5 x 28x 8.....	9.70	12.00
5 x 36x 8.....	11.70	14.20
5 x 38x 8.....	14.00	16.50
5 x 30x 10.....	15.00	17.00
5 x 28x 12.....	15.50	18.30
5 x 35x 10.....	16.50	18.80
5 x 36x 12.....	20.50	24.00
6 x 20x 20.....	21.50	27.50
8 x 24x 24.....	32.70	37.00
7 x 42x 12.....	37.50
8 x 48x 14.....	45.50

GRAY CORSAGE AND VIOLET

With Shallow Fluted Edge Lid

5 1/2 x 9x 6.....	\$5.00	6x9x18.....	\$7.70
6 x 7x 14.....	7.00	7x9x 9.....	7.70

Printing in black ink, \$2.00 per 1000, or less quantity; printing in colored ink, \$3.00 per 1000, or less quantity, in assorted sizes. All f. o. b. Dayton, Ohio.

No order printed less than 50 of each size. We allow a discount of 5 per cent when remittance accompanies the order. We reserve the privilege of substituting either color.

The Aull Bros. Co., Dayton, O.
 Established 1890

H. & D. Design Boxes

Are made of light, strong Corrugated Fiberboard and can be furnished with K. D. lock-corner covers, safe and convenient.

Write for full particulars.

THE HINDE & DAUCH PAPER CO.
 SANDUSKY, OHIO

LINDLEY BOXES

High-grade, heavy, thoroughly moisture-proofed stock.

Moisture-proofed Boxboard is hard to obtain and the railroads cannot deliver promptly. Keep your stock ordered well ahead of your requirements. In ordering always specify whether "S" or "AA" grade is wanted.

STANDARD or "S" GRADE

Well made from standard weight, well moisture-proofed board. Prices reasonable, considering quality and workmanship.



Corner Lock Style

Mist Gray Corsage and Violet Boxes

Made of high grade moisture-proofed stock.

Size	Lid	Per 100
7x 4x4	2-inch.....	\$ 2.75
8x 5x5	2-inch.....	4.75
10x 6x5½	2-inch.....	6.85
12x 8x5½	2-inch.....	7.20
15x 6x5	2-inch.....	7.25
15x 8x6½	2-inch.....	9.50
14x10x8	2-inch.....	12.90

Mist Gray Square Design

"S" grade, or regular Lindley heavy standard weight, well moisture-proofed. All full telescope.

Size	Per 100
12x12x8	\$20.00
14x14x8	24.00
16x16x8	28.00
18x18x7	28.50
20x20x6	28.50
20x20x8	37.00
20x20x10	48.50
24x24x8	45.00
24x24x10	59.00
28x28x8	59.50
32x32x8	69.00

White Boxes

Made from genuine patent white plated stock. A beautiful box, but not as nice as our white enameled.

Corsage and Violet

Size	Lid	Per 100
8x4x3½	2-inch.....	\$ 2.80
15x8x6½	2-inch.....	9.90

For Out Flowers

Size	Lid	Per 100
18x5x8	3-inch.....	\$ 5.90
21x5x8	3-inch.....	6.60
24x5x8½	3½-inch.....	8.70
30x5x8½	3½-inch.....	10.40
36x5x8½	3½-inch.....	13.50
24x8x4	4-inch.....	18.00
28x8x5	5-inch.....	18.00
36x8x5	5-inch.....	21.50
30x5x8	2-inch.....	9.80
18x6x3½	3½-inch.....	6.70

Manila Special

Extra Heavy. Waterproofed.

Size	Lid	Per 100
21x 7x3½	2-inch lid.....	\$ 7.70
42x10x5	Full Telescope	28.50
48x10x5	Full Telescope	32.50

Parcel Post Boxes

Size	Lid	Per 100
24x 5x4	2½-inch lid.....	\$ 8.50
30x 5x4	2½-inch lid.....	9.50
28x 6x4	2½-inch lid.....	10.80
24x 8x4	2½-inch lid.....	11.00
26x 8x5	2½-inch lid.....	13.00
28x 8x5	2½-inch lid.....	14.00
30x12x6	3-inch lid.....	23.00
36x12x6	3-inch lid.....	27.50

Mist Gray "S" Grade

Lindley standard - weight, well moisture-proofed stock. For Cut Flowers, etc.

Size	Lid	Shallow Lid	Telescope
16x4 x8	\$ 4.75
20x4 x8	5.60
18x5 x8	4.95	\$ 5.85
21x5 x8	5.40	5.90
24x5 x8½	6.85	7.50
30x5 x8½	7.80	9.00
36x5½x8½	10.85	11.75
18x6 x4	7.30
28x6 x4	10.00
21x7 x8½	8.00
22x 7¼x4	9.90
21x8 x4	9.70
24x8 x4	9.80	12.00
28x8 x4	11.70	14.40
24x8 x5	11.40	14.80
28x8 x6	12.50	16.00
36x8 x5	15.50	19.00
42x8 x5	24.90

Mist Gray Design "S"

Oblong "S" grade, or regular Lindley standard heavy weight, well moisture-proofed. All full telescope.

Size	Per 100
80x10x5	\$19.50
88x10x5	23.50
86x10x6	27.50
40x10x6	29.50
42x10x6	30.50
48x10x6	35.50
80x12x6	25.50
86x12x6	34.00
80x12x7	29.00
20x12x8	27.00
36x12x8	41.50
86x14x6	33.50
84x16x5	30.00
24x14x8	32.00
30x14x8	38.00
86x14x8	44.00
40x14x8	47.50
42x17x8	56.00

Green Boxes

Made from high grade moisture-proof stock. A very appropriate color.

For Out Flowers

Size	Lid	Per 100
18x 5x8	3-inch.....	\$ 5.50
21x 5x8	3-inch.....	6.10
24x 5x8½	3½-inch.....	8.10
30x 5x8½	3½-inch.....	9.50
34x 6x8½	3½-inch.....	12.40
21x 8x4	2-inch.....	9.40
24x 8x4	2-inch.....	10.50
28x 8x5	2-inch.....	13.75
36x 8x5	2-inch.....	17.50
12x12x8	3-inch.....	17.80
28x22x8	8-inch.....	49.00

"AA" or ARNOLD BRAND

Absolutely the highest quality, stiffest, best waterproofed Florist Box obtainable.



Mist Gray "AA" Grade

Our AA grade, or Arnold grade, is extra heavy and thoroughly moisture-proof. An excellent box for shipping.

Size	Lid	Per 100
16x4 x8	2-inch.....	\$ 5.00
20x4 x8	2-inch.....	5.90
18x5 x8	2-inch.....	5.50
21x5 x8	2-inch.....	6.00
24x5 x8½	2-inch.....	7.50
30x5 x8½	2-inch.....	9.10
36x5½x8½	2-inch.....	11.70
18x6 x4	2-inch.....	7.50
28x6 x4	2-inch.....	10.50
21x7 x8½	2-inch.....	8.40
21x8 x4	2-inch.....	10.30
24x8 x4	2-inch.....	10.40
28x8 x4	2-inch.....	12.80
24x8 x5	2-inch.....	12.00
28x8 x5	2-inch.....	18.00
36x8 x5	5-inch.....	20.00
42x8 x5	5-inch.....	26.00

Mist Gray Square Design

AA grade, or Arnold extra heavy thoroughly moisture-proofed stock. Full telescope.

Size	Per 100
12x12x8	\$21.00
14x14x8	25.00
16x16x8	29.50
18x18x7	30.00
20x20x6	30.00
20x20x8	38.50
20x20x10	48.50
24x24x8	47.00
24x24x10	62.00
28x28x8	62.50
32x32x8	74.00

White Enameled Corsage

The finest enameled clay-coated stock obtainable.

Size	Lid	Per 100
7x 4x4	2-inch.....	\$ 4.50
8x 5x5	2-inch.....	5.90
9x 6x5½	2-inch.....	7.00
10x 6x5½	2-inch.....	7.25
11x 8x5½	2-inch.....	9.00
12x 8x5½	2-inch.....	9.25
14x10x8	2-inch.....	16.90

Basket Boxes

Made of special jute stock. Regular shipping case style.

Size	Per 100
15x15x20	\$29.00

ECONOMY OR THRIFT CARTONS

One Piece Style

Made of mist gray light weight stock. Just the box for small local delivery packages.

Size	Per 100
20x4½x8	\$3.80
24x4½x8	3.75
21x5 x8	3.70
24x5 x8½	4.20
24x5 x8½	4.40
21x7 3½	5.00
30x5 x8½	4.90



Special Discounts 500 and over, assorted.... **3 %**
1000 and over, assorted.... **5 %**

All prices per 100, f. o. b. Marion, Ind.; 3% extra discount if cash with order. Printing black or colored ink, \$3.50 per thousand extra or less quantity.

Chicago phone, Franklin 5450—A. V. Z. Jennings.
New York phone, Audubon 2860—Geo. L. Hoopla.
St. Louis phone, Olive 1840—H. F. Seigneur.
Louisville phone, 2669—J. Raymond Clark.
Detroit phone—Cadillac 4178—A. A. Fordon.

NEWS OF THE NURSERY TRADE

THE Illinois State Nurserymen's Association will hold its summer meeting at the University of Illinois, Urbana, the first week in August.

THE Elliott Nursery Co., Pittsburgh, has purchased seventy-five acres of land near Aspinwall, Pa., since the Springdale place has become too small to take care of the company's increasing business.

IF the American Railway Express Co. signs the proposed contract with the railroads, the increase paid the latter by the company will probably be from twenty to twenty-five per cent, auguring an early rise in rates to the express shipper.

THE official roster of the Clinton Falls Nursery Co., at Owatonna, Minn., is as follows: President and manager, Thomas E. Cashman; vice-president, M. R. Cashman; treasurer, J. E. Cashman; cashier, J. A. Cieszinski. The company operates 125,000 feet of glass in its greenhouse department.

SALES AND PRODUCTION.

"The majority of nurserymen," said one of them, "can grow a good tree at a minimum cost, but not many have the business sagacity to advertise and sell their product within the territory tributary to their nursery. This faculty cannot be exercised by suggestion, or at a moment's notice, but must be acquired by the individual nurseryman by exercising the same amount of attention and effort in this branch of his business that he expends in the growing of his stock."

TIME FOR GOOD JUDGMENT.

"When we experience a season of good demand and our annual brush pile is of smaller proportions," a nurseryman told a convention of his fellows recently, "our spirits rise to a high degree — things look good — and the average nurseryman immediately bulls the market by increasing his own planting one and sometimes twofold, little realizing that every other nurseryman in the business is probably of the same mind, and that these same conditions stimulate the amateur nurseryman, or one not regularly in the business, to the same degree. As a result, the supply of trees is within two years abnormally increased, invariably far in excess of the demand.

"When times in the nursery business are good, it behooves us to exercise good, conservative business judgment, and in trade organizations this topic

should always constitute an important matter for consideration on the program. For our own mutual benefit and protection we should freely impart to one another our experience, observations and opinions of the future prospects of the business, a matter concerning which nurserymen are always reticent, to their own cost."

CREDIT LOSES CASH.

"Nurserymen are notoriously lax in giving credit to Tom, Dick and Harry," is the opinion of J. E. Bergtholdt, secretary and manager of the Silva-Bergtholdt Co., Newcastle, Cal.

"When you have put your cold cash into a tree for two years to grow it and have put your cold cash into advertising and selling that tree, there is no reason why you, as a nurseryman, or farmer of trees, should not be paid in cash, the same as a farmer in grain or livestock, when you deliver your product. Every time that you sell a tree on credit, and for every dollar that you give credit, you inevitably assume a per cent of loss in the additional

labor and expense of effecting collections and the losses from uncollectable accounts that occur in every credit business.

"In our business we have placed sixty-five per cent of our sales under a sight draft, with bill of lading attached, cash on delivery basis.

"We make open account delivery only to buyers whom we know to be responsible, and then only with the understanding that payment is to be made on delivery of trees.

"We rarely give credit, and by following this practice we have reduced our losses from uncollectable accounts to an average of less than one-half of one per cent of our business. It is our aim and our intention to draw the line still closer."

PEONIES

New List Ready.
Ask for it.

JACKSON & PERKINS CO.
Newark, New York

Peonies and Iris

Send us your name now for our 1920 Catalogue
NOW READY

PETERSON NURSERY
30 N La Salle St, CHICAGO, ILL.

Evergreens, Peonies and Iris

If you are interested in these you are interested in us, as we have a nice lot for early fall delivery. We also grow a full line of fruit and ornamental stock. WRITE FOR PRICES.

FARMERS NURSERY CO.,
TROY, OHIO



Box-Barberry Bordered Garden

Make a Leader of
BOX-BARBERRY
IN YOUR 1921 Catalogue

Many of the leading firms already have booked with us for their stock.

Write for Terms

Elm City Nursery Company

Woodmont Nurseries, Inc.
New Haven, Conn.

NURSERY STOCK for FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits,
Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

WRITE FOR OUR WHOLESALE TRADE LIST **W. & T. SMITH COMPANY, Geneva, N. Y.**

74 Years — 1000 Acres

IVIES and Other Choice Plants

These trained Ivies are exceptionally fine for formal work either inside or outside. They are well covered and established, nicely shaped specimens.

GLOBE IVY

	Each
18x18-inch	\$ 4.00
24x24-inch	7.50
30x30-inch	12.50
36x36-inch	20.00
42x42-inch	25.00

PYRAMIDAL IVY

	Each
30 inches high x 18 inches at base.....	\$ 6.00
36 inches high x 24 inches at base.....	10.00
42 inches high x 24 inches at base.....	12.50
48 inches high x 24 inches at base.....	15.00
60 inches high x 26 inches at base.....	17.50
72 inches high x 30 inches at base.....	20.00
84 inches high x 36 inches at base.....	25.00

STANDARD IVY

	Each
4 feet high, 24-inch stem, 24x24-inch head.....	\$15.00
Good Pot-grown Plants in following sizes:	
8-inch pots, 2-3 vines in pots.....	\$12.00 per 100
These will make fine plants for Fall.	
4 to 4 1/4-inch pots, fine plants.....	\$25.00 per 100
5 to 6 feet tall.....	60.00 per 100

EVONYMUS JAPONICA

A first-class plant for window-box work.
5 1/2 to 6-inch pots, bushy compact plants.....\$50.00 per 100

AMPELOPSIS VEITCHII

4 1/4-inch pots, well grown.....\$25.00 per 100

STANDARD BAY TREES

The Bays are just now in particularly good condition, thick, bushy heads with an abundance of clean, healthy foliage.

	Pair
32 to 34-inch diameter.....	\$ 40.00
36-inch diameter	50.00
38 to 38-inch diameter	60.00
40-inch diameter	65.00
42 to 46-inch diameter	75.00
48-inch diameter	100.00

HYDRANGEAS

We also offer a limited number of Hydrangeas in the following sizes, all nicely budded and same in flower.

	Each
10-inch tubs	\$2.50 to \$3.00
11-inch tubs	3.50 to 4.50
14-inch tubs	7.50 to 10.00
12-inch tubs	5.00 to 6.00

POT-GROWN CLIMBING ROSES

	Each
Excelsa, scarlet-crimson	\$0.60
Dorothy Perkins, pink50
Lady Gay, shell pink.....	.50
Tausendschoen (extra strong), pink.....	1.00
Dr. Van Fleet, flesh.....	.60
Hiawatha (extra), red.....	.75
Rubin, crimson75
Cl. Orleans, red.....	.75
Baby Orleans, dark red.....	.50
Baby Catherine Zeimet, white.....	.50
Baby Marie Pavlo.....	.50
Jessie, dark red.....	.50

And a Complete Assortment of Pot-Grown Vines and Climbers.

BOBBINK & ATKINS

Nurserymen and Florists

RUTHERFORD, N. J.

ENGLISH LAUREL

BY THE HUNDRED OR THOUSAND
THE AUDUBON NURSERY
WILMINGTON, N. C. W. VERZAAL, Prop.

Hill's Evergreens

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitae, Yews, in small and large sizes. Price list ready soon.
THE D. HILL NURSERY CO.
Evergreen Specialists. Largest Growers in America.
Box 403, Dundee, Ill.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. West Grove, Penna., U.S.A.
Robert Pyle, Pres. Ant. Wintzer, V.-P.
Mention The Review when you write.

Hardy Old-fashioned Plants Our Specialty

Specially grown for Florists, Nurserymen and Landscape Architects. Prices on request.

WILLIAM TOOLE & SON
Hardy Plant and Pansy Farm BARABOO, WIS.

Reynoldsville, Pa.—E. M. Ohl has bought the Peters Greenhouses.

Erie, Pa.—Henry Tillman, who has a small greenhouse here, expects to build a larger one this summer.

FUCHSIAS

We have a good stock of strong, 3-inch Fuchsias, in a good assortment of colors, which can be made into 5-inch plants by Easter, and there is nothing more handsome than a well finished 5 or 6-inch Fuchsia. Try a few hundred and have something different from the others.

We offer good 3-inch, for immediate shipment, at \$3.75 per 100.

LANTANAS, assorted; ALYSSUM, Giant; AGERATUM, DUSTY MILLER, HELIOTROPE, CUPHEA, SALVIA, PARLOR IVY, WHITE SWAINSONA—3-inch, \$3.75 per 100.

CANNAS, assorted; standard bedding sorts, \$5.00 per 100. KING HUMBERT, \$6.00 per 100.

BOSTON FERNS — pot-grown stock

4-inch.....per dozen, \$3.60 Per 100.....\$25.00
5-inch.....per dozen, 5.40 Per 100..... 40.00

R. Vincent, Jr., & Sons Co.

White Marsh, Maryland

Gloire de Chatelaine Begonias

We have a fine lot of plants in 4-inch pots. Shift these into 6-inch Azalea pots for late summer and fall sales. They will pay you handsomely. **\$15.00 per 100.**

BAUR & STEINKAMP
3800 Rockwood Ave. INDIANAPOLIS, IND.

ROSES TO PLANT (PLEASE NOTE GREATLY REDUCED PRICES)

Excellent young stock of Premier, Columbia, Ophelia

	Per 100	2½-inch Per 1000
PREMIER.....	\$16.00	\$150.00
COLUMBIA.....	12.00	110.00
OPHELIA.....	10.00	95.00

CYCLAMEN for Christmas. Elegant 4-inch to make 6-inch and 7-inch specimens, \$40.00 per 100; selected, \$50.00 per 100. 3-inch, two grades, \$20.00 and \$25.00 per 100. Packed in paper pots, 10c extra on the dollar.

HYDRANGEAS, Pelargoniums, the choicest varieties, for Stock. Don't delay to stock with 2¼-inch French and Otaksa Hydrangeas at \$7.00 per 100, \$65.00 per 1000. Very fine stock to grow on. We offer also for propagation, 4-inch, 5-inch and 6-inch French and Otaksa, well branched, at the low price of 20c, 35c and 50c each; splendid value to grow on.

Please add 5c on the dollar for packing.

GULLETT & SONS, :: LINCOLN, ILLINOIS

SEATTLE NOTES.

[Continued from page 50.]

The extreme heat affected the quality of the carnations delivered for several days, the usual staying quality being absent, but the cut, as a whole, is showing steady improvement. There is a considerable increase in acreage to be seen this year.

Violas are scarce and the same is true of cut pansies. Bedding stock is about through and the potted offerings now consist of a few cinerarias, primroses, geraniums and spring flower combinations.

Various Notes.

Ralph Richardson, of Stuber & Richardson, played host to more than forty growers and dealers in honor of the birthday of Joseph Stuber, his partner, last week. The affair was held on the lawn at the greenhouses and started with a dinner at 4 p. m. A feature of this party was the presentation to Mr. Stuber, on behalf of those present, of a diamond scarf pin and a set of diamond cuff links, Thomas Wylie making the presentation speech. Cards followed until 10 p. m., when a supper was served, and then there were more cards until the next morning.

Andrew Gerard, of the Hoxton Co., Yakima, was a visitor last week.

ROSE PLANTS

3000 2¼-inch own root **Sunburst**, \$100.00 per 1000; 1000 2¼-inch own root **Columbia**, \$125.00 per 1000. **Immediate Delivery.**

WHITE BROS., Medina, N. Y.

ROSES Own Root

From 2¼-inch and 4-inch pots. The Best Varieties for Forcing and Bedding. **Three Million Plants for 1921.** Send us your list.

The American Rose & Plant Co.
Springfield, Ohio

ROSE PLANTS

Per 100 Per 1000
Ophelia, 2¼-in. \$15.00 \$125.00

J. W. YOUNG - - Enfield, Pa.

CARNATIONS

F. Dorner & Sons Co.

LA FAYETTE, IND.

FERNS

4-inch to 8-inch. Bostons, Whitmanii, Roosevelt, Scottii, Amerpohlii.

CYCLAMEN

2-inch, 3-inch and 4-inch.

PELARGONIUMS

2½-inch, 3-inch and 4-inch.

GEO. A. KUHL, Wholesale Grower Pekin, Ill.

Schiller's

"The Strain That Leads"

Primroses

Write for prices and description of

Madame Butterfly

The Jos. H. Hill Co.
RICHMOND, IND.

ROSE PLANTS

OWN ROOT AND GRAFTED

If you need Roses, you need the best, and need them NOW.

GRAFTED PLANTS			
3000 Dunlop, 2 1/4-in.	100	1000	
			\$45.00 \$400.00
1000 Ophelia, 2 1/2-in.			30.00 250.00
OWN ROOT PLANTS			
5000 Mrs. Chas. Russell, 2 1/4-in.	100	1000	
			\$22.00 \$190.00
5000 Ophelia, 2 1/4-in.			15.00 125.00
2500 Ophelia, 3-in.			20.00
10000 Columbia, 2 1/4-in.			15.00 135.00
3000 Columbia, 3-in.			20.00 175.00

OWN ROOT PLANTS			
5000 Premier, 2 1/2-in.	100	1000	
			\$20.00 \$175.00
200 Premier, 4-in.			30.00
2000 Double White Killarney, 3 1/2-in.			30.00 250.00
1000 Pink Killarney, 3-in.			18.00
3000 American Beauty, 2 1/4-in.			20.00 180.00

The above are all good quality and are not "left overs."
Write us for prices on 2-year-old Field-Grown Roses.

CALLA LILIES			
1 1/4 to 1 1/2 in.	100	1000	
			\$12.00 \$100.00
White Calla, 1 1/2 to 2 in.			15.00 120.00
White Calla, 2 to 2 1/4 in.			20.00
Other sizes on application.			

GODFREY CALLAS, Limited Quantity
Will quote on request.

Yellow Callas, 1 1/2 to 1 3/4 in. (Circ.)	100	1000	
			\$20.00 \$175.00
Yellow Callas, 1 3/4 to 2 1/4 in. (Circ.)			25.00 200.00
Yellow Callas, 2 1/4 to 2 3/4 in. (Circ.)			30.00

DAISIES			
Boston Yellow, 2 1/4-in.	100	1000	
			\$7.00 \$65.00
White Marguerites, extra strong, 2 1/2-in.			6.00 50.00
Mrs. Sanders, 2-in.			6.00 50.00

NEW VIOLET "DUTCHESS"

As compared with Princess of Wales, deeper shade and more uniform; much better and surer producer; better keeper and shipper. General appearance when bunched, much superior; exceptionally easy to propagate. Should be planted in the beds earlier than Princess of Wales.

Large, Field-Grown Clumps.	100	1000	\$15.00 \$125.00
Lady Campbell			12.00 100.00
Princess of Wales			12.00 100.00

POINSETTIAS

We strongly advise your ordering Poinsettias early, as there is never sufficient to supply the demand.

The true Xmas Red, an excellent strain, 2 1/2-in. pots, July delivery, \$10.00 per 100, \$90.00 per 1000; August and September delivery, \$9.00 per 100, \$85.00 per 1000. Shipped in paper pots, boxes and packing extra.

3-inch extra fine, ready now, \$15.00 per 100.

GERANIUMS

Poltevine, R. C.	1000	\$25.00
Ricard, R. C.		25.00
S. A. Nutt, R. C.		20.00

Plants from 2 1/2-in. pots of above, \$50.00 per 1000. These will make fine stock plants.

CALENDULA

Orange King, 2 1/2-in., \$0.00 per 100; \$50.00 per 1000.

FERNS

Macawli, 2 1/2-in.	100	1000	\$5.00 \$50.00
Teddy, Jr.			7.50 65.00
Scottii			7.50 65.00
Boston			7.50 65.00
Verona			8.00 70.00

TABLE FERNS

All the Pteris Varieties.
2 1/2-in. ready for 4-in., \$8.00 per 100.

PRIMULA MALACOIDES ROHRERI

The best strain of Malacoides on the market. Years of patience have developed it to perfection. The beautiful shades of Rose Pink, Light Lavender and Snow White make it one of the most desirable and profitable plants to grow, not only as single plants but for combination work it cannot be excelled.

Pink and Lavender, mixed, 2 1/4-in.	100	1000	\$7.00 \$60.00
Pure White, 2 1/4-in.			7.00 60.00
PRIMULA Malacoides Townsendi, 2 1/4-in.			8.00 75.00
PRIMULA Obconica Rosea, Gigantea, Grandiflora, Apple Blossom and Kermesina, 2-in.			7.00 60.00
2 1/4-in.			8.00 70.00
PRIMULA Chinensis, 2-in.			7.00 60.00

SNAPDRAGON, 2 1/4-in. pots

Keystone	100	1000	\$6.00 \$55.00
Nelrose			6.00 55.00
Phelps' White			6.00 50.00
Phelps' Yellow			6.00 50.00
Bronze, very fine early and continuous bloomer, 2 1/4-in., pinched and branched.			6.00 55.00

STEVIA, Double and Single

2 1/4-in.	100	1000	\$6.00 \$50.00
Rooted Cuttings			4.00 35.00

BOUVARDIA

Single White, 2 1/4-in.	100	1000	\$9.00 \$80.00
Single Red, 2 1/4-in.			9.00 80.00
Single Pink, 2 1/4-in.			9.00 80.00

SWAINSONA ALBA

2 1/2-in.	100	1000	\$6.00 \$50.00
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SMILAX

Strong, 2-in., \$4.00 per 100, \$35.00 per 1000; 2 1/2-in., \$6.00 per 100, \$50.00 per 1000.

RAFFIA

Natural and Colored

	25 lbs.	50 lbs.	100 lbs.	Bale 225 lbs.	2 bales
Brand Red Star	\$0.22	\$0.20	\$0.18	\$0.15	\$0.13 1/2
XX Superior	.25	.22	.19	.16	.14 1/2
AA West Coast	.26	.24	.21	.18	.16

F. O. B. Warehouses.

PANSY SEED

Extra Select. Giant-flowering. None better can be had. 1/2 oz., \$3.50; oz., \$6.00; 1/4 lb., \$22.00.

PRIMULA

Obconica Gigantea. New Crop Seed, German strain, all colors, separate or mixed. Tr. pkt., \$1.25; 10 pkts., \$10.00. Chinensis. Giant-flowering. Fringed. Best English strain. All colors, separate or mixed. Tr. pkt., \$1.00.

SNAPDRAGON SEED

	Pkt.
Nelrose	\$0.60
Phelps' White	.60
Phelps' Yellow	.60
Keystone	.60
Ramsburg's Silver Pink	.75

NEW SNAPDRAGONS

Philadelphia Giant Pink	Pkt. \$1.00
Orlando. Orange bronze	1.00
Golden Delight. Pure yellow	1.00

FIELD-GROWN CARNATIONS

Pink	100	1000
Enchantress Supreme	\$15.00	\$130.00
Rose Pink Enchantress	12.00	110.00
Mrs. C. W. Ward	12.00	110.00
Miss Theo.	10.00	95.00
Alice	10.00	95.00
Pink Enchantress	12.00	100.00
Chas. Seidewitz	12.00	110.00
Nancy	14.00	120.00

White	100	1000
White Enchantress	\$14.00	\$120.00
White Perfection	12.00	100.00
Matchless	10.00	95.00
White Benora	15.00	130.00
Crystal White	15.00	130.00
White Wonder	12.00	110.00

Red
Belle Washburn, Beacon, Aviator, \$14.00 per 100, \$120.00 per 1000.
Variegated Benora, \$14.00 per 100, \$120.00 per 1000.
July and later delivery.

Complete Price List now ready; send for copy

PACKING AND BOXES WILL BE CHARGED FOR AT COST

C. U. LIGGIT, OFFICES 303 Bulletin Building, Philadelphia, Pa.

Victor Johnson sold his entire interest in the Capitol Hill Floral Co. to his son last week and will retire. His plans are indefinite, but he will probably tour the Pacific coast with Mrs. Johnson.

Gus Peterson, of the Woodlawn Flower Shop, is away on his vacation.

William Goldsbary, of Kenney's Home of Flowers, is on a two weeks' vacation in eastern Washington. Most of this

The Storrs & Harrison Co.

PAINESVILLE NURSERIES
Nurserymen, Florists and Seedsmen
PAINESVILLE, OHIO

Mention The Review when you write.

time will be spent about Lake Chelan. Visitors last week included Martin

"Zetlitz Quality Makes Repeat Orders"

ROLF ZETLITZ CO.
LIMA - COLUMBUS - DAYTON - ADA, OHIO

Mention The Review when you write.

Reukauf, of H. Bayersdorfer & Co., Philadelphia; Edward Ahlers, of the

Plants for Immediate Delivery

Kentias, single plants, large specimen plants, up to, each..	\$100.00	Holly Ferns, 2¼-inch, per 100.....	\$ 6.00
Phoenix Roebelenii, each.....	\$10.00 to 25.00	Cyclamen, 2¼-inch, per 100.....	15.00
Phoenix Roebelenii, large specimen plants, up to, each....	100.00	Geraniums, S. A. Nutt, 4¼-inch, extra strong stock, per 100	25.00
Phoenix Canariensis, large specimen plants, each.....	25.00	Kentia Belmoreana, Single, 2¼-inch, per 100.....	20.00
Livistona Rotundifolia, 5-inch, each.....	1.25	Kentia Belmoreana, Single, 3-inch, per 100.....	85.00
Livistona Rotundifolia, 6-inch, each.....	\$2.00 and 2.50	Kentia Belmoreana, Single, 4 inch, per 100.....	75.00
Sansevieria Zeylanica, 4-inch, each.....	.75	Kentia Belmoreana, Single, 6-8 leaves, 5-inch, each.....	2.00
Sansevieria Zeylanica, 6-inch, each.....	1.50	Kentia Belmoreana, Single, 6-inch, each.....	3.50
Crotons, 4-inch, each.....	.75	Kentia Forsteriana, made up, 5-inch, each.....	8.00
Crotons, 6-inch, each.....	2.50	Pandanus Veitchii, 4-inch, each.....	.60
Geonoma Gracilis, 3½-inch, per hundred.....	35.00	Pandanus Veitchii, 3-inch, each.....	.40
Dracaena Lindenii, extra strong plants, 2¼-inch, per 100	35.00	Pandanus Urtilis, strong plants, 3-inch, per 100.....	25.00
Dracaena Lindenii, extra strong plants, 3-inch, per 100	35.00	Pandanus Urtilis, strong plants, 4-inch, per 100.....	50.00
Dracaena Terminalis, extra strong plants, 2¼-inch, per 100	20.00	Begonia Chatelaine, 4-inch, per 100.....	25.00
Dracaena Terminalis, extra strong plants, 2¼-in., per 100	25.00	Begonia Chatelaine, 5-inch, each.....	.50
Dracaena Lord Wolsley, ex. strong plants, 3-inch, per 100	35.00	Begonia Mrs. M. A. Patten, 2-inch, per 100.....	10.00
Dracaena Striata Grandis, extra strong plants, 2¼-inch, per 100	25.00	Begonia Mrs. M. A. Patten, 3-inch, per 100.....	20.00
Dracaena Striata Grandis, extra strong plants, 3-in., per 100	35.00	Begonia Mrs. M. A. Patten, 4-inch, per 100.....	40.00
Dracaena Eugene Andre, 4-inch (well colored extra fine stock), per 100.....	50.00	Begonia Mrs. M. A. Patten, 5-inch, per 100.....	60.00
Dracaena Eugene Andre, 5-inch (well colored extra fine stock), each.....	1.00	English Ivy, 6-inch pots, each.....	.75
Dracaena Juno, 5-inch (well colored extra fine stock), each	1.00	Adiantum Gloriosa, extra fine stock, 7-inch, each.....	3.00
Asparagus Plumosus, 2¼-inch, per 100.....	6.00	Geraniums, S. A. Nutt, 4-inch, per 100.....	15.00
Asparagus Plumosus, 3-inch, per 100.....	10.00	Begonia Prima Donna, out of pots, 2¼-inch, per 100.....	6.00
Asparagus Plumosus, 5-inch, each.....	.40	Primula Obconica, 2¼-inch, per 1000.....	70.00
Asparagus Plumosus, 6-inch, each.....	.60	Fancy Leaf Caladiums, each.....	\$1.25 to 2.50
Table Ferns, Pteris Wimsettii, 2¼-inch, per 100.....	6.00	Bird's-Nest Ferns, 6-inch, each.....	2.00
Table Ferns, Pteris Victoria Vari., 2¼-inch, per 100.....	6.00	Rubbers, 4-inch, each.....	.75
Table Ferns, Pteris Victoria Green, 2¼-inch, per 100.....	6.00	Rubbers, 5-inch.....	1.00
		Rubbers, 6-inch.....	1.50
		Cyclamen, 4-inch, per 100.....	40.00
		Pandanus Veitchii, 5-inch, each.....	1.50
		Holly Ferns, 3-inch, per 100.....	15.00

All orders booked subject to strikes and delays. We will hurry shipments through as fast as conditions warrant.

POEHLMANN BROTHERS CO., Morton Grove, Ill.

Ove Gnatt Co., Laporte, Ind., and A. C. Aldridge, of the M. Rice Co., Philadelphia.

Thomas Wylie reports a splendid sale for his Myrus Phylleen lily, which he introduced last year. It has been effective in funeral pieces and formal decorations, the odd color effect being its greatest attraction.

The heaviest cut of orchids from any local source is coming to Rosaia Bros. and for several weeks this firm has been supplying practically the whole city's needs.

The Woodlawn Flower Shop handled the decorations at the Queen City Yacht club for the reception to Secretary of the Navy Josephus Daniels and Admiral Rodman. The centerpiece was a small model of a yacht in a tank banked by bamboo shoots, surrounded by yellow snapdragons, pink sweet peas, gypsophila and small palms. In the wall alcoves were placed baskets of outdoor flowers.

Jack Sahlia has given up his location at Kent and is looking for a new place to establish his gardens. He has sold his new carnation to Stuber & Richardson, who will offer it next season.

The Hollywood Gardens have handled a number of big wedding decorations of late and several big decorations for social affairs. This firm is bringing in some of the finest gladioli and a nice cut of snapdragons.

Miss Laura Rosaia is in San Francisco for her vacation. Walter Carlson has been added to the force and will take charge of the bookkeeping. Henry Day, manager of the Orpheum Floral Co., has been filling in here for a few days in the absence of part of the regular force on their vacations.

Fred Rowe, of McCoy's, reports fine receipts of bachelor's buttons and other small summer flowers, with a ready sale for small baskets. Some fine palms have been delivered to this firm lately.

Thomas Luke, with Max Smith, Portland, was in Seattle a few days last week and went to Victoria with Harry Crouch, of the Woodlawn Flower Shop. Business and pleasure were combined on this trip. H. M.

Winter-Flowering Roses

We have a surplus of winter-flowering roses after meeting our own planting requirements, which we can offer in more or less limited quantities in the following varieties, fine strong plants from 3½-inch pots, **OWN ROOT Stock:**

American Beauty
Frank W. Dunlop
Columbia
Francis Scott Key

Hadley
Ophelia
Double White Killarney
Mignon or Cecile Brunner

and the following sorts in **GRAFTED** stock from 3½-inch pots:

Mrs. Charles Russell
Hoosier Beauty

Mrs. Aaron Ward
Premier

F. R. PIERSON, Tarrytown, N. Y.

Mention The Review when you write.

FERNS for September Delivery

Boston, Roosevelt, Teddy, Jr., Whitmanii Comp.
2¼-in., \$7.00 per 100; \$65.00 per 1000

Boston

3-in., \$18.00 per 100; \$170.00 per 1000

Asparagus Plumosus

2¼-in., \$4.00 per 100, \$35.00 per 1000; 2½-in., \$5.00 per 100, \$45.00 per 1000;
3-in., \$8.00 per 100, \$75.00 per 1000

Trade references or cash with order.

THE SPRINGFIELD FLORAL & FERN CO.
SPRINGFIELD, OHIO

Mention The Review when you write.

A. L. MILLER

Pot Plants a Specialty

Jamaica, N. Y.

Mention The Review when you write.

CHAS. D. BALL

GROWER OF

PALMS, ETC.

Holmesburg, Philadelphia, Pa.

Mention The Review when you write.

CYCLAMEN

\$35.00 and \$40.00 per 100

Fine, large plants, all colors, for immediate delivery.

These are exceptionally good plants, of the very best strains.

Cash with order

F. J. WILCOX & SONS
COUNCIL BLUFFS, IOWA

FERNS

B. L. E. Fern, an Improved Teddy, Jr., stronger and better. Have been growing this fern for five years and never have enough to meet the demands.
 Strong, 2½-inch.....\$15.00 per 100
Scottii, Teddy, Jr., Boston, Harrisii, Whitmanii, Piersonii, Elegantissima.
 Strong, 2½-inch \$10.00 per 100
 5-inch 50c each
Teddy, Jr., strong, 6-inch \$1.50 each
B. L. E., strong, 7-inch \$2.00 each

Miscellaneous Plants

Asparagus, Plumosus and Sprengeri, 2¼-in., 5c each.
Asparagus Plumosus, 3-in., 12½c each.
Kentias, 4-in., 75c; 5-in., \$1.50 each.
Kentias, Belmoreana, 6-in., \$3.50 each.
Kentias, made up, 5-in., \$1.50; 6-in., \$3.00 each.
Kentias, made up, large plants, \$6.00 to \$20.00 each.
Areca Lutescens, 4-in., made up, 50c; 5-in., 75c each.
Cibotiums, fine plants, 8-in. tubs, \$7.50 each; 10-in., \$10.00 each.
Rubbers, 4-in., 40c; 5-in., 75c; 6-in., \$1.00, \$1.50 and \$2.00 each.
Pandanus, 4-in., 50c; 7-in., \$4.00; 8-in. tubs, \$5.00 each.
Bird's-Nest Ferns, 4-in., 75c each.
Ampelopsis Veitchii, 4-in., 40c each.
Clematis Paniculata, 4-in., 25c; 5-in., 35c each.
Bamboo, 8-in., \$7.50 each.

Send for List of Bedding Plants.

JOHN BADER CO.
 Mt. Troy, N. S. Pittsburgh, Pa.

Double Snapdragon June Hefko

Rooted Cuttings — \$15.00 per 100, \$125.00 per 1000
 2½-inch pots, \$17.00 per 100.

October and later delivery.

See illustration and description, page 111 of The Review for June 24.

T. D. HEFKO, Marshfield, Wis.

PALMS and FERNS

FERNS—Scottii, Teddy Jr., Macawii, Boston, 6-inch pots, 75 cts.; Scottii, Teddy Jr., Boston and Whitmanii, 4-inch pots, 30 cts; Macawii, 2¼-inch pots, \$10.00 per 100.
PALMS—Kentia Belmoreana and Forsteriana, 4-inch pots, 60 cts. each; Kentia Forsteriana, 5-inch, \$1.50 each; 6-inch pots, 3½ feet high, \$3.00 each.
DRACAENAS—Lord Wolseley, 3-inch pots, 80 cts.
HOLLY FERNS—4-inch pots, \$15.00 per 100.
FICUS ELASTICA, or Rubber Plants, 5½-inch, 75 cts.; 4-inch, 50 cts. each.

Cash with order. No plants shipped C. O. D. Add 5% for packing.

All goods travel at purchaser's risk. All plants will be shipped out of pot unless otherwise stated.

GODFREY ASCHMANN, 1012 W. Ontario St., Philadelphia, Pa.

"CRAIG QUALITY"

Plants for Growing On

On account of selling our Philadelphia property we are compelled to make room at our Norwood plant, and offer some of our specialties at less than regular prices. They are **Sure Money Makers** and indispensable for fall and Christmas trade. The wide-awake growers will surely take immediate advantage of this offer:

	Per 100		Per 100	Per 1000
Dracaena Terminalis —very strong, 4-inch.....	\$ 55.00	Cyclamen —2½-inch	\$15.00	\$125.00
Dracaena Lord Wolseley —very strong, 2-inch...	17.50	Cyclamen —2½-inch, very heavy.....	18.00	160.00
Dracaena Lord Wolseley —very strong, 3-inch...	30.00	Cyclamen —4-inch, very heavy.....	50.00
Dracaena Lord Wolseley —very strong, 4-inch...	50.00	Poinsettia —true dark red variety, 2-inch.....		90.00
Areca Lutescens —single plants, 3-inch	22.50	Ficus Pandurata at \$1.50 to \$7.50 each—special value.		
Areca Lutescens —made up, heavy, 4-inch.....	50.00			

Prices quoted for July only

FOR OTHER CRAIG SPECIALTIES SEE PAGE 13, REVIEW OF JULY 15

ROBERT CRAIG COMPANY, 4900 Market Street, PHILADELPHIA

LANCASTER, PA.

Club Holds Picnic.

Despite the unfavorable weather, the Lancaster County Florists' Club held its annual picnic Thursday, July 15, with the Chester County Florists' Club as guests. The members filled sixteen automobiles and met at the farm of B. F. Barr & Co., where they had luncheon and spent an hour in getting acquainted. B. F. Barr then led the party on an inspection tour of his nursery and farm, after which President James Buchanan's old homestead at Wheatland was visited. George B. Wilson, who was formerly a florist, is the owner of this magnificent old landmark and showed the party through the mansion.

Maple Grove, a new amusement park, was next visited and sports were held. The next stop was at the Penn Square hotel, where a dinner was served. The decorations at this were elaborate. Baskets of Halley and White Giant gladioli, interspersed with phlox, poppies and roses were much in evidence. Thousands of Pilgrim roses were strewn over the tables. The flowers were furnished by Ira H. Landis, B. F. Barr, H. D. Rohrer and Elmer J. Weaver.

President W. B. Girvin appointed Elmer J. Weaver toastmaster and there were addresses by Percy Barnard, Secretary Carey, James Brown, Jr., S. S. Pennock and I. Larkin, of the Chester County Florists' Club. H. K. R.

Growers' Exchange

Featuring the **BETTER BEST** in **ROOTED CUTTINGS** and **PLANTS** of all descriptions. Exclusive agents for the best Fertilizers.

GROWERS' EXCHANGE
JAMESTOWN, N. Y.

Mention The Review when you write.

ABUNDANCE OF STOCK	Per 100	Per 1000
Chinese Primroses —2-inch.....	\$5.00	\$45.00
Primula Obconica —2-inch.....	5.00	45.00
Chrysanthemums —28 varieties, 2 inch.....	3.75	35.00
Asparagus, Plumosus and Sprengeri —2½-inch.....	5.00	48.00
Smitax —2½-inch.....	4.00	38.00
Abundance of other stock. Correspondence solicited.		
ALONZO J. BRYAN, Washington, N. J.		
Mention The Review when you write.		

Profitable to Grow

Now is the time Larkspur blooms.

Find out price paid for cut flowers.

Plants produce **THREE CROPS** of flowers in

ONE SEASON

Delphinium Belladonna , 1-year plants	\$ 9.00 per 100
" " 2-year plants.....	12.00 per 100
" " 3-year plants.....	15.00 per 100

Order now for fall delivery

The Wayside Gardens Company
MENTOR, OHIO

BEGONIAS For IMMEDIATE SHIPMENT

CHATELAINE, 2½-in., at \$7.00 per 100, \$65.00 per 1000; 3-in., at \$15.00 per 100.
MRS. M. A. PATTEN, Rooted Cuttings, at \$6.00 per 100; 2½-in., at \$10.00 per 100; 3-in., at \$20.00 per 100; 4-in., at \$27.50 per 100.
CINERARIA, Half Dwarf. Excellent strain, 2¼-in., \$7.00 per 100, \$65.00 per 1000.
GODFREY CALLAS, 3-in., \$10.00 per 100.
PRIMULA CHINENSIS, 2¼-in., mixed, \$7.00 per 100, \$65.00 per 1000.
PRIMULA OBCONICA, 2¼-in., *Rosea, Sanguinea, Alba, Rubra, Fire Queen, Purpurescens*, \$8.00 per 100, \$75.00 per 1000.
REX BEGONIA, 3½-in., \$20.00 per 100.
SNAPDRAGON, 2¼-in., *Keystone, Silver Pink, Giant White, Giant Yellow*, \$6.00 per 100, \$55.00 per 1000.
TABLE FERNS for Fern Dishes. A selection of the best varieties. \$6.00 per 100, \$55.00 per 1000.

Cash or satisfactory trade references. No C. O. D. Shipments.

L. J. REUTER CO., PLANT 15 Cedar St. BROKERS Watertown, P.O. Boston, Mass.

WM. K. HARRIS

55th Street and Springfield Avenue
WEST PHILADELPHIA, PA.

Wholesale Grower of
Flowering and Decorating Plants

A. N. PIERSON

INCORPORATED

Growers of Plants, Cut Flowers
Palms and Ferns

CROMWELL, CONNECTICUT.

CYCLAMEN

STRONG, HEALTHY STOCK, READY TO SHIFT

FINEST STRAIN IN ASSORTED COLORS

Mostly Bright Shades

3-inch, \$20.00 per 100

CASH WITH ORDER

The Above Price Includes Packing

R. S. McMurray

Bellefontaine, Ohio

Aschmann Bros.

Wholesale Growers of

Pot Plants for the Trade

Second and Bristol Sts.,

Philadelphia, Pa.

No loss if you mend your split carnations with

SUPERIOR CARNATION STAPLES

35c per 1000; 3000 for \$1.00, postpaid.

Wm. Schlatter & Son

422 Main St. Springfield, Mass.

BEFORE

AFTER

Frank W. Dunlop

We are now catching up with our orders and offer for immediate delivery:

	Per 1000
5000 F. W. DUNLOP, 2½-inch, own root.....	\$300.00
3000 F. W. DUNLOP, 2½-inch, grafted.....	375.00
5000 COLUMBIA, 2½-inch, own root.....	150.00
1000 AMERICAN BEAUTY, 4-inch, own root.....	300.00

CHARLES H. TOTTY CO., Madison, New Jersey



SPLIT CARNATIONS

Easily Mended with Pillsbury's Carnation Staples

"Best device on the market."—Joseph Traudt. "Could not get along without them."—S. W. Pike.

1000, 35c; 3000 for \$1.00, postpaid I. L. Pillsbury Galesburg, Ill.

JULIUS ROEHRS CO. RUTHERFORD, N.J.

ORCHIDS, PALMS

and plants of every variety

ASPARAGUS ELONGATUS

Best for cut fronds. 2¼-in., \$7.00 per 100, \$60.00 per 1000; 3-in., \$10.00 per 100; 4-in., \$20.00 per 100.

ASPARAGUS SPRENGERI, 2¼-in., ready for shift, \$6.00 per 100, \$50.00 per 1000; 3-in., \$8.00 per 100.

Abby Ave. Greenhouses 3010 W. Third St. DAYTON, OHIO

A Fine Seller in Retail Flower Stores Gro-Well Plant Food



We put this up to be able to meet the calls in our own flowerstore. It has taken so well we have decided to wholesale it at

\$2.00 per dozen; \$15.00 per 100.

Retails at 25c per pkg.

BRAMLEY & SON 1181 East 71st Street, CLEVELAND, O.

Greenhouse Heating

SUBSCRIBERS are invited to write the editor of this department with regard to any details of greenhouse heating that are not understood. When information is desired regarding the capacity of boilers, or the amount of radiation required for a greenhouse, the needed temperatures should be stated in the inquiry, as well as the amount of glass in the side walls, and the dimensions and general arrangement of the greenhouses. It is often helpful, also, to have a sketch showing the location of the houses.

AMOUNT OF PIPE.

How much pipe shall we have to use to heat the houses shown in the sketch I am sending you? We are going to use steam heat and have 3-inch pipe for flows and 1½-inch pipe for returns. The outside temperature goes as low as 5 degrees below zero. Is the temperature in the houses correct for what we grow? H. & S.—O.

The sketch shows two houses, 150 feet in length and twenty-two and twenty-five and a half feet in width respectively, with three feet of glass and three feet of concrete in each side wall. The houses are to be used for lettuce, geraniums and carnations and 48 to 52 degrees is noted as the temperature to be maintained at night, which is about correct.

While a 2½-inch flow pipe would be amply large enough to serve as a steam main in each of the houses, a 3-inch flow might be used to good advantage. The flows should be carried about four feet below the ridge. In addition to the 3-inch flow pipe in each house, seven 1½-inch returns will be needed in the house twenty-five and a half feet wide and six returns in the other house. Place three of the returns on the exposed wall of each house and distribute the others on the inside walls and under the middle benches. In case 2½-inch flow pipes are used, an additional return will be required in each of the houses. The main return should be 2-inch, with a 1½-inch pipe leading to each house, and these should be connected with the individual coils by means of 1¼-inch pipes.

About 350 feet of 3-inch and 2,000 feet of 1¼-inch pipe will be required for the two houses.

TAPPING BOILER AGAIN.

I have a 20-horsepower hot water boiler tapped for a 3-inch flow and return. This heats one house, 20x100 feet. Will this boiler heat another house, 20x100 feet? Can I tap this boiler again in the same way for the new house, or would the water for both houses have to come through one flow and return? W. W.—O.

The letter does not state the temperature desired in the houses, or whether there is any glass in the side walls.

If a temperature of 60 degrees will be sufficient and if there is no more than thirty inches of glass in the walls of the houses, there should be no difficulty in heating a second house 20x100 feet with a 20-horsepower boiler.

The boiler should again be tapped for a 3-inch flow and return, but it is

The Reward of Merit



The White House Greenhouses—U. S. Propagating Gardens, Washington, D. C.

HEATED BY KROESCHELL BOILERS



The conservatories of the President of the United States and the U. S. Propagating Gardens are located opposite the Washington monument at Washington, D. C. Over forty greenhouses are devoted to the growing of cut flowers, orchids, stove plants, tropical and



decorative stock, and all bedding and ornamental plants for the U. S. Government buildings and grounds at Washington.

A No. 11 KROESCHELL BOILER was installed in 1906 for the high temperature houses. This boiler replaced a number of other makes and made a remarkable record for fuel economy.

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The Plant Introduction Garden of the United States Department of Agriculture at Chico, California, is heated by No. 2 Kroeschell Boiler and Generator System.

In 1912 two No. 5 KROESCHELL BOILERS were installed for the new range of the U. S. Department of Agriculture, at Garret Park, Md.

The U. S. Government's new establishment, the Northern Great Plains Field Station, at Mandan, N. Dakota, ordered a No. 7 KROESCHELL BOILER for the new greenhouse range erected in 1913.

August, 1914, two more No. 11 KROESCHELL BOILERS were ordered for White House Conservatories and U. S. Propagating Gardens, Washington, D. C.



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“The Boiler of Unequaled
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under your boiler is a sure determinable saving of one of the largest preventable losses of economy in any boiler plant. Plibrico is also unexcelled for baffle construction and repairs.

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Morehead Back-to-Boiler SYSTEM

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with Fisher Steam Specialties — for Greenhouse Heating.

Ask for our interesting catalogue.
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Protect your business by filling your bins this month.

We can ship you the best available

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Write us, or call, when in the market for a Boiler, Steam Pump or for Pecky Cypress, Glass, etc.

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GIBLIN & CO. UTICA, N. Y.

Let us tell you what one will cost delivered at your Railroad Station.

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PERMANITE

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Permanite is a well-known product and highly recommended for glazing greenhouse sash, also used to prevent leaks in gutters, etc.

Per 1-gallon can \$ 2.25
Per 5-gallon can 10.50
Per 20 gallon can 37.00

Machin- for using Permanite, each. 6.50
Get our complete list of other items—it's free
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To stop that pipe leak permanently—cheaply—use Emergency Pipe Clamps.

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Do YOU Intend to Build?

Then get our Catalogue. You will find the house you are looking for. Our houses are neat, safe, durable and productive. They can be built at moderate cost.

Our Estimate Will Interest You.



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WASHINGTON RED CEDAR

GREENHOUSE MATERIALS
HOTBED SASH

A. DIETSCH CO., DEPT. "B." 2640 SHEFFIELD AVE. Chicago, Ill.

preferable to use three 2½-inch overhead flows in the house, provided more than 50 degrees is desired, especially if there is glass in the side walls. Equally good results would be obtained from one larger outlet and it is preferable to use one 5-inch flow, although two 4-inch flow and return outlets would be all right. As indicated, 3-inch outlets are not large enough for houses of this size for the best results. With three 2½-inch flows and twelve 2-inch returns, it will be possible to maintain 60 degrees in a 20x100-foot house with thirty inches of glass in the walls.

NEWARK, N. J.

The Market.

Business continues good for the summer months. Naturally, the volume of trade decreases after July 1 and does not increase again before the latter part of September or the first part of October. With some florists the falling off this year, however, has not been so great as it usually is. Many florists are planning to redecorate their stores or make other alterations and improvements during the summer months, preparatory to the fall season.

Various Notes.

McLaughlin & Murphy report an unusually large quantity of funeral work for this season of the year. Other trade has fallen off somewhat.

No definite arrangements for the annual outing of the Essex County Florists' Club have yet been made, although the outing is usually held in the early part of August. The committee in charge of arrangements is having some difficulty in finding a suitable place and until this question is settled it will be impossible to perfect plans.

R. B. M.

BOILER FLUES

We make a specialty of handling carefully selected Boiler Flues, 4 inches in diameter and other sizes for Retubing Boilers. Also Flues for greenhouse piping, etc. All flues are thoroughly cleaned inside and out, trimmed and are ready for use. General sales agent for Stuttle's Patent Clamp and Elbow for joining flues—no packing, no leaks. New Standard Pipe and all kinds of Greenhouse Fittings. Right prices and prompt shipment.

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Est. 1898 Phone Superior 572
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TUBING, ALL SIZES

PIPE CUT TO SKETCH

SECOND HAND PIPE

Large stock, all sizes, furnished with new threads and couplings.

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WILKS SELF-FEEDING HOT WATER BOILER

For Economy, Durability, Dependability



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NON-KINK WOVEN HOSE

Remnants, 12 ft. and up, coupled, 13½c per ft. This hose is cheap at twice the price.

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PIPE

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ALSO NEW PIPE AND FITTINGS

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Any Grower Who Needs 2 Barrels of Glazing Cement

is invited to buy one barrel of us and one barrel of one of the numerous brands for which high prices are asked. If Federal does not prove to be at least as good as the other, we will refund the full purchase price.

Federal Greenhouse Cement No. 2 is a medium thick consistency. We consider this the ideal consistency for glazing work, not too thick nor too thin. Can be used in greenhouse gun, putty bulb, or other instruments. Those who prefer a slightly thinner consistency can thin with *Federal Special Greenhouse Thinner*.

**Federal Greenhouse
Cement No. 2**
(Regular)



The Federal Process Co.

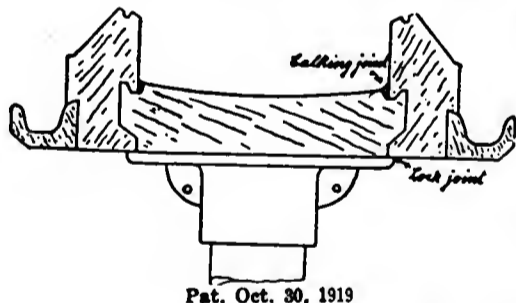
We make several other grades of Cement for Special work. Write us about your problems.

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GASOILA STOPS OIL AND GASOLINE LEAKS

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MR. HENRY WITT, of Anacostia, D. C., writes:

"I am using your patent LEAK-PROOF locked gutter on my greenhouses to my entire satisfaction. When properly filled in, the calking groove will make a perfectly leak-proof joint. Furthermore, the gutter has the advantage of being very easily erected and makes a neat appearance. I warmly recommend the LEAK-PROOF locked gutter to all florists who are about to build new greenhouses."

We are the patentees and sole manufacturers of this LEAK-PROOF gutter which is giving so much satisfaction.

ICKES-BRAUN MILL CO.

**2330 Wabansia Avenue,
GREENHOUSE MATERIAL**

Near Western and North Aves.

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Range of five greenhouses built for John De Martini, Esq., at Wheat Road, N. J. Ask Mr. De Martini about our workmanship, speed of erection and personal service.

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These are the months when NATURE and INSECTS DO THEIR BEST

This Spray Nozzle

will assist plant growth and prevent the ravages of pests.



**P. C. F. CO. SPRAY NOZZLE,
BRASS-NICKEL PLATED**

The most extensively used nozzle—Controls flow—A turn of the control cap and you have a fine mist or a coarse spray, placed just where you want it—Operates under normal hose pressure. Weight, 4 oz.; length, 9 in.; fits 3/4-in. coupling.

Sent Prepaid for \$2.00. It's a Wizard.

Now is the Time

to combat red spider, rose and chrysanthemum midge and other insects.

Pittsburgh Cut Flower Co., 116-118 Seventh St., PITTSBURGH, PA.

ROCHESTER, N. Y.

The Market.

Warm summer weather continues, but, in spite of the heat, business has been fairly good. The leading stores in the city made July 15 a \$1 day, having all sorts of articles reduced to \$1, which made business boom and the florists had their share of the trade.

The summer crop of roses includes a great many short-stemmed and small flowers, which are flooding the market and are sold cheaply. There are some of excellent quality, however. Gladioli are much more abundant, Halley being fine, but America not so plentiful. Carnations are small. Garden flowers are as much in demand as ever. Gypsophila is being used profusely in baskets and all kinds of funeral work. Blooming hydrangeas are in their prime now and large quantities are being disposed of.

Various Notes.

Mrs. Babst, of the Rochester Floral Co., is spending the summer at Sea Breeze and will go to Duluth, Minn., sometime in August.

Jacob Thomann & Sons are cutting some excellent sweet peas.

C. W. Curtis is now cutting America and Halley gladioli. The first of his summer asters were also cut last week.

Hart & Vick have just sent out their summer catalogues for fall bulbs, shrubs and flowers.

Frank Purcell is cutting some excellent Francis Scott Key roses.

Thomas Sullivan, of George B. Hart's, is on his vacation. Mr. Hart is showing a splendid collection of fancy baskets.

Miss Harvey is spending the summer in Cleveland, O.

Julius Berg, of Lion & Co., New York, called on the trade last week.

George T. Boucher has two excellent summer window displays, consisting of Boston ferns, fancy caladiums, huge jars of flame-colored gladioli, gypsophila and Shasta daisies.

The Rochester Floral Co. and H. E. Wilson are giving employees a half-holiday each week.

J. B. Keller Sons had a great deal of work for the funeral of A. M. Lind-salf.
E. C. A.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100	No.	Diam.	Each	Doz.	100
10	20 in.	\$4.95	\$54.45	\$412.50	50	12 in.	\$1.45	\$16.50	\$126.50
20	18 in.	8.65	89.60	822.80	60	10 in.	1.00	10.90	85.25
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40	14 in.	2.10	23.65	187.00					



The Riverton Tub is sold exclusively by us and is the best ever introduced. The neatest, lightest and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

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Seeds, Plants, Bulbs, Supplies
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State Type of Construction You Want

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GREENHOUSE GLASS LOW PRICES PROMPT SHIPMENTS

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Our Service and Prices Will Save You Time and Money.
We Solicit Florists' Inquiries.

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Will Not Injure Paint or Putty

25 gals. or more.....\$1.00 per gal.
5 to 25 gals..... 1.25 per gal.
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ANDERSEN SPECIALTY CO.



Leaves No Greasy Surface

One gallon will clean from 500 to 700 sq. ft.

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or write to
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Phone Central 630

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USE IT NOW.
F. O. PIERCE CO.
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Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty.
Lasts Longer Than Putty. Easy to Apply

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Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

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Insist on Genuine Tidewater Cypress—which you can identify by the following Trade-Mark on the end of every piece. This is your guaranty. Don't accept any without This Sign of Responsible Manufacture, Accurate Grading and Honest Count. Only Association Mills can apply this mark.



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NEW ORLEANS, LA.

1230 HEARD NAT'L BANK BLDG.
JACKSONVILLE, FLA.

(Please address nearest office.)

Valuable Aid in Transplanting

Following is an extract from a letter from Hull Brothers, of Waymart, Pa.:

"Perhaps we feel the value of the System of Irrigation most while setting the plants, as we can get the soil in the very best shape for quick, thorough setting, then water them gently afterwards, and they start off nicely."

**SKINNER
SYSTEM**
OF IRRIGATION

The Skinner Irrigation Co.
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WE ARE THE WORLD'S LARGEST PRODUCERS

Ask the dealers for prices, or write us direct if the dealer doesn't handle our product. We guarantee uniform Grading, Flattening, Annealing and Careful Packing.

"GET ACQUAINTED" WITH OUR SPECIALTIES
29-34-39-ounce Glass

AMERICAN WINDOW GLASS CO.

General Offices: Farmers' Bank Building, PITTSBURGH, PA.

Best Quality Extra Heavy Perfectly Flat

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Our Glass is especially selected for the Greenhouse Trade and we know it will please you.

Write us for prices on any SIZE OR QUANTITY—SINGLE OR DOUBLE STRENGTH GLASS

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WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free from Bubbles—Uniform in Thickness

PAINTS AND PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
251 Elm St. BUFFALO, N. Y.

GREENHOUSE GLASS

ALL SIZES BEST BRANDS

SHARP, PARTRIDGE & CO.
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Ask your neighbor—he knows

DURO PLASTIC

THE ORIGINAL BLACK GLAZING PUTTY

It's the Proven Best by Years of Test!

Endorsed by the leading Trade Journals everywhere.
Recommended by all who have used it. Write for particulars.

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P. S.—Free Advisory Service YOURS for the asking



KAHLER REAL RED POTS are recognized everywhere for quality.

Your orders always receive prompt and careful attention. Made of high-grade material by skilled workmen in a modern plant. Write for prices and samples.

KAHLER POTTERY CO. - - - - - **Louisville, Neb.**

SAN FRANCISCO NOTES.

[Concluded from page 48.]

weeks at one of the Russian river resorts. He was accompanied on his vacation by his wife. Mr. Jaeger, Sr., plans to take a week off this month and then go deer hunting when the season opens. He is well satisfied with initial business in their new shipping department. The principal difficulty, he says, is the need of more space.

George Wagner, of Joseph's, is back from St. Louis, having brought a bride with him.

Mrs. Copeland's store on Sutter street, above Grant avenue, attracted much attention last week with a special window display of celosia plants. Three new Chinese varieties were shown. Though it is the quiet time of the year, Mrs. Copeland says business holds up fairly well. She had a heavy rush a day or two last week with commencement bouquets for nurses' graduations at some of the local hospitals, forty bouquets for a home reception and a number of floral pieces for a funeral.

Vacations have about completed their course at the store of the MacRorie-McLaren Co., on Powell street. J. A. Armstrong is now at Truckee and he was the last to get away.

A. J. Rossi, of Pelicano, Rossi & Co., spent two weeks at Skaggs Springs, and upon returning was gratified to find that business had held up well during his absence.

A. W. Shurragar, from San Luis Obispo, Cal., was in town last week.

Mrs. Stanley, with Enomoto & Co., has returned from a vacation trip to Los Angeles, during which she went to Catalina island and enjoyed herself thoroughly.

The United Flower & Supply Co., which is one of the few places handling early chrysanthemums, reports a good call for them. They are now preparing a catalogue of strawflowers for distribution at an early date.

Henry Avansino, of the E. W. McLellan Co., is spending two weeks in the Yosemite valley.

Domoto Bros. have a fine cut of rubrum lilies. M. M.



THE ELVERSON POT

It is a dollars and cents saving proposition—plus satisfaction—to use the pot that proves its merit in the test of actual service. Write for free samples of that pot. **W. H. Elverson Pottery Co., New Brighton, Pa.**

IONIA POTS ARE STRONG

Always burned to the same degree of hardness. Our kilns are equipped with heat-measuring pyrometers and other up-to-the-minute improvements. Every detail of manufacture, from the clay bank to the strong crates in which Ionia pots are carried to you, marks an advancement over old-time methods. Let us have your order now. We will ship when you are ready.

REMEMBER that we solved the breakage problem years ago **IONIA POTTERY CO., IONIA, MICH.**



"MOSS AZTEC" Ware
Azalea Pots
Hanging Baskets
Lawn Vases
Bird Baths, Etc.

COMPETITION PROVES OUR QUALITY

RED POTS

Best Materials—Skilled Labor—Uniformly Burned—Carefully Packed.

The Peters & Reed Pottery Co. HORACE C. GRAY CO. 200 Fifth Ave., New York. **So. Zanesville, Ohio**

RED POTS

Our superior facilities enable us to keep **QUALITY UP—PRICES DOWN**
Write for prices and Save Money

MISSOURI POTTERY CO.
and SUPPLY CO.
4219 Iowa Ave. ST. LOUIS, MO.

FOR THE SMOOTHEST, MOST POROUS

RED POT

in which plants do the best, write to **MISSOURI POTTERY CO.**
1227 W. 8th St., Kansas City, Mo.

THE REGAN PRINTING HOUSE

Large Runs of

CATALOGUES

Our Specialty—Get Our Figures
531-537 Plymouth Pl., CHICAGO



SUPERIOR TO WOOD—CONCRETE BENCHES

Build them yourself—make the parts during odd times—assemble the units when desired. Use our system, it is the easy, practical, inexpensive way.

Ready-Set Concrete Benches

add beauty to the greenhouse—never need repairing—cost but little to build. You will be interested in detailed information. Send for it.

MEAD-SUYDAM CO.

371 Park Ave. Newark, N. J.

FIRST COST THE LAST COST

Mr. Greenhouse Owner:



SOON you are going to think of building more greenhouses, and when you have such thoughts we want you to think of us. We can be of very much assistance to you in many ways and want you to call on us for this assistance.

We manufacture everything in Ventilating Apparatus and Greenhouse Fittings. If it is just repairs that are necessary, we have a lot of things that would eliminate a great deal of trouble for you if you use them.

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Advance Co.,
Richmond, Indiana



When it comes to Greenhouses come to Hitchings & Co.
Send for Supply Book
New York 1170 Broadway Boston 201 Devonshire St.

Mention The Review when you write.

GEORGE KELLER POTTERY CO.

Successors to
GEO. KELLER & SON

Manufacturers of'



RED POTS

Before buying write for prices

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Near Wrightwood Ave.

CHICAGO, ILL.

Mention The Review when you write.

Standard Red Flower Pots

Price list and samples on application.

PADUCAH POTTERY CO., Inc.

PADUCAH, KENTUCKY

Mention The Review when you write.

Asbestfalt

An Elastic Cement That Expands and Contracts With the Weather

Make your greenhouse weather-tight with Asbestfalt, the elastic cement that never gets hard, cracks or peels in cold weather or runs in hot weather.

\$1.25 per gallon. Why pay more?

You can't get anything better no matter how much more you pay. The ingredients are of the purest; weighs but 10 pounds to the gallon.

With the scarcity of coal and its high prices, the careful application of Asbestfalt will more than pay for itself by keeping your greenhouse air-tight.



To insure best results, apply Asbestfalt with our Liquid Putty Machine, price \$2.00. With every barrel purchase of Asbestfalt, one machine free.

Metropolitan Material Co

PATENTED GREENHOUSES

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BROOKLYN, NEW YORK

CAMBRIDGE

NEW YORK



World's Oldest and Largest Manufacturers of

FLOWER POTS!

WHY?!

A. H. HEWS & CO., INC.

Cambridge, Mass.



Your spring rush is quite over. Now is the time to try a package of the Harris Ready-to-Use Locked Plant Bands, so that next season you can order in quantity.

A trial package of 250 bands sent postpaid for 75c.

A. W. HARRIS MFG. CO.

401 Pine St.

SLEEPY EYE, MINN.

WIZARD

TRADE BRAND MARK

PULVERIZED SHEEP - PULVERIZED CATTLE SHREDDED CATTLE MANURE

THE PULVERIZED MANURE CO., 33 Union Stock Yards, CHICAGO

Highly Concentrated Convenient Dependable

Direct heat dried and sterilized bone dry—no weeds. The ideal manure for bench soil, potting soil or field dressing—for every crop under glass or out of doors.

Insist on WIZARD BRAND through your supply house or write us direct.

REMARKABLE RESULTS

obtained by the use of LIME-FERTILE (the inoculated soil builder); also NITRO-FERTILE (the odorless liquid fertilizer).

We have endorsements from a number of the most reputable people in this country, including the largest growers of cut flowers in the world.

Let us fill your order early. **WRITE TODAY.**

THE FERTILE CHEMICAL CO., Dept. A, Cleveland, Ohio.

LOS ANGELES NOTES.

[Concluded from page 46.]

county, where he intends to visit if the gasoline shortage does not prevent.

A heavy run of funeral work kept the force at Darling's Shop busy all one night last week. Box trade also keeps up well here. Manager Gordon started for his vacation and evidently believes in variety, Bear valley and Tia Juana being among the places he proposes to visit.

Mr. Royston, of Walter Armacost & Co., has returned from his eastern trip and says that he is glad to get back to California, as the hot nights in the middle west were not agreeable. Still further additions to the large range are contemplated, but the difficulty of obtaining pipe and other materials is blocking progress.

There was a good attendance at the last meeting of the Los Angeles Florists' Club, held at Christopher's, with President Walter Armacost in the chair. Arrangements for the entertainment of Mrs. Ella Grant Wilson, of Cleveland, O., on the occasion of her visit were made and Secretary A. F. Borden was instructed to send out a letter to the trade inviting everyone to attend. At the time of the meeting a definite date could not be decided, but later July 22 was decided on. Mr. Borden and his fellow officers have worked hard to get a good meeting and have sent out a strong appeal to all in the trade to help make it a success. Mr. Borden makes the suggestion that employers purchase tickets for the affair for their employees.

C. E. Thomas, of the Rosery, Kansas City, Mo., is visiting Los Angeles.

William Kelly, of El Centro, is staying in Los Angeles and vicinity for the summer, intending to return to the valley about October, after the heated term. He speaks in glowing terms of the possibilities and business chances all over the Imperial valley, but he and

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Manufacturers of

Wired Picks and Sticks Labels and Pot Markers
Candy Sticks and Skewers

PEEKSKILL, N. Y.

Mrs. Kelly usually come to the coast for a few months every year. He is a dealer



BLAKE'S LEVER CLIP
for Roses, Carnations, etc.; fasten stakes, cross wires, etc. They never slip, and are a great saving of both time and money.

Price\$1.75 per 1000
5000.....\$1.60 per 1000
10,000 or more..... 1.40 per 1000

F. O. B. Rochester. Samples Free.
B. S. BLAKE & SON
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in nursery stock and seeds as well as a florist.
H. R. Richards.

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Built for JOHN J. MITCHELL, Lake Geneva, Wis.

WHILE most of the houses which we build on Private Estates are of Iron Frame Construction with Curved Eaves, there are times when FOLEY PIPE FRAME HOUSES are preferred.

Built as we build them, the FOLEY PIPE FRAME is superior to the ordinary kind. The Mitchell houses are our regular Commercial Pipe Frame, so popular with the Commercial Florist. The benches, however, are of the type used in a majority of our Iron Frame Private Houses—a bench of great strength and long life, with galvanized angle frames, galvanized pipe legs and cypress side boards and bottoms.

Regardless of the type of construction preferred, there is a FOLEY GREENHOUSE of that type which will satisfy you to the letter.

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IS YOUR TIME VALUABLE?

IF NOT, don't read any further—this will not interest you. If time is money with you, here is where you "cash in" on a big saving of both. Looks little - pays big. One sample will convince you that this article is money in your pocket. "WIRE TIE" is the up-to-date, instantaneous method of support for your mums and all other plants that need it. The small loop around the stake, the large one around the plant—one snap and there you are. Can be used over and over. Beats twine all hollow. Used by the biggest in the business. Let me send you samples.

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 6 E. Woodland Ave., BALTIMORE, MD.

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WE ARE SPECIALISTS

We were practically the first to sell to this trade, and guarantee perfect satisfaction and rock-bottom prices. **Get the value of our long experience. PECKY CYPRESS**, because of its durability, is the only wood now being used for greenhouse benches. Will ship in any quantity, carload or less.

Drop Siding, Ship Lap, Flooring, White Cedar Posts, Everything in Lumber
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FOR RESULTS USE

Master Brand Prepared Concentrated Manures

THEY ARE NATURE'S MASTER SOIL BUILDERS

They will give lasting results and are perfectly adaptable for both outside and inside growing conditions

MASTER BRAND Pulverized Sheep Manure **MASTER BRAND Vine and Plant Manure**

Guaranteed Analysis			Guaranteed Analysis		
Ammonia	Phos. Acid	Potash	Ammonia	Phos. Acid	Potash
2.25%	1.50%	1.50%	5.00%	2.00%	1.00%

Quotations on any quantity and all information furnished on application.

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"Manufacturers and Distributors of MASTER BRAND PRODUCTS"

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ACHILLEA THE PEARL.
Strong field-grown clumps for immediate delivery, \$8.00 per 100.
CHARLES H. TOTTY CO.,
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ADIANTUMS

ADIANTUM O'BRIENII.
Strong, vigorous 2-in., \$8.00 per 100, \$55.00 per 1000. Large clumps, \$50.00 per 100.
This is one of California's best and hardiest ferns. Ready for immediate delivery.
ROY F. WILCOX & CO.,
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AGERATUMS

Ageratums, dwarf blue, the very best bloomer, and always in bloom. Try them! You will not miss it! Young stock, very bushy, all in bloom, 2 1/2-in., \$4.00 per 100. Cash.
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ALTERNANTHERAS

Alternantheras, 1200 to 1500, red, green and yellow, strong 2-in., \$3.00 per 100, for quick sale. Cash.
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ALYSSUM

Alyssum, double, sweet, very strong stock, from 2 1/2-in. pots, \$5.00 per 100. Cash.
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Double Sweet Alyssum, 2 1/2-in., \$5.00 per 100. Cash please. Beaver Avenue Floral Co., 3422 Beaver Ave., Des Moines, Ia.

AMPELOPSIS

Ampelopsis Veitchii, strong plants from 2 1/2-in. pots, for lining out, \$6.00 per 100.
S. W. Pike, St. Charles, Ill.

ASPARAGUS

ASPARAGUS PLUMOSUS.

	Per 100	Per 1000
2-in., good stock	\$ 6.00	\$ 50.00
2 1/2-in.	7.00	60.00
3-in.	10.00
3 1/2-in., extra heavy	18.00
One-yr-old bench plants	18.00	180.00

SPRENGERI, same as above.
C. U. LIGGIT,
Wholesale Plantsman,
303 Bulletin Building, Philadelphia, Pa.

SPRENGERI AND PLUMOSUS CLUMPS,
taken from the bench,
fine large clumps, \$15.00 per 100.
Plumosos, 2 1/2-in., \$8.00 per 100.
Cash.
C. L. HUMPHREY,
Zanesville, O.

Asparagus Sprengeri, extra large clumps, from beds, fine for bench purposes, 3 1/2-in. pots, \$12.00 per 100, \$100.00 per 1000; 4-in. pots, grand stock, \$15.00 per 100, \$140.00 per 1000. Cash with order.
James & Hill Florists, Oneco, Fla.

EXTRA STRONG ASPARAGUS.

Plumosos, in 3-in. pots..... \$ 8.00 per 100
Sprengeri, in 3-in. pots..... 8.00 per 100
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Sprengeri, in 3 1/2-in. pots..... 12.00 per 100
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ASPARAGUS SPRENGERI.
Fine, strong, 2-inch, \$5.00 per 100.
Fine, strong, 4-inch, \$15.00 per 100. Cash with order.
J. F. WILCOX & SONS,
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ASPARAGUS, Plumosos and Sprengeri seedlings, \$1.50 per 100, \$10.00 per 1000, parcel post paid; 2 1/2-in., extra strong, \$5.00 per 100, \$45.00 per 1000; 3-in., \$10.00 per 100; 4-in., \$15.00 per 100.
Roman J. Irwin, 43 West 18th St., New York.

Asparagus Sprengeri, strong seedlings, \$1.00 per 100, \$8.00 per 1000; 2 1/2-in., fine stock, \$4.50 per 100, \$40.00 per 1000. Asparagus Plumosos, 2 1/2-in., \$5.00 per 100, \$45.00 per 1000; 3-in., \$8.00 per 100; strong, bushy 4-in., \$15.00 per 100.
S. S. Skidelsky & Co., 50 Park Place, New York.

Asparagus, Plumosos and Sprengeri, extra strong.

	Per 100	Per 1000
2 1/2-in. Plumosos	\$6.00	\$55.00
2 1/2-in. Sprengeri	5.00	45.00

To avoid delay send a M. O. draft or certified check.
John Bauscher, Freeport, Ill.

ASPARAGUS.

Good, strong 2 1/2-in. stock, ready for shipment.
Plumosos \$6.00 per 100, \$50.00 per 1000
Sprengeri 5.00 per 100, 45.00 per 1000
ROLF ZETTLITZ CO., DAYTON, O.

Asparagus Plumosos Nanus, 2-in., \$3.00 per 100. Cash. Byer Bros., Chambersburg, Pa.

Asparagus Plumosos Nanus, 2-in., 5c each, ready to bench or grow on.
D. R. Herron, Olean, N. Y.

Asparagus Plumosos, strong 3-in., \$10.00 per 100; Asparagus Sprengeri, strong 3-in., \$10.00 per 100.
Eli Cross, Grand Rapids, Mich.

Asparagus Plumosos, 4-in., \$15.00 per 100.
Hendra & Son., St. Joseph, Mo.

Asparagus Plumosos, 2 1/2-in., \$5.00 per 100.
Baur Floral Co., Erie, Pa.

Asparagus Plumosos, strong 3-in., \$8.00 per 100. Cash. E. V. Myers, St. Joseph, Mo.

Asparagus Sprengeri, strong plants, 2 1/2-in., 5c.
O. Humfeld, Clay Center, Kan.

Asparagus Sprengeri, 2 1/2-in., \$4.50 per 100.
Cash with order. **The Lodi Greenhouses, Lodi, O.**

Asparagus Plumosos, 4-in. stock, \$12.00 per 100.
Marion Floral Co., Marion, Ind.

ASTERS

Strong aster seedlings, ready for the field. Each of the following variety in all colors, mixed: Jewel or ball-shaped, Mignon or pyramid-shaped, Peony Perfection, Victoria, Rose-shaped, Comet, Ostrich Feather and Queen of the Market, 50c per 100, \$4.00 per 1000.
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Astera, Crego and Semple's Branching, mixed, transplanted, \$8.00 per 1000; seedlings, fine strong plants, \$3.00 per 1000. P. P. Guaranteed to please you.
S. T. Danley & Son, Macomb, Ill.

Asters, Vick's Late Branching, strong transplanted, \$1.00 per 100, \$8.00 per 1000. By parcel post add 10c per 100.
J. J. Van Akkeren, Dunkirk, N. Y.

Asters, American Branching, large transplanted plants, 6 separate colors, mixed or separate, \$15.00 per 1000. Walnut Ave. Greenhouses, 129 Walnut Ave., Roxbury, Mass.

Aster plants, Queen of the Market, Royal, Crego, Comet, Semple's Branching, in pink, white and lavender, strong seedlings, \$4.00 per 1000, \$15.00 per 5000.
J. C. Schmidt, Bristol, Pa.

Aster plants, Queen of the Market, Asterum, Lavender Gem, Crego's mixed colors, 60c per 100, \$2.50 per 500.
Arden Floral Gardens, Arden, Del.

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ADVS.**

Asters, field-grown, Dreer's Superb, in shell pink and white only, the kind for florist trade, \$4.00 per 1000.
Crowell's Greenhouse, Goshen, Ind.

Aster plants, Late Branching, mixed, and Queen of the Market, white pink and mixed, large strong, 95c per 100, \$4.00 per 1000.
Harry J. Squires, Good Ground, N. Y.

Asters, good plants, well packed, Peerless Pink, Late Branching, white, lavender, purple, rose and mixed, \$4.00 per 100.
H. Hills, Bristol, Ind.

Asters, special offer for one week, Carlson and Crego, all colors, also Mary Semple, \$2.50 per 1000. Cash. Byer Bros., Chambersburg, Pa.

Asters, Crego's Giant, field-grown, stocky plants, separate colors, \$1.00 per 100, prepaid. Whitson's, 618 North 8th St., Vincennes, Ind.

Asters, 1200 good, strong 2 1/2-in., mixed, \$4.00 per 100. Cash with order.
Hartline & Huff, Newcomertown, O.

BEGONIAS

**BEGONIA MRS. PATTEN
BEAUTIFUL DEEP PINK, SPORT OF
CHATELAINE.
HEAVY, BUSHY PLANTS IN BLOOM
JUST RIGHT FOR IMMEDIATE SALES OR FOR
SHIPPING ALONG TO LARGER SIZES FOR
YOUR HOLIDAY REQUIREMENTS.
OUT OF 4-IN. POTS, 30c EACH.
PLUS 3c A PLANT TO COVER COST OF
PAPER POT AND NEW PACKING CASE.
FULL SIZE CASE HOLDS 54 PLANTS.
G. R. NOBLE, PADUCAH, KY.**

Begonias, Cincinnati, Mellor and Peterson, top cuttings ready now. Will make fine plants by planting two in a pot, \$30.00 per 100. The above extra fine 3 1/2-in. pot plants, stock limited, \$75.00 per 100.
S. S. Skidelsky & Co., 50 Park Place, New York.

Begonia Prima Donna, strong 2 1/2-in., \$5.00 per 100, \$45.00 per 1000. Cash please.
E. R. Chatfield, R. 6, Springfield, Ohio.

Begonia Corallina de Lucerne, strong 3-in., \$1.00. Quentin Floral Co., St. Joseph, Mo.

BEGONIAS FROM 2½-IN. POTS.

Begonia Chatelaine, 2½-in., \$7.00 per 100, \$65.00 per 1000; 3-in., \$14.00 per 100.
 Pride of New Castle, Red Chatelaine, Luminosa color, 2½-in., \$15.00 per 100.
 New Begonia, Mrs. M. A. Patten, dark pink sport of Begonia Chatelaine, 2½-in., \$10.00 per 100; 3-in., \$20.00 per 100.
 Rex Begonia, 3½-in., \$25.00 per 100. Larger sizes ask for prices.
ROMAN J. IRWIN,
 43 West 18th St., New York.

BEGONIAS.

Begonia Luminosa, 2½-in., 5c; Prima Donna, 2½-in., 5c; Gromani Rex, 2½-in., 5½c; Sutton's Coral Pink, 2½-in., 5½c. Extra strong plants ready for 4-in. pots. Cash.
J. B. MASSON, R. R. 1, BETHEL, KAN.

Begonias, of Gracilla type, make good Christmas plants and are easily grown. **LUMINOSA**, Christmas red; **PRIMA DONNA**, deep rose; **MIGNON**, salmon-scarlet, ready July, from 3-in. pots, frame-grown, stocky plants, \$12.00 per 100, \$110.00 per 1000. **J. L. Schiller, Toledo, Ohio.**

Begonia Vernon, red; Prima Donna, deep rose; Mignon, salmon-scarlet; Erfordii, pink; good plants, 2½-in., \$6.00 per 100. Cash with order.
Frank Oechslein, 4911 Quincy St., Chicago.

Begonias, Chatelaine, true, strong 2-in., \$6.00 per 100, \$55.00 per 1000. Mrs. Patten, strong 2-in., \$10.00 per 100, \$90.00 per 1000; rooted cuttings, \$6.00 per 100, \$50.00 per 1000. Cash.
C. Betscher, Dover, O.

Begonia Chatelaine, 3-in., \$10.00 per 100; 2½-in., \$5.50 per 100. Rooted cuttings, \$3.00 per 100. Cash with order. **H. E. Mitting, Cambridge City, Ind.**

Begonia Chatelaine, 2½-in., \$7.00 per 100, \$65.00 per 1000. Mrs. Patten, 2½-in., \$10.00 per 100. **A. J. Schmutz, 23 Arnold Place, North Adams, Mass.**

Rex Begonias, 2-in. assorted, nice plants, \$15.00 per 100. Cash please.
E. B. Randolph, Delavan, Ill.

Begonia Chatelaine, strong rooted cuttings, \$3.00 per 100, \$25.00 per 1000.
S. A. Pinkstone, Utica, N. Y.

Begonia Chatelaine, good 3-in. stock, \$10.00 per 100. Winfield S. Kircher, Cyclamen Specialist, Defiance, O.

Begonia Chatelaine, 2½-in., 7c.
L. Potter & Sons, Waukegan, Ill.
 Begonia Luminosa, red, pink and white, 2-in., \$5.00 per 100. **N. O. Caswell, Delavan, Ill.**

Begonias, Chatelaine and Salmon Queen, 2-in., \$5.00 per 100. Cash. **Jacobs Bros., Peoria, Ill.**

Rex Begonias, 5-in. pot plants, \$1.50 each. Cash. **E. J. Ullrich Floral Co., Timn, O.**

BERRIED PLANTS

GOLDEN CLEVELAND CHERRIES, 2½-in. pots, \$7.00 per 100, \$65.00 per 1000.
CLEVELAND CHERRIES, 2½-in. pots, \$7.00 per 100, \$60.00 per 1000.
 Peruvian Peppers, 2½-in. pots, \$7.00 per 100, \$60.00 per 1000. 3-in. pots and larger sizes of above, ready early Fall. Ask for prices.
Roman J. Irwin, 43 West 18th St., New York.

10,000 Cleveland Cherries,
 10,000 Christmas Peppers,
 2½-inch, ready for shift.
 \$5.00 per 100; \$45.00 per 1000.
 No charge for packing.
Forest Park Floral Co., Forest Park, Ill.

Cleveland Cherries, extra strong 2½-in., ready for a shift, just showing the crown bud, \$5.00 per 100. Packing free on orders of 100 or over. Cash with order.
Jos. I. Schaeffer, R. R. No. 3, Dayton, O.

Peppers, Bird's Eye, Christmas and cluster, clean, healthy stock, 2-in., \$4.00 per 100. Cash please. **Kirkwood Floral Co., cor. 4th and Walnut, Des Moines, Ia.**

Cleveland Cherries, fine 3-in., stocky plants, \$10.00 per 100. Celestial Peppers, sturdy 2½-in., \$5.00 per 100.
The Thumb Nursery, Marlette, Mich.

Have a few hundred strong 2-in. Celestial Peppers and Cleveland Cherries left, which will close out at \$4.00 per 100. Packing free. Cash.
E. V. Myers, St. Joseph, Mo.

Cleveland Cherries, 2½-in., \$6.00 per 100, \$50.00 per 1000. New Holly Berry, 2½-in., \$10.00 per 100, \$95.00 per 1000.
S. S. Skideisky & Co., 50 Park Place, New York.

Cleveland Cherries from selected seed of our own growing, short and stocky, 2-in. pots, 5c each. Cash, please.
F. E. Huston, 16 Colorado Ave., Dayton, O.

Peppers, Bird's Eye and Celestial, 2½-in., \$5.00 per 100, \$47.50 per 1000, 500 at 1000 rate. Cash with order.
Frank Oechslein, 4911 Quincy St., Chicago.

Cleveland Cherries, from selected seed of our own growing, short and stocky, 2-in. pots, 5c each. Cash please.
C. F. Mahan & Co., R. D. 8, Dayton, O.

Celestial Peppers, 3-in., 6c each or 500 for \$25.00. This is very fine stock.
The Johnson Floral Co., Kendallville, Ind.

Celestial Peppers, strong 2-in., 4c. Cleveland Cherries, ready for 3-in., 5c. **Joseph Austin, 3111 Troost Ave., Kansas City, Mo.**

Orange Queen and Cleveland Cherries, 2-in., \$3.00 per 100. Cash.
Byer Bros., Chambersburg, Pa.

BOUARDIAS

Bouvardia Humboldtii, 2-in. pots, \$15.00 per 100.
Roman J. Irwin, 43 West 18th St., New York.

Bouvardias, single white and single pink, ready for shift, \$6.00 per 100.
Adam Heitz, Louisville, Ky.

Bouvardias, single light and dark pink, 2-in., \$6.50 per 100, \$60.00 per 1000. Cash.
Julius Niednagel, Evansville, Ind.

BUDDLEIAS

Buddleias, extra strong, Magnifica, 2½-in., \$5.00 per 100.
Oak Grove Greenhouse, Tuskegee, Ala.

BULBS

FREESIA PURITY BULBS.

A heavy-flowering, strong-stemmed strain, for greenhouse forcing. This strain blooms with an average of 7 flowers to a stem. You have been pleased with it in former years, and careful re-selection has made it still better this season.
 Diameter. Per 1000.
 7/16 to ½ inches.....\$ 6.00
 ½ to 5/8 inches..... 9.00
 5/8 to ¾ inches..... 15.00
 Mammoth..... 25.00

SATISFACTION GUARANTEED.

COLORED FREESIAS.

In a variety of attractive variegated colors, equal in size to Purity and of a very fine appearance. Satisfaction guaranteed.

¾-in. Bulbs.....\$30.00 per 1000
 ½-in. and up..... 40.00 per 1000
NARCISSUS PAPER WHITE.
 Mammoth bulbs.....\$25.00 per 1000
SEVIN-VINCENT CO.,
 512 Washington St., San Francisco, Calif.

FREESIA PURITY.

¾ to ½-in.....\$ 6.00 per 1000
 ½ to 5/8-in..... 10.00 per 1000
 5/8 to ¾-in..... 13.00 per 1000
 ¾-in. and over..... 19.00 per 1000

PAPER WHITE NARCISSI.

Large size.....\$28.00 per 1000
TRUMPET NARCISSI.
 Emperor Daffodils.....\$40.00 per 1000
 Trumpet Majors..... 40.00 per 1000

CALLA AETHIOPICA, WHITE.

1 to 1½-in.....\$35.00 per 1000
 1½ to 2-in..... 85.00 per 1000
 2-in. and over.....150.00 per 1000
C. KOOYMAN CO., INC.,
 431 Bush St., San Francisco, Calif.

DARWIN TULIP.

Clara Butt, richest pink, \$20.00 per 1000. Mixed late-flowering, all colors, \$18.00 per 1000. These bulbs can be planted now to good advantage. There is no better storage for them than to be planted in the soil in which they are to grow.
ORONOGO FLOWER GARDENS,
 Cartersville, Mo.

WINTER FLOWERING BULBS.

Good, blooming Freesia bulbs; 100 Purity and 100 Refracta alba, \$1.10; 500 Purity and 500 Refracta alba, \$5.00.
 Grand Duchess Oxalis; three colors, 200 bulbs of each color, \$4.00.
GEORGE LEAVER
 P. O. Box 1049, Los Angeles, Calif.

Hyalinths, Tulips, Narciss, Crocus, Lilies and Lily of the Valley pipe; Roman Hyacinths, Paper Whites, Lillium Candidum and all other French bulbs; Japanese Lilies, high grade quality only. Prices on application. **Van Zonneveld Bros. & Philippo, Sassenheim, Holland.** New York Branch, 18 Broadway.

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 You cannot afford to be without it.
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Your address for Holland grown Hyacinths, Tulips, Narciss, Crocus, Lilies of the Valley and Lillium. Please write for catalogue to Gt. Van Waveren & Kruijff, 116 Broad St., Room 40, New York City.

Stammes & Co., Wholesale Bulb Growers and Exporters, Hillegom, Holland. We sell at growers' prices. Ask for special quotations and catalogue or mail your list of wants care **R. F. Lang, 82-84 Broad St., New York City.**

Bulbs of all description. Write for prices.
C. KEUR & SONS, HILLEGOM, HOLLAND.
 New York Branch, 82-84 Broad Street.

10418 113th St., Richmond Hill, L. I., N. Y.

Want Dutch bulbs? Write me. Get my prices f. o. b. here. Tromp Bros' bulbs, the quality kind. That's what I sell. Shipments start Aug. 15.
H. W. Peterson, Poplar Bluff, Mo.

Gladlolus Colvillei The Bride. Limited number offered to the trade, \$5.00 per 100, \$40.00 per 1000.
Los Robles, Santa Cruz, Calif.

Narcissus, Emperor, Poeticus, Ornatus, write. **Central Seed & Bulb Co., Benton Harbor, Mich.**

CACTI

Cacti, my choice, 25 varieties, \$4.00; 50 varieties, \$10.00; succulents, 25 varieties, \$1.50; large, \$2.00; 50 varieties, \$5.00. We never had better plants. Cash. Charges paid. **A. G. Greiner, 4202 W. Natural Bridge Ave., St. Louis, Mo.**

CALENDULAS

Calendula Orange King, extra strong 2½-in., \$5.00 per 100, \$45.00 per 1,000. Cash with order. **Morris & Ellis, Box 2, Bloomington, Ind.**

Calendula Orange King, 2½-in., \$3.00 per 100. To avoid delay send a draft, M. O. or certified check.
John Bauscher, Freeport, Ill.

CALLAS

CALLA AETHIOPICA, FINE BULBS

READY NOW.
 1 -in. to 1½-in., \$ 9.00 per 100, \$ 80.00 per 1000;
 1½-in. to 1¾-in., 12.00 per 100, 110.00 per 1000;
 1¾-in. to 1¾-in., 18.00 per 100, 170.00 per 1000.
 Mammoth bulbs, 1¾-in. and up, \$22.00 per 100, \$200.00 per 1000.

GODFREY CALLAS, READY LATER. ASK FOR PRICES.

ROMAN J. IRWIN,
 43 West 18th St., New York.

GODFREY CALLA BULBS.

Sound, well-ripened tubers, 20,000 of the true Devonensis stock from introducer. Shipment after July 20th. Every tuber we send out has flowered in the field. Prices per 100: small to medium, \$10.00; medium to large, \$15.00; large, \$20.00. Last year the crop was sold in one week by a Review classified advertisement.
F. W. FLETCHER, ORLANDO, FLA.

GODFREY CALLAS.

The true strain, direct from the introducer, fine plants from 8-inch pots, \$8.00 per 100; \$75.00 per 1000. Immediate shipment.

AMERICAN BULB CO.,
 172 N. Wabash Ave., Chicago, Ill.

Godfrey Calla bulbs, pure strain, all blooming stock, 1½ to 2-in. diameter, \$6.00 per 100, \$50.00 per 1000. Bulblets, \$1.00 per 100, \$8.00 per 1000. **Phillip J. Goebel, Jr., R. R. 5, Webster Grove, Mo.**

GODFREY CALLAS.

3-in., ready to bloom.....\$10.00 per 100
 3-in., smaller plants..... 8.00 per 100
THE PARK FLORAL CO.,
 1643 Broadway, Denver, Colo.

Strong, 3-in. Godfrey Calla plants, carried over, dormant from last summer, and in magnificent condition, some of them with little blooms, \$8.00 per 100, \$75.00 per 1000.
S. S. Skidelsky & Co., 50 Park Place, New York.

CALLA, WHITE AETHIOPICA

1-1½-in. bulbs, \$5.00 per 100; 1½-2 in. bulbs, \$10.00 per 100; 2-in. and over, \$15.00 per 100.
HARRY BAILEY, LOS ANGELES, CAL.

GODFREY CALLAS.

The true strain, extra strong 2½-in., as good as 3-in., \$5.00 per 100. **Schmidt & Meine, 3121 Market St., Youngstown, O.**

Calla Aethiopica, 500 bulbs, greenhouse-grown, ready now, 2-in. and up, \$18.00 per 100.
L. Potter & Sons, Waukegan, Ill.

Godfrey Calla bulbs, 5c and 6c each. Over-supply, good 1 and 2-year-old bulbs. Grow for profit. **W. Oehlschlager, Oconomowoc, Wis.**

Godfrey Callas, extra strong 3-in., \$7.00 per 100, \$65.00 per 1000.
Heney Bros., Terre Haute, Ind.

Godfrey Callas, true stock, small bulbs and bulblets, ready about August 1st.
N. O. Caswell, Delavan, Ill.

Godfrey Callas, strong 2½-in. stock, \$5.00 per 100, \$45.00 per 1000. Cash with order.
Pinehurst Floral Co., Pleasant Hill, Mo.

Callas, dormant, large flowering bulbs, 1st size, \$10.00 per 100; 2nd size, \$8.00 per 100.
John Stamm, Hutchinson, Kan.

CANNAS

Cannas, King Humbert, 4-in., \$9.00; 3-in., \$6.00. Yellow Humbert, small lot of 3-in., 9c; 4-in., 13c each. **David Harum, Express, Henderson, Florence Vaughan and mixed lot, 3-in., \$6.00 per 100; 4-in., \$7.50 per 100. Good, pot grown plants. Cash.**
Brinkerhoff Greenhouses, Springfield, Ill.

Cannas, big, strong, bronze leaf, from 4-in. pots, \$12.00 per 100.
E. Rawlings, Wholesale Grower, Allegany, N. Y.

CARNATIONS

Carnations, 25,000 field-grown plants, strong and healthy, bushy plants with plenty of shoots, ready to ship to you now. There are no better plants grown. Send \$1.00 for sample. Shipment by parcel post. Cash. No charge for packing.

	Per 100	Per 1000
White Enchantress	\$12.00	\$110.00
Light Pink Enchantress	12.00	110.00
Matchless	12.00	110.00
Miss Theo	12.00	110.00
Albert Roper	12.00	110.00

L. R. Friederichsen, Wilton Junction, Ia.

	Per 100	Per 1000
Carnations, field-grown		
Mrs. C. W. Ward	\$12.00	\$110.00
Matchless	12.00	110.00
Light Pink Enchantress	12.00	110.00

Cash with order. **Ratcliffe & Tanner, Inc., 207 N. 6th St., Richmond, Va.**

CARNATIONS—Continued**100,000 CARNATION PLANTS.**

Mrs. C. W. Ward, Rose Pink Enchantress, Pink Enchantress, White Perfection, White Wonder, Alma Ward, \$12.00 per 100, \$110.00 per 1000.

Miss Theo, Alice, Matchless, \$10.00 per 100, \$95.00 per 1000.

White Enchantress, Belle Washburn, Beacon, \$14.00 per 100, \$120.00 per 1000.

All plants guaranteed.

THE LEO NIESSEN CO.,
1201 Race St. Philadelphia, Pa.

CARNATIONS, EXCELLENT QUALITY, FIELD-GROWN PLANTS.

Matchless, Ward, White Wonder, Beacon, White Perfection, Pink Enchantress.

Lots of 1000 and over, \$100.00 per 1000.
Lots under 1000, \$120.00 per 1000 rate.

POEHLMANN BROS. CO.,
Mcrtou Grove, Ill.

FIELD-GROWN CARNATIONS.

We have the following varieties to offer, good, clean plants from a very reliable Carnation grower:

Matchless	White Wonder
W. Enchantress	Crystal White
Aviator	Mrs. Ward
Peerless Pink	Enchantress Supreme
Pink Sensation	Cottage Maid
The Herald	Merry Christmas
	Miss Theo, dark pink.

Write us for prices.

AMERICAN BULB CO.,
182 N. Wabash Ave., Chicago, Ill.

MATCHLESS

Strong field-grown plants of the

FINEST WHITE CARNATION

Ward	\$12.00 per 100, \$100.00 per 1000
Rosette	12.00 per 100, 100.00 per 1000
Pink Enchantress	12.00 per 100, 100.00 per 1000
White Enchantress	12.00 per 100, 100.00 per 1000
Victory	10.00 per 100, 90.00 per 1000
Bonfire	10.00 per 100, 90.00 per 1000

Order now—stock limited.

WIETOR BROS.,
30 E. Randolph St., Chicago, Ill.

FIELD GROWN CARNATIONS.

All Varieties.
Exceptionally good quality,
this season.

See display this issue.

C. U. Liggit,
Wholesale Plantsman,
303 Bulletin Building, Philadelphia, Pa.

Carnations. We have about 30,000 extra heavy field-grown Carnation plants of the following varieties, all healthy, well-branched stock:

Beacon, splendid scarlet, \$12.50 per 100, \$120.00 per 1000. Harlowarden, best crimson, \$12.50 per 100, \$120.00 per 1000. Matchless, superb white, \$12.50 per 100, \$120.00 per 1000. White Enchantress, \$12.50 per 100, \$120.00 per 1000. Enchantress Supreme, \$15.00 per 100, \$140.00 per 1000. James Vick's Sons, Rochester, N. Y.

CARNATIONS.

Field-grown Carnation plants.
Strong, healthy plants,
well branched.
Ready next month.

Ask for list of varieties and prices.

ROMAN J. IRWIN,
43 West 18th St., New York.

Carnations, field-grown, strong, healthy and bushy plants, ready to ship August 1, and later.

	Per 100	Per 1000
Enchantress Supreme	\$14.00	\$120.00
White Enchantress	12.00	100.00
Pink Enchantress	12.00	100.00
Matchless	12.00	100.00
White Wonder	12.00	100.00
Herald	12.00	100.00

Cash please.

Krowka Bros., 4938 Western Ave., Chicago.

Carnations, field-grown plants, ready to ship the last of July and August.

4000 Light Pink Enchantress
1500 Washington
3000 Matchless
1500 White Enchantress
300 Belle Washburn

\$12.00 per 100, \$110.00 per 1000.
W. R. Maxwell, Alva, Okla.

Carnations, 2000 extra choice Pink Enchantress from the field, \$12.00 per 100, \$100.00 per 1000.

Every plant is strong and bushy, from 6 to 10 branches. They need no more topping and will walk right along for you. This is a surplus with us and not to be compared with quantity stock of some growers. Packed right and guarantee immediate shipment. Cash, please.

J. A. Swartley & Sons, Sterling, Ill.

FIELD-GROWN CARNATION PLANTS.

All the leading varieties, healthy, well rooted, well developed plants, robust, clean and first-class in all respects, some for immediate delivery.

Send for price list.

S. S. PENNOCK CO.,
1608-20 Ludlow St., Philadelphia, Pa.

Carnations ready now, strong, field-grown Mrs. C. W. Ward and Matchless, \$10.00 per 100, \$95.00 per 1000. No packing charges. Cash, please.

Aviator and Pink Enchantress ready later. Kirkwood Floral Co., cor. 4th and Walnut, Des Moines, Ia.

FIELD-GROWN CARNATION PLANTS.

Grown by the aid of Skinner irrigation. Strong and healthy Enchantress, \$90.00 per 1000; Mrs. C. W. Ward, \$100.00 per 1000. Add 5 per cent for packing.

HENLEY BROS., WHOLESALE FLORISTS,
17th and Voorhees Sts., Terre Haute, Ind.

LADDIE! LADDIE!! LADDIE!!!

We are booking orders now for rooted cuttings of Laddie Carnation for delivery in January, 1921. Orders filled strictly in rotation. Order now, as the stock of this wonderful variety will not be equal to the demand.

ALFRED M. CAMPBELL, STRAFFORD, PA.

CARNATIONS.

Extra strong, healthy, field-grown Carnation plants: Rose Pink, Light Pink and White Enchantress, Beacon and Matchless, \$9.00 per 100. Cash with order.

W. C. KONZELMAN, CARNATION GROWER,
Greensburg, Ind.

FIELD GROWN CARNATION PLANTS.

White Enchantress \$90.00 per 1000
Beacon \$90.00 per 1000
Mrs. C. W. Ward \$85.00 per 1000

Strong plants, ready to ship after July 15. Cash with order.

MOMENCE GREENHOUSE, MOMENCE, ILL.

FIELD-GROWN CARNATION PLANTS.

Enchantress Supreme \$14.00 per 100, \$120.00 per 1000
Mrs. C. W. Ward 12.00 per 100, 100.00 per 1000
White Perfection 12.00 per 100, 100.00 per 1000
Aviator 12.00 per 100, 100.00 per 1000

GEO. PETERS & SONS, HEMPSTEAD, L.I.N.Y.

Carnations, 1000 Enchantress, 2500 Matchless, \$90.00 per 1000. Supreme, \$100.00 per 1000. All fine, large No. 1 plants, well cultivated and grown with water system; will sell the lot for \$400.00.

Sunnyside Floral Co., Leavenworth, Kan.

FIELD-GROWN CARNATION PLANTS.

White Enchantress, Pink Enchantress, Washington, dark pink; Matchless, white, \$10.00 per 100, \$90.00 per 1000.

ADA GREENHOUSE,
Ada, Oklahoma.

Carnations, stocky, field-grown, irrigated, well-branched plants for latter part of July delivery: White Enchantress, Pink Enchantress, Matchless, Nebraska, Bassett, Ward, \$10.00 per 100. 5% for packing.

John Stamm, Hutchinson, Kan.

Carnations, fine field-grown plants, 2000 Light Pink Enchantress, 500 White Matchless, \$125.00 takes the entire lot or will trade for 150 Calla Bulbs and small Boston and Scottell Ferns.

The Lockyear Floral Co., Evansville, Ind.

Carnations, field-grown, strong and healthy plants, from our usual reliable sources. All the standard white, red and pink varieties. Write for prices.

S. S. Skidelsky & Co., 50 Park Place, New York.

Carnations, 2½-in., strong and healthy plants, ready to ship: 7000 White Enchantress, 5000 Mrs. Ward, 3000 Aviator, 4000 Light Pink Enchantress, \$6.00 per 100, \$50.00 per 1000. Packing free.

Schmauss Bros., Paducah, Ky.

A fine lot of full-grown Matchless carnation plants ready to ship, clean, healthy stock, well branched, \$10.00 per 100, \$90.00 per 1000. Also Pink Enchantress and Mrs. Ward later.

Cherry Park Gardens, Fredonia, N. Y.

Carnations, strong field-grown, White Enchantress, Alma Ward, Matchless, C. W. Ward, Philadelphia and Thanathos, \$12.50 per 100, \$120.00 per 1000. Ready now. Winfield S. Kircher, Cyclamen Specialist, Defiance, Ohio.

Carnation plants, field-grown, fine plants; Beacon, White Enchantress, and Rose Pink Enchantress, \$10.00 per 100, \$90.00 per 1000.

Truitt's Greenhouses, Chanute, Kan.

Carnation plants, Ward, Benora, Beacon, Matchless, very fine quality; come and see them growing. Ask for prices.

Alfred M. Campbell, Strafford, Pa.

Carnations, field-grown, White and Light Pink Enchantress, strong healthy stock, ready now, or booked for future delivery, \$10.00 per 100. Jacob Schulz, 831 Cherokee Road, Louisville, Ky.

Carnations, field-grown, Miss Theo, \$12.00 per 100, \$100.00 per 1000.
L. Potter & Sons, Waukegan, Ill.

Good, strong, field-grown Carnations, Matchless, White Enchantress, Ward, Philadelphia and Beacon, \$12.00 per 100, \$100.00 per 1000.
Pinehurst Floral Co., Pleasant Hill, Mo.

Carnations, strong, field-grown plants, White Enchantress, \$10.00 per 100. Cash, please.
Williams & Meyer, South Bend, Ind.

Carnation plants, Matchless, Supreme, Nebraska, Crystal White, Doris, Benora, etc. Fine stock.
O. Betscher, Dover, O.

Field-grown Enchantress Carnation plants, \$75.00 per 1000.

Hinz Bros. & Co., Leavenworth, Kans.

Carnation plants, 2000 Matchless, \$100.00 per 1000.
Wm. Murphy Co., Cincinnati, Ohio.

CHRYSANTHEMUMS**CHRYSANTHEMUMS.**

	Per 100	Per 1000
WHITE		
Smith's Advance	\$3.50	\$30.00
Oconto	3.50	30.00
Virginia Poehlmann	4.00	35.00
Mistletoe	4.00	35.00
White Chieftain	4.00	35.00
Niphetos	5.00	45.00
PINK		
Rosiere	3.50	30.00
Mrs. O. H. Totty	3.50	30.00
Chieftain	4.00	35.00
Early Rose	5.00	45.00
YELLOW		
Dolly Dimple	3.50	30.00
Chrysolora	3.50	30.00
Golden Queen	3.50	30.00
Pollworth	4.00	35.00
Yellow Advance	4.00	35.00
Miss Elizabeth Smith	5.00	45.00
Richmond	5.00	45.00
Golden Mistletoe	5.00	45.00
Celebration	5.00	45.00

JOY FLORAL CO., NASHVILLE, TENN.

Chrysanthemums, nice, strong rooted cuttings free from midge and disease, \$3.00 per 100, \$27.50 per 1000. We ship all our cuttings by parcel post, insured, free of charge. Cash with order.

Pompons and singles: Mrs. Buckingham, Meer-schaum Tints, Lillian Doty, Diana, Helen Newberry, Godfrey, Quinola, Source d'Or and Besale Flight.

Standard Mums: Unnamed Midseason White, Patty, Miss Elysae Scoville, Glenview, Robt. Halliday, Marigold, Crystal Gem, Pacific Supreme, Early Frost, Bronze Beauty, Oconto, Unaka, Estelle, Tints of Gold, Smith's Advance, Golden Glow, Chrysolora, Smith's Ideal, Lena Baum, Golden Wedding, Yellow Jones, Mrs. Jerome Jones, Roman Gold, Edward Seidewitz, Helen Frick, White Frick and Dolly Dimple.

Any orders for 3000 to 5000 lots, special prices.
Lagonda Floral Co., Springfield, O.

CLEAN, THRIFTY CHRYSANTHEMUMS

out of 2½-in. pots,
\$5.00 per 100, \$45.00 per 1000

WHITE.
150 William Turner 150 Nonin
100 Chadwick Improved 50 Dubois

YELLOW.
500 Chrysolora 100 Roman Gold
100 Golden Chadwick

PINK.
300 Seidewitz 200 Dr. Enguehard
500 Unaka 50 Odessa

150 Pacific Supreme 300 Wells' Late Pink
100 Chieftain

2000 Pompons and Singles, separate colors, popular varieties.
F. E. BLAKE, MARION, O.

CHRYSANTHEMUMS.

200 Papworth	125 Yellow Rager
600 Mistletoe	125 Charles Rager
300 Chieftain	150 Oconto
100 Chrysolora	200 Wm. Turner
300 White Chieftain	300 Smith's Advance
150 Halliday	375 White Frick

POMPONS.

125 Eugene Lambert	75 Lula
200 Newbery	175 Eva
75 Lilla	175 Alma
200 Fairy Queen	125 Mrs. Frank Beu

2½-in., \$5.00 per 100.
HAENTZE FLORAL CO.,
Fond du Lac, Wis.

CHRYSANTHEMUMS.

WHITE.
October Frost Early Snow
Crystal Gem Mistletoe
Early Frost

YELLOW.
Golden Queen

PINK.
Unaka Seidewitz

Pacific Supreme
Rooted cuttings, \$3.00 per 100, \$25.00 per 1000.
2½-in. pots, \$4.00 per 100, \$35.00 per 1000.

L. H. DORNBUSCH,
Hills & Dales Greenhouses, Dayton, O.

Chrysanthemum, rooted cuttings and 2½-in. pot plants, Early Rose, Golden Queen, White Doty, Western Beauty, Mary Caladay, etc., rooted cuttings, \$2.75 per 100, \$25.00 per 1000. Josephine Foley, C. Eaton, Patty, Yellow Eaton and all the Caprice varieties, \$3.00 per 100, \$25.00 per 1000. Oconto, C. C. Pollworth, etc., rooted cuttings, \$3.00 per 100, \$27.50 per 1000. White Niza, White Gem, Christmas Gold, etc., rooted cuttings, \$4.00 per 100, \$35.00 per 1000. For plants from pots add \$1.50 per 100 to the above prices. If you have not our trade list ask for one.

Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUM SPECIALISTS
ELMER D. SMITH & CO., ADRIAN, MICH.

CHRYSANTHEMUMS.

Out of 2 1/4-in. pots.
3000 Pompons, assorted colors,
500 Chieftain, single stem,
300 Glory of Pacific.
\$5.00 per 100, \$45.00 per 1000.

EICHE FLORAL CO.,
Lincoln, Neb.

CHRYSANTHEMUMS.

Christmas Gold, rooted cuttings, \$6.00 per
100, \$50.00 per 1000; plants, \$8.00 per 100,
\$75.00 per 1000. Cash with order. Early, late
and midseason Mums, only best sorts, the kind
that will make you money; clean, healthy and
free from disease. Also fine assortment of
singles and Pompons, rooted cuttings \$3.50 per
100, \$30.00 per 1000; plants \$4.50 per 100, \$40.00
per 1000. Write for list of varieties we have
to offer.

SCHEIDER, FLORIST,
22 East High St., Springfield, Ohio.

CHRYSANTHEMUMS.

Table with columns: Variety, Per 100, Per 1000. Includes Major Bonnafton, May, Polly Rose, Yellow and white Pompons, Garza.

All in first class shape.
Cash with order.
F. J. FOSTER,

703 Olive St., St. Louis, Mo.

CHRYSANTHEMUMS.

1000 Seidewitz,
500 Mistletoe,
500 Golden Gate,
500 Pompons, assorted,
strong 2 1/2-in. stock, \$4.00 per 100.
Cash.

JOS. BANCROFT & SON,
Cedar Falls, Ia.

GOOD 2 1/4-IN. CHRYSANTHEMUMS.

White Mistletoe, Patty, Smith's Advance,
Pink and White Chieftain and Rager, \$5.00 per
100, \$45.00 per 1000.

2 1/4-IN. POMPONS.

Mrs. Frank Beu, Golden Climax, Golden Wed-
ding, Christmas Gold, Acto, Lulu, Quinola, West-
ern Beauty, E. D. Godfrey, Buckingham, \$5.00
per 100; Romaine Warren, Volunteer and Ma-
riann, new, \$6.00 per 100, \$50.00 per 1000.
GULLETT & SONS, LINCOLN, ILL.

CHRYSANTHEMUMS, 2 1/4-IN. STOCK.

Table with columns: Variety, Price. Includes Golden Glow, Early Snow, Unaka, Halliday, Charles Rager, Major Bonnafton.

Dr. Enguehard
\$5.00 per 100. Cash please.
WM. H. FORD, MARSHALLTOWN, IA.

CHRYSANTHEMUMS.

Table with columns: Variety, Price. Includes Crystal Gem, Early Frost, Mistletoe, Unaka.

CHRYSANTHEMUMS

Table with columns: Variety, Price. Includes Golden Glow, Golden Queen, Alice Byron, Tounet, Pacific Supreme, Unaka.

CHRYSANTHEMUMS, out of 2-in. pots, \$4.50 per 100.

375 Unaka, 200 Ivory, 25 Chrysolora, 150
Howard, 500 Bonnafton, 75 Pink Frick, 40 Timo-
thy Eaton, 425 Chas. Rager, 750 Early Frost,
75 Golden Glow, 35 Moneymaker, 50 Dr. Engue-
hard, 50 Mrs. Jerome Jones; Pompons, 25 Qui-
nola, 75 Queen of Whites, 200 Golden Climax,
25 Arline; Singles, 75 Mrs. E. D. Godfrey, 120
Mary Pope. Ernest Saunders, Lewiston, Me.

Chrysanthemums, 75 White Frick, 55 Oconto,
55 Tiger, 50 Smith's Imperial, 50 Golden Queen,
49 Charles Rager, 25 White Chieftain. Pom-
pons and Singles, 200 Golden Wedding, 175
Zora, 170 White Pompon, 45 Double Pink Pom-
pon, 90 Golden Mensa, 65 Lillian Doty, 50 Klondike,
good stock, 2-in. and 2 1/4-in. pots, \$4.00 per
100, \$35.00 per 1000. Cash.
Henry Baer, Peoria, Ill.

CHRYSANTHEMUMS.

Table with columns: Variety, Price. Includes Major Bonnafton, Golden Wedding, Mrs. Frank Beu, Diana, white.

Cash please.
KRING BROS., FAIRBURY, ILL.

THE BEST WAY
to get rid of your surplus stock
is to use the
REVIEW'S
Classified Advs.

CHADWICK SPECIALIST

Immediate or later delivery. Order now. Any
amount. Per 100 Per 1000
W. H. Chadwick, R. C. \$5.00 \$40.00
Golden Chadwick, R. C. 5.00 40.00
W. H. Chadwick, 2 1/4-in. 6.00 60.00
Golden Chadwick, 2 1/4-in. 7.00 70.00

CHAS. RATHJEN, JANESVILLE, WIS.

Chrysanthemum plants, good, clean, strong
stock from 2 1/4-in. pots, \$40.00 per 1000. Can
ship at once; 80 Kalb, 280 Mariana, 60 Bronze
Pompon, 140 Smith's Imperial, 130 October
Herald, 50 Pacific, 636 Autocrat, 110 Helen
Newberry, 75 Beatrice Asmus, 250 Wells' Late
pink, 1180 Edwin Seidewitz.
Maxwell & Co., Tulsa, Okla.

Chrysanthemums, 500 Colonel Appleton, yellow;
1000 Ramapo, yellow; 300 Harvard, red; 300
Dolly Dimple, yellow; 200 Jeanne Nonin, white;
all 2 and 2 1/2-in., \$4.50 per 100, \$40.00 per 1000.
Our selection, standard varieties to clean up,
strong plants, \$35.00 per 1000.
Edward W. Schuster, Crookston, Minn.

White Chadwick, extra fine clean rooted cut-
tings, immediate delivery; Golden Chadwick,
same high class stock, August first delivery,
\$5.00 per 100, \$45.00 per 1000. Other varieties
very scarce. If you order, let us substitute
if necessary.
S. S. Skidelsky & Co., 50 Park Place, New York.

Chrysanthemums, 2-in. Oconto, early white;
Charles Broche, larger yellow; Silver Wedding,
late white; Lillian Doty, pink Pompon; 100
Chrysolora, large yellow; 100 Pink Chieftain, 50
William Turner, 50 Yellow Turner, \$5.00 per 100,
\$40.00 per 1000. Cash.
Furst Floral Co., Dayton, O.

Chrysanthemum plants, 2-in., \$4.00 per 100;
Chrysolora, Crystal Gem, Golden and Improved
Chadwick, mixed; O. O. Pollworth, Golden
Gleam and Rager. Baby Pompon, Louisa Pickett,
Marigold, Diana Pompon, 8-in., and October
Frost. Layton's Flower Shop, Olean, N. Y.

Chrysanthemum rooted cuttings, Yellow Ad-
vance, Early Frost, Oconto, Marigold, Unaka,
Seidewitz, Roman Gold, \$3.00 per 100; Mistle-
toe, \$3.50 per 100, \$30.00 per 1000; Yellow
Mistletoe, \$4.00 per 100, \$35.00 per 1000; Yellow
Turner, \$4.00 per 100, \$35.00 per 1000.
N. Kiger, Marietta, O.

CHRYSANTHEMUMS, double Pompons, Becky
McLean, Wilcox, Golden Climax, Hilda Canning,
Jules LaGravere, fine bronze, Lillian Doty, Maria
and Diana; single varieties, Buckingham and
white, pink, red and yellow seedlings, all good
varieties, 2-in., \$4.00 per 100.
Park Floral Co., Denver, Colo.

Chrysanthemums, fine stock, from 3-in. pots,
800 Estelle, 100 Seidewitz, 150 Unaka, 200 Mrs.
Patty, 150 Mrs. Buckingham, 100 Golden Wed-
ding, \$5.00 per 100, \$45.00 per 1000. Mrs. Robt.
B. Stiles, 1202 W. Washington St., Petersburg,
Va.

Chrysanthemums, we have a surplus of several
thousand Golden Wedding from 2 1/4-in. pots, 8
to 10 inches high. These are fine young plants
not stock plants, \$5.00 per 100, \$40.00 per 1000;
500 at thousand rate.
T. G. Owen, Columbus, Miss.

Chrysanthemums, surplus of 100 Chrysolora,
50 Helen Frick, 40 Eiba, 50 Charles Rager, 50
Harvard; any quantity of Zenobia, Buckingham,
Delicatissima, Vita, Baby and Baby Margaret,
potted plants, clean late cuttings, \$3.50 per 100.
Albert J. Mueller, Carlinville, Ill.

CHRYSANTHEMUMS, STRONG 2-IN.

Charles Rager, Chrysolora, Oconto, Lynnwood
Hall; yellow and white Tounet, Pacific Supreme,
Halliday, Polly Rose, Yellow Turner, Bucking-
ham and Diana, \$3.50 per 100. Cash.
JOHN VAN AART, PADUCAH, KY.

CHRYSANTHEMUMS.

750 Marigold, fine stock, \$5.00 per 100
250 Golden Queen, fine stock, 5.00 per 100
PAUL C. SCHULTZ CO.,
509 Main St., Vincennes, Ind.

Chrysanthemums, 15,000 Yellow and White
Turner, 500 Wells' Late Pink and 300 Odessa,
fine soft stock, 2 1/4-in. pots, \$6.00 per 100,
\$50.00 per 1000. Shipped immediately. Cash.
No c. o. d. Sallineville Floral Co., Sallineville, O.

Pompons, free from midge, Western Beauty,
Golden Climax, Helen Newberry, Mrs. Godfrey,
Lillian Doty, White Doty, Buckingham, Golden
Mensa and October Queen, 2 1/4-in., \$5.00 per 100.
Schmidt & Melne, Youngstown, Ohio.

Chrysanthemums, strong 2 1/4-in. surplus stock;
200 Josephine Foley, 100 Seidewitz, 100 White
Doty and 100 Pink Doty, \$4.00 per 100, or the
lot \$3.50 per 100. O. S. Smith, 1415 S. Garvin
St., Evansville, Ind.

Chrysanthemum plants, 2-in. Oconto, Early
Frost, Chrysolora, Golden Queen, Comoleta,
Marigold, Zenobia, Diana and Caprice, \$3.50 per
100.
Gray & Work, 220 Madison St., Denver, Colo.

Chrysanthemums, 200 each, White and Pink
Chieftain, Oconto, Mistletoe, Seidewitz, Chryso-
lora, 2 1/4-in., \$4.00 per 100. Cash.
Ryer Bros., Chambersburg, Pa.

Chrysanthemums, Golden Glow, 750 good,
strong 2 1/2-in. ready to bench at once, the lot
for \$25.00 or \$4.00 per 100. Cash.
Haase Bros., Pekin, Ill.

Major Bonnafton, 2-in., and Pink Frick, 2-in.
For sale. E. P. Martin, 47th and Mission Road,
R. F. D. 5, Rosedale, Kan.

We have about 1000 Chrysanthemum plants
2 1/4-in., standard varieties and about 1000 plants
in Pompons 2 1/4-in. Will sell entire lot at \$4.00
per 100. Cash please. Beaver Ave. Floral Co.,
3422 Beaver Ave., Des Moines, Ia.

Chrysanthemums, standard varieties for cut
flowers and potted plants, rooted cuttings, \$3.00
per 100; 2 1/4-in. pots, \$4.00 per 100. Send list
of varieties required.
Henry Smith, Grand Rapids, Mich.

THE BEST WAY
to get rid of your surplus stock
is to use the
REVIEW'S
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Chrysanthemum plants from 2 1/4-in. pots, Early
Snow, Polly Rose, Glory Pacific, Monrovia,
Golden Glow and Oconto, \$5.00 per 100. Cash.
W. E. Gravett, Lancaster, Ohio.

CHRYSANTHEMUMS, rooted cuttings Chryso-
lora, Roman Gold, Tounet, White Cloud, Engue-
hard, and others, \$3.00 per 100. Cash. Harper
Floral Co., 1618 E. 6th Ave., Pine Bluff, Ark.

Chrysanthemums, Mrs. Godfrey, Meyer's Per-
fection and Bronze Source d'Or, \$5.00 per 100.
5% added for packing.
C. H. Frey, Lincoln, Nebr.

Chrysanthemums, 4-in. strong pot plants, as-
sorted varieties, including Caprice, 10c each.
Cash. J. B. Masson, R. R. 1, Bethel, Kan.

Chrysanthemums, 200 2-in. Diana, 5c each.
Joseph Austin, 3111 Troost Ave., Kansas City,
Mo.

Chrysanthemums, we have 800 extra fine
2 1/2-in., free from midge, the lot for \$25.00 or
\$3.50 per 100. H. W. Girton, Ridgway, Pa.

CHRYSANTHEMUM rooted cuttings, Oconto,
\$3.00 per 100. Cash.
Mrs. E. A. Llewellyn, Olean, N. Y.

Chrysanthemums, 2 1/4-in. pots and rooted cut-
tings, best colors. Ask for list.
Roman J. Irwin, 43 West 18th St., New York.

Chrysanthemums out of 2 1/4-in. and 3-in. pots.
Send for list and prices.
E. J. Ulrich Floral Co., Tiffin, O.

Chrysanthemums, Dr. Enguehard, Yellow Mensa
and Diana, strong 3-in., \$5.00 per 100. Cash.
The Sycamore Greenhouses, Sycamore, Ill.

Chrysanthemums, 1500 Bonnafton, strong 2 1/4-
in. pots, 5c each, \$40.00 per 1000. Cash. Pack-
ing 5%.
Kemble-Smith Co., Boone, Ia.

CHRYSANTHEMUMS, Pompons and single
only, 2 1/2-in. pots, \$40.00 per 1000. Rosemont
Gardens, 116 Dexter Ave., Montgomery, Ala.

CHRYSANTHEMUMS, Tints of Gold, rooted
cuttings, \$3.00 per 100.
Miller Bros. Greenhouses, Abilene, Kan.

Good Chrysanthemums, 3-in., \$5.00 per 100.
D. L. Vincent, Ionla, Mich.

CINERARIAS

CINERARIAS.
Dreer's prize Dwarf, 2-in., \$7.00 per 100. Fine
plants ready now.
C. G. Locke, Grower,
Arkport, N. Y.

Cinerarias, dwarf, mixed, from seed direct
from Germany. Early plants that will bloom
for Christmas, 2 1/4-in., \$8.00 per 100. Shipped
in paper pots. Packing free.
Peter Pearson, 5732 Gunnison St., Chicago.

Cinerarias, Half Dwarf Hybrids, 2 1/4-in. pots,
\$7.00 per 100, \$65.00 per 1000.
Roman J. Irwin, 43 West 18th St., New York.

Cinerarias, Dreer's Half Dwarf, Giant Flower-
ing, 2 1/4-in., \$8.00 per 100.
C. G. James & Son, Hornell, N. Y.

Cinerarias, Dreer's Prize Dwarf, from 2 1/4-in.
pots, \$7.00 per 100. See Primroses and Cyclamen.
Wettlin Floral Co., Hornell, N. Y.

COLEUS

Coleus, strong rooted cuttings, 10 leading va-
rieties, \$10.00 per 1000, prepaid.
C. Humfeld, Clay Center, Kan.

Coleus, R. C., 10 kinds, \$1.25 per 100, \$10.00
per 1000; 2-in., \$2.50 per 100, \$25.00 per 1000.
Cash. Byer Bros., Chambersburg, Pa.

CROTONS

Crotons, 20 fine varieties, ready now, 2 1/2-in.
pots, \$12.00 per 100, \$110.00 per 1000.
S. S. Skidelsky & Co., 50 Park Place, New York.

CUPHEAS

Cupheas, 3-in. \$5.00 per 100
Cupheas, 2 1/4-in. 3.00 per 100
Thomas Salveson, Petersburg, Ill.

CYCLAMEN

CYCLAMEN.
Cyclamen, 75,000, standard varieties in sep-
arate colors, strong 4-in., \$50.00 per 100, \$450.00
per 1000; 5-in., \$75.00 per 100, \$700.00 per 1000.
Our plants are packed to arrive at destination
in perfect condition.
See our exhibit at Cleveland.
J. W. DAVIS CO.,
Davis Gardens, Terre Haute, Ind.

Cyclamen, 3-in., strong, stocky plants, \$20.00
per 100. Cash with order.
Hopkins the Florist, Brattleboro, Vt.

CYCLAMEN--Continued

FERD FISCHER, Wiesbaden, Germany

ANNOUNCES

TO THE TRADE

IN AMERICA

My customers of former years and all other growers of Cyclamens will please take notice that, owing to the disturbed condition of communication and of shipping direct

I HAVE ARRANGED

with the

AMERICAN BULB CO., 172 N. Wabash Ave., Chicago.

to handle my entire crop of Cyclamen seeds this season.

My seed this season will consist of: Three varieties of Salmon. Three varieties of Red.

- Pink. Pink with Red Eye. White. White with Red Eye. Rococco in variety.

Mr. Koehler, of the American Bulb Co., has visited my place this spring and has told me he found it the best he has seen in Germany, with the finest varieties and the stock in best condition.

ALL ORDERS

FOR 1920 CROPS

FERD FISCHER'S FAMOUS

CYCLAMEN SEED

SHOULD BE SENT TO

AMERICAN BULB CO., 172 N. Wabash Ave., Chicago, Ill.

Ferd Fischer, Wiesbaden

CYCLAMEN SEED.

A choice strain, will create the greatest pleasure for the owner, when they make that beautiful show of large well colored, long heavy stemmed flowers, standing erect above such silvery foliage as our choice strain will produce and is the only way to avoid disappointments, when they come to bloom.

NEW CROP.

Of this extra good seed is available now, in that most beautiful shade of Christmas red called Defiance, \$18.00 per 1000, \$2.50 per 100. Dark blood red, dark and light salmon, \$15.00 per 1000, \$2.00 per 100. Bright red, rose pink, soft pink with carmine eye, white, white with eye, lilac orchid color and ivory color, \$12.00 per 1000, \$1.50 per 100. Rococco Erecta, \$20.00 per 1000, \$3.00 per 100. 5000, 5%, 10,000 seeds 10% discount. Cash please. Our cultural directions, in which you will find a lifetime experience, go with every order. Fine sturdy outdoor grown seedlings later in the season. We had excellent results in growing seedlings outdoors last season and invite correspondence for large contracts. O. WINTERICH, CYCLAMEN SPECIALIST, St. Petersburg, The Sunshine City of Florida.

CYCLAMEN

We are pleased to offer the Cyclamen stock of a grower who has achieved wonderful success in the cultivation of that plant and heartily recommend its purchase to the discriminating florist.

Ready now in the following color selection

- White, red, white with red eye, salmon and dark pink

Strong and shapely 2-in. plants, the kind that may be developed into fine plants for Christmas, \$12.00 per 100.

Carefully grown 3-in. stock, \$20.00 per 100. Special 3-in., \$25.00 per 100.

GROWERS' EXCHANGE

Chas. N. Cotter, Pres.

Jamestown, N. Y.

CYCLAMEN.

Cyclamen, fine stock, ready now, 3-in., \$15.00 per 100; strong 4-in., \$40.00 per 1000. Orders filled in rotation after Aug. 15th. J. E. MATTHEWSON, Sheboygan, Wis.

CYCLAMEN PLANTS.

GIANT FLOWERING,

PETERSON'S AND WINTERICH'S STRAINS.

The best money can buy.

We offer for immediate delivery, shipped in paper pots.

Strong clean stock ready for shift, in the following colors: light and dark salmon, light, medium and dark red rose, pink, white with pink eye and pure white.

This is exceptionally fine stock and will make you money.

Order early, as this stock will not last long. Strong 4-in., ready for 5-in., \$45.00 per 100, \$425.00 per 1000.

Extra good stock. Very best strain. 5 per cent additional for packing charges.

ROLF ZETLITZ CO.,

Dayton, Ohio.

STURDY CYCLAMEN.

Do you want strong, stocky Cyclamen plants, out of the ordinary quality, not spindly plants, grown in too high temperature, but sturdy plants, with stamina in them; ready to grow into great big specimen plants, that should carry 20 to 30 or more giant blooms at a time, about Thanksgiving and Christmas?

We have them. You want them. What does it matter if you pay us a few cents more per plant, if you can get a dollar or so more per plant when you sell them next winter? You pay us 85c for a 3-in. pot plant now and sell the same plant in December for \$5.00 and up.

We ship in paper pots and send cultural directions. Salmon King, Salmon Queen, Orimsson St. George, Grandiflora Alba, blood red and other varieties, 2 1/2-in. pot plants, \$15.00 per 100, \$185.00 per 1000; 3-in. pot plants, \$35.00 per 100, \$315.00 per 1000. Cash or satisfactory references.

HOWE-UNDERHILL CO., PENNINGTON, N. J.

CYCLAMEN.

We have them.

The plants for which you have been looking. These Cyclamen are good, strong, thrifty plants, well established in 3-in. pots ready for a shift into 4-in.

We have them in red, white with red eye and pink.

You cannot go wrong in getting some of these plants, as they are real honest to goodness Cyclamen and are not imitations.

Our price for immediate delivery is \$25.00 per 100.

THE REESER PLANT CO.,

372 Johnson Ave., Springfield, O.

CYCLAMEN PLANTS, GIANT FLOWERING, GROWN FROM BEST GERMAN STRAIN OF SEED.

NO FINER PLANTS EVER OFFERED. In the following colors, separate or mixed: Bright red Pink, dark eye Dark red White, carmine eye Salmon rose Pure white

- Strong 2 1/2-in., ready now.....\$12.00 per 100 Strong 3 1/2-in. 30.00 per 100 Strong 4-in., ready July and Aug. 35.00 per 100 Strong 4-in., extra selected..... 50.00 per 100 Seedlings of above ready now, 3 and 4 leaves, transplanted, \$5.50 per 100, \$76.00 per 1000. See front cover for advertisement. Roman J. Irwin, 43 West 18th St., New York.

CYCLAMEN PLANTS.

Assorted colors.

- 2 1/2-inch\$12.00 per 100 3-inch\$18.00 per 100

Add 5% for packing charge.

AMERICAN BULB CO.,

182 N. Wabash Ave., Chicago, Ill.

CYCLAMEN FOR SPECIMENS.

Strong 4-in. that will make 6 and 7-in. specimens for Christmas; colors dark red, light red, rose and white with red eye, \$40.00 per 100; select, 50c. Fine stock, will bring big returns. Ready now and all through the summer.

For August 1st delivery, we offer strong 3-in., all colors, including salmon, \$20.00 and \$25.00 per 100. Shipped in paper pots. Packing 10c on the dollar.

GULLETT & SONS, LINCOLN, ILL.

Cyclamen Giganteum, finest strain obtainable, clean, healthy plants, colors equally divided, 2 1/2-in., \$10.00 per 100, \$90.00 per 1000; 3-in., \$15.00 per 100, \$140.00 per 1000. No packing charge. Cash. Joseph Turaki, Gross Point, Ill.

Cyclamen, strong 4-in., salmon pink, 50c. Satisfaction or money returned. Calvert Floral Co., Lake Forest, Ill.

CYCLAMEN.

Strong, healthy stock of the finest strains, in assorted colors. Ready to shift out of 3-in. pots. \$20.00 per 100. Cash with order. R. S. McMURRAY, Bellefontaine, Ohio.

Cyclamen, all the best shades, Wandsbek strain, 2 1/2-in., \$20.00 per 100; 4-in. ready now for shift, \$50.00 per 100; 5-in., \$75.00 per 100. Winfield S. Kircher, Cyclamen Specialist, Defiance, Ohio.

Cyclamen, all varieties, none better, separate colors or mixed, extra strong 2 1/2-in., \$12.00 per 100; strong 3-in., \$18.00 per 100; 3 1/2-in., \$35.00 per 100. S. S. Skidelsky & Co., 50 Park Place, New York.

Cyclamen, fine, large, all colors, for immediate delivery, \$35.00 and \$40.00 per 100. These are exceptionally good plants of the very best strain. Cash with order.

J. F. Wilcox & Sons, Council Bluffs, Ia.

Cyclamen, Giant Flowering, all the best colors and assortment, extra strong, 2 1/2-in., \$12.00 per 100; 3-in., \$30.00 per 100; 4-in., \$50.00 per 100. See Cinerarias and Primroses.

C. G. James & Son, Hornell, N. Y.

Cyclamen plants, extra fine 3-in. plants, ready for 4-in., 25c; 4-in., ready for 5-in., 45c. These are the best mixture in color for selling, and are well worth the money.

Winchester Greenhouses, Winchester, Ky.

Cyclamen, 10,000 plants, good strains, strong and stocky, 3-in., 20c; 4-in., 35c each. Immediate delivery. Cash.

Fairview Greenhouses, Belvidere, Ill.

Cyclamen, strong stocky 3-in., ready for shift, \$20.00 per 100; 4-in., \$40.00 per 100; 80% are salmon and red. Cash with order.

J. W. Rentz & Son, Peru, Ind.

Cyclamen, strong, vigorous, well rooted from 3 1/2-in. pots, \$25.00 per 100; extra selected, \$35.00 per 100, in shades of salmon and red.

Harold A. Ryan, Cambridge, Mass.

Cyclamen, extra strong plants, ready for shipment; 3-in., 25c; 4-in., 40c; 5-in., 60c; 6-in., 75c each.

Pinehurst Floral Co., Pleasant Hill, Mo.

Cyclamen, best, large-flowering, commercial strain, German type, in separate colors or mixed, from 3-in. pots. July delivery 20c.

J. L. Schiller, Toledo, Ohio.

Cyclamen, best strain, assorted colors, 2 1/2-in., ready for shift, \$11.00 per 100. Cash.

Brill Celery Gardens, Kalamazoo, Mich.

Cyclamen, strong, 2 1/2-in. plants, ready now of all the best varieties, 5 to 8 leaves, \$10.00 per 100.

Evenden Bros. Co., Williamsport, Pa.

Cyclamen 2000, 1-yr. old bulbs, Giant flowering strain, salmon, red, etc., \$10.00 per 100. Stimson, 4533 Marmion Way, Los Angeles, Calif.

Cyclamen, strong plants, best named varieties, for July and August delivery, 4-in., \$50.00 per 100.

Davis Floral Co., Davenport, Ia.

Cyclamen plants, twice transplanted, ready for 3-in. pots, 12c each.

Thos. Heaven, Benton Harbor, Mich.

Cyclamen from 3-in. pots, in mixed or separate colors, \$20.00 per 100. See Primroses and Cinerarias. Wettlin Floral Co., Hornell, N. Y.

Cyclamen, strong seedlings, Christmas Red and salmon, \$5.00 per 100. 5% added for packing.

C. H. Frey, Lincoln, Nebr.

Cyclamen, 2-in., mixed varieties, \$10.00 per 100. Cash.

Jacobs Bros., Peoria, Ill

DAHLIAS

DAHLIAS.

Send your want list of dahlias to the DAHLIA KING, who is listing 400 of the best varieties for cut flowers and for retail catalogue trade. The largest dahlia grower in the world.

J. K. ALEXANDER,

East Bridgewater, Massachusetts.

Dahlias, strong field grown clumps, best var. for cut flowers, Brunnhilde, Cliff W. Bruton, Golden Eagle, Lyndhurst, Jack Rose, Queen Victoria, Yellow Grand Duke, Black and White, new, etc., \$6.00 per 100. All colors mixed, \$4.00 per 100, \$30.00 per 1000. Cash. Imperial Seed & Plant Co., Colgate P. O., Box 76, Baltimore, Md.

DAISIES

Daisies, Marguerites, 4-in., \$8.00 per 100; Bel-lis, Monstrosa, pink and white, January sown, transplanted seedlings, \$1.00 per 100, \$9.00 per 1000.

Dumser Floral Co., Elgin, Ill.

Daisies, bine Agathaea, splendid for winter forcing, 2 1/2-in., \$6.00 per 100; 3-in., \$8.00 per 100; rooted cuttings, \$3.00 per 100. Cash.

Fahst Greenhouse, R. 6, Oconomowoc, Wis.

Daisies, Longfellow, Giant Rose, heavy, in bud and bloom, \$2.00 per 100, \$15.00 per 1000, prepaid. Cash. C. A. Anderson Greenhouse Co., Box 56, Tionesta, Pa.

Boston Yellow, 2 1/2-in., strong, \$7.00 per 100; Giant White, 2 1/2-in., \$5.00 per 100.

S. S. Skidelsky & Co., 50 Park Place, New York.

Giant white Daisies, 2 1/2-in., \$4.50 per 100. Cash.

W. A. Ballou, Wheaton, Ill.

Shasta Daisies, 2-in. pots, \$3.00 per 100.

The McGregor Bros. Co., Springfield, O.

DELPHINIUMS

TRUE BELLADONNA DELPHINIUMS, TRANSPLANTED. FOR AUGUST AND SEPTEMBER DELIVERY, \$2.50 per 100, \$20.00 per 1000. True Belladonna Delphinium seedlings ready now, color perfect, \$1.00 per 100, \$8.00 per 1000. Not mixed stock. We grow Delphiniums in quantity and can take care of your orders. KAMP & SPINTI CO., North Milwaukee, Wis.

Delphinium Belladonna, strong, 2-in. pot plants, \$4.00 per 100. Cash please. J. J. Clayton & Son, West Grove, Pa.

DRACAENAS

DRACAENA INDIVISA. Our usual good quality. Delivery the latter part of this month and August, 2-in., \$3.00 per 100. H. RAWLINGS, ALLEGANY, N. Y.

DRACAENA INDIVISA, 5-in., 40c each. L. Potter & Sons, Waukegan, Ill.

FERNS

FERNS MY SPECIALTY FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of 10 best Fern dish varieties, guaranteed to please or money back, \$1.75 per 100, \$15.00 per 1000. In 25,000 lots or more, \$14.00 per 1000. FERN DISHES, splendid 2 1/4-in. stock, in largest and best assortment, \$6.00 per 100, \$50.00 per 1000. KENTIA BELMOREANA. Clean thrifty 2 1/4-in., right size for center plants, \$2.00 per doz., \$15.00 per 100. ADIANTUM Cuneatum and A. Gracillimum, best Maidenhair Ferns for cut fronds, or pot plants, strong seedlings, ready for potting, \$1.75 per 100, \$15.00 per 1000. ADIANTUM, assorted in 6 best varieties, 2 1/4-in., \$1.50 per doz., \$10.00 per 100. ADIANTUM Farleyense, strong 2 1/4-in., \$2.00 per doz., \$15.00 per 100. ADIANTUM FARLEYENSE Gloriosa, none better in fancy Adiantums, well grown 2 1/4-in., \$2.00 per doz., \$15.00 per 100. Strong cut fronds, \$20.00 per 100. ADIANTUM REGINAE and RHODOPHYLLUM, two admirable Ferns, \$2.00 per doz., \$15.00 per 100. J. F. ANDERSON, FERN SPECIALIST, Short Hills, N. J.

TABLE FERN SEEDLINGS READY NOW. BEST FERN DISH VARIETIES, \$3.00 per flat; 5 to 10 flats or more at \$2.50 per flat; 25 flats or more at \$2.25 per flat; Pteris Wilsonii, Mayii, Cyrtomium Falcatum and Rochfordianum, Albolineata and other best kinds either separate or mixed. TABLE FERNS FOR FERN DISHES, well established 2 1/4-in. pots, best Pteris, Cyrtomium and other varieties, \$6.00 per 100, \$55.00 per 1000. BIRD'S NEST FERNS, seedlings, \$15.00 per flat; 2-in. pots, \$15.00 per 100, also larger sizes. Ask for prices. Above lot of Ferns for immediate shipment.

Table with columns: Boston, Scottii, Teddy, Jr., Verona, Roosevelt, Whitmanii, Macawii, Roman J. Irwin. Rows: Size, 100, 1000, Price. Boston: 2 1/4-inch \$7.00 \$65.00. Scottii: 2 1/4-inch 7.00 65.00. Teddy, Jr.: 2 1/4-inch 7.00 65.00. Verona: 2 1/4-inch 7.00 65.00. Roosevelt: 2 1/4-inch 7.00 65.00. Whitmanii: 2 1/4-inch 9.00 80.00. Macawii, new: 2 1/4-inch 18.00 150.00. Roman J. Irwin, 43 West 18th St., New York.

FERNS IN FLATS. These flats contain 165 clumps. The varieties are as follows: Adiantum Cuneatum, Aspidium Tsussumense, Cyrtomium Rochfordianum, Cyrtomium Falcatum, Pteris Mayii, Pteris Critica Albolineata, Pteris Argyraea, Pteris Adiantoides, Pteris Tremula, Pteris Wilmsettii, Pteris Distinction, Pteris Wilsonii.

These are offered for July, August and September delivery at \$2.75 per flat, f. o. b. New Jersey shipping point. Add 5% for packing. AMERICAN BULB CO., 172 N. Wabash Ave., Chicago, Ill.

Ferns, dish Ferns, best varieties, separate or mixed, shipped in or out of flats as preferred, \$2.50 per flat; 25 flats or more, \$2.25 per flat. Asplenium, Bird's-Nest Fern, good 2-in. plants, ready for 3-in., \$15.00 per 100. Ferns for Fern dishes, strong 2 1/4-in., \$6.00 per 100, \$50.00 per 1000; strong 3-in. plants, \$12.00 per 100, \$100.00 per 1000; 4-in., \$25.00 per 100. Boston and Roosevelt, 2 1/4-in., \$6.50 per 100, \$60.00 per 1000. Scottii, Teddy Jr. and Verona, 2 1/4-in., \$7.00 per 100, \$65.00 per 1000. MACAWII, 2 1/4-in., new and very fine, \$15.00 per 100. We ship both pot plants and transplanted bench grown, which are regarded by many growers as better than the pot plants. Unless specified we will send either one. S. S. Skidelsky & Co., 50 Park Place, New York.

LEATHER-LEAF FERN. Polystichum Coriaceum. Introduced by us last year. Never a "kick," but a number of orders. That tells the story. Post-paid, 25 divisions, \$3.00. By express, \$10.00 per 100. F. W. FLETCHER, Orlando, Fla.

FERNS, BEST QUALITY STOCK.

Extra size, 4-in. Boston, stocky and shapely \$10.00 per 100. Extra size, 3-in. Boston, stocky and shapely 8.00 per 100. Extra size, 3-in. Springfieldii, stocky and shapely 10.00 per 100. Extra size, 3-in. Asparagus and Sprengeri 7.00 per 100. We guarantee these plants just as advertised. No worm eaten stuff. No order under 50. Cash must accompany order. Immediate delivery. W. P. NEWELL CO., Wholesale Fern Growers, Apopka, Fla.

FERNS

Whitmanii, Plumosus and Sprengeri, 2-in., 4c, Boston, Sword, Roosevelt, Scottii, Superbissima, Whitmanii, Smithii, Scholzseii, Elegantissima, Sprengeri, Plumosus, and Table Ferns, 2 1/2-in., 6c; Superbissima, Sword, Whitmanii, Boston, Plumosus and Sprengeri, 4-in., 17 1/2c; Pteris, Sword, Whitmanii, Boston, Smithii and Sprengeri, 5-in., 35c; Boston, Scottii, Sword, Scholzseii and Elegantissima, 6-in., 50c; MAIDENHAIR, 2 1/2-in., 10c; 3-in., 15c; 4-in., 30c. Above stock full and pot bound. Cash with order. H. O. DOESCHER, 2048 GENTILLY AVENUE, NEW ORLEANS, LA.

EXTRA STRONG.

Wanamaker, 2 1/4-in. pots \$ 6.00 per 100. Springfieldii, 2 1/4-in. pots 6.00 per 100. Cordata Compacta, 2 1/4-in. pots 6.00 per 100. Teddy, Jr., 2 1/4-in. pots 8.00 per 100. Elegantissima, 2 1/4-in. pots 6.00 per 100. Rooseveltii, 3-in. pots 12.00 per 100. Wanamaker, 3-in. pots 12.00 per 100. Springfieldii, 3-in. pots 12.00 per 100. Teddy, Jr., 3-in. pots 12.00 per 100. Cordata Compacta, 3-in. pots 12.00 per 100. OAK GROVE GREENHOUSE, Tuskegee, Ala.

FERNS

Strong, clean plants, absolutely free from scale. 2 1/4-in. 3-in. Per 100 Per 1000. Roosevelt \$8.50 80.00. Teddy Junior 7.50 75.00. Boston 6.00 60.00. Whitmanii 7.00 70.00. Asparagus Plumosus, 2 1/4-in. 5.00 50.00. Reference, Rating or Cash. AMERICAN ROSE & PLANT COMPANY, Springfield, Ohio.

Bench Ferns, Boston and Whitmanii ready for 6 and 7-in., 75c; 5-in., 50c. Pot-grown Boston, Teddy and Whitmanii, 6-in., \$1.00; 7-in., \$1.50; 8-in., \$2.00. Add 5% for packing. Cash please. Indian Village Greenhouses, Van Dyke and Sylvester Aves., Detroit, Mich. Ferns, 2 1/4-in. Boston, \$7.00 per 100; 3-in. Boston, \$2.50 per doz., \$20.00 per 100; 2-in. Sprengeri, \$10.00 per 100; 3-in. Plumosus, very fine, \$1.25 per doz., \$10.00 per 100; 2-in. Plumosus, \$5.00 per 100. Cash. Melvin D. Augspurger, Montpelier, Ind.

10,000 3 and 4-in. Ferns. Boston, Roosevelt, Springfieldii, Whitmanii and Scottii, 3-in., \$8.00 per 100, \$75.00 per 1000, 500 or more at 1000 rate. Boston and Roosevelt, 4-in., \$12.00 per 100. Cash must accompany order. Ustler Bros., Apopka, Fla.

FERNS

Verona 3-in., \$20.00 per 100. C. C. POLLWORTH CO., Milwaukee, Wis. Boston Ferns, 2 1/4-in. pots, \$6.00 per 100; 4-in., \$18.00 per 100; 6-in., \$50.00 per 100; 8-in., \$1.00 each; 10-in., \$1.50 each. All full-grown and pot-bound. B. M. Wichers & Co., Gretna, La.

Ferns, Boston, Whitmanii and Scottii, 5-in., 45c; from benches ready for 5-in. pot, 38c. Add 5% packing costs. Pabat Greenhouse, R. C. Oconomowoc, Wis. Table Ferns, standard varieties, 2 1/4-in., \$5.00 per 100. Adiantum Cuneatum, 2 1/4-in., \$5.00 per 100; 3-in., \$12.00 per 100. Henry Smith, Grand Rapids, Mich.

POT-GROWN BOSTON FERNS 6-in. bushy stock out of pots, 75c each; 7-in. Bostons, 90c, plus 5% for packing. DAVIS & STEINER CO., MORRISON, ILL.

BOSTON FERNS, 5-in. out of bench, \$50.00 per 100. Nice bushy stock. Can ship at once; 5000 ready for sale. Cash, please. H. E. Youngquist, Foster and Kedzie Aves., Chicago, Ill.

BOSTON FERNS Strong runners, ready for immediate delivery, \$10.00 per 1000. 2% discount for cash with order. F. M. Soar, Little River, Fla.

Boston Ferns, from bench, ready for 6-in. and 7-in., 75c; 5-in., 50c. 5% for packing. Try them and you will want more. Anoka Greenhouses, Anoka, Minn.

Boston Ferns, 4-in., extra size... \$10.00 per 100 Boston Ferns, 3-in., extra size... 8.00 per 100 Duck Lake Fernery, Apopka, Fla.

Boston Ferns, bench-grown, ready for 4-in. pots, \$15.00 per 100. Cash. Jacobs Bros., P. O. Box 413, Peoria, Ill.

Boston Ferns, good stock, 3-in., \$15.00 per 100. Cash. Underwood Bros., 21st St. and Fair Ave., Columbus, O.

Boston Ferns, good, strong 2 1/2-in. 8 1/2c Whitmanii, good, strong 2 1/2-in. 8 1/2c Haase Bros., Pekin, Ill.

Ferns Boston and Whitmanii, extra heavy, 5-in., 60c; 6-in., 75c; 7-in., \$1.25 each. Quentin Floral Co., St. Joseph, Mo.

Ferns, good 2-in. Boston, \$50.00 per 1000. Cash please. Cottage Rose Gardens, 1265 S. High St., Columbus, O.

Ferns, extra nice Boston and Whitmanii 4-in., \$25.00 per 100. Winfield S. Kircher, Cyclamen Specialist, Defiance, Ohio.

Ferns, Norwood and Verona, extra heavy, 5-in., fine plants, \$1.50 each. Cash. John Van Aart, Paducah, Ky.

Ferns, 1000 Bostons, 3-in. potted, ready for 4-in., \$8.00 per 100, \$70.00 for the lot. Currey, The Florist, De Land, Fla.

Very fine, extra large Boston Ferns, ready for 6 and 7-in. pots, \$1.50 and \$2.00 each. Cash. Atwell, Florist, Fort Dodge, Ia.

Boston Ferns, good, strong, bushy stock, 6-in. at 90c each. Add 5 per cent for packing. Davis Floral Co., Davenport, Ia.

POT GROWN BOSTON FERNS 6-in., bushy stock, 75c, plus 5% for packing. DAVIS & STEINER CO., MORRISON, ILL.

Ferns, 5000 strong Verona runners, \$25.00 per 1000. Carl Hagenburger, West Mentor, O.

Boston Ferns, 5-in., 60c; 4-in., 35c each. Cash. Calvert Floral Co., Lake Forest, Ill.

Boston and Whitmanii Ferns, 2 1/4-in., \$6.00 per 100. Wm. F. Henning, Blue Island, Ill.

Ferns Whitmanii, 4-in., strong stock, \$35.00 per 100. Gullett & Sons, Lincoln, Ill.

Ferns, choice bench-grown Bostons, 3-in., 20c; 4-in., 30c. C. B. Morgan Floral Co., Paxton, Ill.

FREESIAS

FREESIA PURITY BULBS. A heavy-flowering, strong-stemmed strain, for greenhouse forcing. This strain blooms with an average of 7 flowers to a stem. You have been pleased with it in former years, and careful re-selection has made it still better this season. Diameter. Per 1000. 7/16 to 1/2 inches \$ 6.00. 1/2 to 5/8 inches 9.00. 5/8 to 3/4 inches 15.00. Mammoth 25.00.

SATISFACTION GUARANTEED.

COLORED FREESIAS.

In a variety of attractive variegated colors, equal in size to Purity and of a very fine appearance. Satisfaction guaranteed. 5/8-in. Bulbs \$30.00 per 1000. 1/2-in. and up 40.00 per 1000. NARCISSUS PAPER WHITE. Mammoth bulbs, \$25.00 per 1000. SEVIN-VINCENT CO., 512 Washington St., San Francisco, Calif.

COLORED FREESIAS.

Freessias in all the soft colors of the rainbow. Flowers as large and larger than Purity, on branched stems. Get direct from grower. 1st size all sold. 2nd size, \$2.50 per 100, \$18.00 per 1000, \$75.00 per 5000. O. FEHLRIN, BULB SPECIALIST, Citronelle, Ala.

FREESIA PURITY.

New crop Bulbs now here. 1/2 to 5/8-in. \$1.50 per 100, \$12.00 per 1000. 5/8 to 3/4-in. 2.00 per 100, \$18.00 per 1000. A. HENDERSON & CO., 166 N. Wabash Ave., Chicago, Ill.

FREESIAS, 200,000 Purity Freessias, 1/2 to 5/8-in., extra fine stock. State requirements and we will quote immediately. Crop short, prices advancing, better wire quick. Lillydale Bulb Company, Santa Cruz, Calif.

FREESIA BULBS

Purity, Rainbow, Sunset. Write for prices. AMERICAN BULB CO., 172 N. Wabash Ave., Chicago, Ill.

Freessia bulbs, 3/8 to 1/2-in. diameter, \$5.00 per 1000; 1/2-in. diameter, \$7.00 per 1000. Colored Rainbow, 2nd size, \$20.00 per 1000. Cash. F. Walski, Glencoe, Ill.

FUCHSIAS

Black Prince Fuchsias, 4-in. pots, 25c; 6-in. pots, 40c; bushy, cut back stock. Packing \$1.00 per crate. Henry Smith, Monroe and Division Aves., Grand Rapids, Mich.

Fuchsias, 3 best varieties including, Black Prince, 3-in., 8c each. Lindsey & Dawson, 515 John St., Anderson, Ind.

Fuchsias, 4-in., \$15.00 per 100; 2 1/4-in., \$4.00 per 100. Cash. Peter Nees, 2409 N. Western Ave., Chicago.

Fuchsias, mixed, 2-in., \$5.00 per 100. Cash. Mrs. E. A. Llewellyn, Olean, N. Y.

Fuchsias, Little Beauty, 3-in., \$12.00 per 100. Baur Floral Co., Erie, Pa.

GENISTAS

Genista Racemosa, the large flowering kind, from 5-in. pots, 50c each. These are old plants from 5-in. pots cut back and repotted again in 5-in. pots; now well rooted, strong and bushy stock, will make plants to retail from \$1.50 up. J. L. Schiller, 929 Prouty Ave., Toledo, O.

Genista Johnstonii, new, compact grower, golden yellow, holds flowers well, strong 4-in. pot plants, ready in October; will be fit for a shift to a 6-in. pot, \$60.00 per 100. S. S. Skidelsky & Co., 50 Park Place, New York.

GERANIUMS

GERANIUMS.
Extra strong stock.
Rooted cuttings,
2000 Poitevine, \$25.00 per 1000.
2-in. pots.
500 Buchner\$5.00 per 100
350 Rose 5.00 per 100
200 Ricard 6.00 per 100
200 Poitevine 6.00 per 100
Cash.
C. L. HUMPHREY,
Zanesville, O.

GERANIUMS.
Rooted Cuttings.
Strong, well rooted, ready now.
Nutt and Buchner,
\$20.00 per 1000.
Ricard, Doyle, Vland, Scarlet Bedder,
Poitevine, Castellane,
\$25.00 per 1000.
Cash with order.
FRED W. RITCHEY, LANCASTER, PA.

GERANIUMS.
Rooted cuttings, late
July, August and September deliveries.
S. A. Nutt and Buchner.....\$20.00 per 1000
Poitevine 25.00 per 1000
Ricard 30.00 per 1000
State distinctly which method
of shipment, parcel post or express.
ALBERT M. HERR,
R. F. D. 8, Lancaster, Pa.

ROOTED GERANIUM CUTTINGS.
S. A. Nutt, greatest dark red, \$20.00 per 1000
Gen. Grant, king of all scarlets, \$20.00 per 1000
Mme. Buchner, only double white, \$15.00 per 1000
STOCK PLANTS FROM BENCH.
Mme. Buchner\$8.00 per 100
Beaute Poitevine 8.00 per 100
S. A. Nutt 8.00 per 100
CASH.
THE W. T. BUCKLEY CO., SPRINGFIELD, ILL.

GERANIUMS
Well rooted cuttings, ready for shipment.
Ricard, Poitevine, Scarlet Bedder,
\$25.00 per 1000.
S. A. Nutt,
\$20.00 per 1000.
Cash with order.
PETER BROWN, LANCASTER, Pa.

GERANIUMS.
2-in. Salmon, mixed, all good bedders, \$8.00
per 100; 2-in. Oberle, \$5.00 per 100; 2-in. Nutt,
\$4.50 per 100; 4-in. mixed, mostly red, 10c each.
Cash.
MELVIN D. AUGSPURGER,
Montpelier, Ind.

ALBUM OF DESIGNS,
Sixth Edition
Better than ever before.
You cannot afford to be without it.
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CALIFORNIA SUNSHINE GERANIUMS.
Now booking orders for September delivery.
Best standard varieties for immediate delivery.
Rooted cuttings, \$20.00 per 1,000. Strictly
cash.
LOS ANGELES GERANIUM CO.,
1752 Garfield Place, Sawtelle, Calif.
Geraniums, S. A. Nutt, Ricard, Vland, Poitevine,
Montmort, Buchner, from 2-in. pots, \$3.50
per 100, \$35.00 per 1000; by express or parcel
post at actual cost, pay charges at your end of
the line.

Safe arrival guaranteed by parcel post.
E. Rawlings, Wholesale Grower, Allegany, N. Y.
Geraniums, strong 2-in., Ricard, Poitevine,
Barney and Ruby, \$5.00 per 100, \$45.00 per
1000; 2-in., Jean Vland, Presilly and Nutt, \$4.00
per 100, \$35.00 per 1000. Ivy Geranium, 2-in.,
Rycroft's Surprise, mixed, \$4.00 per 100. Cash.
Jacobs Bros., Peoria, Ill.

GERANIUMS.
Ricard, 2-in.\$ 5.00 per 100
Nutt, 2-in. 4.00 per 100
Nutt, 4-in. 12.00 per 100
Rooted cuttings for July. Cash.
A. B. Williams, Coshocton, Ohio.

Geraniums, strong 2 1/2-in. plants for immediate
delivery, Castellane, Poitevine, Jean Oberle,
American Beauty, Barney, Buchner, \$6.00
per 100, \$55.00 per 1000; Mme. Sallerol, 2 1/4-in.,
\$5.00 per 100, \$40.00 per 1000.
S. S. Skidelsky & Co., 50 Park Place, New York.

GERANIUMS, READY FOR SHIPMENT.
EXTRA GOOD.
S. A. Nutt, 2 1/2-in., \$5.00 per 100. To avoid
delay, send draft, M. O. or certified check.
JOHN BAUSCHER, FREEPORT, ILL.

Geraniums, 5000 4-in. Nutt, Grant, Landry,
Poitevine and salmon, \$12.00 per 100. Not left
overs, but new stock that has been grown from
2-in. since May.
Lloyd C. Bunch, Fredonia, Kans.

Geraniums, rooted cuttings, for early autumn
delivery, S. A. Nutt and Buchner, \$20.00 per
1000; American Beauty and Ricard, \$23.00 per
1000. Cash with order less 2%.
Wm. H. Minekime, R. F. D. 1, Hamburg, N. Y.

Geraniums, Ricard, Hill, Jaulin, Favorite and
other good varieties, 8-in., 15c; 4-in., 20c; 20,000
S. A. Nutt, 4-in., 18c; in 200 lots, 16c; in lots
of 500 or over, 15c. Packing at cost.
ELITCH GARDENS CO., DENVER, COLO.

We have a surplus of S. A. Nutt Geraniums,
in rooted cuttings, 8 and 4-in. that we would
like to sell; rooted cuttings, \$18.00 per 1000;
3-in., \$8.00 per 100; 4-in., \$12.00 per 100.
Nixon H. Gano, Martinsville, Ind.

GERANIUMS.

Fine lot of S. A. Nutt, Double Grant, 2 1/2-in.,
\$5.00 per 100; 3-in. Nutt, \$7.00 per 100.
GULLETT & SONS, LINCOLN, ILL.
Geraniums, 3000 Nutt, Doyle, Ricard and a
few Poitevine, good young, thrifty plants, 2-in.,
mixed, \$3.50 per 100. Cash.
C. G. Locke, Arkport, N. Y.

Geraniums, Barney, S. A. Nutt, Mme. Jaulin
and White Madonna, 3-in., \$8.00 per 100; 2 1/4-in.,
\$5.00 per 100.
Schmidt & Meine, Youngstown, O.
Geraniums, 200 Buchner, 3 1/2-in., \$4.00 per
100; 200 Buchner, 2 1/4-in., \$2.50 per 100. Walnut
Avenue Greenhouses, 129 Walnut Ave., Roxbury,
Mass.

Geraniums, Beaute Poitevine, Nutt, Mme.
Jaulin, Jean Vland and Buchner, 2-in. and 2 1/2-
in. pots or cuttings. Delivery at once.
Hudson Greenhouse, Hudson, Mich.

Geraniums, Marvel, Harcourt, Castellane and
Jean Vland rooted cuttings, \$20.00 per 1000;
2 1/2-in., \$4.50 per 100. Cash. The North Madison
Floral Co., North Madison, Ind.

We have about 1500 4-in. Nutt, Jean Vland
and Mme. Buchner Geraniums, fine stock, \$15.00
per 100; \$150.00 takes the lot. Cash.
R. W. Unger, Oxford, Mich.

Geraniums, Helen Mitchell, 2 1/4-in., \$7.00 per
100, \$60.00 per 1000. S. A. Nutt and Poitevine,
strong 2 1/4-in., \$5.00 per 100, \$45.00 per 1000.
James D. Hooper, Richmond, Va.

Geraniums, 2 1/2-in. S. A. Nutt, \$4.00 per 100.
S. A. Nutt and mixed, strong 3-in. plants, 7c
each. Cash.
Peter Nees, 2409 N. Western Ave., Chicago.

GERANIUMS.
S. A. Nutt, 2 1/4-in.\$4.00 per 100
Cash, please.
W. BEZDEK, CEDAR RAPIDS, IOWA.

BUSINESS BRINGERS
REVIEW
CLASSIFIED
ADVS

Geraniums for stock, true Hill variety, 4-in.,
\$15.00 per 100. Cash.
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Geraniums, rooted cuttings and 2-in., first of
August. Book your orders now. Write for
prices. Mrs. E. A. Llewellyn, Olean, N. Y.

Geraniums, Ricard, Vland and Buchner, single
pink, strong 2 1/4-in., 5c each.
C. Humfeld, Clay Center, Kan.

Geraniums, S. A. Nutt and Vland, 3-in., 7c
each. Lindey & Dawson, 515 John St., Anderson,
Ind.

Geraniums, Poitevine, 4-in., good, healthy
plants, \$15.00 per 100.
Ellis Bros. & Co., Keene, N. H.

Geraniums, strong 4-in., all leading varieties,
mixed, \$10.00 per 100. Winfield S. Kircher,
Cyclamen Specialist, Defiance, O.

Geraniums, 2000 strong 4-in. S. A. Nutt, \$8.00
per 100. Wussow Bros., 439-49 W. 80th St.,
Chicago.
100,000 Geraniums, Castellane, 2 1/4-in., Poitevine
and Barney, 2 1/4-in., 4 1/2c. Cash.
L. J. Rowe, Titusville, Pa.

Geraniums, 2000 La Favorite, 3 and 4-in. pots,
\$8.00 and \$9.00 per 100.
B. F. Barr & Co., Lancaster, Pa.

Geraniums, 3 1/2-in. S. A. Nutt, \$12.50 per 100.
Nice, fresh, well finished stock.
Davis Floral Co., Davenport, Ia.

Geraniums, 1,500 S. A. Nutt, strong stock
from 4-in. pots, \$15.00 per 100.
W. & T. Cass, Geneva, N. Y.

Geraniums, S. A. Nutt, 2 1/4-in., fine stock,
4c each, \$35.00 per 1000. Packing free.
The East Lawn Gardens, Urbana, Ohio.

Geraniums, 2-in., \$3.00 per 100, \$27.50 per
1000. 5% for packing. Cash please.
Aurora Greenhouse Co., Aurora, Ill.

Geraniums, Sallerol, 2-in., \$3.00 per 100. Cash.
Byer Bros., Chambersburg, Pa.

Geraniums, Ricard and Nutt, strong 2 1/2-in.,
\$6.00 per 100. Cash. Chas. E. Smith, York, Pa.

Geraniums, good, bushy 4-in. Poitevine, \$12.00
per 100. Calla Cut Flower Co., Calla, Ohio.

Geraniums, red, 4-in., \$15.00 per 100. Nick
Reding, 6731 Ridge Ave., Rogers Park, Chicago.

S. A. Nutt, 2 1/2-in., in bud and bloom, ready
now. 5c. Wm. A. Murdoch, Titusville, Pa.

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Reports from all over the world state that
DIENER'S new Gladioli are the largest, finest
and most wonderful ever produced. Our new
catalogue showing eight of our new varieties in
natural colored plates will be sent free on re-
quest.

RICHARD DIENER COMPANY,
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Place your order for Hardy Ferns now, \$8.00
per 100. Fall planting is best. Somerset Gar-
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Hardy ferns. Illustrated descriptive list
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Hardy Ferns, 25 varieties.
L. E. Williams, Exeter, N. H.

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HARDY PLANTS.
If you had the following hardy perennials to
cut from, right now they would make you money.
Let us book your order for delivery after Septem-
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planted plants, carefully packed for long-dis-
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Anthemis Tinctoria Kelwayi.....	\$1.15	\$ 8.00
Delphinium Belladonna, light blue	1.15	8.00
Shasta Daisy, Alaska.....	1.15	8.00
Coreopsis Lanceolata Grandiflora	1.15	8.00
Cypripedium Paniculata, single...	1.15	8.00
Gaillardia Grandiflora.....	1.15	8.00
Phlox, Miss Lingard.....	1.50	10.00

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Hardy Plant and Pansy Farm, Baraboo, Wis.

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EXTRA STRONG

Peachblow, 2 1/2-in. pots.....	\$ 5.00 per 100
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Miniatus, 2 1/2-in. pots.....	5.00 per 100
Grandiflorus, 2 1/2-in. pots.....	5.00 per 100
Peachblow, 3-in. pots.....	10.00 per 100
Rubra, 3-in. pots.....	10.00 per 100
Miniatus, 3-in. pots.....	10.00 per 100
Grandiflorus, 3-in. pots.....	10.00 per 100

OAK GROVE GREENHOUSE, TUSKEGEE, ALA.

HYDRANGEAS

HYDRANGEAS FOR GROWING ON.
Otaksa, 2 1/2-inch, ready for 3 1/2 and 4-inch,
\$8.00 per 100, \$75.00 per 1000.
French sorts, assorted colors in 5 leading
varieties, 2 1/2-inch, \$8.00 per 100, \$75.00 per 1000.
Add 5 per cent for packing.
AMERICAN BULB CO.,
172 N. Wabash Ave. Chicago, Ill.

CHOICE PLANTS TO GROW ON.
Best French and Otaksa Hydrangeas, 2 1/2-in.,
elegant to grow on for next season, \$7.00 per
100; 3-in., \$10.00 per 100; strong 4, 5 and 6-in.,
very desirable for propagation, 20c, 35c and
50c each. Do not overlook this choice stock.
GULLETT & SONS, LINCOLN, ILL.

Hydrangea Otaksa, 3-in., \$15.00 per 100; 4-in.,
\$25.00 per 100; 5-in., \$35.00 per 100. Packing
at cost. Strong pot grown plants. In bud or
flowers as desired.
WALTER ARMACOST & CO.,
321 East 4th St., Los Angeles, Calif.

Hydrangeas, strong, for growing on, Otaksa
and French 2 1/4-in., \$8.00 per 100, \$70.00 per
1000; 300 3-in., \$20.00 per 100; 500 4-in., very
fine stock, \$25.00 per 100. Speak quickly.
S. S. Skidelsky & Co., 50 Park Place, New York.

THE BEST WAY
to get rid of your surplus stock
is to use the
REVIEW'S
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French Hydrangeas, 30,000 2 1/2-in. plants,
strong. Blue and pink assorted, \$70.00 per 1000.
Avalanche, Gen. de Vibraye, Bouquet Rose, and
other good varieties, \$75.00 per 1000.
J. J. LeBlond, Duluth, Minn.

Hydrangea Otaksa, and best French varieties
mixed, 2 1/4-in. pots, \$8.00 per 100, \$75.00 per
1000; 3-in. pots, \$14.00 per 100.
Roman J. Irwin, 43 West 18th St., New York.

Hydrangeas, French, fine mixed, 2 1/2-in. pots,
\$6.00 per 100. Carl Hagenburger, Mentor, Ohio.

IMPATIENS

SULTANI.
Orange, 2 1/2-in. pot.....\$4.00 per 100
Violet rose, 2 1/2-in. pot..... 4.00 per 100
Pink, 2 1/2-in. pot..... 4.00 per 100
Oak Grove Greenhouse, Tuskegee, Ala.

IRISES

WE ARE OFFERING AN EXCEPTIONALLY FINE BLOCK OF IRISES
at a big reduction in prices.
Transplanted last fall, and over 50 varieties
to select from.

Here are a few:

Madame Chereau.....	\$ 3.00 per 100
Queen of May.....	4.00 per 100
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Mrs. H. Darwin.....	5.00 per 100
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New list now ready. Send for one.
THE PFEIFFER NURSERY,
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FRYER'S NEW IRISES.

Having a larger supply of many varieties
than formerly, I am making a liberal reduc-
tion to the trade. Also a large supply of
the standard varieties, Gertrude, Her Majesty
and Viscount De Brahan, \$5.00 per 100. Also
12 other varieties at the same price. Mithras
and Ulysse, \$7.00 per 100; Rhein Nixe, \$10.00
per 100. Write for trade list and description
of my new iris.

WILLIS E. FRYER,
Mantorville, Minn.

Irises, Monsignor, dark blue, \$20.00 per 100;
Perfection, dark blue, \$10.00 per 100; Dalmatica,
tail, light blue, \$8.00 per 100; Nibelungen,
yellow standard, plum falls, \$8.00 per 100;
Maori King, yellow and maroon, \$8.00 per 100;
Purple King, \$8.00 per 100; Dr. Bernice, gold
and red, \$8.00 per 100. Satisfaction guaranteed.
I grow all the finest Irises. A. C. Army, 2115
Dudley St., St. Paul, Minn.

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ENGLISH IVY.
English Ivy, strong rooted cuttings, \$1.25 per 100, \$10.00 per 1000, parcel post paid. 2 1/4-in. strong, 8 to 12 inches long, ready to repot, \$4.00 per 100, \$30.00 per 1000; 3 1/2-in., large, strong, well branched, \$18.00 per 100. Cash. No charge for packing.
THE IMLAY CO., ZANESVILLE, OHIO.

English Ivy, four to five strong plants to each pot, 4-in., \$25.00 per 100.
WINFIELD S. KIRCHER,
Cyclamen Specialist, Defiance, Ohio.

English Ivy, strong stock, large and small leaf, 2 1/4-in., \$4.00 per 100.
Jacob Schulz, 831 Cherokee Rd., Louisville, Ky.
English Ivy, large and small leaf, strong 2 1/4-in., \$4.00 per 100, \$35.00 per 1000. Cash.
Julius Niednagel, Evansville, Ind.

Parlor Ivy, 2 1/4-in., \$5.00 per 100, \$40.00 per 1000.
S. S. Skidelsky & Co., 50 Park Place, New York.

English Ivy, 2 1/4-in. pot plants, \$6.00 per 100, parcel post prepaid.
Dingee & Conard Co., West Grove, Pa.

German Ivy, 2 1/4-in., \$3.00 per 100.
The Dumsar Floral Co., Elgin, Ill.

English Ivy, strong 2-in., \$4.00 per 100.
The Sycamore Greenhouses, Sycamore, Ill.

German Ivies, 2 1/4-in., \$3.00 per 100.
Ellis Bros. & Co., Keene, N. H.

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LANTANAS, EXTRA STRONG.
Red 2 1/4-in. pots, \$4.00 per 100
White 2 1/4-in. pots, 4.00 per 100
Weeping 2 1/4-in. pots, 4.00 per 100
Pink 2 1/4-in. pots, 4.00 per 100
Oak Grove Greenhouse, Tuskegee, Ala.

Lantanas, 2-in., mixed, \$4.00 per 100. Cash.
Melvin D. Augsperger, Montpelier, Ind.

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LILIUMS
Lilium Canadense, first size..... \$5.00 per 100
Lilium Canadense, second size..... 3.50 per 100
Lilium Canadense Rubrum 7.50 per 100
Lilium Canadense Flavum..... 6.00 per 100
Lilium Philadelphicum, first size... 5.00 per 100
Lilium Philadelphicum, second size. 3.50 per 100
Lilium Superbum, flowering bulbs.. 6.00 per 100
L. E. WILLIAMS,
Exeter, N. H.

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Marigolds, French and African, \$2.50 per 100.
Walnut Ave. Greenhouses, 129 Walnut Ave., Roxbury, Mass.

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MYRTLE

Hardy Crepe Variety
for graves, etc.
\$7.00 per 100, \$60.00 per 1000.

READY NOW

Roman J. Irwin, 43 W. 18th St., New York.

Vinca Minor (Myrtle), heavy, 3-in. pots, \$3.00 per 100, \$75.00 per 1000.
W. W. Kennedy & Sons, Red Bank, N. J.

Vinca Minor or Myrtle, strong plants, from 3 to 6 leads, \$1.50 per 100; \$12.00 per 1000.
Fred S. Davis, Centerville, Ind.

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NARCISSI.
August and September Delivery.
Emperor, large bulbs..... \$20.00 per 1000
Poeticus Pheasant's Eye, large
bulbs 15.00 per 1000
Mrs. Langtry, large bulbs..... 15.00 per 1000
Jouquills, single 10.00 per 1000
A mixture of Princeps, Golden
Spur, Von Sion, Incomparabilis
Plenus and others..... 6.00 per 1000
L. H. READ & CO.,
Deer Park, Alabama.

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SURPLUS LIST.
Norway Maples, straight trunks,
1 1/2-4 inches caliper.
American Linden specimens,
3-4 inches caliper.
Japan Walnut
6-8 feet

Car-load shipments on
the large sizes only.
Let us estimate on your requirements.

B. F. BARR & CO.,
Keystone Nurseries, Lancaster, Pa.

ONARGA NURSERY COMPANY
LARGEST ASSORTMENT OF HIGH QUALITY
NURSERY STOCK FOR THE FLORISTS'
TRADE IN THE CENTRAL WEST.
ONARGA NURSERY COMPANY,
CULTRA BROS., MGRS., ONARGA, ILLINOIS.

Symphoricarpos bushes, 2 to 3 ft., \$3.00 per 100. Fall delivery.
H. W. Peterson, Poplar Bluff, Mo.

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ORCHIDS.
4500 large Orchid plants, mostly Cattleya Trianae, Schroderea, Speciosissima, Qigas and Mossie varieties. This stock will be shipped in spring at \$2.50 to \$10.00 per plant, or the lot for \$12,000.

ANTON SCHULTHEIS,
816 Nineteenth St., College Point, L. I., N. Y.

OXALIS

Oxalis Orthgiesell, 2 1/4-in. pots, \$3.50 per 100.
Oak Grove Greenhouse, Tuskegee, Ala.

PALMS

Cycas revoluta, Sago Palm plants, from 1 to 60 leaves, all pot-grown, 15c per leaf.
B. M. Wichers & Co., Gretna, La.

Cocos Weddelliana, 2 1/4-in., 8 to 9 in. high, 4 to 5 leaves, fine color, \$17.50 per 100.
S. S. Sidelsky & Co., 50 Park Place, New York.

Palms, Pheonix Roebeleni, 4-in., nice healthy plants.
J. B. Adams & Sons, Pass Christian, Miss.

Kentias, 4-in., 18 to 24 inches high, 75c. Cash.
Calvert Floral Co., Lake Forest, Ill.

PANDANUS

Pandanus Veitchii, nicely variegated plants, 2 1/4-in. pot, \$6.00 per 100; 4-in. pot, \$10.00 per 100; 8-in. pot, \$8.00 per 100; 6-in. pot, \$15.00 per 100; 8-in. pot, \$25.00 per 100. Large specimen plants, 50c and \$1.00 each. Cuttings, \$5.00 and \$7.00 per 100. 2% discount for cash with order.
F. M. Soar, Little River, Fla.

PANSIES

PANSIES.
Holco Giant Fancy.
Largest and most beautiful shades.
Trade packet, 50c; 1/4-oz., \$1.25; 1-oz., \$7.00.

Giant Trimardeau,
mixed, choice colors,
large flowering.
Trade packet, 25c; 1-oz., \$2.50.
HOLMES-LEATHERMAN SEED CO.,
Canton, O.

Great variety of finest Pansy Seeds, just received from our European growers. Rare strains and special Florists' mixtures. Send for wholesale price list. Patrician Seed Co., Inc., 4312 Broadway, New York.

Washingtonia Robusta, Phoenix Canariensis and Phoenix Reclinata, 4-in. pots, \$35.00 per 100; 6-in. pots, \$50.00 per 100. 2 per cent discount for cash. F. M. Soar, Little River, Fla.

BUSINESS BRINGERS REVIEW CLASSIFIED ADVS.

Pansy plants, large flowering, extra choice mixture, in bud and bloom, \$1.00 per 100, \$4.00 per 1000. Harry J. Squires, Good Ground, N. Y.

Pansy plants, Giant Trimardeau, mixed, strong seedlings, \$4.00 per 1000; 5000 lots at \$3.50 per 1000.
S. T. Danley & Son, Macomb, Ill.

PELARGONIUMS

PELARGONIUMS.

Stock that is bound to please you.
Easter Greeting and Wurtembergia.

The two great leaders and the only ones
you can grow on and
get big returns.
5000 strong 2-in. Easter Greeting,
2100 strong 2-in. Wurtembergia.
They will be great stock
to get lined up
for your spring business.

\$12.00 per 100.
Cash.
C. L. HUMPHREY,
Zanesville, O.

Pelargoniums, 2-in. Easter Greeting, Wurtembergia and Swabian Maid, \$14.00 per 100, \$130.00 per 1000; 3-in. Easter Greeting, \$20.00 per 100. We guarantee this stock to be strong, clean, free of white fly and true to name. We devote nine houses exclusively to Pelargoniums.
R. M. Henley, Hartford City, Ind.

Pelargoniums, Easter Greeting and Wurtembergia, 5-in., fine stock plants, 25c each. Will close out the whole lot of 700 for \$150.00.
Lindley & Dawson, 515 John St., Anderson, Ind.

Pelargoniums, good 2-in. stock; Easter Greeting, Lucy Becker, Swabian Maid, Wurtembergia, \$14.00 per 100, \$130.00 per 1000.
S. S. Skidelsky & Co., 50 Park Place, New York.

Pelargoniums, 4-in., 25c; 6-in., 50c; bushy stock, in bud and bloom. Packing \$1.00 per crate. Henry Smith, Monroe & Division Aves., Grand Rapids, Mich.

Pelargoniums, Easter Greeting, 125 3-in. plants, \$20.00 per 100. Cash.
E. J. Ullrich Floral Co., Tiffin, O.

Pelargoniums, Easter Greetings, 2 1/2-in. branched, vigorous stock, ready to shift, 12c.
Wm. Krieger, Lansing, Mich.

Pelargoniums, Easter Greeting, strong 2 1/4-in., \$12.00 per 100; 3-in., \$16.00 per 100. Cash.
Royston & Fenton, Evansville, Ind.

Pelargoniums, strong 2 1/4-in. stock, \$10.00 per 100.
Grohman the Florist, Saginaw, Mich.

PEONIES

PEONIES FOR AUTUMN SHIPMENT.
I offer a large stock of Queen Victoria, white, and Late Rose, deep pink, American Beauty shade; 3 to 5-eyed divisions. Write for attractive prices.
W. A. REIMAN, VINCENNES, IND.

PEONY KARL ROSENFELD.
Write for special prices to the trade.
Finest deep crimson in existence.
ROSENFELD PEONY GARDENS,
Route No. 7, Omaha, Nebr.

Peonies, large stock of the finest varieties. Our wholesale and descriptive catalogue now ready. Babcock Peony Gardens, Jamestown, N. Y.

Peonies, 20 acres, best sorts. Send for list.
O. Bertscher, Dover, O.

PEPEROMIAS

Peperomias, 3-in. pots, \$8.00 per 100.
Oak Grove Greenhouse, Tuskegee, Ala.

PERIWINKLES

Periwinkles, 500 mixed, white and pink, extra fine plants, many in bloom, 2-in., 4c, for quick sale. Cash.
Brinkerhoff Greenhouses, Springfield, Ill.

PETUNIAS

PETUNIAS.
Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink frilled, variegated and mixed colors, 50c per trade package. Our new catalogue with natural colored plates free on request.
RICHARD DIENER COMPANY,
Kentfield, California.

Petunias, Dreer's double fringed, 2-in., 3c; 3-in., 5c each. Lindley & Anderson, 515 John St., Anderson, Ind.

POINSETTIAS

NONE BETTER.
Poinsettias, 2 1/4-in., well established, \$8.50 per 100, \$75.00 per 1000. Expert packing.
W. W. STERTZING,
7280 Manchester Ave., St. Louis, Mo.

Poinsettia, California variety, early and late, 2 1/4-in. pots ready now, \$10.00 per 100, \$90.00 per 1000. Shipped in paper pots.
Roman J. Irwin, 43 West 18th St., New York.

Poinsettias, good, strong 2 1/2-in., \$8.00 per 100; 3-in., \$12.00 per 100. These are good for benching.
Grohman the Florist, Saginaw, Mich.

Poinsettia cuttings, soft wood, true red and also the early variety; packed to ship anywhere; \$3.00 per 100, \$25.00 per 1000. Paul Ecke, 1226 Hayworth Ave., Los Angeles, Cal.

Poinsettias, 2 1/2-inch, extra nice, strong plants, shipped in paper pots. Write for prices stating how many you can use.
American Bulb Co., 172 N. Wabash Ave., Chicago.

Poinsettias, 2 1/4-in. pots, \$10.00 per 100, \$90.00 per 1000. Immediate delivery.
Julius Roehrs Co., Rutherford, N. J.

Poinsettias, 2 1/2-in. pots, fine plants, \$8.00 per 100, \$75.00 per 1000. Can ship July 15.
H. G. Pauli, Florist, Davenport, Iowa.

Poinsettias, 2 1/2-in., fine, strong plants, \$8.50 per 100. Shipped in paper pots. Cash.
La Crosse Floral Co., La Crosse, Wis.

Strong 2 1/4-in. Poinsettias, \$8.50 per 100.
Pinehurst Floral Co., Pleasant Hill, Mo.

Poinsettias, 2 1/4-in., \$8.00 per 100. Cash.
Pabst Greenhouse, R. 6, Oconomowoc, Wis.

The BEST WAY to get rid of your surplus stock is to use the REVIEW'S Classified Ads.

PRIMULAS

PRIMULA OBCONICA GIGANTEA.
Best Rosendorfer, German strain.
Giant Crimson, Dark Crimson, Bright Crimson, Rose, Dark Rose, Bright Rose, Apple-blossom, Oculata, Purple, Lavender, White, Mixed, all colors, 2 1/4-in. pots, new crop of seed of above ready, \$7.00 per 100, \$60.00 per 1000. Trade packet, 250 seeds, \$1.00; 5 packets, \$4.50; 10 packets, \$8.50.

PRIMULA CHINENSIS, blood red, Christmas red; white and flesh; Rosa, bright pink and mixed, 2 1/4-in. pots, \$7.00 per 100, \$60.00 per 1000.
Fresh seed of above, per packet, 250 seeds, \$1.00 per packet, 5 packets, \$4.50, 10 packets, \$8.50.

Other Primula varieties, ask for complete flower seed list.
For CYCLAMEN PLANTS, Giant Flowering, from best German strain seed, see Classified advertisement.

Roman J. Irwin, 43 West 18th St., New York.

Primula Obconica, large flowering, in six separate colors or mixed, 2-in., \$5.00 per 100; Malacoides, lilac and pink, 2-in., \$5.00 per 100. Ready July and later. Toledo Greenhouse, 2829 Chestnut St., Toledo, O.

PRIMULAS Continued

PRIMULA CHINENSIS FIMBRIATA for immediate delivery.

Six of the best commercial varieties:

- Alba, white;
- Rosea, bright rose;
- Defiance, Xmas red;
- Sedina, carmine red;
- La Duchesse, flesh color;
- Karfunkelstein, blood red.

Primula Obconica

Perfect Silver Dollar strain, booked up to August first:

- Apple Blossom,
- Rosea, Violaacea,
- Salmonia, Kermesina,
- Eureka,
- Strong 2 1/2-in. stock,
- \$6.50 per 100, \$60.00 per 1,000.
- Cash with order.

HENRY SCHMIDT,

675 Church Lane, North Berger, N. J.

PRIMULAS.

The Strain That Leads. Chinensis; all sold out. Malacoides, Rosea and Grandiflora, 2-in. pots, \$5.00 per 100, \$47.50 per 1000.

OBCONICA.

We are booked up till early August, when we can furnish Large Flowering in 10 separate colors, mixed, 2-in., \$6.00 per 100, \$55.00 per 1000.

Gigantea in 6 separate colors or mixed, 2-in., \$6.00 per 100, \$55.00 per 1000. Schilleri, a seedling of Malacoides x Obconica, large flowers on long stiff stems, representing a giant Malacoides, fine for cutting, 2-in., \$7.50 per 100.

All plants offered grown from our own-grown seeds, carefully selected as to size and color of flower.

J. L. SCHILLER, TOLEDO, OHIO.

PRIMULAS.

Malacoides Rosea, from our own seed; visitors to our plant pronounce this the finest pink Malacoides they have seen; stocky young plants, 2-inch, at \$5.00 per 100, \$47.00 per 1000. Townsendii, the variety for pot sales, 2-inch, \$6.00 per 100; \$55.00 per 1000.

Sold out on other varieties until August. C. F. MAHAN, ROUTE 8, DAYTON, O.

PRIMULA OBCONICA.

Gigantea and large-flowering Grandiflora, assorted colors; plenty of Appleblossom, Rosea and Kermesina, red; strong 2 1/2-in., \$5.00 per 100; \$50.00 per 1000. Cash with order.

SCHIEBLE BROS.

Main, Lock & Old Main Sts. Miamisburg, O.

PRIMULA OBCONICA.

Gigantea, 3-in., \$8.00 per 100; 2-in., \$4.50 per 100. Chinensis, 2-in., \$4.50 per 100. Malacoides, 2-in., \$4.00 per 100. Cash.

M. S. ETTER,

The Home of Primroses. Shiremanstown, Pa.

Primula Obconica, large flowering, in six separate colors or mixed, 2-in., \$5.00 per 100. Malacoides, lilac and pink; separate colors or mixed; Chinensis, best large flowering, separate colors or mixed, 2-in., \$5.00 per 100. Toledo Greenhouses, 2829 Chestnut St., Toledo, O.

Primula Obconica, Grandiflora, Gigantea, Rosea and Kermesina, 2 1/2-in., \$7.00 per 100. Best Ronsdorfer strain.

Primula Malacoides Rosea, 2 1/2-in., \$6.00 per 100. Shipped in paper pots. Packing free. Peter Pearson, 5732 Gunnison St., Chicago.

Primula Obconica, Gigantea, Kermesina, Rosea, Vesuvius, Excelsior and Eureka, all mixed, 3-in., \$10.00 per 100, 5% extra for packing. Prompt shipment. Malacoides, 3 varieties, same price. Cash. Danish Seed Import, 210 No. 7th St., Minneapolis, Minn.

Primula Obconica, Miller's Giant, fine 3-in., \$7.50 per 100; 2-in., \$4.50 per 100; Chinensis, 2-in., \$4.50 per 100. These plants will please you. Cash. J. W. Miller, Shiremanstown, Pa.

THE BEST WAY

to get rid of your surplus stock is to use the REVIEW'S Classified Ads.

Primula Chinensis, large 2 1/2-in., as good as 3-in., brilliant strain of fancy mixed colors, including plenty of Christmas red. \$5.00 per 100, 200 for \$9.00. Charles Whitton, Utica, N. Y.

Primula Obconica, California Giant flowers, 7 different colors mixed, 3-in., ready for 4-in., \$7.00 per 100. Edward Whitton, York and Walnut Sts., Utica, N. Y.

Primroses, Chinese, Dreer's best mixed, 2-in., \$7.00 per 100. Primula Obconica, best mixed, 2 1/2-in., \$7.00 per 100. See Cinerarias and Cyclamen. C. G. James & Son, Hornell, N. Y.

Primula Obconica, strong 2 1/2-in. plants, \$6.00 per 100, \$55.00 per 1000; 4-in., 25c; 3-in., 50c; 6-in., 75c each. Henry Smith, Grand Rapids, Mich.

Primula Obconica, Dreer's mixture and half dwarf, 3-in. pots, \$8.00 per 100. Cash. C. G. Locke, Arkport, N. Y.

Primula Malacoides, 2 1/2-in. and 3-in., \$3.00 and \$4.00 per 100. Mrs. W. A. Dickinson, 1305 West 6th St., Topeka, Kans.

Primula Obconica Rosea, 2 1/2-in., fine plants, \$6.00 per 100. Temperleys the Florists, 5518 College Ave., Indianapolis, Ind.

Primula Obconica, ready August first, out of 2-in. pots, \$5.50 per 100. Fostoria Floral Co., Fostoria, Ohio.

Primula Obconica, large flowering, strong plants, out of 2-in. pots, 6c; 3-in., 7c. No charge for packing. W. H. Hall, Iowa Falls, Ia.

Primula Obconica Chinensis from 2 1/4-in. pots, \$7.00 per 100. Sea Cyclamen and Cinerarias. Wettlin Floral Co., Hornell, N. Y.

Primula Malacoides, lilac, 2 1/2-in., \$5.50 per 100, \$50.00 per 1000. Joseph Michal, 57th St. & Kostner Ave., Chicago.

Primula Obconica, 2 1/2-in. for July and later delivery, \$5.00 per 100, \$45.00 per 1000. Holton & Hunkel Co., Milwaukee, Wis.

Primula Malacoides Rosea, \$5.00 per 100, \$40.00 per 1000. FRED H. LEMON CO., RICHMOND, IND.

Primula Obconica Grandiflora, 2-in., nice plants, \$5.00 per 100. N. O. Caswell, Delavan, Ill.

Primula Malacoides, 2-in., strong plants, \$5.00 per 100. Cash. C. Erickson, Princeton, Ill.

PRIVET

Golden Privet, 250 grown in 2 1/4-in. pots, 15 to 18 inches, \$7.50 per 100. Samuel V. Smith, 3323 Goodman St., Philadelphia, Pa.

ALBUM OF DESIGNS,

Sixth Edition—Ready Soon. Florists' Pub. Co., Caxton Bldg., Chicago.

ROSES

ROSES, OWN ROOT.

- Alexander Hill Gray, tea, yellow..... 2 1/2-in., per 100 \$ 6.25
- American Beauty, hardy hybrid perpetual, red 12.50
- American Pillar, climbing polyantha, pink and white 6.00
- Baby Rambler, polyantha, red..... 12.00
- Bridesmaid, tea, pink..... 6.25
- Burbank, climbing, red..... 6.50
- Crimson Rambler, climbing polyantha, crimson 4.50
- Dorothy Perkins, Wichuriana, pink..... 5.50
- Excelsa, Wichuriana, red..... 4.50
- George Elger, polyantha, yellow..... 6.00
- General Jacqueminot, hardy hybrid perpetual, red 8.50
- Hermosa, climbing, pink..... 6.00
- Killarney Brilliant, hybrid tea, pink..... 8.00
- Lady Hillingdon, tea, yellow..... 6.50
- Mme. Collette Martinet, hybrid tea, yellow 6.50
- Maman Cochet, tea, pink..... 6.50
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- Mrs. Charles Russell, hybrid tea, red..... 15.00
- My Maryland, hybrid tea, pink..... 7.00
- Premier, hybrid tea, pink..... 20.00
- Radiance, hybrid tea, pink..... 7.00
- Souvenir de Pierre Notting, tea, yellow.. 6.00
- White Maman Cochet, tea, white..... 6.50
- W. R. Smith, tea, pink..... 7.00

We have limited quantities unsold of eighteen other standard varieties. List on request. References, rating or cash.

AMERICAN ROSE & PLANT COMPANY, Springfield, O.

ROSES!

FOR IMMEDIATE SHIPMENT.

- 4000 AMER. BEAUTIES, 2-in....\$100.00 per 1000
- 6000 COLUMBIA, 2 1/2-in..... 100.00 per 1000
- 5000 KIL. BRIL., strong 2 1/2-in.. 80.00 per 1000
- 1000 SUNBURST, 2 1/2-in..... 100.00 per 1000
- 500 W. KILLARNEY, 3 1/2-in... 140.00 per 1000
- 1000 W. KILLARNEY, 2 1/2-in... 100.00 per 1000
- 5000 OPHELIA, 2 1/2-in..... 80.00 per 1000

POEHLMANN BROS. CO.,

Morton Grove, Ill.,

ROSE PLANTS

From 2 1/2-in. pots, good stock.

- | | | |
|---------------------|---------|----------|
| Own-root. | Per 100 | Per 1000 |
| Columbia | \$10.00 | \$100.00 |
| Ophelia | 7.00 | 60.00 |
| Ophelia, 3-in. | 10.00 | 90.00 |

G. VAN BOCHOVE & BRO., Kalamazoo, Mich.

ROSES

FRANK W. DUNLOP

THE 1920 WONDER!

Own root stock, ready for immediate delivery, \$35.00 per 100, \$300.00 per 1000.

1100 Hoosier Beauty, 3-in., \$15.00 per 100; 300 Maryland, 3-in., \$15.00 per 100.

CHARLES H. TOTTU CO.

Madison, New Jersey.

ROSES! ROSES! ROSES!

10,000 2 1/2-in. own root Premier. Clean healthy stock. Ready for immediate shipment, \$20.00 per 100, \$175.00 per 1000.

Lima,

Ohio.

ROSES.

A limited quantity of choice 2 1/2-in. Columbia and Ophelia For immediate shipment. While they last, \$9.00 per 100. AMLING BROS., DesPlaines, Ill.

ROSES.

Bench plants, 2-year-old.

	Per 100	Per 1000
1000 Ophelias	\$ 7.00	\$60.00
1000 Richmond	7.00	60.00
5000 Hoosier Beauties	7.00	60.00
500 Millady	7.00	60.00
200 Ward	12.00
1500 Russell, 3-in., own-root....	2.50
1500 Premier, 2 1/2-in.	150.00

R. J. WINDLER, 6638 Ridge Ave., Chicago, Ill.

IMMEDIATE DELIVERY.

American Beauty bench plants, 15c each. Premier, own-root, 6 to 10 inches high, in 2 1/4-in. pots, ready for immediate planting, \$20.00 per 100, \$175.00 per 1000. Columbia, 6 inches high and over, ready for planting, \$18.00 per 100, \$125.00 per 1000. Also 5000 3-yr.-old Ophelia bench plants. If your requirements run into quantities, write us for special prices on pot plants. MYERS & SAMTMAN, Chestnut Hill, Philadelphia, Pa.

For special offer of 2 1/4-in. own-root Roses see our advertisement on cover page. Also a lot of 4,000 extra fine bench-grown Ophelia, Sawyer, White and Pink Killarney, \$10.00 per 100, \$90.00 per 1000. Special offer: Very fine 3-in. Columbia, to move quickly, \$130.00 per 1000. Also 1,000 extra strong 3-in. Premier, \$22.00 per 100, \$200.00 per 1000. Write us for special price on 2 1/4-in. Premier in 1000 lots. S. S. Skidelsky & Co., 50 Park Place, New York.

STRONG, HEALTHY ROSES.

- 2000 3-in. Ophelia\$12.00 per 100
- 300 4-in. Ophelia 20.00 per 100

Cash with order.

EICHE FLORAL CO., Lincoln, Neb.

ROSES, TWO-INCH.

- Premier\$20.00 per 100, \$175.00 per 1000
- Columbia 15.00 per 100, 125.00 per 1000
- Ophelia 15.00 per 100, 120.00 per 1000
- Sunburst 15.00 per 100, 120.00 per 1000
- Richmond 10.00 per 100, 90.00 per 1000

For cash with order, free packing. Glad to submit sample for the asking. DANA R. HERRON, Olean, N. Y.

ROSES

Good, own-root stock Columbia, 3-in....\$15.00 per 100, \$125.00 per 1000 Premier, 2 1/2-in... 15.00 per 100, 125.00 per 1000 Ophelia, 2 1/2-in... 10.00 per 100, 90.00 per 1000 A. N. KINSMAN, Austin, Minn.

ROSE PLANTS

Bench-grown, own-root, 1-yr.-old. Ophelia\$12.00 per 100, \$110.00 per 1000 Sunburst 12.00 per 100, 110.00 per 1000 3-in., own-root, strong plants. J. J. L. Mock....\$15.00 per 100,\$140.00 per 1000 THE HAMMOND CO., 109 East Broad St., Richmond, Va.

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Sixth Edition—Ready Soon. Florists' Pub. Co., Caxton Bldg., Chicago.

ROSES.

Own root and grafted.

See display this issue.

C. U. LIGGIT,

Wholesale Plantsman, 303 Bulletin Building, Philadelphia, Pa.

CHOICE YOUNG ROSE STOCK

Ready to plant in the bench. Low prices to clean up. Ophelia, 1500 2 1/2-in. \$10.00 per 100...

BENCH PLANTS.

3-year-old stock. Good strong plants, well reated and pruned. Russell \$8.00 per 100, \$70.00 per 1000...

PETER REINBERG,

30 E. Randolph St., Chicago, Ill.

STRONG HEALTHY ROSES. NOTE SPECIAL REDUCED PRICES.

Table with 4 columns: Variety, 2 1/2-in., 1000, 3-in., 1000. Rows include PREMIER, COLUMBIA, and OPHELIA.

GULLETT & SONS, LINCOLN, ILL.

50,000 FINE, STRONG, OWN-ROOT PREMIERS \$20.00 per 100, \$175.00 per 1000.

These are exceptionally good plants and we would be glad to send samples. Cash with order or satisfactory credit references.

J. F. WILCOX & SONS,

Progressive Florists, 530 Broadway, Council Bluffs, Ia.

ROSES.

Hadley, 250 2 1/2-in. \$18.00 per 100. Columbia, 250 2 1/2-in. 18.00 per 100. Ophelia, 250 2 1/2-in. 15.00 per 100.

RATCLIFFE & TANNER, INC.,

207 N. 6th St., Richmond, Va.

Roses, bench plants, own-root, Perle des Jardin, Bride, Ophelia, Sunburst, Richmond and Hooster Beauty, \$17.00 per 100; Columbia, \$25.00 per 100.

E. J. Ulrich Floral Co., Tiffin, Ohio.

ROSES.

Milady, Ophelia and White Killarney 3-in., \$15.00 per 100. Fine Columbia 3-in., \$18.00 per 100, \$150.00 per 1000.

C. C. POLLWORTH CO.,

Milwaukee, Wis.

Table with 3 columns: Variety, Own Root, Per 100. Rows include Shawyer, J. J. L. Mock, Ophelia, and Pink and White Killarney.

Russell Rose bench plants. This stock has been well reated and will be lifted as we receive your orders. Special price, \$150.00 per 1000.

The Weiss & Meyer Co., Maywood, Ill.

ROSES

Ophelia, 500 4-in. \$12.00 per 100. Columbia, 1000 2 1/2-in. 8.00 per 100.

W. F. DUNTEMAN,

Bensenville, Ill.

ROSES.

550 Ward, 2-in. \$6.00 per 100. Columbia, 2-in. 8.00 per 100. 200 Richmond, 2-in. 6.00 per 100.

HAENTZE FLORAL CO., Fond du Lac, Wis.

BENCH ROSE PLANTS.

Ophelia \$100.00 per 1000. Prima Donna 100.00 per 1000. Shawyer 100.00 per 1000.

ROY F. WILCOX & CO.,

MONTEBELLO, CAL.

Columbia, 2 1/2-in., \$13.00 per 100, \$120.00 per 1000. Columbia, 3-in., 16.00 per 100, 150.00 per 1000.

A. Rasmussen, New Albany, Ind.

Roses, 1000 White Killarney, 3 1/2-in., \$20.00 per 100, \$175.00 per 1000; 1000 each 3-in., Ophelia and Columbia, \$18.00 per 100, \$150.00 per 1000.

Montgomery, Ala.

Rose plants, extra fine 3 1/2-in. Columbias. This is very healthy stock and is ready to be planted in benches. Special price \$150.00 per 1000.

Batavia Greenhouse Co., Batavia, Ill.

ROSES, OWN ROOT, 2 1/2-IN. POTS.

Columbia \$15.00 per 100, \$120.00 per 1000. Ophelia 12.00 per 100, 100.00 per 1000.

THE CLEVELAND CUT FLOWER CO.,

Newton Falls, Ohio.

ROSES, strong Mock, 2 1/2-in., \$10.00 per 100. Columbia, 2 1/2-in., \$12.00 per 100. Strictly first-class stock guaranteed satisfactory.

Pleasant View Greenhouses, Madisonville, Ky.

Roses, Dorothy Perkins, Red Excelsa, white and pink, strong, 3-year-old, field-grown, for autumn delivery. Write for prices.

Linden Lawn Gardens, Springfield, O.

Roses, 75 Premier, 3-in., 15c each; 50 Cecile Brunner, 4-in., 15c each; 200 Columbia, 2 1/2-in., 5c each.

F. L. Lanson, Council Bluffs, Iowa.

TO MAKE ROOM

Roses, 2 1/2-in., fine stock. Per 100 Per 1000 Ophelia \$15.00 \$120.00

Joseph Kohout, Libertyville, Ill.

Roses, Columbia, Ophelia, Hoosier Beauty and Richmond, own root, 2 1/2-in., \$10.00 per 100; 3-in., \$20.00 per 100.

O. H. Frey, Lincoln, Neb.

2000 2 1/2-in. Columbia \$10.00 per 100. 500 2 1/2-in. Premier 15.00 per 100.

H. P. Smith, Plina, O.

Roses, 2400 Ophelia bench plants, extra good quality, \$100.00 per 1000; 2000 2 1/2-in., own-root Columbia plants, \$125.00 per 1000.

Fred O. Meyer & Co., Addison, Ill.

Roses, Pink Killarney, bench stock, 2000 at \$12.00 per 100. Carey the Florist, Mt. Clemens, Mich.

Roses, 800 extra good, 2 1/2-in., Ophelia, 10c; 100 Killarney, 10c; 250 3-in., Richmond, 15c.

Atwell Florist, Fort Dodge, Iowa.

Roses, 1500 White Killarney, 2 1/2-in., \$6.00 per 100, \$50.00 per 1000.

Haentze Floral Co., Fond du Lac, Wis.

From 2 1/2-in. pots, own-root, 300 Russell, \$12.00 per 100. Beaver Ave. Floral Co., 3422 Beaver Ave., Des Moines, Iowa.

Roses, 10,000 American Beauty bench plants, \$16.00 per 100, \$150.00 per 1000. Wm. Dittman, New Castle, Ind.

Roses, 2 1/2-in. and 4-in. pots. Get surplus list. Ledde Co., Expert Rose Grower, Springfield, O.

SALVIAS

SALVIA ZANE GRAY.

The purple Salvia. A rich purple color. Something new. A grand bedding plant. Everybody wants it.

HARPER FLORAL CO., 1618 E. Sixth Ave., Pine Bluff, Ark.

Salvias, 2 1/2 and 3-in., in bud and bloom, \$5.00 per 100. Cash with order. B. L. Gibbs & Sons, Cumberland, Md.

Salvia Bonfire, 600 strong, healthy 2 1/2-in., \$4.50 per 100. Cash with order. Hartline & Huff, Newcomerstown, O.

SALVIA AMERICA, 3-in., \$10.00 per 100; 4-in., \$15.00 per 100. Wm. F. Krueger, 516 Potter St., Toledo, O.

Salvia Bonfire, strong plants, 2 1/2-in., \$2.50 per 100, \$20.00 per 1000. J. O. Schmidt, Bristol, Pa.

Salvia, Splendens and Bonfire, strong 2 1/2-in. plants, \$3.50 per 100. Cash please. J. J. Clayton & Son, West Grove, Pa.

SALVIAS, 2 1/2-in., \$4.00 per 100. John Bauscher, Freeport Ill. Salvia, 3-in., \$6.00 per 100. Nick Reding, 6731 Ridge Ave., Rogers Park, Chicago.

Salvia Zurich, 3-in., 5c. Cash. Lodi Greenhouses, Lodi, O.

SEEDS

“WELL BOUGHT IS HALF SOLD.” Buy the Right Seeds:

BEGONIA: Luminosa, best red bedding variety easiest to grow... CALCEOLARIA: Hybrida, collection of giant-flowering varieties...

GRANDIFLORA: Alba, Salmonea, Coerulea, Lilacina, Oculata, Appleblossom, Kermesina, Crispa, Rosea, Fire Queen... COSMOS: Early-flowering, mammoth, white, pink, crimson, Pink Lady Lenox, White Lady Lenox...

SEVIN-VINCENT CO., Wholesale Seed Growers. 512 Washington St. San Francisco, Calif.

Primula Chinensis, all colors mixed, new crop, per trade packet, \$1.00; 1/2 packet, 50c; 1000 seeds, \$2.00.

Primula Obconica Gigantea mixed, per trade packet, 50c; 1/2 packet, 30c. Primula Malacoides, "Giant Baby," per trade packet, 50c.

Cinerarias, dwarf, giant-flowering, finest mixed, per trade packet, 50c; 1/2 packet, 30c. The Holmes-Letherman Seed Co., Canton, O.

Amaryllis Vittata hybrids, just collected from blooms, selected for size, color and markings; sow now, \$2.25 per 100, \$20.00 per 1000. Most gorgeous of all bulbs. O. Fehrlin, Bulb Specialist, Citronelle, Ala.

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Toole's giant prize strain Pansy seed. Wide variety of beautiful shades and colors. Flowers of large size and good substance.

Packet of 1000 seeds, 50c; 1/2 oz., \$1.00; 1 oz., \$7.00. WILLIAM TOOLE & SON, Hardy Plant and Pansy Farm, Baraboo, Wis.

Delphinium seeds, new crop, fresh, thoroughly ripened seed from my own fine strain; named sorts combined with Dreer's Gold Medal hybrids and gentlemen's private collection.

SWEET PEAS. For seeds of any or all the standard varieties or novelties in winter-flowering Sweet Peas.

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SWEET PEA SEEDS. The latest and most up-to-date cut flower sorts for the commercial florist. S. S. PENNOCK CO., 1608-20 Ludlow St., Philadelphia, Pa.

CINERARIA SEED. Prize Dwarf, Mixed. Trade Packet, \$1.00.

AMERICAN BULB CO., 172 N. Wabash Ave., Chicago, Ill. PANSY SEEDS.

A. B. C. Prize Mixture, \$7.00 per oz.; \$4.00 per 1/2 oz. AMERICAN BULB CO., 182 N. Wabash Ave., Chicago, Ill.

SEEDS. Washington Pansy, mixed, \$5.00 per 1 oz. Columbine, finest long-spurred, \$4.00 per 1 oz. Delphinium, Burbank's hybrid, \$4.00 per 1 oz.

M. L. BUCKNER, Chelan County, Stehkin, Wash. Petunia Seed, wholesale only, California Ruffed Giants, mixed, very large, Fringed Perfection Grandiflora, mixed, Fringed Doubles, mixed, 1920 delivery.

ASPARGUS SPRENGERI SEED Greenhouse Grown Per 1,000 seeds \$1.50 per 1000 Per 10,000 seeds 1.25 per 1000. S. S. PENNOCK CO., 1608-20 Ludlow St., Philadelphia, Pa.

ASPARGUS SEEDS. Sprengerl \$1.50 per 1000. AMERICAN BULB CO., 172 N. Wabash Ave., Chicago, Ill.

Pansies, giant flowering, richest colors, 1/4 oz., \$1.00; 1 oz., \$3.50. Delphinium Belladonna, 1/2 oz., \$1.00. Pansy Booklet.

Write for our new list of reasonable Seeds just out! S. S. Skidelsky & Co., 50 Park Place, New York.

SMILAX SMILAX, fine plants, from pots, \$3.00 per 100, \$25.00 per 1000, not less than 500 at 1000 rate. Albert M. Herr, R. F. D. 8, Lancaster, Pa.

Smilax seedlings, \$1.00 per 100, \$7.50 per 1000; 2-in., \$3.00 per 100, \$25.00 per 1000. W. W. Stertzling, 7280 Manchester Ave., St. Louis, Mo.

SMILAX, 10,000 good 2-in. that were sown in January. F. C. Freeman & Sons, Portland, Ind.

SMILAX. Extra strong, will make quick strings. From 2-in. pots, \$2.50 per 100. E. Rawlings, Wholesale Grower, Allegany, N. Y.

Smilax 1000, very nice plants, from 2 1/2-in. pots, \$3.00 per 100 or \$25.00 for the lot. S. S. Skidelsky & Co., 50 Park Place, New York.

Smilax, strong plants, thrice clipped back, 2 1/2-in., \$3.00 per 100; 3-in., \$4.00 per 100. Smilax, 2-in. strong plants, \$2.50 per 100, \$29.00 per 1000. Winfield S. Kircher, Cyclamen Specialist, Defiance, Ohio.

SMILAX—Continued

Smilax, 2-in., extra fine plants, cut back 3 times, ready to bench, \$3.00 per 100. Cash. G. W. Frisch's Son, Dayton, Ohio.

Smilax, fine strong plants, 2½-in., \$2.75 per 100; 3-in., \$5.00 per 100. Cash with order. J. F. Wilcox & Sons, Council Bluffs, Ia.

Smilax, 2½-in. stock, \$3.50 per 100, \$30.00 per 1000. Rosemont Gardens, 116 Dexter Ave., Montgomery, Ala.

Smilax, 2½-in. pots, \$4.00 per 100, \$35.00 per 1000. Roman J. Irwin, 43 West 18th St., New York.

Smilax, strong 2-in., \$2.50 per 100. The Dumsor Floral Co., Elgin, Ill.

Smilax, 2½-in., \$3.00 per 100. Ready now. W. Matthewson, Sheboygan, Wis.

Smilax, strong plants cut back, 2-in., \$2.50 per 100. Cash. Harglerode Bros., Shippensburg, Pa.

Smilax, good early strings, 2½-in., 8c each. Gullett & Sons, Lincoln, Ill.

Smilax, good, strong 2-in., \$2.50 per 100. Kemble-Smith Co., Boone, Ia.

Smilax, good, strong 2-in., \$3.00 per 100. Cash. The Sycamore Greenhouses, Sycamore, Ill.

Smilax, 2½-in. well established plants, \$3.00 per 100. John Stamm, Hutchinson, Kan.

Smilax 2-in., good strong stock, \$2.50 per 100. Rolf Zettitz Co., Dayton, Ohio.

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Smilax, strong 2½-in., \$3.00 per 100. Goree Greenhouses, Paris, Texas.

SMILAX, strong seedlings, 75c per 100. Cash. Chas. E. Coughlin, Auburn, Ind.

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SNAPDRAGONS.
Nice, pinched back plants, ready now.

100	1000
Silver Pink.....2½-in.	\$6.00 \$55.00
Keystone.....2½-in.	6.00 55.00
Yellow and White.....2½-in.	6.00 55.00

ROMAN J. IRWIN, NEW YORK.

Snapdragons, strong 2-in. pots, Nelrose, salmon pink; Michell, new, Orlando, Fletcher, new, bronze in color; Golden Delight, new, pure deep golden yellow; Golden Pink, Queen Pink, \$4.00 per 100. Kamp & Spintl Greenhouse Co., North Milwaukee, Wis.

WE SPECIALIZE IN SNAPDRAGONS.

Silver Pink, Enchantress Pink, Rose Pink, Bronze Queen, White and Yellow, 2½-in., \$4.50 per 100. Cash please.

Hillview Greenhouse Co., La Crosse, Wis.

Snapdragons, Silver Pink, strong stock, pinched and well branched, free from rust, 2½-in., \$6.00 per 100; St. Louis, lavender pink, very strong stock and a strong grower, 2½-in., \$6.00 per 100. Cash. Freeport Floral Co., Freeport, Ill.

DOUBLE SNAPDRAGON JUNE HEFKO.

Rooted cuttings, \$15.00 per 100, \$123.00 per 1000; 2½-in. pots, \$17.00 per 100. October and later delivery. See our display ad with description, on page 111 of the June 24th issue. T. D. Hefko, Marshfield, Wis.

Snapdragons, strong healthy plants, pinched several times, 3-in. pots, fine for immediate planting. Keystone, Phelps, white and yellow, \$7.00 per 100, \$60.00 per 1000. The Hammond Co., 109 East Broad St., Richmond, Va.

Snapdragons, silver pink, white, yellow and scarlet, pinched-back, \$45.00 per 100. Cash. Harris & Holden, Wilson, N. Y.

Snapdragons, strong, pinched back, 2½-in. stock, mixed, \$4.00 per 100. The Thumb Nursery, Marlette, Mich.

Snapdragons, Nelrose, 2½-in., \$6.00 per 100, \$55.00 per 1000. Cash please. Stubby Floral Co., St. Joseph, Mo.

Snapdragon seedlings, Silver Pink, 2½-in., Ransburg's strain, \$4.50 per 100. Cash. W. A. Ballou, Wheaton, Ill.

Strong 2½-in. Keystone, \$5.00 per 100, \$45.00 per 1000. Ready now. S. S. Skidelsky & Co., 50 Park Place, New York

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Extra heavy, pinched back, 2½-in. equal to 4-in., \$5.00 per 100, best stock we ever had. Cash please. DOBBS & SON, Auburn, N. Y.

STEVIAS.

1000 Stevias, good, strong plants, 2½-in., \$5.00 per 100. Cash please. J. M. WALTHER, 3645 Iowa Ave., St. Louis, Mo.

STEVIAS, Double Dwarf, 2½-in. pots, \$5.00 per 100, \$45.00 per 1000. Rooted cuttings, \$2.50 per 100, \$20.00 per 1000. Rooted cuttings are postpaid. Roman J. Irwin, 43 West 18th St., New York.

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Stevias, 1000 2-in., \$4.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

STEVIAS, double, 2½-in., strong plants, \$4.00 per 100. Cash. E. V. Myers, St. Joseph, Mo.

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Strobilanthes Dyerianus, 2½-in. pot, \$6.00 per 100, \$55.00 per 1000. The McGregor Bros. Co., Springfield, O.

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Sweet William seedlings, strong, \$1.00 per 100. Best colors. Kamp & Spintl Co., North Milwaukee, Wis.

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STRONG PLANTS, WILL AVERAGE SIX TO EIGHT INCHES HIGH, \$6.00 PER 100. G. R. NOBLE, PADUCH, KY.

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Cabbage plants, ready for field, Copenhagen Market, Early Jersey Wakefield, Danish Ball Head, Danish Round Head, \$1.65 per 1000, prepaid.

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VEGETABLE PLANTS, Celery, White Plume, transplanted in flats, \$4.00 per 1000, ready for the field.

Cauliflower plants, transplanted, Snowball, \$6.00 per 1000.

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Cabbage and Celery: All the leading varieties, strong plants from the field, \$1.50 per 1000, \$12.50 per 10,000, \$100.00 per 100,000.

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VEGETABLE PLANTS, delivered to you all charges prepaid; Cabbage, Tomato, Beet, Lettuce, Celery, 100, 65c; 1000, \$3.50; 5000, \$15.00; 10,000, \$28.50. Price list free. Commercial Plant Growers Co., New Bohemia, Va.

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Classified Advs.

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Cabbage, Flat Dutch, All Seasons, healthy plants, \$2.60 per 1000; prepaid. Petzai, \$1.00 per 100. Tomato, New Stone, good stock, \$2.00 per 1000. Arden Floral Gardens, Arden, Del.

Good, transplanted Tomato plants, surplus stock, standard varieties, \$5.00 per 1000, prepaid. Cash. C. A. Anderson Greenhouse Co., Box 56, Tionesta, Pa.

Cabbage, 1,000,000 late, field-grown plants, all varieties, and the best I ever raised, \$3.00 per 1000. Send for prices on 10,000 lots. Engle Floral Co., Xenia, O.

Cabbage, Tomato, Onion, Pepper, Egg, Parsley, Cauliflower, Brussels Sprouts, Kohl Rabi and Kale plants. Catalogue free. Harry J. Squires, Good Ground, N. Y.

Celery: White Plume, Giant Pascal, Winter Queen, \$3.00 per 1000. S. W. Pike, St. Charles, Ill.

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Kohl Rabi and Kale plants, 75c per 100, \$2.75 per 1000. Harry J. Squires, Good Ground, N. Y.

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Verbenas, red, scarlet and purple, 3-in. pots, \$7.00 per 100. Cash. B. L. Gibbs & Son, Cumberland, Md.

Verbenas, separate colors, in bloom, 2½-in., \$3.00 per 100. Ellis Bros. & Co., Keene, N. H.

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3¼-IN. VINCA VARIEGATA. \$14.00 per 100, \$130.00 per 1000. Only one thousand. Speak quickly! 2½-in., \$6.00 per 100, \$50.00 per 1000. 3-in., \$10.00 per 100, \$90.00 per 1000. 1000 very bushy, with lots of long vines, \$25.00 per 100. S. S. Skidelsky & Co., 50 Park Place, New York.

Vincas, variegated, 2½-in. pots, \$6.00 per 100, \$50.00 per 1000; 3-in. pots, \$12.00 per 100, \$100.00 per 1000; 4-in. pots, \$20.00 and \$25.00 per 100. Roman J. Irwin, 43 West 18th St., New York.

Vincas, variegated, fine vines, 2½-in., 5c; 3-in., 10c. Wm. F. Krueger, 516 Potter St., Toledo, O.

Vincas, green, 3¼-in., \$6.00 per 100. The Dumsor Floral Co., Elgin, Ill.

Vinca variegata, 2½-in., \$5.00 per 100. Cash. E. J. Ullrich Floral Co., Tiffin, Ohio.

Vincas, variegated, 2-in., \$5.00 per 100, \$45.00 per 1000. Cash. C. Betscher, Dover, O.

Vincas, variegated 3¼-in., \$12.00 per 100. W. H. Tracy, 20 Cadwell Ave., Waverly, N. Y.

Vinca, variegated, 3-in., 4 to 5 leads, \$8.00 per 100. Thomas Salvason, Petersburg, Ill.

VINCAS, variegated, 3¼-in., \$15.00 per 100. Davis Floral Co., Davenport, Ia.

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Violets, La France and Marie Louise, rooted cuttings, \$4.00 per 100, \$35.00 per 1000. Marie Louise plants from soil, ready August and September, \$10.00 per 100, \$90.00 per 1000. Roman J. Irwin, 43 West 18th St., New York.

VIOLETS. Governor Herrick, extra good 2½-in., \$6.00 per 100, \$55.00 per 1000. Cash. JOHN BAUSCHER, FREEPORT, ILL.

Violet plants, Marie Louise, dark, double variety, extra strong rooted, \$30 per 1000. J. Vonder Linden, Rbinebeck, N. Y.

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Zinnias, fine, transplanted, in flats, \$2.50 per 100. Walnut Ave. Greenhouses, 129 Walnut Ave., Roxbury, Mass.

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Look what we are offering under snapdragons and Alyasums. Freeport Floral Co., Freeport, Ill.

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CHRYSANTHEMUMS.

100 Yellow Chadwick	75 Timothy Eaton
650 Polly Rose	500 Oconto
75 Golden Gleam	1000 Pacific Supreme
300 Glory of Pacific	110 Chrysolora
400 December Gem	500 Colonel Appleton
120 Leaco	

POMPONS.

500 Christiana Gold 80 Grey Stone
80 Hilda Canning 75 Romania Warren
60 Lillian Doty.
If you have anything to offer let us hear from you. These are good plants, in 2½-in. pots and will be closed out as a whole at \$45.00 per 1000. GRANDY, THE FLORIST, NORFOLK, VA.

To Exchange—Strong 4-in. Sprengerl, 12c. Matchless or Enchantress Carnations, \$90.00 per 1000. For Ferns, Begonias, 2-in. Plumosos or Vinca Variegata. Sunnyside Floral Co., Leavenworth, Kan.

To Exchange—2-in. Fuchsias, mixed, and S. A. Nutt Geraniums from rooted cuttings up to 4-in. for 2½-in. Vinca Variegata, Dracena Indivisa, or Asparagus Plumosos seedlings. Mrs. E. A. Llewellyn, Olean, N. Y.

Vinca vines, 2½, 3 and 3¼-in., Geraniums and Dusty Miller Salvias for Carnations, Ferns or Begonias. Earl Shults, Horseheads, N. Y.

To Exchange—Asparagus Plumosos, 4-in., 12c for Primulas or 2-in. Asparagus Sprengerl. Hinz Bros. & Co., Leavenworth, Kans.

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Wanted—We are in need of Peonies Officialis Rubra. Name lowest cash price, size of plants and amount you can offer. Henry Field Seed Co., Shenandoah, Iowa.

Wanted—1000 or 5000 each of the following: Delphinium Belladonna, Spanish Iris and Lupines. Will pay cash or exchange some Peonies. W. Z. Purnell, Snow Hill, Md.

Wanted—Eucharis Amazonica bulbs and Gladiolia bulbs, mixed sorts. Palm Beach Floral Co., West Palm Beach, Fla.

Wanted—500 dormant Mertensia roots, first-class stock and in fine condition. Write me what you have. S. Merry, Ilion, N. Y.

WANTED—Continued

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Atlantic Greenhouses, Atlantic, Iowa.

Wanted—Small Alzophila Australis.
City Nursery, Santa Barbara, Cal.

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ORDER NOW FOR FALL DELIVERY.
Just the flowers for design work, baskets, wreaths and all other decorative work.
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Outwear 5 corn brooms, guaranteed one year for continuous family use, are lighter, not affected by water, work equally well on carpets or cement floor. Will cut your broom expense 50%, just the thing for greenhouses. In fact it is an all around broom, will work anywhere a corn broom will, do better work and last a lot longer. Sample, \$1.25 postpaid. Agents wanted.
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BAMBOO STAKES

1-foot, green\$ 2.50 per 1000
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2-foot, green 6.50 per 1000
3-foot, green 8.50 per 1000
4-foot, green 12.00 per 1000
5 to 6-foot, natural 12.00 per 1000
6-foot, natural 15.00 per 1000

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JAPANESE GREEN CANE STAKES.

36-in.\$1.00 per 100, \$ 9.00 per 1000
48-in. 1.35 per 100, 12.00 per 1000
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Pillsbury's carnation staples, 35c per 1000, 3000 for \$1.00. **I. L. Pillsbury, Galesburg, Ill.**

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PREPARED BY
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COLORS: BROWN, GREEN OR PURPLE.
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SEE LARGE AD FOR PREPARED BEECH AND OAK.

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DECORATIVE EVERGREENS
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Dux Superiora Brand
Brown and green**

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New crop fancy hardwood cut Ferns, \$2.50 per 1000, 10,000 for \$20.00.
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Asparagus Plumosus sprays. Send for price list. The Pennock Plantation, Jupiter, Fla.

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BETTER CARNATION PLANTS
to set in your benches;
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Neponset—the best made.
2¼-inch\$ 4.20 per 1000
2½-inch 4.80 per 1000
4-inch 10.50 per 1000
5-inch 16.55 per 1000
6-inch 22.30 per 1000
These prices are f. o. b. Chicago. We can quote lower prices for shipment from the factory in the east.
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2¼-in.\$ 4.20 per 1000
2½-in. 4.80 per 1000
3-in. 6.40 per 1000
5-in. 16.55 per 1000
6-in. 22.30 per 1000

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1 to 5 bales.....	\$1.85 each
6 to 15 bales.....	1.80 each
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Sphagnum Moss, 10 bbl. bales, \$4.00; 5 bales, \$14.50; 8 bbl. bale, \$3.00; 5 bales, \$13.00; 5 bbl. bale, \$2.25; burlapped 40c per bale. Cash.
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100 lbs.,	\$2.00; 1000 lbs.,	\$17.50;
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8 to 5 ton lots,	\$33.00 ton;	
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1½c per lb.
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Write today.

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Having contracted with the largest cigar factory in America for their stems, we are in a position to make shipments of any size immediately. **COMPARE OUR PRICES WITH OTHERS.** 200 lb. bale, \$3.00; 400 lb. bale, \$5.00; ton, \$22.00.
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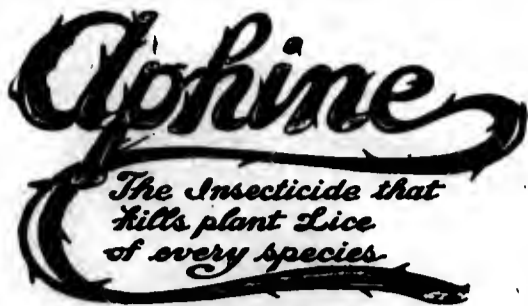
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For earworms, angleworms and other worms working in the soil.

Quart, \$1.00 Gallon, \$3.00

Sold by Dealers

Aphine Mfg. CO., Madison, N. J.

Mention The Review when you write.

INSECTONOS

This non-poisonous contact insecticide will enable you to control **White Fly, Rose Leaf Roller, Chrysanthemum Leaf Tyer**, etc. One pound makes 82 gallons of spray.

SEND \$2.25 For 1-lb. Can Postpaid

Case of 3 Cans Sent Postpaid \$13.50 in the U. S.

Use according to directions and it will do the work

EARL L. HEMPSTEAD, Distributor Bloomington, Ill.

For Sale in Chicago by

Poehlmann Bros. Co., 66 E. Randolph St. A. Henderson & Co., 166 N. Wabash Ave.

Mention The Review when you write.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to direction, our Standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

½ Pint, 30c; Pint, 50c; Quart, 90c; ½ Gallon, \$1.50; Gallon, \$2.50; 5-Gallon Can, \$10.90; 10-Gallon Can, \$20.00. Directions on package.

LEMON OIL COMPANY
420 W. Lexington St., BALTIMORE, MD.

Mention The Review when you write.

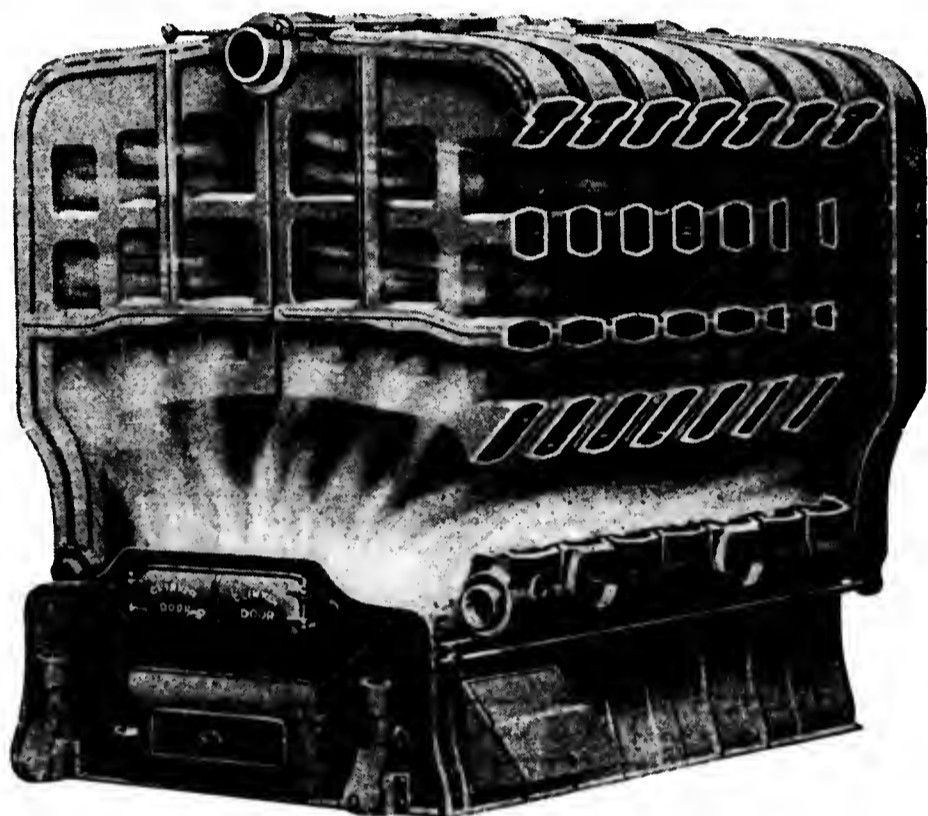
WOOD LABELS

LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H. The BEST WAY to get rid of your surplus stock is to use the REVIEW'S Classified adv.



American Greenhouse Manufacturing Co.

You want—



—to save on your fuel bills by actually getting the maximum heat-power at minimum cost.

—an economical, non-wasteful heating system that will give you your full money's worth.

Now—

We've grown a bit proud of the uniform satisfaction given by McKee Boilers, and of the nice things people voluntarily say about them. For it's a genuine pleasure to sell boilers that win unsolicited praise wherever used.



A card **from** you will bring a boiler book **to** you.

Won't you 'tend to it immediately?



New York
5 Columbus Circle

Chicago
Masonic Temple
General Office
Factory

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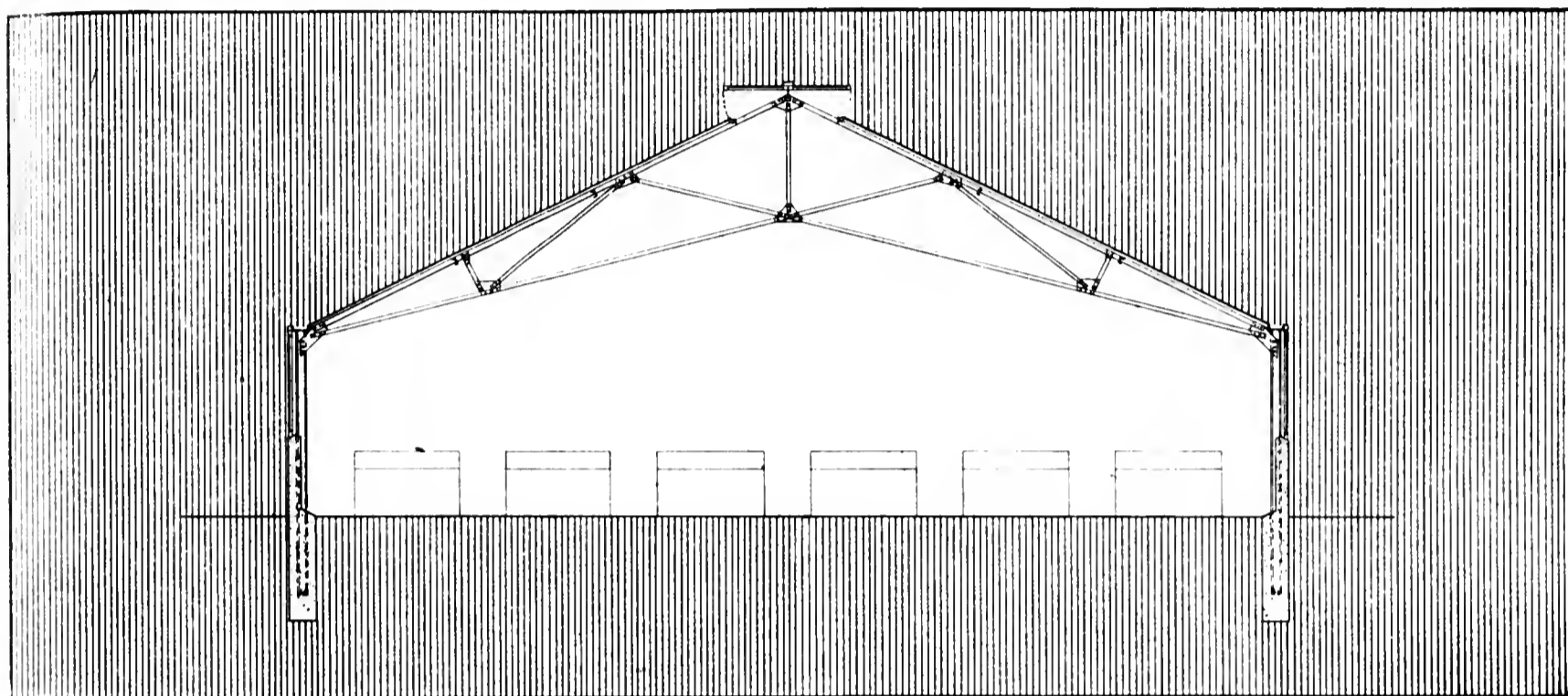
Kansas City
N. Y. Life Bldg.

Pana, Ill.
Drawer 335

Seattle, Wash.
Smith Bldg.

General Office - - - Chicago
Factory - - - Pana, Ill.





Everybody likes a winner—

Especially when they have contributed to his success. Same way with a certain kind of greenhouse, because its success has meant dollars and cents in the bank for those who have used it.

The AGMCO 36-foot steel framer is a winner. That's why it has so many users and that's why its many users are all boosters.

Some of these users are well known to you:

- Charles Steidle, Olivette, Mo. Three houses 250 ft. long.
- Walter Amling, Pana, Ill. Seven houses 300 ft. long.
- Weiss-Spandikow, Rhodes Siding, Ill. Four houses 400 ft. long.
- Daut Bros., Decatur, Ill. Six houses 300 ft. long.

And in sunny Tennessee—

there will soon be six AGMCO 36-foot steel framers, five of which will be 500 ft. long and one 350 ft. long, spreading the fame of their makers throughout the southland, under the banners of the Joy Floral Co., Nashville, Tenn.

It's only a matter of time when you, too, will become an enthusiastic member of the AGMCO 36-foot booster club.

Why not join it *now!*

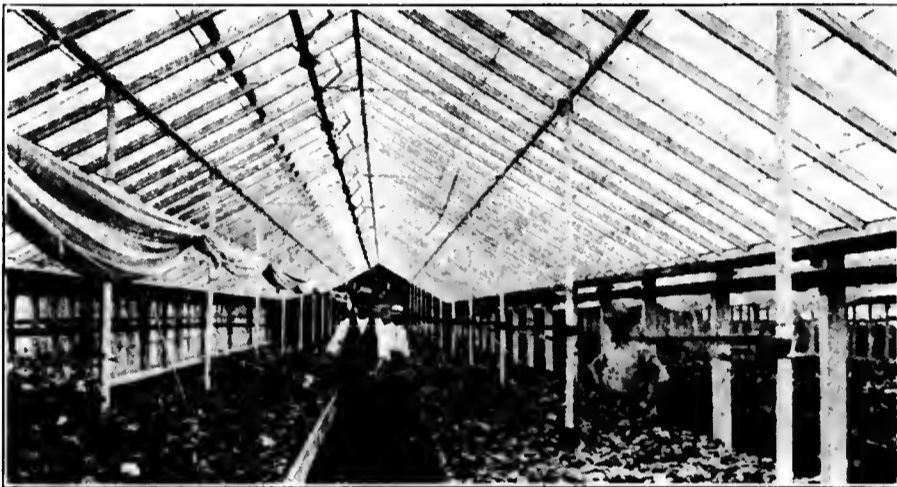
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General Office		Chicago		
Factory		Pana, Ill.		





A TIDY PLANT RANGE



THIS is the well-known establishment of Peter Pearson's at 5732 Gunnison St., Chicago. It is easy to tell why Mr. Pearson has had such splendid success. He has combined knowledge with untiring

effort and keen business ability. Mr. Pearson's crops always hit the market just about right. Needless to say, the greenhouses were furnished by the Moninger Company.



JOHN C. MONINGER COMPANY

914 BLACKHAWK STREET

CHICAGO, ILLINOIS



EVERYTHING FOR THE GREENHOUSE



Improved Challenge



Fig. 44
8-inch



Fig. 41
8-inch



Fig. 47
8-inch
Split Gutter Bracket



Single Combination Shelf Bracket. Carries one 12-inch board, or two pipes.



Fig. 24
Double Pipe Carrier

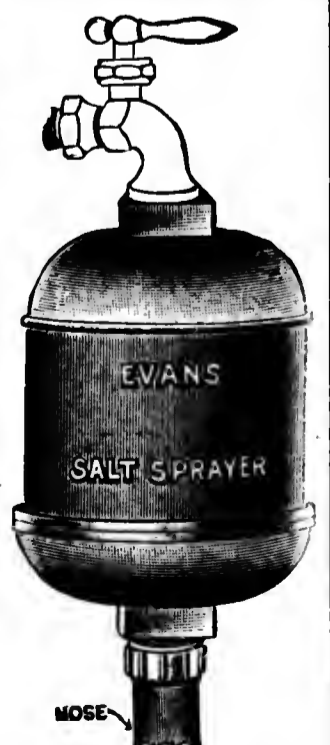
The best proof of the real value and quality of our ventilating machines is the number of florists and growers they are serving.

We are pioneers in the manufacture of Ventilating Apparatus and can furnish you Lifters, Arms, Hangers, Shafting Pipe, Gutter Brackets, Y Brackets, Purlin and Ridge Brackets, Tie Brackets, Split Tees, Split Crosses, Shelf Brackets, Pipe Carriers, Pipe Straps, Side Board Bench Brackets, Sash Hinges 3 x 2½ galvanized steel with brass pins, Door Hinges 4 x 4 galvanized steel with loose brass pins—in fact almost everything in this line.

Write us for complete estimate on your requirements.

John A. Evans Co., Richmond, Ind.

Corner North 14th and Penna. R. R.



Price, \$7.50

THE FLORISTS' REVIEW

10 cents the copy
SUBSCRIPTIONS
\$1.50 Per Year

ENTERED AS SECOND CLASS MAIL
MAY 29, 1897, AT THE POST
OFFICE AT CHICAGO, ILL., UNDER
THE ACT OF MARCH 3, 1879.

A WEEKLY JOURNAL FOR FLORISTS, SEEDSMEN AND NURSERYMEN.
FLORISTS' PUBLISHING CO., 520 Caxton Building, 508 South Dearborn St., CHICAGO.

VOL. XLVI.

CHICAGO, JULY 29, 1920.

NO. 1183.

Calendula Orange King

(FOR GREENHOUSE FORCING)

A special selection of this popular annual, which we have sold for several years with excellent results. Our grower, in sending us the seed this year, writes as follows: "Would state that the strain is better than ever, and you can depend upon its giving your customers unqualified satisfaction."

Trade Pkt., 50c; 1/4 oz., 75c; oz., \$2.50

Cineraria, prize mixture 1000 seeds, \$1.00; 5 pkts. for \$4.50
Pansy, florist mixture, new crop. Tr. pkt., \$1.00; 1/4-oz., \$2.00; oz., \$7.00
Cane Stakes, Natural Japanese..... 6-foot, \$15.00 per 1000
Sphagnum Moss, burlap bales..... \$1.75 each; 10 bales for \$16.50

A. HENDERSON & CO., 166 N. Wabash Ave., Chicago

White Killarney, Milady and Ophelia Roses

3-INCH, FINE STOCK, \$15.00 per 100

Columbia

FINE 3-INCH, \$18.00 per 100; \$150.00 per 1000

C. C. Pollworth Co., Milwaukee, Wis.

Cincinnati and Melior Begonias

2 1/4-inch, \$35.00 per 100

CYCLAMEN

Assorted, 2 1/2-inch, \$12.00 per 100.

Wm. F. Kasting Co., Inc., 568-570 Washington Street, Buffalo, N. Y.

Splendid stock for benching Strong 2 1/4-inch Roses, ready now

Mme. Butterfly..... } \$300.00 per 1000
Frank Dunlop..... }
Ophelia..... 120.00 per 1000
Columbia..... 150.00 per 1000

The E. G. Hill Co., Richmond, Ind.

FOR PROMPT DELIVERY
or for shipment later from Cold Storage

Lilium Giganteum

6 to 8 inch, 400 bulbs to the case 9 to 10 inch, 200 bulbs to the case
7 to 9 inch, 300 bulbs to the case 9 to 11 inch, 180 bulbs to the case
8 to 10 inch, 250 bulbs to the case 10 to 11 inch, 150 bulbs to the case

All Standard Packing.

\$59.00 per case for any size.



Not How Cheap
But How Good

RALPH M. WARD & CO., Inc.

The Lily House

25 Murray Street, NEW YORK

CYCLAMEN SEED — Giant Flowering

Here are the two best strains of American-grown Cyclamen Seed selected from the best Wandsbek type:

Grown for me by J. A. Peterson & Sons, Cincinnati, Ohio.

Giant Brilliant Red	Giant Magnifica (Dark Rose Pink)
Giant Christmas Cheer (Dark Glowing Red)	Giant Daybreak (Delicate Shell Pink)
Giant Rosea Superba (Dark Shell Pink)	Giant White with Pink Eye
	Giant Lavender
	Giant Pure White

Prices on all above, \$1.50 per 100, \$12.00 per 1000.

Giant Glory of Wandsbek (Light Salmon)	Giant Glory of Wandsbek (Dark Salmon)
--	---------------------------------------

\$2.00 per 100, \$15.00 per 1000

Grown for me by Lehnig & Winnefeld, Hackensack, N. J.

Dark Xmas Red	Bright Red	Rose, Dark Eye
Rose Marienthal (Pink)	White with Carmine Eye	American Beauty
Salmon Glory of Wandsbek	Pure White	

New crop seed of all the above colors, \$2.50 per 100, \$20.00 per 1000

Plants of all the above, see classified.

ROMAN J. IRWIN, 43 W. 18th St., New York City

For Immediate Delivery

Some Choice Macawii, the new fern introduced last year and better than either Teddy, Jr., or Scottii; 2 1/4-inch or transplanted bench stock, as preferred, \$15.00 per 100. Write us for special price on quantity.

Cold Storage Giganteum—7/9: 300 per case, \$55.00; 100 per case, \$20.00. 9/10: 200 per case, \$55.00. Write us for our new Seed list and quotations on anything else you may want in plants, seeds, bulbs.

S. S. SKIDELSKY & CO., 50 PARK PLACE, New York City

LILIES Giganteum

7 to 9-inch, 300 per case.....	\$49.50 per case
8 to 10-inch, 225 per case.....	50.00 per case
9 to 10-inch, 200 per case.....	52.50 per case

Choice Cold Storage Stock for Immediate or Future Shipment

FERTILIZERS

Order your fall requirements now. Remember, transportation service is slow.

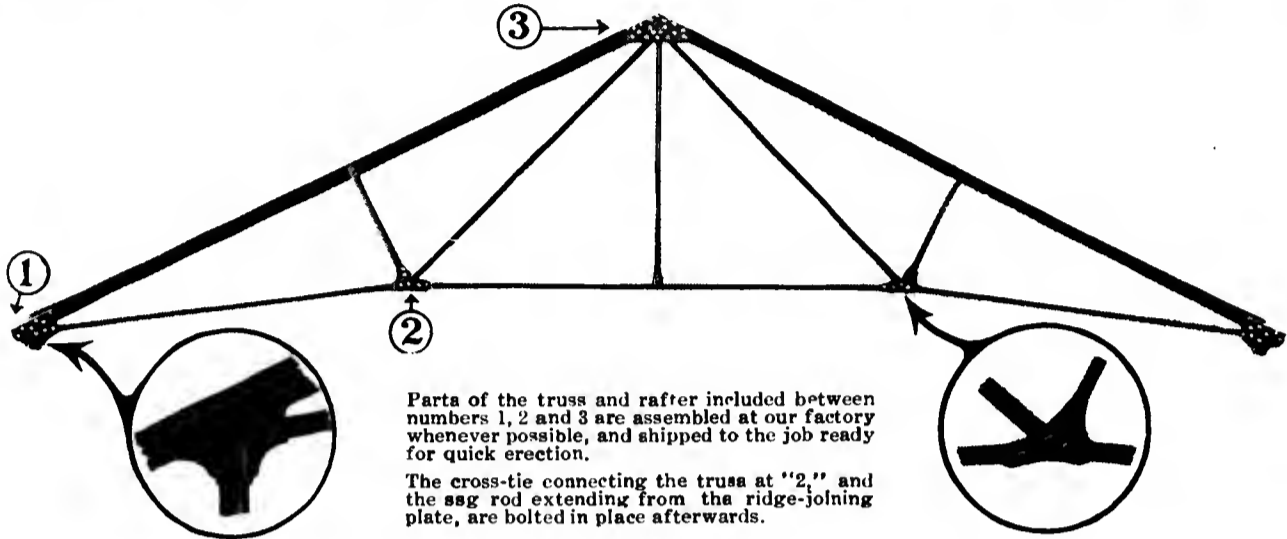
Bone Meal.....	1000 pounds, \$35.00; ton, \$65.00
Blood and Bone.....	1000 pounds, 45.00; ton, 80.00
Sheep Manure.....	1000 pounds, 24.00; ton, 45.00

F. O. B. Chicago.

The W. W. BARNARD CO., 231-235 W. Madison St. CHICAGO



Greenhouse Builders



Parts of the truss and rafter included between numbers 1, 2 and 3 are assembled at our factory whenever possible, and shipped to the job ready for quick erection.

The cross-tie connecting the truss at "2," and the ssg rod extending from the ridge-joining plate, are bolted in place afterwards.

The Costly Cost Of Robbing Peter To Pay Paul

Speaking of robberies, let's first speak of car gears.

Cars have gears to give a range of speeds and power.

You can have your highest speed with your highest gear, but you also have the *lowest* power.

Low gear gives the *greatest* power but the least speed.

You simply can't have both the greatest speed and greatest power at one and the same time.

With greenhouse construction, it's exactly the same way.

You can have some things, if you have others. Or you can have others, if you have some.

For example, take columns.

If you take out columns, you must put in trusses, that will do what the columns did. You can't rob Peter to pay Paul.

It takes just so much supporting to support any roof.

Reduce the size of those supports and some fine morning you will look out the window and find your house lying down for a nice long nap.

Putting columns in a house is so simple in its principle that you can't go very far wrong.

But when it comes to trussing a house you get into stresses and strains.

Which in turn gets you into engineering complications, with figures, and figures, and more figures.

Our engineer figured out the weights and strains, etc., which determined the size and design of the various members.

We proved up the figures by building the trusses in the factory and testing them.

Every truss we put in a house has a surplus of strength for emergencies, such as a heavy snow, or a twister of a wind.

That's why you have never heard of one of our big houses going down.

If these stand-up-facts interest you, and you want more, we have a lot more to give you.

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

IRVINGTON
New York

NEW YORK
42nd St. Bldg.

PHILADELPHIA
Land Title Bldg.

CHICAGO
Continental Bank Bldg.

BOSTON-11
Little Bldg.

CLEVELAND
2063 E. 4th St.

TORONTO
Royal Bank Bldg.

Eastern Factory
Irvington, N. Y.

Western Factory
Des Plaines, Ill.

Canadian Factory
St. Catharines, Ont.



Summer Specials

Now is the time to stock up for the heavy fall months

GNATT'S PREPARED FOLIAGES

Have stood the test for years

Cycas Leaves, Lycopodium, Ruscus, Oak, Beech, Magnolia Leaves

Prepared by scientific European process which insures lasting flexibility and color.

Ruscus

Painted Ruscus, soft, pliable, non-sticky; Olive Green or dark Green.....75c per lb.; in lots of 25 lbs., 65c per lb.
Dyed Ruscus; Colors, Green, Purple or Xmas Red\$1.25 per lb.; 25-lb. lots, \$1.15 per lb.
Gray Tinted Ruscus\$1.00 per lb.; 25-lb. lots, 85c per lb.

Lycopodium, or Prepared Evergreen

NEW STOCK, FRESHLY prepared. Our Lycopodium is dyed and CHEMICALLY TREATED. Can be carried in stock indefinitely and will not dry out.

Price, per 10-lb. carton, \$3.50; in bulk, 100-lb. cases, \$33.00.

Cycas Leaves

Non-Curling—Flexible—Fast Color.

	Per 100		Per 100		Per 100
8 to 12	\$3.80	20 to 24	\$ 6.75	32 to 36	\$12.50
12 to 16	4.50	24 to 28	8.50	36 to 40	13.50
16 to 20	5.50	28 to 32	10.00	40 to 44	17.00

Oak Branches

NEW STOCK—FRESHLY PREPARED. Colors:—Red, Brown or Green.

Branches 24 to 36 inches long, in bulk, per lb., 30c; 25-lb. cases, 27½c per lb.; 100-lb. case, \$25.00 per 100 lbs.

Crepe Paper

NEW STOCK—WATERPROOF. Colors—Moss Green, Red, Lavender, Yellow, White, Pink.

Per doz., \$5.00; per 100, \$40.00.

Thread

O. G. Quality Brand, extra strong. Full 2-oz. spools, put up in 2-lb. boxes.

Price, per lb., \$2.25; 10 lbs. or over, \$2.00 per lb.

Silk Fiber

Colors:—Pink, Nile Green, Moss, Lavender, Yellow, White, Blue, Xmas Red.

50-yd. bolts. 1-inch size, \$2.25 per bolt; 1-doz. bolt lots, \$2.15 each; 2-inch size, per bolt, \$4.75 each; 1-doz. bolt lots, \$4.50 each.

THE OVE GNATT CO., Inc.

Seven acres of floor space devoted exclusively to preparing of Natural Foliages and the manufacture of Baskets and Florists' Supplies.

—La Porte, Ind.



Index to the Advertisements

A.
 Abby Ave. Ghae...111
 Adgate & Son...90
 Advance Co...117
 Alameda Grnhses...93
 Alexandria Florist...94
 Allen, J. K...64
 Alpha Flo. Co...65-72
 Alpha Florist...96
 American Bulb Co...6
 American F. Shop...82
 American Forestry...46
 American Glass Co...119
 American Greenhse...III
 American Hort. Co...63
 American Landscape School...63
 American Rose & Plant Co...112
 Amling Co...26-27
 Andersen Spec. Co...118
 Anderson, S. A...78
 Anderson Greenhse...88
 Angermueller, G. H...62-117
 Annavee Flr. Shop...95
 Aphine Mfg. Co...126
 Archlas Floral Co...73
 Arizona Floral Co...85
 Armacost & Co...57
 Art Floral Co...93
 Artindale & Son...69
 Aschmann, G...109
 Aschmann Bros...111
 Ashborne Goldfish...48
 Asman...85
 Athlison Flr. Store...83
 Athletic Club Florist...94
 Atkins...83
 Atlantic City Flr. Shop...76
 Attica Floral Co...79
 Audubon Nursery...107
 Aull Bros. Co...38
 Aurora Greenhouse...86
 Austin, H...103
 Avenue Floral Co...70
 Axell, J. A...56
B.
 Bader, John...100
 Baer, Jullua...73
 Bailey, Harry...58
 Bailey & Sons Co...88
 Baker Bros...70
 Baker, W. J...41
 Ball, C. D...110
 Ball Floral Co...73
 Bancroft & Son...92
 Barnard Co...1
 Barnes, W. J...72
 Barr & Co., B. F...80
 Barton, W. R...80
 Bassett & Washburn...9
 Bath, John H...96
 Baumer, A. R...81
 Baumgarten...89
 Baum's...83
 Baur Floral Co...81
 Baur & Steinkamp...108
 Baur Window Glass...119
 Bauscher, John...86
 Bayersdorfer & Co...43
 Beard Florist...74
 Beard Floral Co...85
 Beaven, E. A...46
 Becker's Cons...74
 Beckert's Seed...108
 Beehler, Adam...79
 Begerow, A. C...76
 Belmont Flr. Shop...74
 Bemf Floral Co...85
 Bentzen Floral Co...72
 Berger Bros...40
 Berger's Sons, Wm...80
 Bernlag, H. G...62
 Berterman Bros...79
 Besancon & Co...80
 Beater & Sons...84
 Betscher, C...107
 Bills Floral Co...92
 Bissinger, J. A...85
 Blackstone, Z. D...79
 Blake's...91
 Blake & Son...125
 Blome & Co...86
 Blossom Floral Co...79
 Blossom Shop...72
 Blu Maize B. Shop...85
 Blum & Son, B...70
 Bobbiak & Atkins...111
 Bolgiano & Son...103
 Bonnet & Blake...64
 Boston Fl. Supply & Snyder Co...63
 Boston Florist...77
 Boston's Flr. Store...84
 Bowe, M. A...77
 Boyle & Darnaud...93
 Brage & Son...46
 Bramley & Son...91-113
 Braslan Co...99
 Breitmeyer's Sons...85

Bright Spot Gha... 88
 Brinkerhoff Ghaes... 86
 Broadway Florists... 94
 Broderick, R. T... 77
 Brodrib, J. A... 75
 Brookins & Son... 41
 Brown, A. C... 86
 Brown, Chas. H... 77
 Brown Bag Filling Machine Co... 99
 Brown Bros... 84
 Brownwood Flo. Co... 70
 Brunger, C. A... 93
 Bruns, H. N... 86
 Bryan, A. J... 113
 Buchanan Floral Co... 70
 Buchbinder Bros... 37
 Buchholz, Eric... 79
 Budlong, J. A... 30
 Bunyard, A. T... 77
 Burns, H. H... 77
 Burpee Co... 99-109
 Burrows, E. G... 76
 Burt, A. J... 95
 Buschardt, Wm. F... 125
 Butterworth Fl. Co... 85
C.
 Caldwell Woodsman... 47
 California Fl. Co... 59
 California Florist... 94
 Callahan, M. J... 80
 Capital City Floral... 73
 Capitol Floral Co... 70
 Caple, Walter W... 85
 Carbone, Phillip L... 74
 Carek, F. G... 90
 Carolina Flr. Store... 70
 Casper Floral Co... 88
 Cass, W. & T... 77
 Central Floral Co... 87
 Champion & Co... 75
 Chapin, D. S... 123
 Chaplin Bros... 96
 Charleston Cut Flo... 73
 Cherrywood Furn... 40
 Chicago Carton Co... 38
 Chicago Feed & Fertilizer... 124
 Chgo. Flower Growers' Assn... 28-29
 Cincinnati Cut Flr... 62
 City & Kentia Nurseries... 60
 Clark Seed Co... 99
 Clarke Bros... 94
 Clarke's Sons... 77
 Classified Advs... 128
 Claussen, Mrs. C. H... 37
 Climax Mfg. Co... 38
 Clody's Flr. Shop... 87
 Cobby's Flr. Shop... 81
 Coggan, S. W... 85
 Cokely's... 44-48
 Colonial Flr. Shop... 78
 Colorado Seed Co... 63
 Columbia Flo. Co... 73
 Comley, Henry R... 74
 Conard & Jones... 108
 Cannon Co... 84
 Conatien, B. E... 92
 Coombs... 75
 Coronado Nursery... 94
 Cotton the Florist... 74-83
 Coy Seed Co... 99
 Crabb, A. F... 85
 Craig Co., R... 113
 Creech, V. Hermann... 82
 Creacent Garden... 80
 Critchell, C. E... 47
 Crouch, Chas. W... 83
 Crowl Fern Co... 42
 Crump, Frank F... 88
 Culp & Co... 83
 Cunningham F. Shop... 70
 Curran & Co... 115
 Currie & Co., A... 89
D.
 Danish Seed Import... 103
 Danker... 78
 Darbee... 58-93
 Dards, Chas. A... 76
 Darling's Shop... 94
 Daut Bros... 86
 Davis Flo. Co... 73
 Day Co... 76
 Deans, Ralph... 82
 Denver Wholesale... 63
 Derrick, Florist... 76
 Dethlefs, Wm... 96
 Dickinson, E. C... 82
 Dicks Flower Shop... 84
 Dietsch Co., A... 126
 Dingley's... 69
 Dixon Crucible Co... 116
 Dixon Floral Co... 86
 Dixon's... 59
 Donofrio Flo. Dept... 85
 Dorner & Sons Co... 110
 Doswell's... 79
 Dreer, H. A... 100-118
 Drevon-Tegelaar... 104

THE FLORISTS' REVIEW
 508 S. Dearborn St., CHICAGO
 Get your ads to the paper Friday or Saturday when you can—not later than **MONDAY**

Drury, H. F... 86
 Dudley Sons Co... 73
 Duerr, Chas. A... 92
 Duluth Floral Co... 96
 Dumke Floral Co... 88
 Dunlop, John H... 84
 Duon, Robert L... 84
 Durable Prod. Co... 122
 Durham Floral Co... 82
 Duro Paper Prod... 38
 Dux Co... 45
 Dwell-Kaiser... 119
E.
 Eble, Chas... 70
 Ecker, Paul... 50
 Ediefesen-Leidiger... 89
 Edwards Floral Co... 76
 Egg Harbor F. Shop... 76
 Ehle, Fred G... 61
 Eldred Flower Shop... 94
 Elm City Nursery... 106
 Elverson Pottery... 122
 Elyria Flr. Shop... 92
 Engelman, C... 69
 Engle Floral Co... 91
 Enid Floral Co... 84
 Enomoto & Co... 57
 Eppstein, Julius... 93
 Erne & Co... 33
 Espella Flo. Co... 88
 Eugene's Flr. Shop... 95
 Evans, A. W. B... 80
 Evans the Florist... 85
 Evans Co., John A... IV
 Evenden Bros... 80
 Evenden's Sons... 80
 Ever-Ready Fl. Pot... 48
 Excell Lab... 127
 Excello Mfg. Co... 125
 Excelsior Grnhses... 73
F.
 Fallon, Florist... 73-83
 Fallon Co., J. J... 81-82
 Fallon, John... 83
 Farmers' Nursery... 106
 Feast, S., & Sons... 84
 Federal Process... 121
 Felton's For Flowers... 90
 Fertile Chemical Co... 124
 Fetters, E. A... 85
 Field, L. C... 83
 Fischer, Rudolph... 58
 Fisher & Bro... 87
 Fisher Governor Co... 117
 Fleischman... 86
 Fletcher, F. W... 103
 Flick Floral Co... 70
 Floral Art Studio... 78
 Floral Exchange... 95
 Florists' Supply Co... 62
 Florists' Supply House... 63
 Flower Shop... 73-74-82-83-93-95
 Flowershop, The... 93
 Foerster Co... 35
 Foley Mfg. Co... 117
 Forber, G. F... 92
 Ford, Frank H... 82
 Ford, M. C... 64
 Forshaw, S. H... 95
 Foster Floral Co... 84
 Fox & Son... 89
 Franklin Park Flo... 90
 Fraser Nur. Co... 82
 Fraueufelder, C... 87
 Freeman, Mrs. J. B... 90
 Frey & Frey... 96
 Frey, C. H... 96
 Friedman... 87
 Frost, Chas... 105
 Furry & Co... 84
 Futterman Bros... 64

G.
 Gage Co... 60
 Galloway Bros. Co... 92
 Galvin, Inc., Thos... 75
 Gammage & Sons... 84
 Gardner Flo. Co... 92
 Gary Floral Co... 79
 Gasser Co... 91
 Gause, G. R... 79
 Genteman, H. A... 86
 Geny Bros... 83
 George, Inc... 83
 Gibbs Bros... 74
 Giblin & Co... 117
 Giles, John S... 80
 Gillett, E. G... 62
 Gimbel's... 89
 Gleave's Flr. Shop... 93
 Gloeckner, Wm... 78
 Gloekler Co... 36
 Gnat Co., Ove... 1
 Goetz Sons... 87
 Goldsboro Flo. Co... 82
 Goldstein, I... 64
 Gooch, Gen. A. J... 58
 Goodbrad Floral Co... 82
 Gove, Mrs. C. C... 75
 Graham & Son... 91
 Grakelov, C. H... 80
 Grand Rapids Fl. Co... 85
 Grandy... 83
 Green, Edw... 70
 Greene's Flr. Shop... 79
 Greenhouse Sup. Co... 115
 Grever, Wm. H... 78
 Griffith, James F... 117
 Grimm & Gorly... 72
 Grobe, Fred... 60
 Grohman... 85
 Grossberg & Cahill... 91
 Groves Floral Co... 83
 Growers' Exchange... 113
 Grulich & Sons... 76
 Gude Bros. Co... 79
 Guido, Inc... 77
 Gullett & Sons... 113
 Gurney Grnhs. Co... 96
 Guthrie-Lorenz Co... 92
H.
 Habermehl's Sons... 80
 Halbrooks, P. M... 92
 Hall & Co... 54
 Hall & Robinson... 84
 Hamilton Bros... 46
 Hamme, E. J... 89
 Hammerschmidt & Clark... 91
 Hammond Co... 83
 Hanfling Co... 64
 Hannah & Son... 70
 Harkett's Flo. Nur... 92
 Harris, Wm. K... 113
 Harris Bros... 80
 Harris Mfg. Co... 122
 Harris & Lever... 78
 Hart, Geo. B... 63
 Hart, Inc., H... 77
 Hart & Vick... 108
 Hasselbring... 85
 Hastings, Frank R... 80
 Haven Seed Co... 99
 Hawkins, W. H... 60
 Hayes, James... 83
 Hayman Grnhae. Co... 73
 Hecock Floral Co... 92
 Heelas Flower Store... 78
 Heepe Co... 91
 Hefko, T. D... 109
 Heintz & Son, J. G... 79
 Heintz & Sons, J... 86
 Heller & Co... 102
 Hembreiker & Cole... 86
 Hempstead, Earl L... 126

Hencle, Miles S... 76
 Henderson, Lewis... 96
 Henderson & Co... 1
 Henry Co... 10
 Herbert & Fleishauer... 61
 Herrick, A. D... 76
 Herron, D. R... 76
 Hess & Swoboda... 96
 Hewa & Co... 122
 Highland Park Ghs... 87
 Hill Co., Dave... 80
 Hill Co., E. G... I-11
 Hill Co., J. H... 113
 Hill Nursery Co... 107
 Hinde & Dauch... 38
 Hitchings & Co... 140
 Hody & Tules... 90
 Hogan & Evers... 93
 Hogewoning & Sons... 104
 Hollywood Fl. Shop... 93
 Hollywood Gardens... 95
 Holm & Olson... 96
 Holton & Hunkel... 63-102
 Honaker the Florist... 81
 Horan & Son... 75
 Horn Floral Co... 90
 Hornaday Greenhse... 84
 Hopp, A. M... 93
 Howard Rose Co... 58
 Howard & Smith... 94
 Huddart Floral Co... 83
 Humboldt Evergreen... 60
 Humphrey, C. L... 91
 Huntington Co... 107
 Huntley, Martha... 81
 Hurff, E. F... 99
 Huscroft's Fl. Shop... 90
I.
 Ickes-Braun... 121
 Idle Hour Floral Co... 70
 Idlewild Grnhae... 83
 Illinois Malleable... 115
 Ionia Pottery Co... 122
 Irwin, Roman J... I
 Isherwood Grnhs... 73
J.
 Jackson & Perkins... 106
 Jacobs & Sons... 121
 Jaeger & Son... 59
 Jahn, H. H... 78
 James & Son... 78
 Johansen-Winslow... 99
 Johnson & Chronis... 87
 Johnson Basket... 64
 Johnson, J. L... 86
 Johnson, Mrs. Stella... 84
 Johnson's Grnhses... 83
 Johnston, Mary... 84
 Johnston Bros... 75
 Johnston's Fl. Shop... 92
 Johnston & Co... 75
 Jointless Flre Brick... 115
 Joliet Floral Co... 86
 Jones, Percy... 62
 Jones-Russell Co... 91
 Joseph, B. M... 93
 Joy Floral Co... 83
K.
 Kahler Pottery Co... 122
 Kansas City Cut Flower Co... 37
 Kasting Co... I
 Keheley, J. T... 82
 Keller Co., John... 81
 Keller Sons, J. B... 78
 Keller Pottery Co... 122
 Kelway & Son... 106
 Kembie's Flowers... 92
 Kennedy & Sons... 76
 Kennicott Bros... 32
 Kent Bros... 92
 Kerr, R. C... 70
 Kervan Co... 64
 Kessler, Wm... 64
 Keys, Wm. F... 84
 Kidwell Co... 87
 Kimberlin Seed Co... 99
 King Cons. Co... 119
 King Florist, The... 84
 Kinsman, A. N... 96
 Klinshaer... 91
 Knees & Son... 86
 Knoble Bros... 90
 Knoll Floral Co... 70
 Kooyman Co... 55-59
 Koppelman, J. E... 63
 Koltschler, A... 77
 Kramer & Son... 92
 Kroeschell Bros... 114
 Kruchten, John... 35
 Krueger, Otto P... 90
 Krueger Co... 80
 Krug Floral Co... 86
 Kuehn, C. A... 46-62
 Kuhl, G. A... 113
 Kusik & Co... 37

L.
 La Crosse Floral Co... 89
 L. A. Floral Co... 54
 Lager & Hurrell... 110
 Lakeview Rose Gdn... 78
 Lambourne, Ernest... 88
 Landreth Seed Co... 99
 Lane, Geo. F... 75
 Lang Floral Co... 70
 Lange, A... 87
 Lange, H. F. A... 74
 Langohr, M... 88
 Lankford, W. A... 83
 Larmon, L. L... 96
 Laver, J. V... 81
 Lawrence Flo. Co... 82
 Le Horious, J. J... 96
 Leighton, Florist... 69
 Leighton Floral Co... 83
 Lemon & Co... 79-107
 Lemon Oil Co... 126
 Leonard Seed Co... 99
 Lesure... 74
 Lewis Bros... 126
 Lichtenberg's... 94
 Liggitt, C. U... 103
 Lindley Box... 39
 Lion & Co... 42
 Lohman Fl. Shop... 96
 Lohr, Wm. S... 86
 Lord's Flr. Room... 83
 Lord & Burnham... II
 Los Angeles Germania Co... 58
 Los Robles Nursery... 56
 Lotos Mfg. Co... 62
 Louta Flower Shop... 79
 Louwerse & Co... 92
 Loveridge, Chas... 86
 Lowe's Flo. Shop... 93
 Lubliner... 94
 Lubliner, Wm... 89
 Ludwig Flo. Co... 80
 Ludwig, E. C., Co... 80
M.
 MacRorie-McLaren... 93
 McCallum Co... 35-97
 McCarron, Miss... 83
 McClunne, Geo. G... 75
 McClure-Coffman... 73
 McCoy, L. W... 95
 McCray Refrigerator... 36
 McElroy, T. P... 96
 McFarlands... 91
 McHutchinson & Co... 101
 McKenna, Ltd... 84
 McMurray, R. S... 109
 McRae-Jenkinson... 81
 Majestic Floral Co... 70
 Malandre Bros... 76
 Mangel, John... 87
 Mansfield Floral Co... 92
 Marquardt, F. G... 103
 Marget & Miller... 81
 Marshall, Geo. W... 84
 Marvlin, Ira G... 80
 Massmann... 76
 Matthews, W. G... 90
 Matthewson, J. B... 89
 Mauff Floral Co... 88
 May, Harry O... 76
 Mead-Suydam Co... 119
 Meadowbrook Nur... 76
 Meoni, Paul... 64
 Meehan, Chas. E... 41
 Meier-Schroeder Co... 89
 Meinhard, J. E... 72
 Menand, H. L... 78
 Mendelson Bros... 112
 Merrill, Alice B... 74
 Metairie Ridge Nur... 70
 Metropolitan Material Co... 120-125-126
 Metz & Bateman... 90
 Meyer, Adolph... 77
 Meyer Thread Co... 63
 Miami Floral Co... 70
 Michell Co., H. F... 112
 Michigan Cut Flr... 46
 Michler Bros. Co... 81
 Micklely... 89
 Milady's Flr. Shop... 96
 Miller, A. L... 111
 Miller, H. T... 91
 Miller the Florist... 81
 Miller Floral Co... 57-88
 Miller & Son... 86
 Mills... 70
 Minge Floral Co... 82
 Missouri Pottery Co... 122
 Missouri Pottery & Supply Co... 122
 Moninger Co... IV
 Mono Service Co... 97
 Montgomery Grhse... 92
 Morehead Mfg. Co... 116
 Morris & Ellis... 79
 Morse & Beals... 74
 Mosmiller, Frank... 83
 Moss, Chas. A... 70

Table listing various florists and their addresses, categorized by state or region (e.g., N., O., P., Q., R., S., T., U., V., W., Y., Z.).

TABLE OF CONTENTS

Main Table of Contents listing page numbers for various sections including Texas Trade Holds Record Convention, Obituary, Baltimore, Md., and others.

COLU

"The Gem"

Poehlmann now offers the

*In the subjoined lists
Poehlmann Specialties*

**Russell
Premier
Butterfly
Ophelia
Milady**

**Easter Lilies
Valley
Gigas
Carnations
Sweet Peas**

**Smilax
Plumosus
Sprengeri
New Ferns
Adiantum**

Poehlmann Service with Poehlmann



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66 to 74 East

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CHICAGO

MBIA

of the Roses''

largest supply in America

*you will find many other
you can use with profit*

**Centaurea
Cosmos
Feverfew
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Gladioli
Daisies
Larkspur**

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Quality Means Satisfaction

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*The Largest Growers
of Flowers in the World*

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Have Arrived—They Are in This Country

PAPER WHITES

and GRAND SOLEIL d'OR the Yellow Paper White

Formosum Lilies

on the S. S. Katori Maru

Freesia Bulbs in Stock for Immediate Shipment

Ferd Fischer's Cyclamen Seed also is here—arrived on last week's steamer

FERD. FISCHER

SPECIALKULTUR und VERSANDGESCHÄFT
WIESBADEN-AUKAMM

Wiesbaden, den 25. April 1920

TO MY CUSTOMERS IN AMERICA:

Those who are in the market for high grade Cyclamen Seed, I wish to advise you that I have perfected the finest strain of Cyclamen Seed I have ever offered, as for the past four years I have devoted my attention to improving my varieties. Cyclamen offered by me this season are all true to name and selected only from the best and healthy plants which in turn give very good results.

I have paid strict attention to my Salmon and Red shades particularly for the American trade. My seed will be offered by the American Bulb Company, who are my sole agents, and none is genuine unless purchased through the American Bulb Company. It is with pleasure that I recommend to all florists who are growers of high class plants to try out my seed. I hold recommendations from the best growers in the world.

Yours very truly,
FERD. FISCHER

As seed is not plentiful and demand heavy, better send your order today.

WE OFFER THE FOLLOWING FROM FIRST SHIPMENT:

GLOWING DARK RED, XMAS RED
GLOWING RED, BRIGHT CHERRY RED
BRIGHT ROSE, ROSE OF MARIENTHAL
WHITE WITH DARK CARMINE EYE
PURE WHITE

ROCOCO ERECTA, FOUR COLORS
RED, ROSE, LILAC, WHITE WITH CARMINE EYE
SALMON, DELICATE, IMPROVED ROSE VAN ZEHLENDORF
SALMON, IMPROVED GLORY PRIDE OF WANDSBEK
SALMON-RED, NEW IMPROVED GLORY PRIDE OF WANDSBEK

FOR PRICES AND PARTICULARS WRITE



AMERICAN BULB CO.

172 N. Wabash Ave.

CHICAGO, ILL.



During the Summer

is a very opportune time for the Florist to
Prepare for Holiday Business.

We enable you to do this by offering everything in Prepared Foliage at this season. Get an assortment of Grasses and Short Oak in Ombre and Pastel effects. A \$10.00 lot will please.



Make up
your
own

Ruscus Trees

they are
good
sellers

Green painted,
fire-proof
Ruscus,
per lb., 60c.

Wire Cone-shaped Frames

24-inch, each	- - - -	\$1.50
30-inch, each	- - - -	2.00
36-inch, each	- - - -	3.00

TUBS, ALL SIZES, REGULAR PRICES



Charcoal Lined Galvanized Window Box

Finished in Metallic, with ornamental designs; new, very nifty

	Each
No. 1—19—6x5, including charcoal,	\$3.50
25—5x6, including charcoal,	4.50



Sphagnum Moss

\$1.75 per full size bale

F. O. B. Chicago

Decorate Your Window and Store for the Summer

Use our new Pastel Oak and Beech Sprays. Beautiful colors, large sprays, 30 to 36 inches long. **\$35.00 per 100.**

Orders placed for Wire Work will receive our best attention. The chances are it will be very hard to obtain raw material later.

POEHLMANN BROTHERS COMPANY

Complete Service for Florists

CHICAGO

Long Distance Phone
Randolph 35

66 to 74 East
Randolph Street

36th Annual Convention

OF THE

Society of American Florists and Ornamental Horticulturists

NINTH GARAGE BUILDING
St. Clair Avenue and E. Sixth Street

CLEVELAND, OHIO

August 17, 18 and 19

THE TRADE EXHIBITION at this Convention will be the largest and most comprehensive in the history of the Society. The latest novelties in the way of supplies, auxiliaries and florists' wares will be on display, and advanced ideas in greenhouse construction and equipment will be demonstrated. The plant section, too, promises some surprises in the way of originations and developments. The list of exhibitors includes the following:—

Alabama Evergreen Exchange, Cleveland, O.	Hagenberger, Carl, West Mentor, D.	Newton Floral Co., Newton, Kan.
American Bulb Co., Chicago, Ill.	Hanfling & Son, New York city.	Pennock Co., S. S., Philadelphia, Pa.
Atlantic Machine & Mfg. Co., Cleveland, O.	Hart, George B., Rochester, N. Y.	Peters & Reed Co., South Zanesville, O.
Barnard Co., W. W., Chicago, Ill.	Heacock Co., Joseph, Wyncote, Pa.	Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Baum's Home of Flowers, Knoxville, Tenn.	Henderson & Co., A., Chicago, Ill.	Poehlmann Bros. Co., Chicago, Ill.
Bayersdorfer & Co., Philadelphia, Pa.	Henshaw, A. M., New York city.	Pollworth Co., C. O., Milwaukee, Wis.
Bergmann-Koropp Co., Chicago.	Hitchings & Co., Elizabeth, N. J.	Proto-Feed & Guano Co., Chicago, Ill.
Burlington Willow Ware Shops, Burlington, Ia.	Hulson Grate Co., Keokuk, Ia.	Pult, C. J., Detroit, Mich.
Chicago Ptd. String Co., Chicago.	Huntington, Ralph E., Mentor, O.	Quality Brands Co., Cleveland, O.
Cohen & Hiller, Inc., New York.	Ionia Pottery Co., Ionia, Mich.	Raedlein Basket Co., Chicago, Ill.
Craig Co., Robt., Norwood, Del. Co., Pa.	Irwin, Roman J., New York city.	Randall Co., A. L., Chicago, Ill.
Davis Co., J. W., Terre Haute, Ind.	Jackson & Perkins Co., Newark, N. Y.	Rice Co., M., Philadelphia, Pa.
De La Mare Co., New York city.	Johnson-Randall Co., Chicago, Ill.	Roehrs Co., Julius, Rutherford, N. J.
Dreer, Inc., Henry A., Riverton, N. J.	Kansas City Cut Flower Co., Kansas City, Mo.	Schloss Bros. Ribbons, Inc., New York city.
Durable Products Co., Cleveland, O.	Kastling Co., Wm. F., Buffalo, N. Y.	Skinner Irrigation Co., Troy, O.
Duro Paper Products Co., Chicago, Ill.	Kervan Co., New York city.	Southfield Flower & Foliage Co., New York city.
Elverson Pottery Co., W. H., New Brighton, Pa.	Kirchoff Co., Pembroke, N. Y.	Spokane Concrete Flower Pot Machine Co., Spokane, Wash.
Evans Co., John A., Richmond, Ind.	Kroeschell Bros. Co., Chicago, Ill.	Stern Co., Jos. M., Cleveland, O.
Excello Mfg. Co., Cleveland, O.	Liggit, C. U., Philadelphia, Pa.	Storrs & Harrison Co., Painesville, O.
Farquhar, R. & J., Boston, Mass.	Lion & Co., New York city.	United Bulb Co., Mt. Clemens, Mich.
Faust, Henry I., Merion, Pa.	Lord & Burnham Co., Chicago, Ill.	Vaughan's Seed Store, Chicago, Ill.
Fertile Chemical Co., Cleveland, O.	McCallum Co., The, Pittsburgh, Pa.	Wayside Gardens Co., Mentor, O.
Florists' Pub. Service Bureau, Chicago, Ill.	Manda, Inc., W. A., South Orange, N. J.	Weber, H., & Son Co., Oakland, Md.
Ford Co., C. S., Philadelphia, Pa.	Michell Co., H. F., Philadelphia, Pa.	Werthelmer Bros., New York city.
Garland Co., Cleveland, O.	Moninger Co., John C., Chicago, Ill.	White Co., Cleveland, O.
Gebhardt Co., R. E., Chicago.	Morehead Mfg. Co., Detroit, Mich.	Wing Seed Co., Mechanicsburg, O.
Gnatt Co., Ove., La Porte, Ind.	Nebel Mfg. Co., Cleveland, O.	Wittbold Co., Geo., Chicago.
	Neldinger Co., Jos. O., Philadelphia, Pa.	

The cards issued to all members of the Society in good standing admit such members to the Trade Exhibition and the Convention floor, and to all functions and entertainments in connection with the gathering. Florists not yet members can take out memberships at the Secretary's office in Convention Hall by payment of the yearly dues, which are \$5.00, and receive cards at the same time.

Members who have not paid their 1920 dues and are desirous of having their cards in advance of the Convention, should make remittance to the Secretary NOW.

The Convention Program is most interesting and provides for discussion of many subjects of vital importance to the florists' industry.

Take a few days' vacation and join your brethren in the trade at Cleveland, exchange ideas, and profit by what you see and hear—it will do you good.

43 West 18th Street,
New York.

JOHN YOUNG,
Secretary.

Choice Summer

Roses for Shipping

PREMIER RUSSELL SUNBURST COLUMBIA
WHITE KILLARNEY

A very heavy crop of extra choice White Killarney now being cut. We have the largest quantity of White Killarney now coming to this market.

Cut, handled and packed especially to arrive in good condition in hot weather.

Buy Direct From the Grower

We are equipped with a ten-ton ice machine and cooling rooms 40 x 40. This gives us ample facilities for correct handling of flowers in hot weather.

PRICE LIST

SUNBURST, WHITE KILLARNEY	RUSSELL, COLUMBIA AND PREMIER
Per 100	Per 100
Extra Long\$10.00	Fancy Long .. \$12.00 to \$16.00
Medium 8.00	Medium 8.00 to 10.00
Good Short\$4.00 to 6.00	Short 4.00 to 6.00

ASSORTED ROSES—OUR SELECTION—including some Russell, Columbia and Premier

Lots of 200 or more.....per 100, \$6.00

Of miscellaneous flowers now coming into market, we will procure the best at lowest market prices.

NEW FANCY FERNS	Per 1000, \$2.50 to \$3.00
ADIANTUM, very choice long	Per 100, 2.00
GALAX, bronze	Per 1000, 2.00
SPRENGERI	Per 100, 3.00
ASPARAGUS SPRAYS	Per 100, 3.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

Bassett & Washburn

Greenhouses:
Hinsdale and Gregg Station, Ill.

CHICAGO, ILL.

Office and Store: 178 N. Wabash Avenue
Long Distance Phone, Central 1457

FANCY CARDS

August Prices

100, 72c; 200, \$1.20; 500, \$2.40; 1000, \$4.20

September First

We advance all our prices over our present prices, which are 20% added to our 1920 catalogue prices. We have over four million cards in stock right now, as well as a good supply of tags, label paper and other supplies.

Order now before prices advance

List and Description of our Fancy Cards

- | | | | |
|--------|---|--------|--|
| No. 5 | Rose design in colors | No. 27 | Valentine, "Valentine Greetings" |
| No. 6 | Sweet Pea in colors | No. 28 | Stork, "Congratulations" |
| No. 7 | Violet in colors | No. 29 | Am. Beauty Rose in colors |
| No. 8 | Carnation in colors | No. 30 | Am. Beauty Rose, "Best Wishes" |
| No. 9 | Daffodil in colors | No. 31 | Am. Beauty Rose, "Birthday Greetings" |
| No. 10 | Congratulations—Rose and "Congratulations" | No. 32 | Am. Beauty Rose, "Congratulations" |
| No. 11 | Birthday—Sweet Pea and "Birthday Greetings" | No. 33 | "With Best Wishes" |
| No. 12 | Best Wishes—Carnation and "Best Wishes" | No. 34 | May These Flowers Bring You Joy |
| No. 13 | Chrysanthemum in colors | No. 35 | Many Happy Returns of the Day |
| No. 14 | Forget-me-not in colors | No. 36 | Kindest Regards for a Speedy Recovery |
| No. 15 | Pansy in colors | No. 37 | With Kindest Regards From |
| No. 16 | Mothers' Day—Carnation and "To Mother" | No. 38 | With Sincere Congratulations |
| No. 17 | Christmas Scene in colors | No. 39 | The Season's Greetings From |
| No. 18 | New Year's Scene in colors | No. 40 | With Sincerest Sympathy |
| No. 20 | Christmas assorted designs | No. 41 | Christmas Greetings |
| No. 21 | Sympathy, Black Border, "With Sympathy" | No. 42 | New Year's Greetings |
| No. 22 | Funeral, Dove, "With Deepest Sympathy" | No. 43 | Valentine Greetings |
| No. 23 | Poinsettia in colors, "Christmas Greetings" | No. 44 | Easter Greetings |
| No. 24 | Holly in colors, "Christmas Greetings" | No. 45 | Patriotic American Flag in colors |
| No. 25 | Gold Cross Easter, "Easter Greetings" | No. 46 | Flag in colors, "Christmas Greetings" |
| No. 26 | Easter Lily, "Easter Greetings" | No. 47 | "Say It With Flowers," Embossed in White |

THE JOHN HENRY CO.
LANSING, MICHIGAN

E. G. HILL

S. A. HILL

E. H. MANN

THE E. G. HILL CO.

*Founded 1881.**Richmond, Indiana*

WE thank our many friends in the trade for continued and valued patronage through many years, and especially for kind forbearance during the trying embargo of the past season.

En route for the Cleveland Convention, stop off at Richmond and see the

NEW ROSES FOR 1921

The WHITE OPHELIA (Bate Bros.)

The GOLDEN OPHELIA (Benj. Cant)

Our Fancy CITRONELLE (E. G. Hill)

As well as the late introductions

Premier, Mme. Butterfly, Crusader, Frank Dunlop
and Mrs. John Cook

With best wishes for the new Floral Year

THE E. G. HILL CO.

M.
RICE
CO.

Freight and Express

RATES WILL BE HIGHER

The wage advance granted railroad employees will be added to the cost of shipping goods.

To Save Yourself Money

we recommend early purchase of your Fall and Christmas requirements, with early shipping dates.

TO THOSE FLORISTS WHO HAVE ALREADY PLACED ORDERS with us for later delivery— We advise change of shipping date to "At Once," and we will ship as quickly as your order can be completed. Foresight now will save you money later, and possible disappointment.

"KEYSTONE QUALITY" SUPPLIES ARE MADE RIGHT IN AMERICA.

M. Rice Co.

Florists' Supplies That Excel

1220-22-24 Spring Garden St.

PHILADELPHIA, PA.

M.
RICE
CO.M.
RICE
CO.M.
RICE
CO.

W

Ribbons and Chiffons of Distinction Are Featured by This House

If a florist charged Orchid prices for Dandelions and Daisies he would soon find himself without patronage; nevertheless, some florists continue to pay Quality Prices for Mediocre Ribbons and Chiffons.

We are manufacturers, operating two large plants, and also have our own well developed foreign office.

If you are not a regular customer it is not our fault.

WERTHEIMER BROTHERS

THE NATIONAL FLORAL RIBBON HOUSE
Owners and Operators of WERBRO RIBBON MFG. CO.
PATERSON, N. J. BATH, PA.

Office and Salesrooms: 17-25 East 24th Street, NEW YORK

TEXAS TRADE HOLDS RECORD CONVENTION

How large a part Texas plays in the southern trade was indicated at the sixth annual convention of the Texas State Florists' Association last week at Fort Worth. The large representation from neighboring states made the convention a regional, rather than a state affair.



PLENTY of pep and plenty of punch were in evidence throughout the sixth annual convention of the Texas State Florists' Association in the chamber of commerce auditorium at Fort Worth July 20 to 22. The Fort Worth Florists' Club and the McCallum Co., of Philadelphia, served the punch and everybody brought their pep with them. At least 265 were in attendance and, as indicated in The Review's preliminary report of the convention last week, Verner J. Davis, president of the Fort Worth Florists' Club, and the club's other officers had every reason to be proud of the arrangements they made. The auditorium was beautifully decorated with oak sprays, Spanish moss, palms and cut flowers.

Even the more solid parts of the convention, the addresses, were affected by the pervasive spirit of informal gaiety and were in large part delivered extemporaneously; they showed, however, the result of much previous thought and well considered experience.

Addresses.

Four different aspects of trade organization were discussed Wednesday morning in the talks on the question, "Can the Florists' Business Be Operated Successfully on the Profit-Sharing Plan?" by Robert C. Kerr, of Houston; on "The Wholesale Growers' Association" by Otto Lang, of Dallas; on "Effective Advertising" by E. W. Eichling, of Houston, and on "Florists' Telegraph Delivery and the Future It

Officers Elected

PRESIDENT

Otto Lang Dallas

VICE-PRESIDENT

Frank C. Suchy San Antonio

SECRETARY-TREASURER

Louis J. Tackett Fort Worth

Holds for the Retail Florist" by Charles S. Heacock, of Austin. Each of these topics aroused much discussion.

Wednesday afternoon James W. Begbie, of Shreveport, La., gave a stimulating talk on "The National Publicity Fund" and the convention quickly raised \$1,000 for that fund. Then Henry Greve, of Dallas, aroused both enthusiasm and a live sense of loyalty to the state association by his remarks on the question, "How Can We Best Increase Our Membership in the Texas State Florists' Association?" That both the influence and the membership of the association were spreading was attested by the fact that the president was instructed to appoint a representative in Oklahoma, Louisiana and Arkansas, to stimulate interest in the Texas association.

The two addresses of the final day were rich in information; one by V. J. Davis told of "Some Sidelights on Rose Growing after Two Years' Experience in Texas" and the other, on "Can the Retail Florist's Business be Operated Successfully from the Greenhouse?" was by Wise Adkisson, of Greenville.

Final Session.

In the final session the officers for the coming year were elected, as follows: President, Otto Lang, of Dallas, whose portrait appeared in last week's issue of The Review; vice-president, Frank C. Suchy, of San Antonio, and secretary-treasurer, Louis J. Tackett, of Fort Worth. San Antonio was selected as the place for the association's 1921 convention.

Chief among the social events of these three days was the banquet given at the range of the Greenwood Floral Co. Wednesday evening. The



Verner J. Davis.

(The Man Behind Texas Florists' Biggest Convention.)

M.
RICE
CO.

Freight and Express

RATES WILL BE HIGHER

The wage advance granted railroad employees will be added to the cost of shipping goods.

To Save Yourself Money

we recommend early purchase of your Fall and Christmas requirements, with early shipping dates.

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THE
FLORISTS' REVIEW

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Louis J. Tackett	Fort Worth

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Wednesday afternoon James W. Begbie, of Shreveport, La., gave a stimulating talk on "The National Publicity Fund" and the convention quickly raised \$1,000 for that fund. Then Henry Greve, of Dallas, aroused both enthusiasm and a live sense of loyalty to the state association by his remarks on the question, "How Can We Best Increase Our Membership in the Texas State Florists' Association?" That both the influence and the membership of the association were spreading was attested by the fact that the president was instructed to appoint a representative in Oklahoma, Louisiana and Arkansas, to stimulate interest in the Texas association.



Verner J. Davis.

(The Man Behind Texas Florists' Biggest Convention.)

The two addresses of the final day were rich in information; one by V. J. Davis told of "Some Sidelights on Rose Growing after Two Years' Experience in Texas" and the other, on "Can the Retail Florist's Business be Operated Successfully from the Greenhouse?" was by Wise Adkisson, of Greenville.

Final Session.

In the final session the officers for the coming year were elected, as follows: President, Otto Lang, of Dallas, whose portrait appeared in last week's issue of The Review; vice-president, Frank C. Suchy, of San Antonio, and secretary-treasurer, Louis J. Tackett, of Fort Worth. San Antonio was selected as the place for the association's 1921 convention.

Chief among the social events of these three days was the banquet given at the range of the Greenwood Floral Co. Wednesday evening. The

banquet was held in the company's service room, which is 150 feet long and was decorated to represent an arbor, with Spanish moss hanging from the ceiling. Robert C. Kerr, of Houston, the first president of the association, was toastmaster and a number of speeches, brief, witty and to the point, were made by visitors and local florists. In addition to the after-dinner speeches, Mr. Taylor, leader of the Kewanna quartet, of Fort Worth, led the banqueters in singing "Say It with Flowers" and also taught them "We Don't Want to Go Home," which found immediate favor.

Making Merry with Music.

In fact, music played a prominent part all through the convention. In the opening session, after Robert C. Kerr had responded to Judge Powell's address of welcome, the Kewanna quartet sang "Say It with Flowers" while several little girls, dressed in white, passed around the balcony of the auditorium and showered roses upon the members below. Eckles' orchestra gave several half-hour concerts during the convention. The report of Louis J. Tackett was sandwiched in between a solo, "Among the Roses," by Miss Gladys Haven and a duet by Miss Haven and Miss Strathe. Miss Haven was costumed as Columbia and presented a large basket of Columbia roses to the convention from the Fort Worth Florists' Club; President Hannah's speech of acceptance was eloquent.

Another large item in the list of entertainments was the picnic at Lake Worth the evening of July 22; this, like the banquet the previous evening, was attended by practically all those who came to the convention. The picnic was given by the Fort Worth Florists' Club, which provided ample refreshments. Luncheons were given at the Westbrook hotel July 21 by the Southern Florist Publishing Co. and July 23, the day after the convention, by the salesmen of the trade display; the second luncheon was tendered to the officers of the Fort Worth Florists' Club.

Trade Exhibits.

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"While there are many here who have contributed liberally towards this fund and who are already reaping its benefits, there are a larger number who have not given this publicity fund the consideration it deserves and consequently have not subscribed towards it. It is to those I would appeal today to do their duty toward a campaign that has put the florists' business on a higher plane than it has ever been before, a campaign that will increase your business many fold.

"Let me inquire how many of you keep a standing ad in the local paper in your town. I am safe in saying three-fourths of you do. Let me ask you what benefit you derive from that ad. I will answer that question myself: None whatever. Your ad is never noticed, never read; you are known all over town as Smith the Florist and the public does not think it necessary to read standing ads. Of course, if you have anything special around Christmas, Easter, Mothers' day or any other time, advertise it, tell it to the public through your local paper. It will pay

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"It is different with the national publicity fund. You pay your local paper, say, \$100 a year for nothing. Subscribe \$25 to this national fund and you are sure to get results. Your \$25 is helping to 'Say It with Flowers' in all the leading magazines, periodicals and newspapers in the United States. This publicity fund has been the means of making 'Say It with Flowers' a household word.

"Judicious advertising has made many multimillionaires through disposing of some special article of little use or less value. Then why should you not profit from such extensive advertising as has been done by the S. A. F. and which it proposes to continue? There is a sum of \$100,000 required for the purpose of advertising this year. Half of it has already been subscribed. Now we are after the other half. How much are you willing to give toward this fund? Not give tomorrow or next week, but how much will you give right now?"

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Byron Bailey, Kent, O., is well pleased with the steady growth of business in the last three years. A new office and salesroom are being built and plans for more glass are being considered.

William Hoffman, Kenmore, O., finds a bench of adiantum handy when funeral work uses much outdoor stock. Plant trade has been good.

Akron, O., is in the throes of industrial unrest, but the craft speak optimistically. The shortage of stock affects all. With the cool summer hardy flowers are scarce and there is no inside stock. Hammerschmidt & Clark mentioned that gladioli were \$3 and roses \$5 per dozen. A sister of Mr. Hammerschmidt died recently.

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public has formed a habit of responding only to attractively designed copy with a message of value. And they are accustomed to being constantly reminded.

Behind every action there is a motive. Why "Say It with Flowers"? Our national slogan in itself implies the reason, but a slogan alone is like an aeroplane without a motor; to accelerate speed, action and accomplishment of purpose, we must drive the message home with 100-horsepower, not arguments but strong appeals and real reasons, and, above all, reasons for saying it with your flowers.

The Copy.

The occasions when flowers find their place are too well known to mention from the cradle to the grave. In many minor and big events of life from January 1 to December 31, there are occasions when saying it with flowers will bring joy and contentment to many, including ourselves. To capitalize these occasions through advertising, appealing to the sense of emotions of your prospective buyer at the psychological moment, forcefully and consistently, is one of the secrets of successful florists' advertising. Never allow an occasion to escape; have your ammunition ready to throw a barrage that will overcome all objections.

When your advertisement is intended to close the sale of some specified flower or plant it will be necessary to arouse interest and close the sale through suggestion and a strong appeal to the senses, beauty, quality, form, size, fragrance, color, touch imagination, satisfaction of pride and a fair price appeal. When a motive is formed there is a willingness to buy and it remains only for a clever salesman to close the sale, but when it is necessary to arouse a motive consider what practical uses your prospect will get with your flowers and what main motives will make your prospect want your flowers. Vanity and the expression of love and sympathy I consider the principal motives for the use of flowers.

Appeal to Style.

Style and the prestige that goes with it form a valuable advertising point. Let your advertisement fairly bristle with style appeals; make your name so distinctive that its appearance on a corsage bouquet box is evidence of the good taste and rare judgment of the sender.

The quality appeal has strength because our stock is perishable and much satisfaction depends upon the freshness and substance of the flowers. It should be every florist's aim to handle flowers of superior merit and make the fact known with forceful reasons why there are advantages in buying his flowers. Rareness, color quality, fragrance, length of stem, texture of bloom, luxurious foliage, fresh stock and finest floral accessories are convincing points. The appeal to the artistic sense has several good points—beauty of form, uniqueness of color, harmonious blends, graceful arrangements and novel effects. These are but a few of the treasure of reasons.

Love, the undefined sentiment, is our most effective appeal. Love of mother, sister, sweetheart or friend, an affectionate desire to create happiness for them and to apprise them of this desire—what better advertisement of one's love than to "Say It with Flowers"? And

so it is with sympathy when flowers inspire hope and banish loneliness. Their proven therapeutic value in the sick-room is food for other thought in the direction of more sales.

Have a Slogan.

Your firm name, the most valuable asset you have, is your best means of identifying your flowers and the service you advertise. Individuality may be impressed by an attractively designed name plate, which must always be emphasized in your advertising. It must be your personal representative in cold type and should be of distinctive design and easily recognizable. In addition to the national slogan, it is well for every florist to adopt a slogan of his own. Many people were under the impression that all of our flowers were shipped from northern markets and were not in fresh condition when sold, and we adopted the slogan, "Fresh Every Morning," which has appeared during the last two years in nearly 1,000 advertisements and over 60,000 pieces of



E. W. Etchling.

direct advertising and it has succeeded in overcoming this erroneous impression.

Your show windows offer unusual opportunities for converting a little originality and artistic effort into actual sales. While window displays should coordinate with all advertising, especially newspaper, there should be an element of the new and the unique to attract attention and create favorable comment. Your window is the guide to the quality of your flowers and other stock and the progressiveness of your establishment. Regular changes, with attractive displays and the use of artistically designed window cards, telling your message, result in sales that more than offset the effort. The glass should carry an enlarged name plate near the entrance in gold leaf and a copy of the national slogan in gold script. Cleanliness of interior and exterior is paramount.

Theater Advertising.

Picture slide advertising, while of some value, is only valuable in accomplishing name publicity. The individual is not in the proper receptive mood for reading advertisements and your message often fails to impress him. Concentration and the appearance of the same message simultaneously in all theaters will give better results.

Unless advertising is supported by a strong sales and service organization,

ready to respond to every call created by advertising, it cannot be expected to produce maximum results. Even a complaint on quality or service may often be turned into a profitable advertisement by a tactful and live adjustment.

The cut flower box of unusual color and pattern, with its attractive tie, can create an impression of quality, neatness and painstaking attention to delivery. This may be featured by using a box with stripes of pleasing color contrasted with the body color. Your box should always display your name, address and slogans conspicuously. Delivery tags should also be given this treatment and it is a good idea to print instructions for the proper care of cut flowers and plants on the reverse side. Even the card envelope should carry your name.

We are afforded many opportunities to gain valuable publicity. A bridal window display of a prominent dry goods firm featuring your flowers; a distribution of surplus flowers in hospitals with your flowers; a complimentary basket of flowers for the opening of a new store or bank; an occasional remembrance of a good customer on a proper occasion; the contribution of articles to newspapers and the occasional furnishing of table decorations gratis for luncheons at clubs of which you are a member are only a few of the many opportunities that present themselves.

Delivery Car a Billboard.

Your delivery equipment offers another opportunity, as your automobile may be converted into a veritable moving billboard. Besides the name display, the national slogan should be emblazoned on the panel. Your equipment is an index to the dependability of your service and should be maintained in the highest standard of appearance and efficiency.

An electric sign featuring the name and the word florist, near the entrance to your store will attract the transient buyer and identify your establishment. A small sign in the window may be used for special offers or to advertise a special service.

Back up the telegraph delivery for all it's worth. It is no longer an experiment; it has made good. What this idea is worth to the florist depends in a great measure upon himself. Only by everlasting effort and cooperation in giving publicity to this service can it be developed to its rightful size; you are the doctor.

USINGER'S UTTERANCES.

Frank Winans, Petoskey, Mich., has purchased a farm a short distance from the city for the purpose of growing asters and gladioli. It will have a sprinkler system of irrigation. Mr. Winans will discontinue the retail business.

Hasselbring Florist, Flint, Mich., will open a second store, in the new Hotel Durand. The fall planting at the greenhouses has been completed and the stock is well advanced for an early crop. The report shows business greater than ever before, with more trade and larger profits.

Miss Zorn, of the D. P. Smith Floral Co., Flint, Mich., is on her vacation, visiting her home in Sheboygan, Wis. The greenhouses at the old Smith range are being dismantled and will be rebuilt at a new location. W. T. U.

SUCCESSFUL PROFIT-SHARING

The address of Robert C. Kerr, of Houston, Tex., before the meeting of the Texas State Florists' Association, July 21, 1920, on "Can the Florists' Business Be Operated Successfully on the Profit-Sharing Plan?"

ested in the work of a concern if they know that they are interested in the profits, whether they are large or small. In nine cases out of ten where a concern has labor troubles, it is its fault and not the fault of the employees.

There are several things that are essential in a profit-sharing system: First, there must be an organization. By that I mean employees who are satisfactory and have a desire to build up a big organization. If there are unsatisfactory employees, it makes no difference what is offered them, they are dead to the world and time and energy are lost in trying to please them. So weed them out and get only the best.

Profit-Sharing vs. Gifts.

I believe that there is only one true profit-sharing basis. There is the idea of handing a bonus check at the end of the year, and it is accepted graciously by the employee, but the plan does not instill inspiration as by the actual results of the store. A plan to get results must be of such a nature that every employee participates in the actual prof-

its of the company, and then it is up to them to deliver the goods. Lay your cards on the table if you are proud of your business and let the other fellow know how you have succeeded. If a commercial agency asks for a report of your business and it is a good one, you are proud to render it; if it is a bad one, you sometimes hesitate and may fail to render it and are therefore put in the wrong class.

Do not try to make a secret of the actual profits of your store. Render a monthly profit and loss statement. Have your monthly efficiency meeting. Talk about the statement. If one particular line showed an unusual profit, find out how you did it. Apply the same methods to the other departments that are not so profitable. Talk with the head of the delivery department and, if the maintenance of this department is unusually high, investigate it thoroughly and find out why. The bookkeeper should submit a list of customers who are slow to pay. The sales manager should discuss ways and means of increasing the sales of the store. These monthly efficiency meetings are wonderful things. Let your business be an open book with your employees. It will instill confidence and make them more deeply interested in your welfare.

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BUSINESS is entering upon a new era. It is the day of close coöperation, not only among business men themselves, but among their employees as well. As a matter of fact, we have been asleep at the stake for many years and have been short-sighted in our views and actions towards employees. There should be no difference between the florists' business and any other business. We operate along the same line as merchandisers. There is a difference, however, which is largely the fault of florists themselves. I have said before that the majority of failures in business, or of failures to make a success in the florists' business, are due to the fact that there are too many of us that put ourselves on a par with the man who is spading the beds or wheeling dirt. We are too prone to be penny wise and pound foolish. In other words, it is time to devote the biggest part of our time to conducting the executive end of the business. We must come to realize where we are making money and where we are losing it. This can only be done by systematic records.

This brings me to the new issue of the day, which is profit-sharing. This is another step forward. It is money in our pockets. You may say, "How can I profit by paying my employees a portion of my profits, on a profit-sharing basis, when I have not done it heretofore?"

Employees' Part.

If we adopt the profit-sharing plan, each employee realizes that when he wastes stock he is participating in that loss; if he fails to give good service and the store loses a customer, he is participating in the loss; if in making up a design or bouquet he is wasteful in the material that he uses, he is participating in another loss, or, if in making up a design or bouquet he is economical in the construction of the work and is also careful to see that it will come up to the expectations of the customer, he is participating in the profits. It is human nature for employees to be more inter-



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public has formed a habit of responding only to attractively designed copy with a message of value. And they are accustomed to being constantly reminded.

Behind every action there is a motive. Why "Say It with Flowers"? Our national slogan in itself implies the reason, but a slogan alone is like an aeroplane without a motor; to accelerate speed, action and accomplishment of purpose, we must drive the message home with 100-horsepower, not arguments but strong appeals and real reasons, and, above all, reasons for saying it with your flowers.

The Copy.

The occasions when flowers find their place are too well known to mention from the cradle to the grave. In many minor and big events of life from January 1 to December 31, there are occasions when saying it with flowers will bring joy and contentment to many, including ourselves. To capitalize these occasions through advertising, appealing to the sense of emotions of your prospective buyer at the psychological moment, forcefully and consistently, is one of the secrets of successful florists' advertising. Never allow an occasion to escape; have your ammunition ready to throw a barrage that will overcome all objections.

When your advertisement is intended to close the sale of some specified flower or plant it will be necessary to arouse interest and close the sale through suggestion and a strong appeal to the senses, beauty, quality, form, size, fragrance, color, touch imagination, satisfaction of pride and a fair price appeal. When a motive is formed there is a willingness to buy and it remains only for a clever salesman to close the sale, but when it is necessary to arouse a motive consider what practical uses your prospect will get with your flowers and what main motives will make your prospect want your flowers. Vanity and the expression of love and sympathy I consider the principal motives for the use of flowers.

Appeal to Style.

Style and the prestige that goes with it form a valuable advertising point. Let your advertisement fairly bristle with style appeals; make your name so distinctive that its appearance on a corsage bouquet box is evidence of the good taste and rare judgment of the sender.

The quality appeal has strength because our stock is perishable and much satisfaction depends upon the freshness and substance of the flowers. It should be every florist's aim to handle flowers of superior merit and make the fact known with forceful reasons why there are advantages in buying his flowers. Rareness, color quality, fragrance, length of stem, texture of bloom, luxurious foliage, fresh stock and finest floral accessories are convincing points. The appeal to the artistic sense has several good points—beauty of form, uniqueness of color, harmonious blends, graceful arrangements and novel effects. These are but a few of the treasure of reasons.

Love, the undefined sentiment, is our most effective appeal. Love of mother, sister, sweetheart or friend, an affectionate desire to create happiness for them and to apprise them of this desire—what better advertisement of one's love than to "Say It with Flowers"? And

so it is with sympathy when flowers inspire hope and banish loneliness. Their proven therapeutic value in the sick-room is food for other thought in the direction of more sales.

Have a Slogan.

Your firm name, the most valuable asset you have, is your best means of identifying your flowers and the service you advertise. Individuality may be impressed by an attractively designed name plate, which must always be emphasized in your advertising. It must be your personal representative in cold type and should be of distinctive design and easily recognizable. In addition to the national slogan, it is well for every florist to adopt a slogan of his own. Many people were under the impression that all of our flowers were shipped from northern markets and were not in fresh condition when sold, and we adopted the slogan, "Fresh Every Morning," which has appeared during the last two years in nearly 1,000 advertisements and over 60,000 pieces of



E. W. Eichling.

direct advertising and it has succeeded in overcoming this erroneous impression.

Your show windows offer unusual opportunities for converting a little originality and artistic effort into actual sales. While window displays should coordinate with all advertising, especially newspaper, there should be an element of the new and the unique to attract attention and create favorable comment. Your window is the guide to the quality of your flowers and other stock and the progressiveness of your establishment. Regular changes, with attractive displays and the use of artistically designed window cards, telling your message, result in sales that more than offset the effort. The glass should carry an enlarged name plate near the entrance in gold leaf and a copy of the national slogan in gold script. Cleanliness of interior and exterior is paramount.

Theater Advertising.

Picture slide advertising, while of some value, is only valuable in accomplishing name publicity. The individual is not in the proper receptive mood for reading advertisements and your message often fails to impress him. Concentration and the appearance of the same message simultaneously in all theaters will give better results.

Unless advertising is supported by a strong sales and service organization,

ready to respond to every call created by advertising, it cannot be expected to produce maximum results. Even a complaint on quality or service may often be turned into a profitable advertisement by a tactful and live adjustment.

The cut flower box of unusual color and pattern, with its attractive tie, can create an impression of quality, neatness and painstaking attention to delivery. This may be featured by using a box with stripes of pleasing color contrasted with the body color. Your box should always display your name, address and slogans conspicuously. Delivery tags should also be given this treatment and it is a good idea to print instructions for the proper care of cut flowers and plants on the reverse side. Even the card envelope should carry your name.

We are afforded many opportunities to gain valuable publicity. A bridal window display of a prominent dry goods firm featuring your flowers; a distribution of surplus flowers in hospitals with your flowers; a complimentary basket of flowers for the opening of a new store or bank; an occasional remembrance of a good customer on a proper occasion; the contribution of articles to newspapers and the occasional furnishing of table decorations gratis for luncheons at clubs of which you are a member are only a few of the many opportunities that present themselves.

Delivery Car a Billboard.

Your delivery equipment offers another opportunity, as your automobile may be converted into a veritable moving billboard. Besides the name display, the national slogan should be emblazoned on the panel. Your equipment is an index to the dependability of your service and should be maintained in the highest standard of appearance and efficiency.

An electric sign featuring the name and the word florist, near the entrance to your store will attract the transient buyer and identify your establishment. A small sign in the window may be used for special offers or to advertise a special service.

Back up the telegraph delivery for all it's worth. It is no longer an experiment; it has made good. What this idea is worth to the florist depends in a great measure upon himself. Only by everlasting effort and cooperation in giving publicity to this service can it be developed to its rightful size; you are the doctor.

USINGER'S UTTERANCES.

Frank Winans, Petoskey, Mich., has purchased a farm a short distance from the city for the purpose of growing asters and gladioli. It will have a sprinkler system of irrigation. Mr. Winans will discontinue the retail business.

Hasselbring Florist, Flint, Mich., will open a second store, in the new Hotel Durand. The fall planting at the greenhouses has been completed and the stock is well advanced for an early crop. The report shows business greater than ever before, with more trade and larger profits.

Miss Zorn, of the D. P. Smith Floral Co., Flint, Mich., is on her vacation, visiting her home in Sheboygan, Wis. The greenhouses at the old Smith range are being dismantled and will be rebuilt at a new location.

W. T. U.

SUCCESSFUL PROFIT-SHARING



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The address of Robert C. Kerr, of Houston, Tex., before the meeting of the Texas State Florists' Association, July 21, 1920, on "Can the Florists' Business Be Operated Successfully on the Profit-Sharing Plan?"

ested in the work of a concern if they know that they are interested in the profits, whether they are large or small. In nine cases out of ten where a concern has labor troubles, it is its fault and not the fault of the employees.

There are several things that are essential in a profit-sharing system: First, there must be an organization. By that I mean employees who are satisfactory and have a desire to build up a big organization. If there are unsatisfactory employees, it makes no difference what is offered them, they are dead to the world and time and energy are lost in trying to please them. So weed them out and get only the best.

Profit-Sharing vs. Gifts.

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Important Feature.

There is one feature of this proposition that is fair and reasonable and puts us in a position to know how long we shall have an organization intact. It is agreed by all parties that in an event I may want a change in the plan, I give six months' notice. It is also agreed that every employee give six months' notice in case of withdrawal from the organization. The failure to give notice in case they withdraw will forfeit the accrued profits on the books and some other penalties that we have agreed

upon. In the case of the dissolution of this plan, only the accounts on the books and not the merchandise on hand will be considered, as that eliminates complication and simplifies matters.

We also make a provision for branch stores that we might see fit to organize. If any member of the central organization is made manager of the branch, he or she will maintain one-half of the original per cent in the organization and in addition will participate to the extent of fifteen per cent of the profits of the branch store, based upon the above plan. However, all profit-sharing and bonus checks paid out by the branch and central store shall be treated as an overhead expense, and the central organization will then be paid accordingly.

Includes All Employees.

As stated, the plan from January 1 to July 1 only affected the heads of the departments. Since July 1 every employee participates on the following basis: Whatever net percentage our store earns, every employee will receive the same percentage of his annual salary. For instance, if we earn ten per cent net profits, based upon the cash realized, and an employee earns \$1,000 per year, that employee will draw a bonus of \$100, or if we earn fifteen per cent,

that employee will draw a bonus of \$150. This affects every employee in our establishment, from the porters up. This plan puts them on notice that it is up to them. Take, for instance, the truck driver; it is up to him to see that he is polite and courteous to every customer, for if he fails to make satisfactory delivery, or should disagree with a customer and we lose that customer, it affects his pocketbook. If he makes prompt delivery and makes a pleased customer, he benefits thereby. The store porter will realize that it is up to him to see that the store is kept in trim order, and all other little necessary details. If he fails to contribute his pro rata to what goes to make a profitable concern, he will fail to derive his share of the profits.

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We have our business divided into four parts: First, the growing of flowers is conducted by a corporation composed of stockholders of prominent business men. This is separate from the retail store. We buy from this concern the same as we buy from anyone else. The superintendent of growing is held accountable for the affairs of the range. We are just entering into the nursery business and are conducting the business the same as the florists' business, and the growing manager will devote his entire thought and energy to the growing of stock.

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We are opening a retail nursery yard and display grounds and the manager of this department is expected to devote his entire energy and time to selling nursery and bedding plants. In other words, our growers are not confronted with problems of the retailing of their stock and the central organization is not confronted with the growers' problems.

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SOCIETY OF AMERICAN FLORISTS

THIRTY-SIXTH ANNUAL CONVENTION.

The program of the thirty-sixth annual convention of the Society of American Florists, to be held at Cleveland, August 17 to 19, contains much of interest to the trade. The organization of the National Flower Growers' Association, to which the afternoon session of the final day is to be devoted, will be important. Addresses by J. S. Kemper, of Chicago, on "Insurance," and by Major P. F. O'Keefe, of Boston, on "Publicity," and discussions on such topics as "A Standard Grading for Roses," "Is Uniformity in Prices Possible?" "Parcel Post Insurance" and "The Fuel Situation" will make live sessions. Max Schling's demonstration of retail work is something new. And, of course, the business of our great society affords keen interest for all. Amendments to the constitution and by-laws will be offered, (1) discontinuing the national credit and collection department committee and instituting an audit and finance committee, (2) relieving the treasurer of responsibility for the society's investments, (3) increasing the executive board's limit of appropriation without action of the society from \$100 to \$1,000 and (4) increasing the number of election books and voting stations from four to five. A recommendation of the executive board is also to be voted on providing, "That the sum of \$7,500 be appropriated to the publicity campaign fund for 1920, to be used only if needed during the year's campaign." The sessions of the convention will be held at the Hotel Hollenden, two minutes' walk from the trade's display at the Ninth Garage.

FIRST DAY, TUESDAY, AUGUST 17.

Opening Session.

2:00 P. M.—Invocation by Rev. Roy E. Bowers.
 Convention called to order by H. P. Merrick, President Cleveland Florists' Club.
 Address of Welcome by Adam Graham, Cleveland, Past-President S. A. F.
 Address of Welcome by Hon. W. S. Fitzgerald, Mayor of Cleveland.
 Response by Ex-President J. F. Ammann, Edwardsville, Ill.
 President A. L. Miller's address.
 Reading minutes of the Executive Board.
 Report of the Secretary.
 Report of the Treasurer.
 Report of the Finance Committee.
 Report of the Washington Representative.
 Reports of the State Vice-Presidents.
 Reports of the Standing Committees.
 Report of Committee on Development of American Products.
 Report of Committee on School Gardens.
 Report of Committee on Nomenclature.
 The Publicity Committee and the National Flower Show Committee will report at subsequent sessions.
 Reports of Special Committees.
 Consideration of invitations for selection of next place of meeting.
 Miscellaneous Business.
 Judging of Trade Exhibits.

Evening Session.

8:30 P. M.—President's Reception.
 The function will take place in the Hotel Hollenden. President Miller requests that this reception be entirely informal. It is suggested, therefore, that the most comfortable clothing will be the most appropriate for the occasion.
 Ballot for next place of meeting.

SECOND DAY, WEDNESDAY, AUGUST 18.

Morning Session.

9:30 A. M.—Nomination of officers for 1921.
 Report of Committee on President's Address.
 Address: "Insurance," by J. S. Kemper, Chicago.
 Discussion: "A Standard Grading for Roses."
 Discussion: "Is Uniformity in Prices Possible?"
 Discussion of Amendments to Constitution and By-Laws, and voting on same.

Afternoon Session.

2:00 P. M.—Report of Committee on Publicity, Henry Penn, Chairman.
 Address: "Publicity," by Major P. F. O'Keefe, Boston, Mass.
 Discussion: "Parcel Post Insurance."

Evening Session.

8:00 P. M.—Lecture: "Demonstration of Retail Work—What Can Be Done with Flowers," illustrated by lantern slides, by Max Schling, New York.

THIRD DAY, THURSDAY, AUGUST 19.

Morning Session.

9:30 A. M.—Election of officers for 1921. Polls open from 10:00 A. M. to 11:00 A. M., or until all in line have voted. Voting will be conducted under the new system. There will be five voting places, "A" to "D" inclusive; "E" to "K" inclusive; "L" to "P" inclusive; "Q" to "T" inclusive; "U" to "Z" inclusive. Please vote promptly. Only members in good standing can vote.

Report of Judges of Trade Exhibits.
 Report of the National Flower Show Committee, by George Asmus, Chairman.
 Discussion: "The Fuel Situation."
 Question Box.
 Deferred Business.

Afternoon Session.

2:00 P. M.—National Flower Growers' Association. Meeting for organization.
 Report of Committee on Memorials, Michael Barker, Chairman.
 Final Resolutions.

Evening.

Bowling Tournament—Time and place to be announced at the Convention.

SPECIAL MEETINGS.

FIRST DAY, TUESDAY, AUGUST 17.

10:30 A. M.—Opening of the office of the Ladies' Society of American Florists in Convention Hall.
 Registration of members.
 10:00 A. M.—Conference of the National Association of Gardeners.

SECOND DAY, WEDNESDAY, AUGUST 18.

9:00 A. M.—Annual meeting of the Florists' Hall-Association of America.
 10:00 A. M.—Meeting of the Florists' Telegraph Delivery Association.
 9:45 A. M.—Annual meeting of the Ladies' Society of American Florists.

THIRD DAY, THURSDAY, AUGUST 19.

9:00 A. M.—Meeting of the College Section of the Society of American Florists.
 9:00 A. M.—Meeting of the Board of Directors of the American Carnation Society.

THE SOCIETY'S MONEY.

Subject of Amendments.

So rapid has the Society of American Florists grown of late and so large have become its finances that this year several steps have been planned to facilitate their handling by the society's officers. These are covered in the amendments to be offered for the members' consideration at Cleveland in August.

The first of these, in addition to striking out the paragraph referring to the extinct national credit and collection department committee, provides for the appointment of an audit and finance committee by adding to article II, section 4, the following, as paragraph (d):

The president assuming office January 1, 1921, shall appoint three members selected from among the permanently elected directors on the executive board, one for one year, one for two years, and one for three years; and each next elected president upon taking office shall appoint one such director for three years. It shall be the duty of this committee to audit the books of the secretary and treasurer at least once each year, just prior to the annual meeting of the executive board. The committee shall have the power to make temporary loans for the society, or any of its duly elected committees, and shall have charge of the investment of all funds of the society.

Since this committee is to have charge of the investment of the society's funds, the reference to investments will, by an amendment to article II, section 3, paragraph (d), be stricken out of the description of the treasurer's duties, relieving him of that responsibility. By the same amendment the chairman of the audit and finance committee will be added to the list of officers upon whose approval the treasurer shall pay bills.

Another amendment will substitute the sum of \$1,000 for \$100 in article III, as the limit of appropriation that can be made by the executive board without action of the society at its annual convention. Hitherto, this provision has been got around by the board's voting several appropriations of \$100 for the same purpose. The change saves the board that labor.

CONVENTION HELPS MEMBERS.

Solving Your Problems.

In little more than two weeks' time those of us who have decided that it is for our good to attend the convention in Cleveland, August 17 to 19, will be enroute to the convention city.

Many of us, no doubt, will carry with us little problems pertaining to our every day business life which we are unable to solve to our own satisfaction, owing, perhaps to a limited experience, or absence of opportunity in our own neighborhood to get information or advice which might help us in making decisions.

The convention furnishes full and ample means for the discussion of any subject pertaining to the trade. It is not necessary that a subject be one for presentation on the convention floor; it may concern only the one personally interested in it and discussions in meeting are confined largely to subjects of general interest.

The floor discussions do not embrace all the informative benefits of the con-

vention; far from it. Our personal problems are matters for discussion with our brother florists, whom we meet at this annual gathering and who are ever ready to detail their experiences, good or bad, along particular lines. A planting may have gone wrong; there may be a doubt as to the advisability of growing a certain product; a difficulty may exist in the way of a profitable marketing; perhaps a heating system is not working well; a method of propagation may be faulty; insect troubles, disease, fertilizers, plant varieties; all may entail problems on which enlightenment is sought. The numerous little bands always at our convention will be found ready and anxious to help with such questions and we most assuredly will get what we seek. At the convention we become one great family, each member striving to help the other when help is needed, and this good fellowship is one of the greatest charms of the gathering.

It may be that many florists who have not yet joined our society do not look upon our organization from this point of view. To all such I emphasize the fact that we are a brotherhood, as well as a business organization, and they can ill afford to hold aloof.

A. L. Miller, Pres.

GROWERS, ATTENTION.

Call to Cleveland.

Last call for delegates to come to Cleveland August 19 and help to organize a National Flower Growers' Association.

It is not necessary to be a regularly appointed delegate to attend this organization meeting. All growers are perfectly welcome and their presence is much desired.

The many reasons why such an organization should be formed have been fully set forth in the various addresses and letters published in the trade press since this movement was first launched, at the American Carnation Society's meeting in Chicago last January. It is not necessary for one to be in favor of this organization to attend, because if there is any reason why we should not organize, the best time to find this out is before we start. Many times opposition is the greatest asset towards final success; so we want all who are in any way interested, for or against this movement, to come and voice their sentiments.

We will have forms of prospective constitutions and by-laws for local districts at this meeting for distribution. Also, much information can be gathered from growers present who have local organizations already working, and so it will surely be worth the while for every grower to attend this meeting.

We, the committee to whom the matter of drafting a constitution and by-laws and the working up of interest for this organization meeting were referred, have tried to get a few growers chosen from every community in the country to act as representatives or delegates for all the growers of such community.

The Delegates.

The following is a list of delegates chosen to represent their various districts at the organization meeting of the National Flower Growers' Association to be held in Cleveland, August 19:

WHO'S WHO IN THE TRADE AND WHY



T. J. NOLL.

WHEN the florists of Kansas City, Mo., formed the Kansas City Florists' Club July 5 and looked over their members for a president to guide their club through its period of organization, they unanimously chose T. J. Noll, president of the T. J. Noll Floral Co., 1117-19 McGee street. Until recently, when he sold his interest to A. L. Randall and Frank Johnson, of Chicago, Mr. Noll was head of T. J. Noll & Co., 1108-10 Grand avenue, which is now being operated as the Kansas City Wholesale Cut Flower Co., with L. R. Bohannon as manager. Mr. Noll has grown up in the trade. At the age of 19 he was a rose grower in greenhouses in the east. He was in the retail florists' business for thirteen years and seven years ago started in the wholesale business in Kansas City.

- CHICAGO—W. J. Keimel, Peter Pearson, Paul E. Weiss, George Ball and Joseph Kohout.
- ST. LOUIS—W. A. Rowe, W. J. Pilcher, George F. Deutschmann, Jules Bourdet and William Winter.
- BOSTON — George Elliott, Alfred Potts, Thomas Roland, Herman Bartsch and S. J. Goddard.
- PHILADELPHIA—E. A. Harvey, H. J. Faust, R. A. Craig, J. T. Thompson and James Heacock.
- SPRINGFIELD, ILL.—E. C. Gullett, W. J. Hembrelker, F. L. Washburn, Phillip J. Daut and James Cole.
- CLEVELAND—Carl Hagenburger, Ed. George, S. C. Templin, George Bate and H. P. Knoble.
- NEW YORK—A. L. Miller, James Manda, W. R. Pierson, A. M. Henshaw and Robert Simpson.
- WESTERN NEW YORK GROWERS' ASSOCIATION—C. F. Trichler, Conrad Galley, C. T. Gunther, B. S. Meyers and H. B. Brookins.
- INDIANAPOLIS, IND.—E. H. Mann, A. Rasmussen, A. F. J. Baur, L. E. Hitz and Joseph Hill.
- PITTSBURGH FLORISTS' AND GARDENERS' CLUB—Edward Blind, Benjamin L. Elliott and J. C. Walley.
- KANSAS CITY—Frank Stuppy and P. A. Manson.

In addition to the above regularly chosen delegates we have the promise

of representatives to attend from Baltimore, Md.; Washington, D. C.; Albany, N. Y.; Rochester, N. Y.; Detroit, Mich.; Lancaster, Pa.; Milwaukee, Wis.; New Jersey, Texas and Oklahoma.

J. Fred Ammann, Sec'y.

CINCINNATI, O.

The Market.

The market last week experienced a decrease in business from the previous week. In general, business has taken a decided drop. There is an abundance of stock, but no demand. Gladioli make up the largest glut, there being so many that they can be bought at one's own price. Lilies are still holding their own, owing to the fact that there are few arriving. Asters are becoming more plentiful as the season goes on and they are in good condition. Garden flowers

such as Shasta daisies, gaillardias, delphiniums, scabiosa and strawflowers are about at an end. Outdoor sweet peas are still holding on. Rubrum lilies are arriving in more abundance than ever before this season, but the demand is only fair. Roses are arriving about the same as usual and are going well, but bring a low price.

Various Notes.

C. E. Critchell has received the first green galax of the season and also is getting some extra fancy asters from Charles Pommert, Amelia, O., and some unusual snapdragons and delphiniums from Federle's, at Hamilton, O.

Mr. and Mrs. Fred Gear have arranged for a motor trip through Michigan and then to the S. A. F. convention at Cleveland.

The Cincinnati Cut Flower Exchange has been receiving some elegant valley from William Schumann, Newport, Ky., Mr. Ostendorf of this firm reports business only fair. Chester Roesner spent his vacation at Lima, O.

George Meyers, of the Avondale Floral Co., has arranged to motor to the S. A. F. convention in his new speedster.

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The William Murphy Co. has been receiving some good America gladioli. Miss Laura F. Murphy is enjoying her vacation at Atlantic City and plans to go to Cheneaux islands from there.

Visitors last week were Glen E.

Moore, of Rushville, Ind.; Mrs. William Gerlach and daughter, of Piqua, O.; Mr. Kent, of the W. W. Barnard Co., Chicago; Frank Kaspar, of Chicago, and Harold Lion, of New York.

George Lutz has bought the business of the Hoffmeister Floral Co. and will operate the business as the George Lutz Floral Co.

Mr. Purllant, of Poole & Purllant Co., Winchester, Ky., was in the city buying supplies recently.

William Walker, of Louisville, Ky., passed through here recently and said that business was excellent in his city.

L. H. Kyrk has received the first physostegia of the season.

Julius Baer has returned by automobile from the east, where he was enjoying himself at the convention of the Rotary Club. The trip seems to have done him much good. G. H. K.

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This is the quiet season, when flowers are scarce and business is comparatively slow. Many of the florists are seeking the country and letting the staff off for a holiday. There are a large number of weddings and there has been a big demand for Sweetheart roses for bridal bouquets, though other roses are fair for this time of the year. Carnations are also good. Gladioli are now obtainable in large quantities.

Convention News.

The annual meeting of the Canadian Retail Florists' Association will be held

at Hamilton Thursday, August 12, in conjunction with the convention of the C. H. A. Secretary Silas McFadden has sent out several hundred notices and a large attendance of retail florists is expected. President George M. Geraghty, who is summering at his cottage, Pilgrims' Rest, Georgian bay, will return for the convention.

The proposed constitution which will bring about the amalgamation of these bodies has been drawn up. The proposed name is the Society of Canadian Florists and Ornamental Horticulturists. The membership will include any person interested in the advancement of floriculture, ornamental horticulture or allied trades. The annual fee is \$2, or \$25 for life membership. Money from life memberships will form a reserve fund. Resolutions will be introduced to provide for the affiliation of kindred associations and for the forming of different sections, such as retail, professional grower, private gardener, etc., should this be found advisable.

Various Notes.

Many firms have decorated their stores with cedar trees, giving a summer appearance.

Robert Brenton, of Hilmer V. Swenson Co., Chicago, has been calling on Toronto florists.

The Sheridan Nurseries have purchased a large tract of land adjacent to their present property on the Toronto-Hamilton highway, near Clarkson.

Harry James, secretary of the Toronto Retail Florists' Club, and Mrs. James are leaving on a motor trip through eastern Ontario. J. J. H.

LEO NIESSEN'S ANNIVERSARY.

All florists who know him will gladly acknowledge how much they owe to Leo Niessen on the silver anniversary of his entrance into this profession, August 1 (1895-1920). His integrity, fairness and consideration for others have done far more than he knows to bring happier conditions in his chosen calling.

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A Tribute.

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Verily a noble man hath gone from our midst! I can never forget the moral—and I might say the financial—encouragement given me by this friend of the needy and struggling upon my first visit to Louisville thirty-two years ago. When the world looked dark and things in general were most discouraging, it was Jacob Schulz who came to my rescue by his encouragement, advice and suggestions, putting new life, as it were, into me.

Jacob Schulz has left a host of friends, who will sincerely mourn his loss. S. S. Skidelsky.

Milwaukee, Wis.—C. C. Pollworth has gone up to northern Wisconsin on a trip to land a "big muskie."



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OBITUARY

Jacob Schulz.

Jacob Schulz, of Louisville, Ky., one of the pioneers of the trade in that city, died July 21 of acute palpitation of the heart, at the home of his daughter, Mrs. Frances Luking, in Parkerton, Wyo. He was born in Baden-Baden, Germany, July 25, 1842, and was thus four days less than 78 years old at the time of his death.

Mr. Schulz received a thorough training in Germany and when he came to this country and to Louisville in 1863 he at once took charge of the estate of Colonel Alexander, at that time one of the show places around Louisville and now a part of Cherokee park. In 1873 he started in business for himself at 831 Cherokee road, from which address he conducted all of his business until 1904, when he bought the retail business of the F. Morat's Sons Co., the store at that time being near the corner of Fourth and Walnut streets. A few years later he purchased the property at 550 Fourth avenue and continued a retail store until about four years ago, when he disposed of the retail business to the Jacob Schulz Co., which had been incorporated by his son, George E. Schulz, its present president.

Mr. Schulz was notable both for his love of plant life and for his ability to impart his knowledge to his employees; many successful members of the trade owe their progress in part to his instruction and guidance. He also believed strongly in trade organizations. He was one of the twenty-five pioneer members of the S. A. F., served several times as the state vice-president for that society and was a regular attendant at the conventions until the last two or three years, when, because of his age, he was not so regular. He was a charter member of the Kentucky Society of Florists and served as its president a number of times. Except in the last two years, it was never too hot or too cold for him to attend the monthly meetings of the state society and enter into all its activities. He was also a member of the American Carnation Society.

In 1877 he married Miss Elizabeth Morat, daughter of Francis Morat, who was the pioneer florist of Louisville.

Mr. Schulz is survived by his wife, two daughters, Mrs. Joseph A. Fueglein, of Louisville, and Mrs. Frances Luking, of Parkerton, Wyo.; four sons, Frank G. Schulz, city salesman for the Frank A. Menne Candy Co.; George E. Schulz, president of the Jacob Schulz Co.; Fred L. Schulz, who was connected with his father in business, and Henry J. Schulz, a photographer. There are also three brothers, two sisters and eleven grandchildren to mourn his death.

The funeral services were held Monday morning, July 26, from St. Martin's Roman Catholic church; interment was in Cave Hill cemetery. The active pallbearers were present and former employees who had been with Mr. Schulz for long periods of time. The display of flowers was particularly beautiful; many of the floral tokens of regard came from distant points.

To the trade around Louisville Mr. Schulz was lovingly known and always called "boss." To the writer he was



Jacob Schulz.

for sixteen years an actual "boss" and for thirty-two years an affectionate "boss."
A. R. Baumer.

Edwin G. Scott.

Edwin G. Scott, owner of the Marshfield Florist Co., Marshfield, Ore., died July 16 at Camp Lewis, Washington, at the age of 35 years. He was killed by the explosion of a 6-inch rifle while at target practice with his company of the Oregon Coast Artillery, Oregon National Guard.

Mr. Scott was born in Nebraska and moved to Garfield, Wash., in 1900. After completing a high school course at Garfield he attended the floricultural courses at the Massachusetts Agricultural College, at Amherst.

In 1906 he built two small greenhouses at Garfield; these were torn down in 1908 to be replaced by larger and more modern houses. At this time he was joined by his brother, Louis R. Scott, in a partnership under the name of the Roselawn Greenhouses. In 1911 the firm bought J. L. Bourn's range at Moscow, Ida., to which it moved the Garfield range. Because of poor health Edwin Scott in 1915 severed his connection with the firm of Roselawn Greenhouses and moved to Marshfield, Ore., where he engaged in business under the firm name of the Marshfield Florist Co., having bought the store and greenhouses of the Drew Floral Co. He had recently been experimenting with the shipment of cut rhododendron blooms for April, May and June use and had shipped, during the season just past, large quantities of the blooms to various points west of the Rocky mountains.

He is survived by his wife, who was formerly Miss Ella Farver, of Des Moines, Ia., and to whom he was married in 1912. She has been closely associated in the business with her husband.

Funeral services were held from the Methodist church July 19. All business houses remained closed during the services.
L. R. S.

Edward Johnson.

Edward Johnson, who, with his wife, was attacked in his home, 852 East Twenty-ninth street, Flatbush, Brooklyn, N. Y., July 4, died July 17 as a result of the attack. Mrs. Johnson died July 6.
J. H. P.

Mrs. M. S. Foreman.

Mrs. M. S. Foreman, widow of the late Charles H. Foreman, died at her home in Louisiana, Mo., July 18, after a brief illness following a stroke of apoplexy the Friday before, from which she never regained consciousness. Mrs. Foreman continued the florists' business after the death of her husband and built up a reputation as a successful business woman. She was assisted in the business by her daughter, Miss Ruth Foreman, who will continue to operate it.

John Macoun.

Professor John Macoun, a leading botanist of Canada, died at his home at Sydney, B. C., July 18. He was known as a great contributor to the science of botany. He is survived by his wife, three daughters and one son, W. T. Macoun, of the experimental farm, Ottawa, Can.

such as Shasta daisies, gaillardias, delphiniums, scabiosa and strawflowers are about at an end. Outdoor sweet peas are still holding on. Rubrum lilies are arriving in more abundance than ever before this season, but the demand is only fair. Roses are arriving about the same as usual and are going well, but bring a low price.

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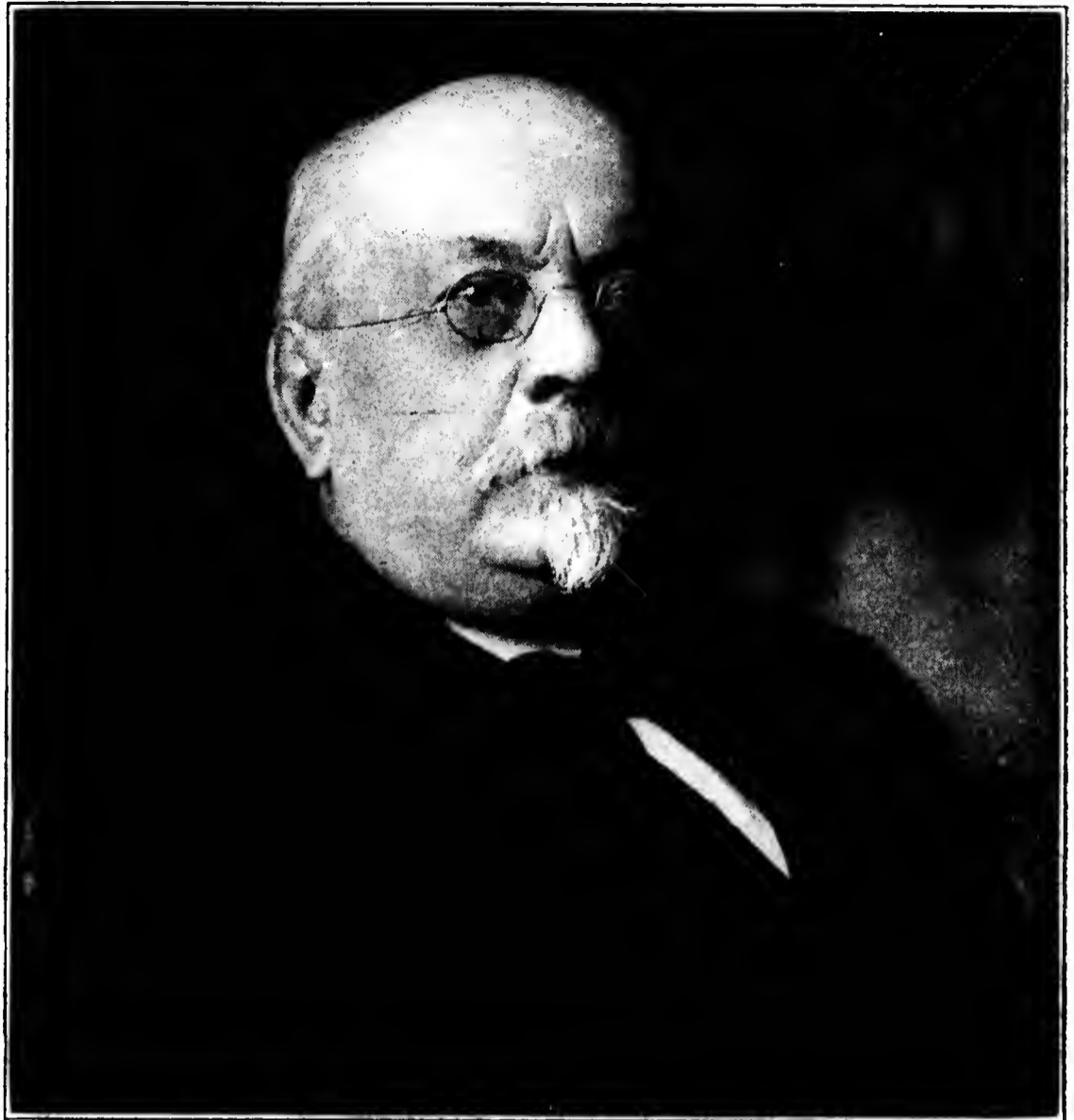
Mr. Schulz was notable both for his love of plant life and for his ability to impart his knowledge to his employees; many successful members of the trade owe their progress in part to his instruction and guidance. He also believed strongly in trade organizations. He was one of the twenty-five pioneer members of the S. A. F., served several times as the state vice-president for that society and was a regular attendant at the conventions until the last two or three years, when, because of his age, he was not so regular. He was a charter member of the Kentucky Society of Florists and served as its president a number of times. Except in the last two years, it was never too hot or too cold for him to attend the monthly meetings of the state society and enter into all its activities. He was also a member of the American Carnation Society.

In 1877 he married Miss Elizabeth Morat, daughter of Francis Morat, who was the pioneer florist of Louisville.

Mr. Schulz is survived by his wife, two daughters, Mrs. Joseph A. Fuglein, of Louisville, and Mrs. Frances Luking, of Parkerton, Wyo.; four sons, Frank G. Schulz, city salesman for the Frank A. Menne Candy Co.; George E. Schulz, president of the Jacob Schulz Co.; Fred L. Schulz, who was connected with his father in business, and Henry J. Schulz, a photographer. There are also three brothers, two sisters and eleven grandchildren to mourn his death.

The funeral services were held Monday morning, July 26, from St. Martin's Roman Catholic church; interment was in Cave Hill cemetery. The active pallbearers were present and former employees who had been with Mr. Schulz for long periods of time. The display of flowers was particularly beautiful; many of the floral tokens of regard came from distant points.

To the trade around Louisville Mr. Schulz was lovingly known and always called "boss." To the writer he was



Jacob Schulz.

for sixteen years an actual "boss" and for thirty-two years an affectionate "boss."

A. R. Baumer.

Edwin G. Scott.

Edwin G. Scott, owner of the Marshfield Florist Co., Marshfield, Ore., died July 16 at Camp Lewis, Washington, at the age of 35 years. He was killed by the explosion of a 6-inch rifle while at target practice with his company of the Oregon Coast Artillery, Oregon National Guard.

Mr. Scott was born in Nebraska and moved to Garfield, Wash., in 1900. After completing a high school course at Garfield he attended the floricultural courses at the Massachusetts Agricultural College, at Amherst.

In 1906 he built two small greenhouses at Garfield; these were torn down in 1908 to be replaced by larger and more modern houses. At this time he was joined by his brother, Louis R. Scott, in a partnership under the name of the Roselawn Greenhouses. In 1911 the firm bought J. L. Bourn's range at Moscow, Ida., to which it moved the Garfield range. Because of poor health Edwin Scott in 1915 severed his connection with the firm of Roselawn Greenhouses and moved to Marshfield, Ore., where he engaged in business under the firm name of the Marshfield Florist Co., having bought the store and greenhouses of the Drew Floral Co. He had recently been experimenting with the shipment of cut rhododendron blooms for April, May and June use and had shipped, during the season just past, large quantities of the blooms to various points west of the Rocky mountains.

He is survived by his wife, who was formerly Miss Ella Farver, of Des Moines, Ia., and to whom he was married in 1912. She has been closely associated in the business with her husband.

Funeral services were held from the Methodist church July 19. All business houses remained closed during the services.

L. R. S.

Edward Johnson.

Edward Johnson, who, with his wife, was attacked in his home, 852 East Twenty-ninth street, Flatbush, Brooklyn, N. Y., July 4, died July 17 as a result of the attack. Mrs. Johnson died July 6.

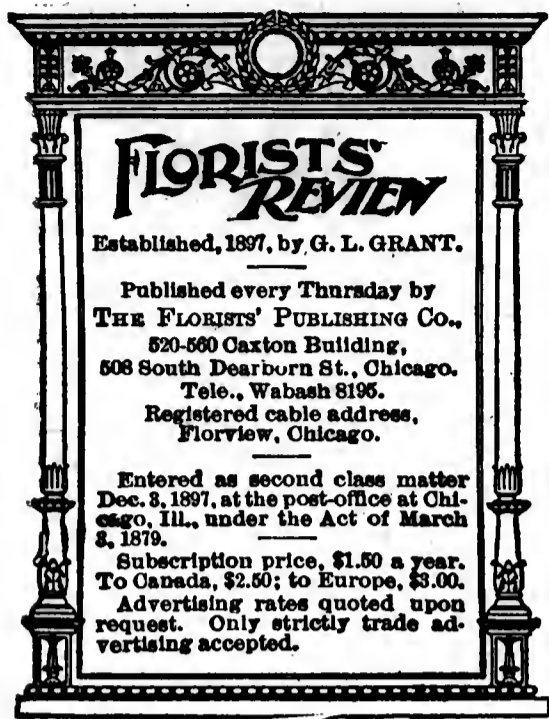
J. H. P.

Mrs. M. S. Foreman.

Mrs. M. S. Foreman, widow of the late Charles H. Foreman, died at her home in Louisiana, Mo., July 18, after a brief illness following a stroke of apoplexy the Friday before, from which she never regained consciousness. Mrs. Foreman continued the florists' business after the death of her husband and built up a reputation as a successful business woman. She was assisted in the business by her daughter, Miss Ruth Foreman, who will continue to operate it.

John Macoun.

Professor John Macoun, a leading botanist of Canada, died at his home at Sydney, B. C., July 18. He was known as a great contributor to the science of botany. He is survived by his wife, three daughters and one son, W. T. Macoun, of the experimental farm, Ottawa, Can.



RESULTS.

We give them. You get them.
We both have them.

HAVE you installed your summer window display?

THERE are only two weeks left to prepare to go to the S. A. F. convention at Cleveland, August 17 to 19.

NEITHER flowers nor plants can be wholesaled cheaper next winter without inflicting a loss on the growers.

ANY man who can maintain the production from his greenhouses next winter should have no trouble making them pay.

A YEAR ago many florists said another season could not be so profitable as the one then ended, but the prediction proved not to be the fact.

So strongly are retailers developing telegraph business that the list of those in the Pink Part keeps right on growing in the summer time.

ALL talk of an approaching panic has ceased. Business men now feel assured that there will be nothing more than a slight business recession between now and election—and then prosperity for all.

QUARANTINE 37 has been in operation fourteen months. Will its advocates please point out some place, even one, in which real progress has been made in developing a home supply of the stock shut out?

GERMAN exporters of florists' supplies, who have not been heard from in six years, are seeking to reopen the American outlet. They find this country now well equipped to supply its own needs and business is possible only on a price basis.

MANY florists lay the showing of increased business on their books to higher prices, and express preference for a larger turnover at lower figures. Larger and more economical production seems the only answer for them till costs come down.

It is distinctly unfair to hold remittances for weeks when one is sold out of stock, at the same time failing to acknowledge receipt of order or to reply to inquiries. Any plantsman who so conducts his affairs, no matter what his excuse, is driving away customers he would be glad to have a little later. Things won't always be as they have been the last two years.

"THANK YOU" at the end of a sale is the beginning of another sale.

THE dealers in florists' supplies are unanimous in reporting more active summer business than in any previous year, indicating the trade's general confidence in another big season.

WHAT we need in this trade is a higher standard of quality. Too much "bum" stuff is shipped, particularly by plantsmen who have obtained cash with order. A number of them seem never to have heard of the golden rule.

WATCH the Want Ads. They are full of opportunities. You can buy there anything from a split tee to a going concern; you can find a job or hire a helper. The value of the department to the trade is shown by the steady growth in the number of ads there each week.

THERE will be another shortage of plants next spring, no doubt, but it will be a mistake to try to increase production if quality will thereby be impaired. More money can be made on 10,000 first-class 4-inch geraniums than on 20,000 which are likely to be refused when the buyer opens the box.

THERE is a general belief that economic conditions, especially as concerns fuel and labor, will result in closing many greenhouses during the approaching winter, producing a great shortage of stock. But it would not be wise to risk too much on that assumption. In this trade that which everybody expects frequently fails to happen.

BEWARE THIS SWINDLER.

Unknown persons who ask loans of florists are more likely to be swindlers than members of the trade, and charitable florists would do well to make certain the identity of such individuals if they wish to see their money returned. A young man recently represented himself as a son of William F. Dreer to secure a loan from a florist in the east, perhaps the same individual who has secured money that way several times during the last few years. The late William F. Dreer, however, left no male relatives and none, assuredly, of either sex in need of soliciting funds in such a manner. This device to defraud is one of which florists should beware.

NOTHING BUT CLOUDS.

Though New England growers find comfort in the plans of the interstate commerce commission for caring for that section's fuel supply, the greenhouse trade in the central states see darker clouds than before in the sky—nor are they clouds of smoke. The day men in almost all of the Illinois mines have struck, not because their per diem wage of \$6 is not already sufficient as a daily income, but because it is not sufficient for support when they can earn it only two days per week. Moreover, the operators say their hands are tied because the contract was made by a government commission and they might be guilty of violating the Lever act if they acceded to the men's terms. So the buck is passed to Washington, where various officials are about to do something, but nothing has yet been done. A fuel administrator may be appointed, an embargo may be placed on coal for export, and some other things may be done, but none of them

has been done. In short, the grower is still waiting for the price of coal to come within reaching distance and, instead, sees the prospects of getting any at all receding farther away. This is as anxious a summer as the greenhouse trade has spent in a long time and easier moments do not appear to be near.

SERVICE THAT SERVES US.

This summer Alex. Lurie, of the Blu-Maize Blossom Shop, Ann Arbor, Mich., has been engaged by the Cleveland board of education to give a course of lectures on gardening to a number of school teachers who are acting as supervisors of home gardens. The course was started by G. H. Pring, horticulturist of the Missouri Botanical Garden, and was completed by Mr. Lurie, who formerly occupied the same position in St. Louis.

It is interesting to note in this connection that, through the efforts of the supervisor of school gardens of Cleveland, this close coördination between the practical man and the teachers has been obtained. It is a thought that may well be given consideration by the many florists in various cities who are capable of serving the public needs in this fashion and yet who make no effort to bring before the public the great benefits derived from the system of public school gardening as it obtains in Cleveland.

Cleveland aims to give the children some insight into gardening as a household necessity and an occupation for spare time, but more than that, the school garden department is preparing boys and girls to go into the business as a life work. Practical training is given in the high school greenhouses, the nursery and the perennial gardens of the board of education.

To the supervisor, O. M. Eastman, is due great credit for instituting the work and bringing in a high level of efficiency. The entire work, including the large tracts as well as the small home gardens, is not surpassed in other cities.

Coöperation of this kind cannot but result in a great commercial benefit on account of the many factors involved in the scope of the work. Not only can florists increase the public's interest in their own products, but they can also provide in this fashion the recruits so sadly needed for the further development of our trade.

REVEAL PHILADELPHIA FRAUD.

As an aftermath of the disclosure in last week's issue of The Review of the fraudulent offers of low-priced chiffons by the T. Franklin Co., Philadelphia, the postal inspectors, in whose hands the matter was placed by the M. Rice Co., are undertaking the apprehension of those implicated. It was definitely established that the offer of 6-inch chiffon bands in 500-yard lots at 7 cents a yard was a fraud, in which more than fifty florists were losers to the extent of \$35 to \$600.

There is no likelihood that the money of these florists will be recovered, since the persons involved seem to have left for parts unknown several days before the postal inspectors took the case. Their departure is fortunate for a number of florists whose remittances came later, for the accumulation of letters contained many remittances not cashed.

ADVERTISERS PLEASE NOTE

The steadily increasing size of The Review, both in number of pages and in circulation, makes it imperative that advertising copy be obtained farther in advance of publication date. In order that forms may be held open as late as possible, advertisers are urged to send instructions (to start or change) to reach Chicago Thursday, Friday or Saturday, whenever possible. Monday is the last day on which instructions regarding display advertisements can be received for the issue of that week.

NEWARK, N. J.

The Market.

The summer dull period is on. While business is as good as could be expected for this time of the year, it has fallen off in volume a great deal from what it was a month ago. Asters are beginning to come into the market and gladioli are daily arriving in larger quantities. From now on until chrysanthemums and other fall flowers begin to arrive, these two flowers will form the largest part of the trade, though there will be roses and other flowers for variety.

Various Notes.

Charles Luthy reports that while business is slack, as is customary at this season of the year, he has had much funeral work during the last couple of weeks. He has been painting and renovating his store.

More street flower venders are seen in Newark this year than ever before.

R. B. M.

KANSAS CITY, MO.

Ray Blessing, head of the shipping department of the T. J. Noll Floral Co., is taking a two weeks' vacation.

George R. Butchart, of St. Joseph, Mo., was in the city July 23 on his way home from La Cygne, Kan., where he attended the funeral of his mother. Mr. Butchart says that the plant business never before reached the point in volume or prices that it did this last season. He was accompanied by his brother, Charles Butchart, a florist in La Cygne, who came to buy stock. He is preparing to add to his store in La Cygne.

The Pinehurst Floral Co. is cutting good Russell, Columbia, Ophelia and Kaiserin roses. Its first Premiers came in July 21 and were good, although the stems were short. The company is cutting about 3,000 roses a day, and about 1,500 gladioli. The first asters came in July 22.

Mrs. Jack Murray, of the W. L. Rock Flower Co., has returned from a trip through the east as far as Montreal. Mrs. Laura Hoover Schaulis, formerly bookkeeper for this firm, has resumed her position, as Miss Walsh, who has been bookkeeper for some time, is compelled to go to Colorado with a sister who is in poor health.

Mr. and Mrs. Frank X. Gorly, of St. Louis, stopped over Friday, July 23, on their way to California.

W. L. Fitz Hugh, who was with the W. L. Rock Flower Co. for the last four years, is now with the Kansas City Wholesale Cut Flower Co.

Harry Blake and William Day, of the Pinehurst Floral Co., arrived home Saturday, July 24, from Fort Worth, Tex., where they attended the meeting of the Texas State Florists' Association. Mr. Blake and Mr. Day were in charge of the exhibit of the Pinehurst Floral Co., said by everyone to be one of the main features of the convention and by the secretary of the association to be worthy of any national convention. The exhibit included among other things carnations, ferns, cyclamens and begonias. Several thousand dollars' worth of business was done and many customers were added to the list.

In a letter to some of the boys in the store, M. E. Carter, manager of the W. L. Rock Flower Co., told of the routine of camp life, Mr. Carter being with the Seventh regiment at the annual encampment at Nevada, Mo.

Mrs. F. H. Miller, of R. S. Brown & Son, is enjoying a vacation in the Ozarks. Brown & Son's plant and bedding business this season is 100 per cent over normal. They are still receiving occasional orders for bedding stock. Cut flower and funeral work has been heavy all the week.

Miss Carrie Etzold, of the Fernery, left for St. Louis July 24.

Mrs. Edith Roberts is happy about the way business is keeping up at the Rosery while Mr. and Mrs. Thomas are in California.

The dry, hot weather has helped to drive away A. F. Barbe's rheumatism and he has felt better the last few days. His son, Bernard Barbe, is managing the greenhouses during his father's illness. He has the benches ready for carnations and will take the plants in from the field the latter part of this month.

August Luther, Jr., has completed a new house, 20x60 feet, for cyclamens.

Miss McBee, of the Muchlebach Flower Shop, is spending a week in Excelsior Springs. Hugo Neff, manager, will attend the Cleveland convention and will go from there to New York to buy fall goods.

Mrs. T. A. Moseley's shop had a heavy day Saturday, July 24, with orders for the funeral of one of the pioneer residents of Kansas City, Kan.

William Lang, of the Park Floral Co., St. Joseph, Mo., and G. V. Voight, Tulsa, Okla., were in the city last week.

Meyer Lieberman, of the Kresge Flower Shop, is in Los Angeles, Cal. Mr. and Mrs. M. Galamba are in Colorado Springs.

The Kansas City Wholesale Cut Flower Co. is handling a large quantity of

fancy gladioli. Orders are coming in well for summer.

Although the cut flower business is but a side issue of Rock's Flower Gardens, the main thing being the propagation of plants and bulbs, the former has been highly successful at this early stage. They have cut a fine crop of Halley gladioli. They are now cutting Pendleton and will have about 25,000. They also have Panama, America, Francis King and two or three fancy varieties, about 125,000 in all.

Samuel Murray is still cutting good crops of lilies, auratum and rubrum.

T. J. Noll has returned from the convention of the Texas State Florists' Association with all sorts of good things to say about the ability and hospitality of members of the Texas association.

Henry Kusik & Co. are slowly catching up on wire orders as the flower business lightens, but it has not yet reached the usual hot weather stage of dullness. J. E. K.

CHICAGO.

The Market.

The market seems not so active as it has been, but the probability is that the actual sales are running even better than earlier in the summer. There is a great deal more stock than there was a few weeks ago, and much more stock than at this date last year. It will be remembered that July was an extremely good month, judged by the summer standards, in 1919. In that year, however, only a small number of growers were cutting any considerable quantity of stock. This year many more are sending flowers to the market and numerous wholesale houses have large supplies. That they are able to move such large quantities of flowers indicates that the aggregate of July business must be much greater than ever before.

The quality of summer flowers never was so good as now. The weather has been exceptionally favorable. While an occasional hot day has served to crowd the market with soft flowers, as a whole the month has been unusually cool and the quality of stock, taken as a whole, is better than in any previous summer. This is particularly true of roses. The varieties now principally grown not only are fine in winter but are good in summer. Russell is generally considered the best hot weather rose in the history of the florists' business, but Premier is not far behind and Columbia has demonstrated its worth as a midsummer producer. These are the principal varieties

America's Largest Summer

Myrtle

By the thousands—and all the other good Gladioli—Halley, Pendleton, etc.

“Gigs”

You can get the Market's best Easter Lilies any time you wire Amling's.

Choice Roses

A very large supply of really fine stock—all varieties.

NOTE—Newest Roses

Victor, deep pink; Butterfly, pink; Golden Rule, yellow; Crusader, red—Now offered in moderate supply.

CURRENT

AMERICAN BEAUTIES

	Per doz.
Long stems.....	\$6.00
Stems 30 to 36 inches.....	5.00
Stems 24 to 30 inches.....	4.00
Stems 18 to 24 inches.....	3.00
Stems 12 to 18 inches.....	2.00
Stems 12 inches.....Per 100	\$4.00 @ 8.00

ROSES

	Per 100
Premier, Russell, special....	\$20.00 @ \$25.00
Premier, Russell, medium....	15.00 @ 18.00
Premier, Russell, select.....	10.00 @ 12.00
Premier, Russell, short.....	4.00 @ 8.00
Columbia, special.....	15.00 @ 18.00
Columbia, medium.....	10.00 @ 12.00
Columbia, select.....	6.00 @ 8.00
Columbia, short.....	4.00
Milady, medium.....	15.00
Milady, select.....	8.00 @ 12.00
Milady, short.....	4.00 @ 6.00
Montrose, medium.....	15.00
Montrose, select.....	10.00 @ 12.00
Montrose, short.....	4.00 @ 6.00
Ophelia, special.....	15.00
Ophelia, medium.....	10.00 @ 12.00
Ophelia, select.....	6.00 @ 8.00
Ophelia, short.....	4.00
Dbl. White Killarney, med.,	15.00 @ 20.00
Dbl. White Killarney, select,	10.00 @ 12.00
Dbl. White Killarney, short..	4.00 @ 8.00
Sunburst, special.....	18.00
Sunburst, medium.....	12.00 @ 15.00
Sunburst, select.....	8.00 @ 10.00
Sunburst, short.....	4.00 @ 6.00

Extra special roses billed accordingly.

E. C. AMLING CO.

Headquarters for Greens

The Largest, Best Equipped and Most Centrally Located Wholesale Cut Flower House in Chicago

Supply of Choice Flowers

PRICE LIST

CORSAGE ROSES		Per 100
Cecile Brunner.....		\$2.00
CARNATIONS		Per 100
Large and Fancy.....		\$3.00
Average Grade.....		2.00
Laddie.....		6.00
LILIES		
Giganteum..... doz.,	\$ 1.50 @	\$ 2.00
"..... 100,	10.00 @	15.00
GLADIOLI		Per 100
Select.....	\$6.00 @	\$ 8.00
Fancy.....		10.00
MISCELLANEOUS		Per 100
Asters.....	\$ 3.00 @	\$ 5.00
Pond Lilies, colored.....	10.00 @	12.00
Bachelor's Buttons, double.....	1.00 @	1.50
Valley.....	10.00 @	12.00
Daisies, white.....		2.00
Delphinium Belladonna.....		6.00
Coreopsis.....	1.00 @	1.50
Feverfew..... per bunch		.25
Candytuft..... per bunch		.25
GREENS		
Ferns, new..... per 100, 25c; per 1000,		\$2.50
Plumosus..... per bunch,	\$0.50 @	.75
Sprengeri..... per bunch,		.50
Adiantum, fancy long..... per 100,		2.00
Smilax..... per doz.,		4.00
Galax..... per 100, \$0.25; per 1000,		2.00

Prices Subject to Market Changes.

Store Open from 7:30 A. M. to 5 P. M.

Saturday to 8 P. M. Closed on Sunday

Pond Lilies

In several colors—fine for summer water windows.

Valley

This is Headquarters—why not place a standing order?

Miscellaneous Flowers

“Variety is the spice of life”—show your customers a full line—ordered of Amling.

NOTE—Order Early

We close at 5 p. m. It then is only 4 p. m. in places that are not “saving daylight.” Send orders in time.

169-175 N. Wabash Ave.

Long Distance Telephone

Central 1978
1977
1975

CHICAGO, ILL.

GEO. C. WEILAND, President
 FRED SCHRAMM, Vice-President
 RUDOLPH ELLSWORTH, Secretary
 CHARLES McCAULEY, Treasurer

Our Customers Want—and

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 N. Wabash Avenue

Chicago

L. D. Phone Randolph 631

Use These Lilies

Fine Giganteums from Chicago's Most Expert Grower

Every Retail Florist will do well by carrying a few dozen of our Easter (Giganteum) Lilies in his icebox. They are useful in many ways, and if shipped in bud they can be held in first-class condition for several days—longer than any other Summer flower. Use them as they develop, order some more and you'll never be out of stock.

Our Lilies are grown by Sam Pearce, internationally known as probably America's largest and most expert commercial forcer of Bulbs—sufficient guarantee that no better Lilies are to be obtained.

Order "Glads" of Us

Our local crops are being cut. These are flowers grown for cutting by florists—not for the bulbs—and the list of varieties includes all the newest and most popular colors. Order some today and see how useful they are.

Roses

Including Choice Special and Extra Special Russell

The Rose is one of the most dependable flowers for shipping in warm weather and we have arranged for a large supply of specially grown Roses for summer cutting. Place a standing order and be assured of your daily supply.

Get—the Best There Is

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 N. Wabash Avenue

Chicago

L. D. Phone Randolph 631

CURRENT PRICE LIST

NOTICE Retailers who want the Longest and Finest Mrs. Russell Roses to be found in America this month, order our Extra Special grade and give a day's notice if possible.

	Per 100
Premier	Extra Special.. \$25.00
	Special.....\$15.00 to 20.00
	Long 10.00 to 12.00
	Medium..... 8.00
	Short..... 6.00

Russell	Special..... \$25.00
	Long\$15.00 to 20.00
	Medium..... 10.00 to 12.00
	Short..... 6.00 to 8.00

Dunlop	Special..... \$25.00
	Long\$15.00 to 20.00
	Medium..... 10.00 to 12.00
	Short 6.00 to 8.00

Milady	Special \$20.00
	Long \$15.00 to 18.00
	Medium..... 10.00 to 12.00
	Short..... 4.00 to 6.00

Columbia	Extra Special.. \$20.00
	Special.....\$15.00 to 18.00
	Long 10.00 to 12.00
	Medium..... 6.00 to 8.00
	Short..... 4.00

	Per 100
Ophelia	Special..... \$15.00
	Long\$10.00 to 12.00
	Medium..... 6.00 to 8.00
	Short..... 4.00

Sunburst	Special..... \$15.00
	Long\$10.00 to 12.00
	Medium..... 6.00 to 8.00
	Short..... 4.00

White	Special..... \$15.00
	Long\$10.00 to 12.00
	Medium..... 8.00
	Short 6.00

Mrs. Ward	Medium \$8.00 to \$10.00
	Short 4.00 to 6.00

Butterfly	Long\$15.00 to \$18.00
	Medium..... 10.00 to 12.00
	Short..... 6.00 to 8.00

BRUNNER, the Miniature Rose.....\$2.00 to \$3.00 per 100

Miscellaneous Flowers

	Per 100
Carnations	
Good stock	\$ 2.00 to \$ 3.00
Asters	3.00 to 5.00
Valley	10.00 to 12.00
Daisies, white or yellow	1.00 to 2.00
Gladioli, good stock	6.00 to 8.00
“ extra fancy varieties, per doz.	1.25 to 1.50

Candytuft, colored, per bunch	25c
Coreopsis, per 100	\$1.00 to \$1.50
Feverfew, per bunch	25c
Giganteum Lilies, per 100	\$12.50 to \$15.00
Cornflower, blue, per 100	1.50 to 2.00

Decorative Greens

Ferns, new	\$2.00 per 1000
Adiantum	\$2.00 per 100
Plumosus50c bunch

Sprengeri35c to 50c bunch
Smilax	\$4.00 doz.
Galax	\$2.00 per 1000

Prices Subject to Change Without Notice

Order Early We close at 5:00 o'clock—at your place it probably then is **4:00 P. M.**

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA SUNBURST

Excellent Summer Roses

KILLARNEY WHITE KILLARNEY RICHMOND NESBIT BRUNNER

In Large Supply
Fine Quality in All Leading Varieties

ASTERS White, Pink, Purple, Lavender, Red. **ASTERS**
 Use them now that Carnations are at the end of their season. Can supply fine quality.

Gladioli, Easter Lilies, Coreopsis, Snapdragons, Sweet Peas, Daisies, Valley, Larkspur, Bachelor's Buttons, Feverfew, Candytuft, Calendula, Gypsophila and all other seasonable Cut Flowers, including Greens of all kinds.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House

J.A. BUDLONG CO.

WHOLESALE CUT FLOWERS AND GREENS

Roses, Valley and Carnations our Specialties
184-186 North Wabash Ave.
CHICAGO

WE ARE CLOSED ALL DAY SUNDAY

SHIPPING ORDERS GIVEN CAREFUL ATTENTION

**QUALITY
 SPEAKS
 LOUDER
 THAN
 PRICES**

**PRICES
 AS
 LOW
 AS
 OTHERS**

We are in constant touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

now offered. White and yellow are scarce and red is in little demand.

Next to the roses, gladioli occupy the leading position. Receipts have increased rapidly in the last week and the market now is well supplied. Perhaps the most popular variety is Myrtle, useful for a large variety of retail purposes, but it would be difficult to find anything finer than the Halley now coming in considerable quantity from a score or more of shippers. Pendleton and Pink Beauty also are in large supply. Gladioli are selling well, but the price has fallen with increased supplies.

With the practical disappearance of carnations, asters have become much more abundant. They always sell well at this time and all good stock is moving steadily. It seems that weather conditions are giving the aster growers a better chance for profit than they have had for several years.

Other indoor flowers are practically limited to lilies, valley and a few catleyas, each of which is fully equal to any present demand. There are large quantities of garden flowers, as the weather has been favorable. These are not good shipping subjects, in most in-

TOPPET

Wholesale
 Cut Flowers
 and Supplies

30 E. Randolph St.
CHICAGO
 Telephone Central 6284



stances, but the local retailers are buying them in quantity, finding that their customers like variety.

Shipping trade is holding up better than in any previous season. The principal demand is for roses, but there is a fair call for everything else in the list. As a whole the trade at this center is better satisfied with summer business than ever before. No one is com-

plaining. The July business is taken as foreshadowing another big season.

Randall's Employees' Outing.

Except for the cut flower department, which almost never closes, the A. L. Randall Co. suspended business Saturday, July 24, to permit its employees to hold their first annual picnic. The festivities began at 10 a. m. and lasted

ASTERS

\$ 3.00, \$ 4.00 and \$ 5.00 per 100
\$20.00, \$30.00 and \$40.00 per 1000

GLADIOLI

\$5.00, \$6.00 and \$8.00 per 100
Special Fancy Stock \$10.00 per 100

Roses for Shipping

Grown specially for summer cutting. These crops will enable YOU to do a profitable Rose business all summer.

Russell	Premier	Columbia	Hoosier Beauty
Sunburst	Ophelia	Milady	White Killarney

FRANK W. DUNLOP, the Newest Rose

We have a daily supply of this popular novelty. Try it. You and your trade will like it. We can fill advance or standing orders.

Giganteum Lilies, \$ 1.50 and \$ 2.00 per doz.
\$12.00 and \$15.00 per 100

Rubrum Lilies, Short...\$ 6.00 and \$ 8.00 per 100
Long...\$10.00 and \$12.00 per 100

Fancy Valley

A steady supply of the best quality. You can, of Randall's, get all you need.
\$8.00 to \$10.00 per 100

Fancy Ferns

Best stock \$2.50 per 1000
In case lots \$2.00 per 1000

In ordering of Randall you have the assurance that you have back of you the largest supply in America.

A. L. Randall Co.

180 N. Wabash Ave.

CHICAGO

L. D. Phone Central 7720

Use Our
Gladioli and Lilies
 We have a large supply of fine quality
ROSES OF GOOD QUALITY PEONIES THAT WILL SHIP

All other stock in season.

You will find this a good source of supply.

ZECH & MANN
Wholesale Cut Flowers

30 East Randolph Street

CHICAGO, ILLINOIS

until late in the evening. The attendance, which included both Mr. Randall and F. M. Johnson and their families, totaled several hundreds. The sports committee, headed by A. L. Rohn and H. B. Dahlberg, had prepared a program of fourteen events ranging from races for the girls to tug-of-war and baseball for the men. All were hotly contested, but there are indications that the white collar staff at "One-eighty" proved no match for the Factory force. The company furnished handsome prizes.

The scene was White Eagle grove in the Forest Preserve in the town of Lyons. There were music, dancing and refreshments for all.

The arrangements were in the hands of a committee of the workers headed by: Chas. Roth, honorary chairman; H. Goetz, chairman; H. A. Vanandaigue, vice chairman; H. G. Wilkerson, secretary and treasurer; Aug. J. Kohansky, refreshments.

Various Notes.

The wholesalers are paying \$50 a ton for overissued newspapers for use in packing. In the old days of plenty they were to be had at \$8.

Rudolph Charles Ellsworth was born July 23, at John Robinson hospital, Allegan, Mich. The youngster's parents are well known in the trade, the father, Clarence Ellsworth, being a member of the Kidwell Co. and for several years manager of the Michigan avenue store. The mother was Miss Marguerite Kane McNulty, a capable member of Peter Reinberg's staff before her marriage.

A business proposition has brought John P. Degnan back from the coast rather sooner than he expected.

John Poehlmann has returned from an enjoyable outing at Nantucket, the first he had spent on salt water. He spent July 26 in the New York wholesale cut flower district, informing himself on the methods in vogue there.

Louis Choromokis, formerly the owner of a north side cafe and now proprietor

YOUR
PROTECTION



"Under Growers'
Supervision"

"WE DO
AS WE SAY"

IT WAS FOUR YEARS AGO

that we submitted to the commercial flower growers a most feasible plan of conducting the wholesale COMMISSION business "UNDER GROWERS' SUPERVISION."

There was never any doubt in our mind as to our making a greater success of wholesaling "UNDER GROWERS' SUPERVISION," but we hardly anticipated the growers' almost unanimous approval of it.

The fact is that our CUT FLOWER business with the RETAIL FLORIST EXCLUSIVELY more than TREBLED in the LAST FOUR YEARS.

KENNICOTT BROS. CO.,
174 N. Wabash Ave.
CHICAGO

"THE PRINCIPAL LOCATION IN THE MARKET"

"ROSES
all
SUMMER"

"DON'T GROW THEM,
BUY THEM"

H. B. KENNICOTT, Pres.
 J. E. POLLWORTH, Sec'y and Mgr.

ROSES

RUSSELL, SUNBURST, OPHELIA, KILLARNEY and WHITE KILLARNEY

Not only PLENTIFUL, but of QUALITY; also a fine grade of CARNATIONS

Buy Direct From the Grower

Current Price List

Subject to change without notice

MRS. CHAS. RUSSELL and PREMIER		Per 100
Specials	\$20.00 to \$25.00	
Select	15.00 to 18.00	
Medium	10.00 to 12.00	
Short	5.00 to 8.00	
OPHELIA, MILADY and SUNBURST		Per 100
Specials	\$15.00	
Select	\$10.00 to 12.00	
Medium	6.00 to 8.00	
Short	4.00 to 5.00	

COLUMBIA		Per 100
Specials	\$15.00 to \$18.00	
Select	10.00 to 12.00	
Medium	6.00 to 8.00	
Short	4.00 to 5.00	
Killarney.....		Per 100
White Killarney...	Specials.....	\$15.00
Killarney Brilliant	Select.....	\$10.00 to 12.00
Champ Welland...	Medium.....	6.00 to 8.00
	Short.....	4.00 to 5.00
ROSES, OUR SELECTION.....		4.00

CARNATIONS—		Per 100
All Colors	\$2.00 to \$3.00	
Adiantum.....	2.00	

Asparagus, per bunch	\$0.85 to \$0.60
Ferns, per 1000.....	8.00
Galax, bronze and green, per 1000.....	2.00

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

PETER REINBERG

WHOLESALE GROWER OF CUT FLOWERS

30 E. Randolph St., PHONES: Central 2846 and 601 CHICAGO, ILL.

GLADIOLI—ASTERS

Gypsophila, Roses, Lilies

Larkspur, Coreopsis, Gaillardia, Daisies

and all other flowers in season.

Our Prices Never Are Higher than Others Ask for an Equally Good Grade of Stock.

ERNE & COMPANY

30 E. Randolph St.

WHOLESALE FLORISTS
L. D. Phone Randolph 6578

CHICAGO

of the La Bonte Floral & Candy Shop, at Wilson avenue and Broadway, broke into print in the papers last week by sending a letter to Mayor Thompson's secretary, suggesting an annual flower festival for Chicago, similar to the one in Portland, Ore.

At the recent meeting of the stockholders of the Chicago Flower Growers' Association it developed that every man in that organization will run every foot of his glass to full capacity next winter; there will be no shut-down. Moreover,

several of the members already have all the coal they can store and are in as good shape as it is possible for them to be as regards fuel. Only one of these growers has stored no coal at all. That concern made a contract some time ago at a price which soon was below the market and has received no deliveries thus far. The others have been paying market price day of shipment.

William Wienhoeber and Mrs. Wienhoeber have returned from a most enjoyable month's vacation, most of which

was spent fishing at Catalina Island, in the Pacific.

Ben Miller, vice-president of the A. B. C., has sailed for Holland to inspect the company's purchases in the packing sheds and to expedite the forwarding.

Eric Johnson could have no interest in an assemblage of morticians, so it must be he was like the man who attended the funeral "just for the ride" when he went with Charles N. Manhoff to the convention of the Wisconsin Un-

MR. ALLAN HUMASON
WILL SHOW

The Raedlein Basket Co. Line

AT THE S. A. F. CONVENTION
CLEVELAND, AUGUST 17, 18, 19.

Raedlein Basket Co., 713-717 Milwaukee Avenue
CHICAGO, ILLINOIS

dertakers' Association. They made the trip by automobile. Mr. Manhoff is introducing the J. R. davenport casket. A. M. Anderson, textiles buyer of the A. L. Randall Co., returned July 26 from a visit to New York.

Nothing in recent years has so engrossed the attention of Peter Reinberg as has the Forest Preserve. He is chairman of the board of commissioners and has given freely of his time and means for the development of our outer park system which some day will make Chicago famous the world over. July 26 Mr. Reinberg's commission concluded one of the largest of single additions to the system. It consists of 309 acres in the town of Thornton and cost \$557,100.

Frank Felke is located at Elkhart, Ind., as grower for the West View Floral Co., the largest concern there. His greenhouses at Wilmette are being operated by a tenant, but are for sale.

Casimir Gouza has bought a neat new bungalow on the north side and has devoted a week's vacation to building as neat a garage.

According to the reports published in the daily papers, Schofield's Flower Shop, on North State street, has a flower bill of \$500 against the city, which the city cannot pay for lack of funds. Mr. Schofield has taken an I. O. U. for the amount.

A. Henderson is contemplating a trip to New York to meet the bulbs now afloat.

Last spring A. Miller, of the A. B. C., advised several growers to plant Gladiolus Arizona instead of Pink Beauty. Now he points to the flowers in market as confirming his judgment.

Poehlmann Bros. Co. has a wonderful new supplies catalogue almost ready for the press.

The Briggs Floral Co., at its north side store, has a new front. Situated at a busy boulevard crossing, the enlarged and projecting windows will give opportunity for a display which will be of rare advertising value.

Bernard Sherman, of W. J. Smyth's force, has been on a vacation trip in Canada.

Herbert Stone, manager of Peacock's Flower Shop, always has an attractive window. At present it is a garden scene, with a house of white mice, which Mr. Stone finds almost as good a side line as canaries and goldfish.

Visitors.

P. A. Pfaender, manager of the supplies department of the St. Louis Whole-



You can make work like this in your store if you use PYFER'S

GLADIOLI, ASTERS and ROSES
ALL COLORS—THE BEST VARIETIES

We also offer Lilies, Larkspur, Coreopsis, Gaillardias, Gypsophila, Candytuft, Calendula and all other stock in season in large supply for you.

A. T. Pyfer & Company

Our Motto: "Nothing is too much trouble to please a customer."

164 NORTH WABASH AVENUE

CHICAGO, ILLINOIS

Fancy and Artistic Wreaths

MANUFACTURED IN A NEWLY ESTABLISHED DEPARTMENT
OF THE McCALLUM COMPANY

Wonderful creations in made-up Wreaths of Artistic Rustic and Fancy Holiday Materials, tinted in delicate and gorgeous shades of exquisite coloring and finishes. For example note the following: Wreath No. 50.— Artistic Magnolia Wreath, trimmed with Artificial Roses, Palm'Leaves, Ruscus and Hyacinths, with a beautiful fiber ribbon bow. Three sizes, as follows: 20-inch, \$1.75; 22-inch, \$2.25; 24-inch, \$3.00 each.

See Them at the S. A. F. Convention CLEVELAND---August 17 to 19

We will have an elaborate showing of fancy[made-up wreaths at the convention, which will give all who attend the opportunity to see just what can be created in this ever growing branch of the business.

The McCallum Company

DETROIT BRANCH . . . 34 W. Elizabeth Street
CLEVELAND BRANCH . . . 421 High Avenue
CINCINNATI BRANCH . . . 112 E. Third Street
SAN JUAN, P. R., BRANCH . . 15 Luna Street
SAN FRANCISCO BRANCH . . 431 Bush Street

MAIN OFFICE AND
F A C T O R I E S
PITTSBURGH, PA.

SUMMER ROSES

and all other Seasonable Flowers for particular buyers.

JOSEPH FOERSTER CO.

Wholesale Dealers in Cut Flowers

160 North Wabash Ave.

CHICAGO

JOHN KRUCHTEN

HENRY KRUCHTEN

JOHN KRUCHTEN CO.

(NOT INCORPORATED)

Wholesale Florists

30 East Randolph Street

L. D. Phone, Central 8016-8017-8018

CHICAGO, ILL.

sale Cut Flower Co., is spending a week here, combining business and pleasure.

Mrs. Paul M. Palez, right hand man of the well known Little Rock retailer,

is here on a vacation visit with friends, but has found the attraction of the market irresistible.

Mrs. Parker, of Clarksdale, Miss., was

a recent visitor in the wholesale district.

Mrs. M. E. Irby, of the Flower Shop, Memphis, was here this week and as an

FANCY GLADIOLI

We will offer within the next three weeks 100,000 fancy CUT GLADIOLI, in choicest varieties,

Panama, Peace, Francis King, America and Pendleton

\$10.00, \$12.00 and \$15.00 per 100

Regular orders solicited. Careful packing and cut just right.

ROCK'S FLOWER GARDENS, Inc.
1106 Grand Ave., KANSAS CITY, MO.

PINEHURST FLORAL CO.

Successors to Geo. M. Kellogg Floral Co.

1121 Grand Ave.

Wholesale Florists

Kansas City, Mo.

Big Supply of Excellent Summer Roses and Fancy Gladioli

Special Prices on Large Quantities

CURRENT PRICE LIST

Roses		Miscellaneous	
Russell.....	Per 100, \$6.00 to \$25.00	DAISIES.....	Per 100, \$ 1.00 to \$ 1.50
Columbia.....	Per 100, 5.00 to 20.00	GLADIOLI.....	Per 100, 8.00 to 10.00
Ophelia.....	Per 100, 4.00 to 15.00	LARKSPUR.....	Per bunch, 1.00
Sunburst.....	Per 100, 4.00 to 15.00	Delphinium.....	Per bunch, .75 to 1.25
Richmond.....	Per 100, 4.00 to 15.00	Adiantum.....	Per 100, 2.00
Kaiserin.....	Per 100, 4.00 to 15.00	Sprengerl, Plumosus.....	Per bunch, .50
Gypsophila.....	Per bunch, .50 to 1.00	Ferns.....	Per 1000, 8.00

Home Phone Main 2765
Bell Phone Grand 2765

Store closed all day Sunday. Open weekdays until 5:00 p. m.
Sunday shipping orders accepted at Greenhouses:
Pleasant Hill, Mo., Phone 18

OVER 500,000 FEET OF GLASS

incident of her visit arranged with the A. L. Randall Co. for the complete equipment of a new store, to which removal will be made as soon as the Palace theater building is completed. The new location is one of the best in Memphis and will afford at least double the facilities of the old stand, in which a highly successful business has been done. The equipment of the new store will be in the most modern style.

Among last week's visitors was Dr. A. J. Knapp, of Evansville, Ind., who probably ships more peonies to this market than come from any other one farm. He was accompanied by his secretary, Mrs. Ida Warren, herself a peony shipper.

NEW YORK.

The Market.

The market is dull, with summer conditions dominating. The usual influx of large quantities of gladioli and asters at this time is deferred, both being late, but, nevertheless, it is sure to come. A few gladioli are arriving, most of them in colors quite unattractive, and the advance guard of the asters has invaded both markets in small quantity, but of fairly good quality.

The retail trade is buying on a hand-to-mouth basis from a supply which in itself is but small. Funeral business is light and little or nothing is doing in

Cut Flowers Florists' Supplies

Everything New

We can furnish the goods at the right prices. Plenty of room now to carry a larger selection of everything for Florists' use.

July and August we close at 5 p. m. Not open on Sunday.

T. J. NOLL FLORAL CO.

1117-1119 McGee St.

KANSAS CITY, MO.

GLOEKLER FLOWER REFRIGERATORS.....

Send at once for Catalogue F, illustrating and describing flower homes.

BERNARD GLOEKLER CO., Pittsburgh, Pa.

the way of functions at which there is use for flowers. New York, the resident

MCCRAY

REFRIGERATORS for all Purposes
Send for Catalogue

McCray Refrigerator Co., 2933 Lake St., Kendallville, Ind.

part of it, is out of town, to remain for some weeks, and in its absence not

SOMETHING NEW
for
SUMMER BUSINESS

DAINTY corsage bouquets of organdie flowers in pastel colors to be worn on summer dresses. We find these bouquets the greatest novelties in our shop, and are now in a position to wholesale them at prices from **\$15.00 to \$30.00 per dozen**. We feel confident they will prove as great an attraction and source of profit to you as they have been to us.

Order a dozen today

Muehlebach Flower Shop
KANSAS CITY, MO.

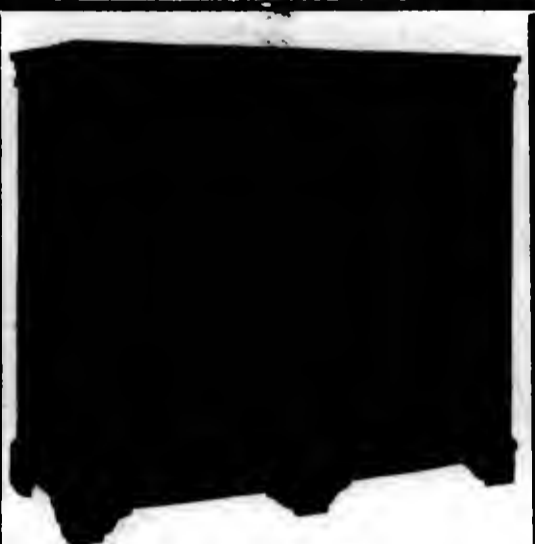
Mention The Review when you write.

GLADIOLI

KANSAS CITY, MO. vs. CHICAGO, ILL.

I have been on the Chicago market for the past twenty years and have never seen such **FANCY GLADIOLI** as we are now handling. **L. R. BOHANNON.**

Kansas City Wholesale Cut Flower Co.
 Grand 3143
 Main 6487
 1108-1110 Grand Avenue, KANSAS CITY, MO.



Write for Catalogue
BUCHBINDER BROS.
 11 S. La Salle St., CHICAGO
 Room 731

Write for our 32-page 1920 booklet

“Modern Flower Shops”

Refrigerators and Store Fixtures

A. L. Randall Co., COMPLETE FLORISTS' OUTFITTERS **Chicago, Ill.**

Cut Flowers

GLADIOLI

Mrs. Chas. H. Claussen

2322 Newberry Street

Telephone Dav. 7666 **Davenport, Iowa**

H. KUSIK & CO.

Largest Shippers of
 Fresh Cut Flowers
 at Kansas City.

Florists' Supplies
 Manufacturers of Wire Designs

1018 McGee Street

KANSAS CITY, MO.

much is expected along florists' lines. Roses are not particularly plentiful, but it requires a little effort to move the arrivals. American Beauty has shortened up considerably and there is no difficulty in moving such as arrive, at an advance to meet the new conditions. Hybrid teas drag a little at

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES



Representatives:

M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXONICO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size	Per 100
7 x 4 x 4 2-inch Top.....	\$ 5.00
10 x 6 x 5 1/2 2-inch Top.....	6.00
12 x 8 x 5 1/2 2-inch Top.....	7.65
14 x 10 x 8 2-inch Top.....	12.60

For Cut Flowers

18 x 5 x 3 2-inch Top.....	\$ 6.10
20 x 4 x 3 2-inch Top.....	6.05
21 x 5 x 3 2-inch Top.....	7.25
24 x 5 x 3 1/2 2-inch Top.....	7.70
24 x 8 x 4 2-inch Top.....	10.80
28 x 8 x 4 2-inch Top.....	12.10
28 x 8 x 5 2-inch Top.....	13.05
30 x 5 x 3 1/2 2-inch Top.....	9.25
36 x 8 x 5 2-inch Top.....	16.20

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago. When printing is wanted there will be a charge of \$9.00 per color for printing 500. \$12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

**For Sprays, Designs and
Cut Flowers**

Size	Telescope	Per 100
16 x 16 x 8	Telescope	\$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3 1/2	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	48.55
40 x 10 x 6	Telescope	44.00

times, but on the whole clear well, as the quality is good for the time of year. Columbia and Premier are in best demand and their quality is excellent.

Carnations are practically finished for the season. A few continue to arrive and the best move at \$2 per hundred when they are wanted. Growers generally are clearing out their benches and some have already replanted.

Orchids are not in large supply. When good, cattleyas bring as much as \$1.50 each, with a few selected flowers going at \$2.00. Spray orchids are scarce.

White lilies are in oversupply and prices are down to a range of about \$4 to \$6 per hundred, with stale stock moving down to \$3 per hundred. Lily of the valley is not seen in quantity, but the demand for it is light and \$1 to \$6 per hundred sprays is about the price range.

A few chrysanthemums are coming in, but they are bought more for novelty than for sale as a commodity. Golden Glow brings as much as \$3 per dozen for the best quality. Asters are in small supply and move at prices hardly worth quoting.

There is an abundance of miscellaneous stock, such as calendulas, buddleias, bouvardias, delphiniums, gypsophilas, hydrangeas and the like, much of which moves for purposes of window decoration.

Various Notes.

During a severe electrical storm early Friday, July 23, lightning struck a large building at the establishment of Lewis & Valentine, the landscape gardeners, Roslyn, Long Island, resulting in its

Climax Manufacturing Co. High Grade FLORISTS' BOXES

Castorland : : New York

Cut Flower Boxes All Sizes C. C. POLLWORTH CO., Milwaukee, Wis.

"DURO" FOLDING FLOWER BOXES For Prices Write Duro Paper Products Co., 729 S. Wabash Ave., Chicago, Ill.

complete destruction. Twenty-five auto-trucks and much valuable machinery were in the building and the damage is estimated altogether at \$20,000.

Chrysanthemums have made their bow for the season. J. K. Allen, in the Eighteenth street market, has in the last two weeks been receiving some Golden Glow of exceptionally fine quality for such an early cut.

The death July 17 of Edward John-

FLORISTS' BOXES

Made in Dayton, Ohio

We are not profiteering. Our prices are low but we give you a heavy, high-grade material and good workmanship. Convince yourself by sending us a sample order. We satisfy our customers.

Write for Samples.	Mist Gray or Manila Shallow Cover Price per 100	Mist Gray or Manila Full Price per 100
3 x 20x 4.....	\$ 2.30	\$ 3.70
3 x 18x 5.....	3.50	5.90
3 1/2 x 24x 5.....	5.30	6.90
3 1/2 x 30x 5.....	6.30	7.30
5 x 24x 5.....	7.50	10.00
5 x 28x 5.....	9.70	12.00
5 x 36x 6.....	11.70	14.30
5 x 38x 8.....	14.00	16.50
5 x 30x 10.....	15.00	17.90
6 x 28x 12.....	15.50	18.30
6 x 35x 10.....	16.50	18.90
6 x 36x 12.....	20.50	24.00
8 x 20x 20.....	21.50	27.50
8 x 24x 24.....	22.70	27.90
7 x 42x 12.....	37.50
8 x 48x 14.....	45.50

GRAY CORSAGE AND VIOLET

With Shallow Fluted Edge Lid

5 1/2 x 9x 6.....	\$5.00	6 x 9x 12.....	\$7.70
6 x 7x 14.....	7.00	7 x 9x 9.....	7.70

Printing in black ink, \$2.00 per 1000, or less quantity; printing in colored ink, \$3.00 per 1000, or less quantity, in assorted sizes. All f. o. b. Dayton, Ohio.

No order printed less than 50 of each size. We allow a discount of 5 per cent when remittance accompanies the order.

We reserve the privilege of substituting other color.

The Aull Bros. Co., Dayton, O.
Established 1890

H. & D. Design Boxes

Are made of light, strong Corrugated Fiber-board and can be furnished with K. D. lock-corner covers, safe and convenient.

Write for full particulars.

THE HINDE & DAUCH PAPER CO.
SANDUSKY, OHIO

LINDLEY BOXES

High-grade, heavy, thoroughly moisture-proofed stock.

Moisture-proofed Boxboard is hard to obtain and the railroads cannot deliver promptly. Keep your stock ordered well ahead of your requirements. In ordering always specify whether "S" or "AA" grade is wanted.

STANDARD or "S" GRADE

Well made from standard weight, well moisture-proofed board. Prices reasonable, considering quality and workmanship.



Corner Lock Style

Mist Gray Corsage and Violet Boxes

Made of high grade moisture-proofed stock.

Size	Lid	Per 100
7x 4x4	2-inch	\$ 2.75
8x 5x5	2-inch	4.75
10x 6x5½	2-inch	5.85
12x 8x5½	2-inch	7.20
15x 8x5	2-inch	7.35
15x 8x6½	2-inch	9.50

Mist Gray Square Design

"S" grade, or regular Lindley heavy standard weight, well moisture-proofed. All full telescope.

Size	Per 100
12x12x8	\$20.00
16x16x8	28.00
18x18x7	28.50
20x20x6	28.50
20x20x8	27.00
20x20x10	46.50
24x24x8	45.00
24x24x10	59.00
28x28x8	59.50
32x32x8	69.00

White Boxes

Made from genuine patent white plated stock. A beautiful box, but not as nice as our white enameled.

Corsage and Violet

Size	Lid	Per 100
8x4x3½	2-inch	\$ 2.80
15x8x6½	2-inch	9.90

For Cut Flowers

Size	Lid	Per 100
18x5x8	8-inch	\$ 5.90
21x5x8	8-inch	6.60
24x5x3½	3½-inch	6.70
30x5x3½	3½-inch	10.40
36x5x3½	3½-inch	13.50
24x8x4	4-inch	18.00
28x8x5	5-inch	18.00
36x8x5	5-inch	21.50
30x5x8	2-inch	9.80
18x8x3½	3½-inch	6.70

Manila Special

Size	Lid	Per 100
21x 7x3½	2-inch lid	\$ 7.70
42x10x5	Full Telescope	28.50
48x10x5	Full Telescope	32.50

Parcel Post Boxes

Size	Lid	Per 100
80x 5x4	2½-inch lid	\$ 9.50
28x 6x4	2½-inch lid	10.80
24x 8x4	2½-inch lid	11.00
28x 8x5	2½-inch lid	14.00
30x12x8	3-inch lid	23.00
36x12x8	3-inch lid	27.50

Mist Gray "S" Grade

Lindley standard - weight, well moisture-proofed stock. For Cut Flowers, etc.

Size	Shallow Lid	Full Telescope
16x4 x8	\$ 4.75
20x4 x8	5.60
18x5 x8	4.95	\$ 8.85
21x5 x8	5.40	5.90
24x5 x8½	6.85	7.50
30x5 x8½	7.80	9.00
36x5½x8½	10.85	11.75
18x6 x4	7.20
28x6 x4	10.00
21x7 x8½	8.00
22x 7¼x4	9.90
21x8 x4	9.70
24x8 x4	9.80	12.00
28x8 x4	11.70	14.40
24x8 x5	11.40	14.80
28x8 x5	12.50	16.00
36x8 x5	15.50	19.00
42x8 x5	24.90

Mist Gray Design "S"

Oblong "S" grade, or regular Lindley standard heavy weight, well moisture-proofed. All full telescope.

Size	Per 100
30x10x5	\$19.50
36x10x5	28.50
36x10x6	27.50
40x10x6	29.50
42x10x6	30.50
48x10x6	35.50
30x12x6	35.50
36x12x6	34.00
30x12x7	29.00
20x12x8	27.00
36x12x8	41.50
36x14x6	33.50
34x16x5	30.00
24x14x8	32.00
30x14x8	38.00
36x14x8	44.00
40x14x8	47.50
42x17x8	56.00

Green Boxes

Made from high grade moisture-proof stock. A very appropriate color.

For Cut Flowers

Size	Lid	Per 100
18x 5x8	8-inch	\$ 5.50
21x 5x8	8-inch	6.10
24x 5x8½	8½-inch	8.10
30x 5x8½	8½-inch	9.50
34x 6x8½	8½-inch	12.40
21x 8x4	2-inch	9.40
24x 8x4	2-inch	10.50
28x 8x5	2-inch	13.75
36x 8x5	2-inch	17.50
12x12x8	8-inch	17.80
28x22x8	8-inch	49.00

"AA" or ARNOLD BRAND

Absolutely the highest quality, stiffest, best waterproofed Florist Box obtainable.



Mist Gray "AA" Grade

Our AA grade, or Arnold grade, is extra heavy and thoroughly moisture-proof. An excellent box for shipping.

Size	Lid	Per 100
16x4 x8	2-inch	\$ 5.00
20x4 x8	2-inch	5.90
18x5 x8	2-inch	5.50
21x5 x8	2-inch	6.00
24x5 x8½	2-inch	7.50
30x5 x8½	2-inch	9.10
36x5½x8½	2-inch	11.70
18x6 x4	2-inch	7.50
28x6 x4	2-inch	10.50
21x7 x8½	2-inch	8.40
21x8 x4	2-inch	10.30
24x8 x4	2-inch	10.40
28x8 x4	2-inch	12.80
24x8 x5	2-inch	12.00
28x8 x5	2-inch	18.00
36x8 x5	5-inch	20.00
42x8 x5	5-inch	28.00

Mist Gray Square Design

AA grade, or Arnold extra heavy thoroughly moisture-proofed stock. Full telescope.

Size	Per 100
12x12x8	\$21.00
16x16x8	29.50
18x18x7	30.00
20x20x6	30.00
20x20x8	35.50
20x20x10	48.50
24x24x8	47.00
24x24x10	62.00
28x28x8	62.50
32x32x8	74.00

White Enameled Corsage

The finest enameled clay-coated stock obtainable.

Size	Lid	Per 100
7x 4x4	2-inch	\$ 4.50
8x 5x5	2-inch	5.90
9x 6x5½	2-inch	7.00
10x 6x5½	2-inch	7.25
11x 8x5½	2-inch	9.00
12x 8x5½	2-inch	9.25
14x10x8	2-inch	16.90

Basket Boxes

Made of special jute stock. Regular shipping case style.

Size	Per 100
15x15x20	\$29.00

ECONOMY OR THRIFT CARTONS

One Piece Style

Made of mist gray light weight stock. Just the box for small local delivery packages.

Size	Per 100
20x4¼x8	\$3.80
24x4¼x8	3.75
21x5 x8	3.70
24x5 x8½	4.20
24x5 x8½	4.40
21x7 3¼	5.00
30x5 x8¼	4.90



Mist Gray Design "AA"

Oblong "AA" grade, or Arnold extra heavy weight, well moisture-proofed. Full telescope.

Size	Per 100
30x10x5	\$20.50
36x10x5	24.50
36x10x6	29.00
40x10x6	31.00
42x10x6	32.00
48x10x6	37.00
30x12x6	27.00
36x12x6	36.00
30x12x7	30.50
20x12x8	28.50
36x12x8	43.00
36x14x8	35.00
34x16x5	31.50
24x14x8	34.00
30x14x8	40.00
36x14x8	46.00
40x14x8	50.00
42x17x8	58.50

White Enameled, Otherwise Called White Glazed

For Cut Flowers

The most beautiful box made. Genuine enameled clay-coated stock.

Size	Lid	Per 100
18x 5x8	2-inch	\$ 7.50
20x 5x8	2-inch	8.25
21x 5x8	2-inch	8.50
24x 5x8½	2-inch	10.50
30x 5x8½	2-inch	12.50
36x5½x8½	2-inch	15.50
21x 7x8½	2-inch	11.50
24x 8x4	2-inch	15.00
24x 8x5	2-inch	17.00
28x 8x5	2-inch	19.00
36x 8x5	Full Telescope	26.00
30x10x5	Full Telescope	25.75
36x10x5	Full Telescope	29.50

Green Corsage and Violet

Corner Lock Style

Made of same stock as regular green cut flower boxes.

Size	Lid	Per 100
7x4x4	2-inch	\$3.65
15x7x6½	2-inch	8.70

Special 500 and over, assorted. 3 %

Discounts 1000 and over, assorted. 5 %

All prices per 100, f. o. b. Marion, Ind.; 3% extra discount if cash with order. Printing black or colored ink, \$3.50 per thousand extra or less quantity.

Chicago phone, Franklin 5450—A. V. Z. Jennings.
 New York phone, Audubon 2860—Geo. L. Hoopla.
 St. Louis phone, Olive 1840—H. F. Seigneur.
 Louisville phone, 2669—J. Raymond Clark.
 Detroit phone—Cadillac 4178—A. A. Fordon.

LINDLEY FLORIST BOX CO., QUALITY BOX MAKERS Marion, Ind.

son, as the result of a burglar's attack July 4, is recorded in this week's obituary column.

John Poehlmann, of Poehlmann Bros. Co., Chicago, spent Sunday and Monday in town on his way home from a two weeks' visit in Nantucket, Mass. He seemed much impressed with the new flower market, although business was over for the day at the time of his visit.

J. H. P.

The eighty-ninth annual exhibition of the American Institute of the City of New York, including its grand chrysanthemum show, will be held in the Engineering building November 3 to 5. The schedule of prizes has already been issued.

President A. M. Henshaw, of the New York Florists' Club, has appointed the following as the club's committee on nominations of officers for 1921: C. B. Weathered, W. A. Manda, Richard Hughes, Max Schling, Emil Schloss, W. H. Siebrecht, Sr., and John Canning.

PHILADELPHIA.

The Market.

Summer flowers are coming into season now. Gladioli are in full crop, while asters are taking the place so long filled by carnations. Easter lilies are bringing a little better prices. Short roses are overabundant. Business is fair for midsummer. It was moderately active at the beginning and at the end of the week, but dull in mid-week.

This briefly summarizes conditions in the cut flower market during the next to last week in July. Judging by the number of boxes going out of the wholesale cut flower places each day, boxes that are filled with flowers that are ordered, it would seem as though many flowers were being sold daily. So there are, but there are many flowers arriving. Prices are low on many of them and expenses are heavy.

The greatest opportunity in the cut flower market today lies in the cutting and packing of gladioli. Next after the choice of varieties, there is nothing so important. Spikes that are cut at the proper stage of development and then, after being put in water for a short time, are properly packed, are worth much more than those that are not, and, alas, most of the gladioli are not.

Asters have not been plentiful yet. They are expected to increase now, during the last week of July.

Baseball.

Teams representing the S. S. Pennock Co. and the Philadelphia florists, selected and managed by J. M. Deutscher, played off the technically drawn game of July 16 at Belmont, July 20. The Pennock team was the same as in the first game, but Manager Deutscher, profiting by his close call, strengthened his team in several important positions to such good purpose that a terrific 12-inning battle resulted. The Pennocks scored a run in the fifth inning. The Philadelphia florists tied the score in the sixth and took the lead in the seventh, making the score 2 to 1. The Pennocks tied the score in the eighth. Each side made one in the ninth. Despite every effort, the score remained at 3 to 3 in the tenth and eleventh innings. In the twelfth, Topsticks sent Riley to first, Cousins sent him home with a two-bagger, with what proved to be the

The three Big Cut Flower items this week are

Asters Lilies Gladioli

The supply of Asters is much larger than what it has been. From now on until the end of the season, we will have plenty of them.

You will find them of a very good quality—\$3.00 to \$6.00 per 100.

We are very much pleased with the sale of Lilies. You must see them to appreciate the high quality of this stock. You will find them much better than the average Lilies that are offered.

Gladioli are in full bloom now. We can furnish you almost any variety and color.

AMERICA, SCHWABEN, WHITE GIANT, HALLEY, PERFECTION and a great many of the newer varieties that are not so well known by name.

The price is reasonable, \$6.00 to \$8.00 per 100. Some novelties at \$10.00 per 100.

Look for our Classified advertisement of CARNATION PLANTS. Ready for immediate delivery, or we will hold them until later.

Business Hours 7 A. M. to 4 P. M.

THE LEO NIESSEN CO.

Wholesale Florists

Branches:
BALTIMORE
WASHINGTON

1201-3-5 Race St.

PHILADELPHIA

BERGER BROTHERS

PREMIER, COLUMBIA, and other Good Roses

GLADIOLI
ASTERS

DELPHINIUMS
EASTER LILIES

With our improved service we can handle additional consignments of good stock to advantage.

We close daily at 4 p. m. Saturdays at 1 p. m.

1609 Sansom Street

PHILADELPHIA

GLADIOLI

Herada A beautiful shade of
Lavender and Plum

Pendleton, Myrtle, Halley and all seasonable flowers

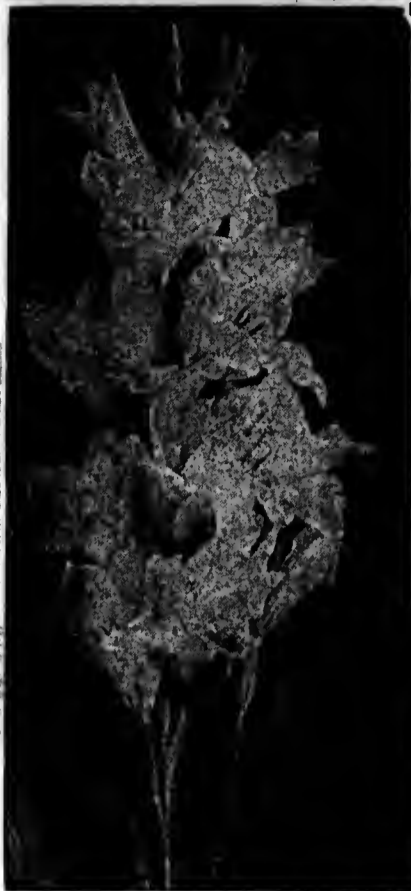
Philadelphia Cut Flower Co.

GEORGE AEUGLE, Prop.

1517 Sansom Street

::

PHILADELPHIA, PA.



Two summer flowers we can recommend—
good shippers, good keepers, good sellers—

Gladioli



The newer and better kinds of Gladioli, wonderfully well grown, in any quantity, all shades, **\$4.00, \$6.00, \$8.00 per 100**

Easter Lilies

The choicest that can be produced, **\$15.00 per 100**

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

BUSINESS HOURS: 7 a. m. to 4 p. m. and Saturdays, 7 a. m. to 1 p. m.

S. S. PENNOCK COMPANY

1608-20 Ludlow St., PHILADELPHIA, PA.

NEW YORK
17 West 28th Street.

BALTIMORE
Franklin and St. Paul Sts.

WASHINGTON
1216 H Street, N. W.

All Seasonable Cut Flowers

WM. J. BAKER

Wholesale Florist

12 South Mole Street, Philadelphia, Pa.

Mention The Review when you write.

Sweet Peas

ROSES, CARNATIONS and other stock of the finest quality.

JERRY BROOKINS & SON

Orchard Park, N. Y.

Mention The Review when you write.

THE HOUSE OF MERIT
FLORISTS' SUPPLIES

JOS. G. NEIDINGER CO.

1309-11 N. Second Street

PHILADELPHIA, PA.

GRAVE MARKERS

Stein's Floral Supply Mfrs. 2223 N. Front St., Philadelphia.

winning run. Further, in their half of the twelfth inning the Pennocks' chance of scoring was spoiled by a great catch by L. Reid in left field. Topsticks was hit hard throughout, but managed to keep the hits well scattered. The excitement was increased by some lively tilts at critical stages of the game.

Philadelphia Florists.	S. S. Pennock Co.
Miller, cf.	Dougherty, 3b.
Gannon, rf.	Swan, c.
L. Reid, lf.	Kilgallen, 2b.
Riley, 3b.	Cox, 1b.
Aeugle, ss.	Topsticks, p.
Kenneth Meehan, 2b.	Gaul, rf.
Cousins, c.	Culoutsa, cf.
McGarvey, 1b.	Kennedy, ss.
Grimes, p.	Jamison, lf.

The Danger Today.

Thoughtful leaders among us agree that there is grave danger that production will fall off next season. They think that, despite the presidential year and the possible panic, flowers and plants

EDWARD REID

Summer Flowers

"Glads," Asters, Roses—

Victory (Kaiserin), Russell, Ophelia, Columbia, White Killarney, Premier

Remember—When They're Reid's They're Right

1619-21 Ranstead St., PHILADELPHIA, PA.

Gladioli

Roses, Carnations, Asters, Feverfew, Candytuft and all kinds of greens.

We want your business.

THE PHILADELPHIA WHOLESALE FLORISTS' EXCHANGE

1615 Ranstead Street, PHILADELPHIA

Roses
Cornflower
Centaurea
Gladioli

CHARLES E. MEEHAN

5 South Mole Street,

PHILADELPHIA, PA.

PLUMOSUS
Strings and Bunches
ADIANTUM
and Greens
of all kinds

will be in active demand at higher prices and that this demand will find us with an even smaller supply than last winter or the winter before last. They base this belief on labor and coal. They think that in order to produce we must pay the price and they think that we are not paying the price. They believe that where a greenhouse business is prosperous it will pay in the

long run to meet the market price on labor and on coal. Where the greenhouses are run down or the business is not prosperous they believe it would be better to operate them for spring crops, somewhat as hotbeds are handled.

Cleveland.

The Florists' Club has issued a circular letter to its members advising them



"Say it with Flowers"

Emphasize it with RIBBONS

QUALITY — ORIGINALITY — SERVICE
RIBBONS and CHIFFONS

LION AND COMPANY, 118-120 East 25th Street, New York

to attend the Cleveland convention of the Society of American Florists, August 17 to 19. The members are asked to advise E. P. Klinger, chairman of the house committee, 120 Race street, Philadelphia, of their intention of going to the convention. No plan of going in a party is mentioned.

Various Notes.

Bernard Eschner, president of the M. Rice Co., and Mrs. Eschner left this city bound for the Great Lakes and Minnesota July 24. Mr. Eschner plans attending the Cleveland convention, his first convention in eight years.

David Fuerstenberg visited North Wales July 23. He found one of his new greenhouses completed. The other, while progressing well, is delayed by a carload of glass.

Penelope, light pink, and Herada, "blue," are the star gladioli of the Philadelphia Cut Flower Co. this week.

The Cumberland Valley Greenhouses, of Portsmouth, Va., may be obliged to close because of inability to get men to operate them.

The Joseph Heacock Co. has completed the filling and planting of its new house, 70x600 feet, at Roelofs.

Charles J. Theis believes that intelligent efforts to develop summer business are likely to prove successful.

A disastrous fire threatened the Ransstead street wholesale commission houses on the evening of July 22. Two firemen were killed and much property in a Chestnut street store was destroyed. Manager Deutscher, of the Exchange, and Fritz, of Reid's, saved a lot of valuable rugs, estimated to be worth thousands of dollars, at great risk to themselves.

The Philadelphia Wholesale Florists' Exchange is receiving some fine Mrs. Francis King and other varieties of gladioli. Phil.

BOSTON.

The Market.

Midsummer heat, with a number of days with excessive humidity, has been our lot the last week, and, under such conditions, it was hardly to be expected that much life could be galvanized into the cut flower trade. Prices, however,

Where to Buy?

Before placing your order for Floral Designs somewhere else, first get in touch with

The New York Wire Lamp Frame Co.

The Leading and Experienced Manufacturers

of all sorts of Florists' Wire Designs and Wire Lamp Shade Frames.

Our Past—Experience, Service, Quality, Satisfaction
Telephone Harrison 3568

1132-34 S. Wabash Ave., CHICAGO, ILL.



Mention The Review when you write.

New Crop Fancy Ferns

Extra Good Quality

\$2.50 per 1000

Natural Green Sheet Moss

\$1.50 per bag

THE WOODS-KRAFT CO.

P. O. Box 202, ERIE, PA.

have improved compared with a week ago, due in great measure to a still further diminution in supplies. Roses are small and of inferior quality. Prices vary from \$3 to \$8 per hundred on hybrid teas, a few fancy flowers making a little more. The supply of carnations has greatly dwindled and the best flowers realize \$3 to \$4 per hundred. Ward, Matchless and Morning Glow hold up the best.

Sweet peas are neither abundant nor good. Select flowers make \$1 to \$1.50 per hundred. Gladioli from outdoors will not be available for a few days and indoor supplies are limited. Some nice white and colored speciosum lilies are

Extra Long, Fancy and Dagger FERNS gathered fresh daily from the woods

Only \$1.25 per 1000

Laurel Festooning, 10c and 20c per yard. Fresh stock supplied on short notice; use it for your weddings and other similar decorations; nothing better.

Bronze Galax, fine quality, \$1.25 per 1000; \$11.00 per case of 10,000; extra fine leaves.

Sphagnum Moss, \$5.00 per large bale.

Ground Pine, 12c per lb. made up, 10c and 12c per yd.

Branch Laurel, large bundles, 50c.

Hemlock, large bundles \$1.00.



Telegraph Address, New Salem, Mass.
Post Office and L. D. Phone Address
MILLINGTON, MASS.

coming in, as well as giganteums. Hardy gypsophila readily sells at 50 cents per bunch, with the double form in most eager demand. Such outdoor flowers as coreopsis, gaillardia, Hydrangea arborescens, candytuft, phlox, etc., meet with an uncertain call. Cattleyas are unusually scarce and high priced. There

THE FLORISTS' SUPPLY HOUSE OF AMERICA

High Grade Imported Supplies

COLONIAL BOUQUET PAPER

We have this in all sizes, from No. 1 up to No. 10. The better kinds.

IMMORTElLES

All colors, fresh stock just arrived.

UVA LEAVES

Natural, green and red; a very good decorative leaf. Write for prices.

Recent importations include the following:

**Statice, Moss Wreaths, Thistles and Grasses for Making Wreaths.
Chiffons and Red Cape Flowers.**

LOOSE RED IMMORTElLES at \$1.00 a pound—A pound is equivalent to five bunches. This price is rock bottom—it will be the same rate for one pound or one thousand pounds.

BASKETS Princess and Flower Girl—Open Work Nest **BASKETS**
Baskets, standard sizes, three to a nest.

H. Bayersdorfer & Co.

1129-1133 Arch St.

PHILADELPHIA, PA.

Branch Factory, 709 First Ave., New York City, Telephone Vanderbilt 4976

is less call for asparagus now that gypsophila is in season.

Club Picnic.

Magnificent weather was enjoyed by all who attended the eagerly anticipated picnic of the Gardeners' and Florists' Club at Cunningham park, East Milton, July 22. A maximum temperature of 75 degrees, a delightful breeze and just sufficient haze to somewhat moderate the sun's power, made the day as nearly perfect as possible, and the 500 or more who attended had a day of pure enjoyment, unmarred by any accident or untoward happening. The picnic committee provided a most bountiful supply of tea, coffee, sandwiches, ice cream and cold fruit juice, so that any who did not carry lunch baskets were well cared for.

W. J. Kennedy, as usual, made an ideal ringmaster and P. M. Miller an efficient starter. The corps of judges did their work so well that no complaints of any kind were heard. The baseball games were started in the morning and gave the usual thrills. As a rule, the commercial team outclasses the private gardeners, but on this occasion the latter got together a snappy team and managed to come out ahead. The ladies' baseball game is always the piece de resistance of the picnic, and the game July 22 proved as thrilling as any

Quincy Art Willow Ware Co.

600 Payson Ave. :: QUINCY, ILL., U. S. A.

Manufacturers of

FLORISTS' BASKETS

QUALITY
SPEAKS
LOUDER
THAN
PRICES

*Our Exhibit at
Cleveland
will be of in-
terest to you*

BUY
BASKETS
OF REAL
QUALITY
POOR BASKETS
DO NOT PAY

Always mention the Florists' Review when writing advertisers



Magnolia Leaves

Prepared under our new process, in cases or cartons.
Brown, Green or Purple.

Oak Sprays in Green, Brown or Red, packed in cases of 100 sprays to case.

Beech Sprays, same color as Oak and same pack.

Fadeless Sheet Moss, in bags of 10 lbs. net.

Natural Sheet Moss, in bags of 10 lbs. net.

Natural Evergreen Smilax Substitute—Huckleberry Foliage, standard Smilax cases.

Lyrata Foliage, same pack as Huckleberry.

All orders for the above goods will have our personal attention and satisfaction guaranteed.

THE RUMBLEY CO., Evergreen, Ala.

GOLD LETTERS—SPECIAL PRICES

PAPER SCRIPT LETTERS



Letters packed 25 to each package
Numerals in same colors and price



Can be had in the following inscriptions in Gold and Purple

Father	Rest	Darling
Mother	Our	Dear
Brother	My	Too Soon
Sister	Asleep	Grandpa
Husband	Baby	Grandma
Wife	Sleeping	Friend
Mamma	Cousin	Aunt
Comrade	Peace	Uncle
Nephew	Niece	Papa
At Rest	Daughter	Son

No. 1
In Gold and Purple, per 1000, \$5.50

No. 4
In Gold Only, per 1000, \$5.00

No. 6
In Gold Only, per 1000, \$4.50

The kind that will stick, **STICK** and **STICK**, and won't come off.

B. E. and J. T. COKELY,

201 N. 7th Ave., SCRANTON, PA.

Established 25 years

Manufacturers and Importers of Florists' Supplies

Ten Words to Each Package
Per 100 words.....\$3.50

Always state what color is wanted, otherwise gold will be sent.

ABOVE PRICES ARE POSTPAID

of its predecessors. The married ladies started out strong and led 11 to 6 at their end of the fifth inning. The game was limited to five innings and victory seemed assured, but the single ladies, with a mighty effort, first tied the game and finally won, 12 to 11, amidst great excitement.

In the tug of war the private gardeners once more won easily from the commercials, possessing more beef and muscle. The commercials should secure two or three husky heavyweights another season. Prizes were distributed at the close of the sports and George Simpson, the genial superintendent of Cunningham park, was given a rising vote of thanks, supplemented with a box of cigars.

The list of sports and the winners follows:

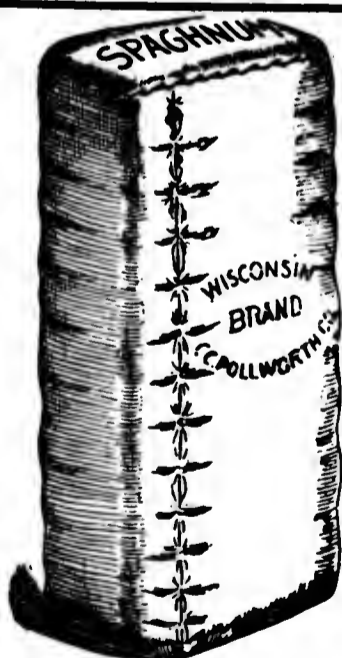
Baseball, commercial growers vs. private gardeners—Won by private gardeners, 3 to 2. Winning team: T. S. Brown, captain; M. S. Brown, Berkmaier, R. Swan, J. F. Coles, P. Whyte, H. Coles, W. J. Iliffe, Walter Brown.

Boys' baseball—Norman Craig's team beat Nelson Bartsch's team, 14 to 7. Winning team: Norman Craig, captain; Donald Craig, Esty, H. Fisher, W. Swan, J. McManus, Barry.

Ladies' baseball—Single ladies beat married ladies, 12 to 11. Winning team: Misses E. Iliffe, M. Duguid, S. Rogers, L. Eisenhardt, F. Eisenhardt, F. Woods, A. Brown, D. Brown, F. Taylor.

Quilt match—F. Cave, first; Duncan Finlayson, second; T. S. Brown, third.

76-yard race, girls over 12 and under 15—Marion Iliffe, first; Dorothy Woods, second; Esther Winkler, third.



Sphagnum Moss

10 bales.....\$1.50 per bale
25 to 30 bales..... 1.35 per bale
50 bales..... 1.25 per bale

STANDARD SIZE BALES

Order Now and Save Money

C. C. Pollworth Co.

Milwaukee, Wis.

Mention The Review when you write.

Natural Green Sheet Moss
Per 10-lb. bag, \$1.75

Dyed Green Sheet Moss
Per 10-lb. bag, \$3.50

KNUD NIELSEN
EVERGREEN, ALA.

Mention The Review when you write.

LAUREL, MOSS

Laurel Branches, 2x2x4 ft. case, \$3.00 per case.

Laurel Stems, large bag, \$1.25.

Green Sheet Moss, large bag, \$1.75.

Peony Roots, for fall delivery.

W. Z. PURNELL, Snow Hill, Md.

Mention The Review when you write.

**"Superiora"
Maidenhair Ferns**

Adiantum Formosum

IN ALL SIZES

Recognized by the leading wholesale florists as the best on the market.

Beware of Imitations.

There is no substitute for transparent Maidenhair Ferns (Adiantum).

One trial will convince you.



"Superiora"

Magnolia Leaves

Are today more in demand than ever on account of their far superior quality. We have over 58 endorsements from the largest Florists' Supply Houses.

"Enough said."

DR. H. DUX CO.,

Jacksonville, Fla.

LIKE LEATHER - ALWAYS PLIABLE

MAGNOLIA LEAVES

**PREPARED
Beech or Oak Sprays**

Green, Tan or Red
100-lb. Cases \$16.00

Short Oak or Beech Sprays
Per Carton, \$1.25

Prepared by

REEVES

Colors: Brown, Green or Purple

\$1.25 PRICE PER CARTON

25 lbs. of leaves.... \$ 4.50
50 lbs. of leaves.... 8.00
100 lbs. of leaves.... 15.00
If Red is wanted add 15 per cent

Southern Decorative Evergreens

IMMEDIATE DELIVERY

FRESH

HUCKLEBERRY FOLIAGE

MOUNTAIN LAUREL FOLIAGE

WATER OAK FOLIAGE

STANDARD
Cases-60 lbs.
\$2.50
per case

REEVES FOLIAGE CO., Inc., Brewton, Ala.

WILL NOT MOLD

GLOSS FINISH

SURE TO PLEASE

FANCY FERNS

Finest stock in the country

\$2.50 per 1000

\$2.50 per 1000

Subject to Change Without Notice.

- Green Leucothoe**, 100.....\$1.50; 1000.....\$10.00
- Magnolia Leaves**, green and bronze, per carton..... 1.50
- Galax Leaves**, green and bronze, per case of 10,000..... 15.00
- GREEN SHEET MOSS**, very fine for basket work, trimming pots, etc., per bag, 15 lbs. to the bag..... 2.00
- Sphagnum Moss**, per bale 2.50

FULL SUPPLY CUT FLOWERS AT ALL TIMES

MICHIGAN CUT FLOWER EXCHANGE, 264-266 Randolph St., Detroit, Mich.

Mention The Review when you write.

50-yard race, boys under 8—Teddle Tincker, first; Roger Pickthall, second.

50-yard race, girls under 8—Anna Norberg, first; Muriel Golby, second; Mary Quinn, third.

75-yard race, girls over 10 and under 12—Margaret Taylor, first; Dorothy Coles, second.

75-yard race, boys over 10 and under 12—John Wyness, first; Hector Donald, second; Eric Golby, third.

50-yard race, girls over 8 and under 10—Dorothy Methven, first; May Douglas, second; Helen Ryan, third.

50-yard race, boys over 8 and under 10—Gordon Holland, first; Mario Pederzini, second; William Donald, third.

100-yard race, club members over 30—E. F. Norberg, first; A. G. Bryce, second; T. S. Brown, third.

100-yard race, boys over 12 and under 15—Nelson Bartsch, first; Walter Swan, second; Norman Craig, third.

75-yard race, married ladies—Mrs. D. Kelly, first; Mrs. J. F. Coles, second; Mrs. H. F. Woods, third.

75-yard race, girls 15 years and over—Alice Brown, first; Elsie Bartsch, second; Edith Illife, third.

100-yard race, boys 15 to 18—Roger Swan, first; Prescott Whyte, second; Charles Esty, third.

100-yard race, club members, handicapped—C. A. Stelberger, first; Victor Heurlin, second; W. J. Illife, third.

Flag race, girls under 15—Dorothy Woods, first; Margaret Peterson, second; Doris Bartsch, third.

Potato race, boys under 15—Walter Swan, first; Nelson Bartsch, second; Donald Craig, third.

Tug of war, commercial growers vs. private gardeners—Won by private gardeners. Winning team: J. Donald, captain; M. S. Brown, T. S. Brown, A. K. Rogers, H. A. Abraham, F. Allison, J. Methven, A. G. Bryce, P. Lanigan, P. W. Burke, J. T. Ludwig.

50-yard race, members' or friends' children under 12 years—Linda Rogers, first; Hilda Smith, second; Mary Quinn, third.

50-yard race, boys under 12, members' or friends' children—Archie Will, first; Ortheus Rossal, second; Warren Murdock, third.

Various Notes.

The Market Gardeners of Massachusetts, the Gardeners' and Florists' Club of Boston and the Vegetable Growers' Association will attend an all-day field day at the Market Garden Field Station, Lexington, August 4. Tests of 175 vegetables, twenty green manure crops, control measures for various pests and other tests and experiments should make this a most interesting and practical outing. Several papers will be read in the afternoon, including "The Market Box Problem," "Coöperative Purchases of Supplies of Vegetable Growers," "Seed Quality and Profits" and "The Motor Cultivator."

Janitan & Kanan, of Arlington, who acquired the extensive Rawson greenhouses a little over a year ago, have a large and splendid stock of cyclamens, begonias, poinsettias, rubber plants, dracaenas and other plants. All show

THE NEW CROP of Hardy Cut Ferns is now ready to ship.

May we suggest that you place your regular orders for the coming season?

High quality stock and prompt shipment assured.

L. B. BRAGUE & SON
Established 1867
HINSDALE, MASS.

HUCKLEBERRY

Ready—\$2.50 per case

- PERPETUATED MOSS.....\$3.50 per bag
- NATURAL MOSS..... 1.75 per bag

Wire, Write, Phone

E. A. BEAVEN, Evergreen, Ala.

Mention The Review when you write.

DAGGER and FANCY FERNS
\$1.40 per thousand
HAMILTON BROS.,
Franklin County, MILLINGTON, MASS.

Mention The Review when you write.

Florists — Investigate

Our Beautiful Cherrywood Rustic Fern Stands, also Center Tables, Chairs, Rockers and Settees. Prices reasonable. Cherrywood Rustic Furniture Co., - - Pombine, Wis.

FANCY Per M
(Special Picked)
FERNS \$3.00

Leave your order with us for regular shipments
C. A. KUEHN WHOLESALE FLORIST
1312 Pine St. St. Louis, Mo.

Mention The Review when you write.

Fancy Cut Ferns and Leaf-Mold—Evergreen Decorations, Christmas Trees, Trees, Shrubs, Plants, Seeds and Seedlings. Write for descriptive pricelists. **AMERICAN FORESTRY CO., Pombine, Wisconsin.**

Ferns Galax Moss

Asparagus Plumosus Sprays	per bunch, 25c-35c
Smilax	per string.....20c
Adiantum	per 100.....\$1.50

NEW FANCY FERNS
 Per 1000.....\$2.50
 Lots of 5,000 or more, per 1000.. 2.00

GREEN LEUCOTHOE
 Per 100.....\$0.75
 Per 1000..... 6.00

GREEN GALAX LEAVES
 Per 1000.....\$ 1.50
 Per case of 10,000..... 10.00

CHIFFON, ALL COLORS
 4-inch, per yard 9c
 6-inch, per yard..... 12c

SPHAGNUM MOSS
 Per bale.....\$ 2.00
 Per 10 bales..... 17.50

GREEN SHEET MOSS
 Per bag.....\$ 1.75
 Per 10 bags16.00

SPECIAL PRICES ON LARGE QUANTITIES

Brown, Green and Purple Magnolia Leaves.....\$1.50 per carton; 10 cartons, \$14.00

Everything in Florists' Supplies

FULL LINE OF CUT FLOWERS AND OTHER GREENS AT ALL TIMES

Orders from unknown parties must be accompanied with cash or shipments will be made C. O. D.

C. E. CRITCHELL, Wholesale Commission Florist, **Cincinnati, Ohio**
 15 East Third Street,

Mention The Review when you write.

Green Sheet Moss

Any quantity—\$1.75 per bag
 10 bags, \$16.00

New Fancy Ferns, \$3.00 per 1000

THE WILLIAM MURPHY COMPANY

329 Main Street
 WHOLESALE COMMISSION FLORISTS
 Phones Main 980-981
 CINCINNATI, OHIO
 Largest Shippers of Home-Grown Cut Flowers in the Cincinnati Market

JULY SPECIAL

6-inch Chiffon,
 13c

Mention The Review when you write.

NOTICE

We are transferring our business to
NEWARK, NEW JERSEY
 51 LAFAYETTE ST.

Will be open with a new line of

Dagger and Fancy Ferns
 and all kinds of Cut Greens.

P. S. PULOS & BRO.

Mention The Review when you write.

Huckleberry

Immediate Shipment—\$2.50 per case

NATURAL SHEET MOSS.....\$1.75 per bag

PERPETUATED SHEET MOSS.... 3.50 per bag

Caldwell the Woodsman Company
 EVERGREEN, ALA.

Mention The Review when you write.

EMIL SCHLOSS,
Pres. and Treas.

MILTON SELINKA,
Secretary

THE RIBBON HOUSE

SCHLOSS BROS., RIBBONS, INC.

31 and 33 East 28th Street,

NEW YORK

HEADQUARTERS

For Florists' Ribbons, Chiffons and Novelties

skillful culture and this new plant factory seems destined to become one of the leaders in this vicinity. Arnold Janitan, head of the firm, was formerly with the firm of Janitan & Wollrath, Waltham, and is one of our brainiest plant growers.

George W. Hamer, the popular assistant manager of the Boston Flower Exchange, left July 24 for his annual vacation, which will be spent visiting various points of interest in Massachusetts.

Henry Penn and wife leave August 1 for their annual vacation, which will be spent at Grand Lake Stream, Me., where the funny tribe are plentiful and bite eagerly. Mr. and Mrs. Penn will make the trip by automobile and will make side trips to Bar Harbor and other points of interest. Mr. Penn doubts if he will attend the Cleveland convention. At the store I noted in one window a fine display of hardy herbaceous flowers and shrubs with Latin and English names attached.

The coal situation is clarified somewhat and the promise of President Wilson to see that New England secures a sufficient fuel supply is more encouraging to growers, but they are not yet optimistic.

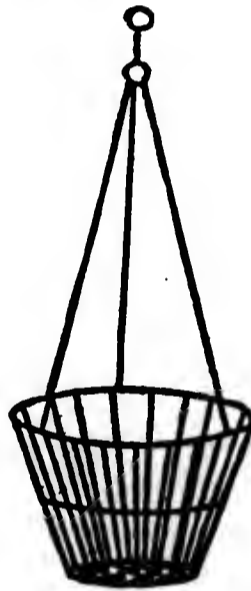
One prominent local pot plant firm which has done specially well with cyclamens and poinsettias and has made a good reputation wants to get out of the business and offers its place for sale, although it claims to have made considerable money. There would appear to be just as good opportunities for making money in growing plants in and around Boston today as in garage or other businesses which might be named.

At the shoe and leather style show, held in the Mechanics' building last week, which attracted many thousands of visitors, Thomas F. Galvin, Jr., of Devonshire street, and T. F. Galvin, Inc., had charge of the floral and other decorations, which were quite extensive and elaborate. These summer expositions, coming as they do when cut flower trade is at its lowest ebb, would seem to be an inviting field for retailers to develop.

The sincere sympathy of the trade is extended to Paul F. Brigham, the well known Westboro florist, in the death of his wife, which occurred July 19 after a five months' sickness in the hospital, borne with exemplary patience. The deceased lady was only 28 years of age

Wire Hanging Baskets

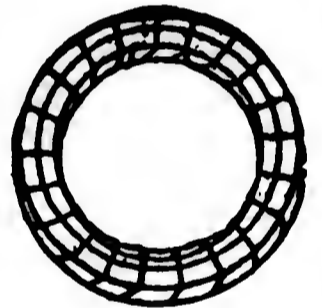
The Wise Florist
Will Buy NOW!



No. 1

Size	Per 100
10-inch.....	\$14.00
12-inch.....	16.25
14-inch.....	23.00
16-inch.....	26.00

JUST ASK
for
OUR PRICES
on
WIRE DESIGNS



B. E. and J. T. COKELY

Everything in Florists' Supplies Established 25 Years
201 N. Seventh Ave. SCRANTON, PA.

GOLDFISH

Large, Healthy Fish at
"Rock Bottom" Prices

Owing to the length of time it now takes to get goods by freight, we would advise placing your order for Globes, Ornaments, Food, etc., at once, so that fish can be shipped promptly, when the season opens.

Ashborne Goldfish & Supply Co.,
Agency Street BURLINGTON, IOWA

Mention The Review when you write.

GOLDFISH

and AQUARIUM SUPPLIES

Send for catalogue

ORIENTAL GOLDFISH & SUPPLY CO.
3757 to 3761 Cottage Grove Ave., CHICAGO, ILL.



THE HELP PROBLEM
Relieved by the
**Ever Ready
Flower Pot
Cover....**

Dresses your plants in a smart style quickly and without work. Write for sample and price list today.

Send 10c Postage.

The EverReady Flower Pot Cover Co.
146 Hughes Avenue, BUFFALO, N. Y.

Mention The Review when you write.

Goldfish Buy from the Breeder.

107 Acres of Ponds this Season.
Write for Big, New Catalogue.

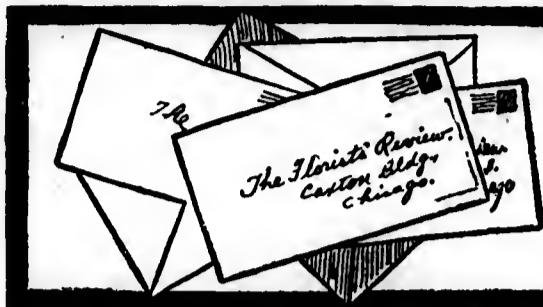
Globes, Aquariums, Aquarium Supplies, etc.
BERT J. PUTNAM, Scientific Aquarist,
462 Washington Street, Buffalo, N. Y.

and besides her husband leaves a little daughter, 2 years of age, to mourn her loss. Cremation and interment were at Mount Auburn cemetery, Cambridge, Mass., July 21.

Generous rainfalls July 23 and 24

have greatly improved local fields of gladioli, in which spikes are now beginning to push up, and there should be a grand exhibition of these flowers when the American Gladiolus Society meets here August 14 and 15.

Local seed stores are busy distributing freesias and other early bulbs, for which they have had strong calls. Orders for Dutch stock are arriving freely, the higher prices asked apparently being no deterrent to buying. W. N. C.



Wanted and For Sale Department

Advertisements under this head, set without display, 16 cents per line. In sending remittance count six words to the line. Display advertisements in this department \$1.75 net, for one inch space. When answers are to be sent in our care, add 10 cents for forwarding. CASH WITH ORDER from those who do not do other advertising.



SITUATION WANTED—As head gardener or superintendent on gentleman's estate; thoroughly responsible in all branches. Address No. 174, care Florists' Review, Chicago.

SITUATION WANTED—Experienced florist; middle-aged; grower of fine roses, mums, carnations, general stock; good wages. Address G. Grower, Gen. Del., Dayton, Ohio.

SITUATION WANTED—Seedsman, competent, seeks engagement; would travel; Scotch, English, Canadian experience; reliable, married. Address No. 180, care Florists' Review, Chicago.

SITUATION WANTED—By Sept. 1st or 20th, by No. 1 store man capable of taking charge and turning out best of work; best of reference; please state salary paid. Address No. 172, care Florists' Review, Chicago.

SITUATION WANTED—By grower of 18 years' experience; pot plants, cut flowers, carnations, roses, designing; will take complete charge; commercial or private place considered. Address No. 188, care Florists' Review, Chicago.

SITUATION WANTED—By competent head gardener; prefer to take charge of large estate; married, no family; Hollander, age 42; well recommended; state particulars in answer. Address No. 166, care Florists' Review, Chicago.

SITUATION WANTED—By young man, married, no children; 8 years' experience in carnations, mums and pot plants; want place where there is a chance for advancement; full particulars in first letter. Address No. 187, care Florists' Review, Chicago.

SITUATION WANTED—By an experienced grower of carnations, roses, pot and bedding plants; wish a place in a private greenhouse; I am American, single, age 32, with 12 years' experience, private place preferred. Address No. 175, care Florists' Review, Chicago.

SITUATION WANTED—By working foreman, 2 years on present place, with 16 years' experience; want charge of retail place in middle west; about Sept. 1 to 15; German, married; can furnish good references; state wages. Address No. 185, care Florists' Review, Chicago.

SITUATION WANTED—About Sept. 15th, by young married man; 20 years' experience in greenhouse and store; good designer, decorator and window trimmer; prefer store work; best of references; state full particulars and salary in first letter. Address No. 169, care Florists' Review, Chicago.

SITUATION WANTED—As gardener or foreman on private or commercial place; Swede, single, middle aged; 23 years' experience in greenhouse, outdoor gardening and landscape work; best references; in no employment less than 2 years; give full particulars. Address No. 184, care Florists' Review, Chicago.

SITUATION WANTED—As foreman or manager, by life experienced grower of roses, carnations, mums, all cut flowers, palms, fancy pot and bedding plants; experienced designer and decorator, middle aged; married; Belgian; Pacific coast preferred; only first-class place considered. Address Grower, care Roland Bros., Cosmopolis, Wash.

HELP WANTED—Good all-around greenhouse man. Address Estherville Greenhouse, Estherville, Iowa.

HELP WANTED—Young man who has had some experience in growing carnations. Address No. 186, care Florists' Review, Chicago.

HELP WANTED—Greenhouse man for growing pot plants; good wages and steady work. Joseph Michal, 57th St. and Kostner Ave., Chicago.

HELP WANTED—All-around grower, 15,000 sq. ft. glass; furnish references and state wages expected. Hauge Flower & Plant House, Fairmont, W. Va.

HELP WANTED—Single or married man; must be all-around greenhouse and store man; good wages and desirable place. A. M. Paulus, 3950 N. Clark St., Chicago.

HELP WANTED—Orchid grower; single man preferred, to take sole charge of a house; commercial collection; highest wages and splendid opportunity offered. Address No. 178, care Florists' Review, Chicago.

HELP WANTED—A good grower of general greenhouse stock; please state particulars in first letter. Williams & Meyer, South Bend, Ind.

HELP WANTED—Storeman wanted; one with ability to take full charge of retail store in Chicago; in reply state experience and salary wanted in first letter. Address No. 179, care Florists' Review, Chicago.

HELP WANTED—Reliable grower capable of growing general greenhouse stock; plant of about 25,000 feet of glass; state wages expected and experience in first letter. M. Langohr, Florist, Bozeman, Montana.

HELP WANTED—At once, plant and mum grower for first-class wholesale and retail trade; \$60.00 per month, room and board; steady employment; state age and experience. T. Malbranc, Main St., Johnstown, Pa.

HELP WANTED—Would prefer a man with some experience growing carnations, sweet peas and mums; also must be willing to help with design work; state wages wanted. Address No. 410, care Florists' Review, Chicago.

HELP WANTED—An all-around grower who would like to take out an interest in a good paying corporation; must furnish the best of references as to character and ability. Address No. 142, care Florists' Review, Chicago.

HELP WANTED—A man with greenhouse experience and versed in the propagation of conifers; in writing state experience and give references; wages \$100.00 per month with board and lodging. Address California Nursery Co., Niles, Calif.

HELP WANTED—Thoroughly experienced florist and first-class designer and decorator, capable of handling high class trade; salary no object; state references in letter; downtown store in Minneapolis, Minn. Address No. 170, care Florists' Review, Chicago.

HELP WANTED—First-class experienced man to take charge of greenhouses; single or married; with references; only steady man need apply; \$120.00 per month, living room and board; also one man to help florist, with some knowledge of greenhouses; 20 miles north of Chicago; inquire week days at 2029 Grenshaw St., 1/2 block northwest 12th and Robey St.; Sundays at Sbermerville, Ill.

WANTED—To buy a small greenhouse. Cowell & Payne, Clyde, Ohio.

WANTED—Greenhouses to be torn down. Address M. Weingarten, 286 5th Ave., New York City.

WANTED—Second-hand 8 or 9-section water boiler to heat 6,000 feet glass; give full particulars and price. Drawer "E," Hartford, Mich.

WANTED—To buy greenhouses to dismantle; please state particulars and price in first letter. I. Snesserman, 104 Ridgewood Ave., Newark, N. J.

FOR SALE—100 horse power boiler in good condition, cheap. Kemble-Smith Co., Boone, Iowa.

FOR SALE—Greenhouse to be dismantled; glass, pipes and sash device. Mame Short, Galva, Ill.

FOR SALE—In San Joaquin Valley, California, seed store and flower shop; lease. Address No. 176, care Florists' Review, Chicago.

FOR RENT—35,000 sq. ft. of glass. Greenhouses are at 2000 Devon Ave. Inquire of Frank Evert, 2010 Melrose St., Chicago.

FOR SALE—Five greenhouses in good condition; town of 8,000; good paying business; no competition. Frank Bros., Beardstown, Ill.

FOR RENT—On shares, 13,000 feet of glass, stocked, doing good retail business in good live town. Address No. 28, care Florists' Review, Chicago.

FOR SALE—10x12 A glass, \$5.00 per box; 12x20 A glass, \$6.00 per box; 1 1/2 and 2-inch iron pipe, write for prices. M. D. Merrill, South Haven, Mich.

FOR SALE—Unimproved 1/2-sec. in Wis., well located land; trade for improved acrea; describe fully first letter. Address No. 136, care Florists' Review, Chicago.

FOR SALE—40 h. p. boiler, 66 ins. x 10 ft. 2 ins., with 66 3-in. x 8-ft. tubes. Leedle Floral Co., Springfield, Ohio.

FOR SALE—Greenhouse glass, fully 25 boxes, double thick, 10x12 and 10x16. Several thousand feet of 4-in. pipe. Flower pots and bars. J. Nelson, 1749 West Huron St., Chicago.

FOR SALE—One American Radiator hot water boiler, No. 247; one U. S. Radiator hot water boiler, No. 237; two Moninger ventilating apparatus. Chelsea Greenhouse, Chelsea, Mich.

FOR SALE—Feed pipe, 150 feet of 5-in., 300 feet of 4-in., the latter in 8 to 10-ft. lengths; 100 four-light, 16x18-in. standard vent sash, unglazed. Frederick J. Bentley, New Castle, Ind.

FOR SALE—Quantity of greenhouse materials, such as good second-hand pipes, glass, sash-bars, apparatus, boilers, etc.; also complete greenhouses. I. Snesserman, 104 Ridgewood Ave., Newark, N. J.

FOR SALE—To florist, half interest in greenhouses; 6,000 feet of glass; everything new; doing good business, with no competition; local population 30,000. Address, Tri-City Floral Co., Sheffield, Ala.

FOR SALE—410 Cypress sashbars, 16 ft. long, cleaned and painted twice, ready to use, as good as new, 5c per foot; the whole lot, over 6,600 ft., for \$800.00. Carl Lindey, 515 John St., Anderson, Ind.

FOR SALE—Account old age, greenhouses doing wholesale and retail business of \$10,000 a year, in country town with yearly increase, for \$25,000. Easy terms. Address No. 478, care Florists' Review, Chicago.

FOR SALE—About 30,000 feet of modern greenhouse glass located in city of about 100,000 in central Illinois; doing good business and can sell all we produce; best of reasons for selling. Address 488, care Florists' Review, Chicago.

FOR SALE—\$7,200.00 buys three greenhouses; 7,000 ft. glass; good condition, doing good business; well stocked; supply coal on hand; near Cleveland, O.; selling account death of manager. Address No. 177, care Florists' Review, Chicago.

FOR SALE—Modern greenhouse plant for sale cheap; 9 greenhouses, consisting of 87,000 feet of glass, within city limits of Chicago; owner must sacrifice this on account of ill health; write for full particulars to No. 39, care Florists' Review, Chicago.

FOR SALE—Second-hand Nangle steel boiler; 28 inches; new; this boiler is in good shape; has been heating 14,000 feet of glass; inspected April 28 by Hartford Insurance Co. and found in good condition; cheap for cash. Emporia Floral Co., Emporia, Kan.

FOR SALE—New greenhouses; 8 acres; about 10,000 ft. glass, close to Aurora, 38 miles from Chicago; doing a profitable and growing wholesale cut flower and cucumber business, also a retail plant trade; price \$8,700.00. Address A. L. Treman, Oswego, Ill.

FOR SALE—6000 feet glass, boiler room, garage, 6-room house; four city lots; situated in a thriving little town of 4,000 inhabitants; demand will far exceed capacity; with or without dwelling; at a bargain; reason for selling, ill health. E. G. Pettit, Crookville, O.

FOR SALE—Steam boiler made by Wicker Bros., Saginaw; in first-class condition, including steam trap and all trimmings; will heat 6,000 feet of glass; price \$125.00; if trap is not wanted will take \$75.00 for the boiler and trimmings. D. Kleinhans, St. Louis, Michigan.

FOR SALE—A rare opportunity to secure an up-to-date florists' business; established 20 years, rebuilt since; all stock for retail; about 20,000 feet of glass, all in good condition, right in city, doing large business; will sell on terms or for cash; if interested write for particulars; good reason for selling. Joplin Greenhouse, 2004 River St., Joplin, Mo.

FOR SALE—Cheap, two brand new greenhouses, containing 6,000 feet of glass, located in the best town in the south; houses are well stocked and doing a good business; this opportunity will have to be seen to be appreciated; answer quick; owner has other business and can not look after these houses. Address No. 141, care Florists' Review, Chicago.

FOR SALE — 1 house 16x109 ft.; 1 house 30x109 ft.; 1 house 25x39 ft.; glass 16x16 and 16x24 in.; 385 ft. 1-in.; 1100 ft. 1½-in.; 397 1½-in.; 193 2-in.; 158 3-in.; 20 ft. 4-in. black pipe; all valves and connections for same; 1 good steam 8-sectional boiler and all connections; are wrecking. Address No. 168, care Florists' Review, Chicago.

FOR SALE—Wrecking the Eldredge Greenhouses at Belvidere; part of this material for sale at a bargain; 2-in., 3-in. and 10-in. pipe and fittings; split tees, pipe bench post fittings, 20,000 3-in. bench tile; several houses complete as they stand up to 40 ft. wide; glass 16x24, 16x18 and smaller; glass will be cut from breakage to order. Write at once for prices, stating amount wanted. James S. Kaelin, Belvidere, Ill.

FOR SALE — Brand new glass, unselected double thick; 16x24, at \$7.45, 12x18, 14x20, 16x18, at \$6.98 per box, in lots of 5 boxes or over; second-hand pipe, 1-in. to 6-in., threaded and coupled, price upon application. Used roof drip bars, 2c per ft. The following round boilers: 18-in., \$79; 21-in., \$108; 24-in., \$149. New Pipe Tools, Malleable Hinged Vises: No. 1, capacity 2½-in., \$3.25; No. 2, capacity 3½-in., \$4.88. Stocks and Dies, Armstrong pattern; No. 2R, threads ¼ to 1-in., \$7.20; No. 3R, threads 1¼ to 2-in., \$10.80. Toledo Stocks and Dies: No. 1, threads 1 to 2-in., \$16.00. Pipe Wrenches: 18-in. grips, 2-in., \$2.10; 24-in. grips, 2½-in., \$3. Pipe Cutters, Saunders Pattern: No. 1, cuts ¼ to 1-in., \$1.80; No. 2, cuts 1-in. to 2-in., \$2.70. Metropolitan Material Co., 1299-1323 Flushing Ave., Brooklyn, N. Y.

SITUATION WANTED

Grower having recently disposed of his business, would be willing to negotiate with any firm desirous of obtaining man with life experience. Address

A. WARREN,
2714 Michigan Blvd., Chicago, Ill.

SITUATION WANTED

Young man, florist, seeks position August 1; grower of roses, carnations, mums and general stock; 14 years' experience; have been foreman on last place 6 years and would like to change; would consider like position on an up-to-date place; state wages paid. Address No. 160, care Florists' Review, Chicago.

SITUATION WANTED

By store man who can take full charge; 12 years' experience, good designer and decorator and can furnish best of references; good wages expected; will go anywhere. Address No. 174, care Florists' Review, Chicago.

HELP WANTED

One rose grower's helper with three years' experience.

F. L. LAINSON,
Council Bluffs, Ia.

HELP WANTED

Man familiar with the work in rose houses; permanent position; state wages wanted and experience.

JOSEPH KOHOUT
Libertyville, Illinois

HELP WANTED

Rose grower; must be experienced and willing to attend strictly to his work; good wages and good chances for advancement to the right man; greenhouses located near Chicago. Address No. 115, care of Florist's Review, Chicago.

SITUATION WANTED

As superintendent or working foreman on up-to-date place; thoroughly competent in all branches. Address No. 181, care Florists' Review, Chicago.

HELP WANTED

Greenhouse builders; only men who know the business thoroughly and who can do first-class work will be considered; must have their own hand tools. Address

SUPT. OF CONSTRUCTION,
AMERICAN GREENHOUSE MFG. CO.,
Room 900, Masonic Temple, Chicago.

HELP WANTED

We need several good growers in our rose and carnation sections; give references, experience and wages expected.

W. J. & M. S. VESEY,
Fort Wayne, Ind.

HELP WANTED

Fireman; must be a reliable and steady man; good wages.

BATAVIA GREENHOUSE CO.
Batavia, Illinois

HELP WANTED

Experienced rose grower.

WIETOR BROS.,
2133 Devon Ave. Chicago, Ill.

HELP WANTED

A-1 rose grower to take charge of section rose houses in Virginia; give references. Address No. 283, care Florists' Review, Chicago.

HELP WANTED

Experienced all-around greenhouse man, single preferred; good stock expected; good wages paid.

H. E. REIMERS,
P. O. Box 255 Spokane, Wash.

HELP WANTED

Three good rose growers to work in our modern new houses; starting wages, \$5.50 per day; good chance for advancement to experienced men.

THE PREMIER ROSE GARDENS, Inc.,
Maywood, Ill.

HELP WANTED

Several experienced men for general greenhouse work; good wages to right men.

THE HAMMOND CO., Inc.,
109 E. Broad St., Richmond, Va.

HELP WANTED

Section men for roses.

WALTER ARMACOST & CO.,
Sawtelle, Calif.

HELP WANTED

Fireman. Must be a reliable and steady man. Position open Aug. 15.

G. VAN BOCHOVE & BRO.,
Kalamazoo, Mich.

HELP WANTED

Man with experience in growing carnations; must be steady; good wages.

A. REINHARDT,
R. 3, North Milwaukee, Wis.

HELP WANTED

Experienced rose grower. Also helper in rose section, with some experience.

G. VAN BOCHOVE & BRO.,
Kalamazoo, Mich.

HELP WANTED

Competent gardeners who wish to better their positions and are willing to work; no "hot air artists," "booze fighters," or "know it alls" need apply; we want good, conscientious men of moderate habits, good character, and willing to learn; those who can qualify apply

THE J. L. HOFFMAN CO.,
555 Candler Annex Bldg., Atlanta, Ga.

HELP WANTED

Helpers in rose houses where the very best quality of stock is grown; good wages and pleasant working conditions; splendid chance for men of some experience who want to become expert.

FRANK SCHRAMM, Crystal Lake, Ill.
Wm. Spandikow, Mgr.

HELP WANTED

We have a number of excellent opportunities for young men who have become skillful, competent growers and who are ready to advance to better positions than are at present open for them where they are. We aim to grow only good stock and use the best materials and methods; we want men who are capable, up-to-date and progressive. Good wages paid, of course. Write, telling whom you have worked for, how long, age and wages wanted. All replies confidential. Specially interested in men able to take charge of sections in roses and carnations.

Also glad to hear from older men of experience and proven ability looking for a chance to get onto a larger place.

GULLETT & SONS, Lincoln, Illinois.

HELP WANTED

We want an experienced orchid grower to take charge of our orchid section; one who thoroughly understands the growing of orchids; state experience, references and salary.

W. J. & M. S. Vesey,
Fort Wayne, Ind.

HELP WANTED

Opportunity—A live, progressive firm, conducting a nursery, landscape and floral business in city of two hundred thousand people, with practically no competition, requires a bookkeeper and stenographer with knowledge of the business; a man of ability will be given an interest in the business and full charge of office after his worth is proven; this position offers wonderful opportunities for the man who is looking ahead and wants to make good; all correspondence strictly confidential.

Address No. 143, care Florists' Review, Chicago.

HELP WANTED

Several good general growers.

C. H. FREY, Lincoln, Neb.

HELP WANTED

At once, working foreman for retail place, growing general line of stock; must be thoroughly reliable; steady employment for a good man; house furnished.

B. C. JOHNSON,
Sterling, Colo.

HELP WANTED

Rose growers and pot plant men, wages \$35.00 per week for A-1 men. Nine-hour day.

J. F. WILCOX & SONS,
Council Bluffs, Ia.

HELP WANTED

Designer and decorator with original ideas and exceptional ability. Address No. 131, care Florists' Review, Chicago.

HELP WANTED

Gardener who understands both greenhouse and outside gardening; good wages; no children preferred. Address No. 412, care Florists' Review, Chicago.

HELP WANTED

A grower immediately; a man who can take care of carnations, anemones, sweet peas, poinsettias, palms, and a general line of bedding plants; 10,000 feet of glass; a man who can guarantee results; salary \$2000.00; please reply immediately by wire at my expense.

QUARREY FLORAL CO.,
150 Franklin Street Worcester, Mass.

HELP WANTED

A-1 rose grower, with southern experience; state wages wanted in first letter.

CHAS. A. MOSS,
Spartanburg, S. C.

HELP WANTED

Or partner for 30,000 ft. of glass in carnations, mums and bedding plants; good chance for the right man; state wages and experience.

JOHN F. MILLER,
McHenry, Ill.

HELP WANTED

Young married man with general greenhouse experience; steady employment for right party; 5-room cottage on premises; state wages and give references in first letter.

AURORA GREENHOUSE CO.,
Aurora, Ill.

HELP WANTED

Perennial man; specialist in growing delphiniums, phlox, anemones, roses and general line of perennials in cold-frames and greenhouse work; applicants please state former experience, age, married or single, wages desired and ability. Address No. 178, care Florists' Review, Chicago.

HELP WANTED

A capable man to be in charge of 25,000 ft. of glass in Chicago, must be competent and able to grow good chrysanthemums, carnations, bulbous stock and bedding plants; good wages and permanent position to reliable man. Address No. 154, care Florists' Review, Chicago.

HELP WANTED

Working partner for small greenhouse; all my time occupied with other work; part salary and percentage, or straight percentage; must be single as there are no houses for rent; good proposition for a young man who is a hustler.

A. W. HARRIS,
Sleepy Eye, Minn.

HELP WANTED

Working foreman at once; reliable, experienced propagator and grower of greenhouse stock; permanent position and future opportunity to right man; state references and salary in first letter.

J. E. JACKSON,
Piedmont Greenhouses, Gainesville, Ga.

HELP WANTED

Orchid grower; a man thoroughly conversant with orchids to take charge of a commercial collection; applicant please state age and full particulars in first letter, all of which will be considered strictly confidential.

PITTSBURGH CUT FLOWER CO.
Gibsonia P. O., Pa.

HELP WANTED

About September 1st, floor man and designer for high-class retail store in Salt Lake City; to qualify for this position, one must have had three or four years' experience in some high-class store, must be energetic, of good appearance, pleasant disposition and a good floral artist; \$50.00 a week; working hours nine hours a day and six days a week; store closed on Sundays; extra pay for overtime. Address all correspondence to

MILLER FLORAL CO.,
Farmington, Utah.

HELP WANTED

Experienced saleslady for up-to-date flower shop; give reference and state wages in first letter.

SIEBRECHT FLORAL CO.,
Aberdeen, S. D.

HELP WANTED

Reliable foreman for a good-size commercial place; wages \$200.00 per month. Address No. 147, care Florists' Review, Chicago.

HELP WANTED

A first-class man to take charge of greenhouses and produce A-No. 1 stock; must be good on roses; good wages; references required.

TRUITT'S GREENHOUSES,
Chanute, Kan.

HELP WANTED

Experienced grower, at once, for retail place of 30,000 sq. ft.; married and willing to take boarders; new, up-to-date dwelling of 8 rooms with bath and heater; steady position and good wages to right man; state references, experience and wages wanted.

STENSON & McGRAIL, Uniontown, Pa.

HELP WANTED

Reliable, middle-aged, all-around, experienced florist; state reference and salary in first letter. Address No. 157, care Florists' Review, Chicago.

HELP WANTED

A thoroughly experienced rose and carnation grower who is capable of taking charge of houses; must be dependable and a hustler; good wages and a share of the profits; give references.

THE CLEVELAND CUT FLOWER CO.,
Newton Falls, Ohio.

FOR RENT

Twelve greenhouses, over 45,000 feet of glass, in good condition and well stocked, located in the northwest side of Chicago; with large up-to-date store established in 1898; good paying retail and wholesale business. Address No. 112, care Florists' Review, Chicago.

FOR SALE

Five greenhouses; 9,000 feet of glass, complete; also boiler shed 20x70, equipped with No. 5 Kroeschell boiler; \$1,200.00 cash; buyer to remove them from the land.

F. BLONDEEL,
Oak Park, Ill.

HELP WANTED

We need several good commercial Rose Growers and Section men; houses all planted up and in fine shape; call or write, stating age, nationality and where formerly employed.

POEHLMANN BROTHERS COMPANY, Morton Grove, Ill.

FOR SALE

The Ullrich plant at Tiffin, Ohio, situated on one of the principal paved streets in the city; comprising fifteen greenhouses, garage with two delivery cars, large barn, large hennery, three other large outbuildings, two modern dwellings, two other large building lots, cold storage, concrete bulb cellar, about seven acres of ground for planting, up-to-date office, workroom and potting shed; only retail store in town of 15,000, well stocked with supplies; will sell store separate or greenhouse separate to continue the large established business, or dismantle same.

E. J. ULLRICH,
201 Sycamore St., Tiffin, Ohio.

FOR SALE

Nursery established 18 years, with lively retail trade in best business locality; size of land, one acre; 7,000 feet of glass; all houses well filled with first-class stock for the winter and summer trade; two up-to-date electric motor oil burners; high power water pressure at very moderate rates; twenty minutes' car ride from city center; must be sold owing to other interests; write for particulars to

JOHN F. STROMBERG,
420 First National Bank Bldg.,
Oakland, Calif.

FOR SALE

24,000 square feet of glass consisting of 8 modern greenhouses in good condition, newly painted; 2½ acres of land; plant is stocked with 10,000 carnation plants, 13,000 chrysanthemums, 600 snapdragons, sweet peas, stevias, 1,500 4-inch cyclamen, 700 primroses, poinsettias, 8,000 geraniums, ferns, lots of other stock; everything in A-No. 1 condition; splendid wholesale and retail business; ready to be taken over at once; only modern plant in city of 38,000; good reason for selling; for full particulars address

MUNCIE PROGRESSIVE FLORAL
CO., Muncie, Ind.

FOR SALE

To close an estate; valuable property, large greenhouse (Lord & Burnham) in excellent condition; 72,000 square feet of glass, 72x852 feet in Old York Road Section, Melrose Park; two-story dwelling, boiler house, four boilers, service building, refrigerating plant and all necessary equipment; over 35,000 rose plants, 4½ acres of ground; large frontage on main road suitable for building.

JOHN STEPHENSON'S SON,
7009 Old York Road,
Philadelphia, Pa.

FOR SALE

One 75-horsepower boiler; one 150-horsepower boiler; one No. 11 Kroeschell hot water boiler; all in good condition.

HEMBREIKER BROS.,
Lincoln, Ill.

FOR SALE

Florists' ice box 9 ft. high, 9 ft. front, 4 ft. deep, tile floor, mirror back, holds ton of ice; A-1 condition; cheap for quick sale; I need the space it occupies.

Address BOX 362, Aberdeen, S. D.

FOR SALE

Good second-hand pipe in all sizes running from ¾-inch to 10-inch; also second-hand boilers. Write for prices.

MAX ZEIGLER & BROS.,
Muncie, Indiana

FOR SALE

Well established florists' business with brick building; two stores; 6-room suite, two small greenhouses; hot water heat, and a vacant corner lot on a main street and car line of city of 700,000.

Address No. 158, care Florists' Review, Chicago.

FOR SALE

85,000 sq. ft. of glass, steam heated and in good condition, on 10-acre plot ¼-mile from town, on brick pavement; wholesale and retail business. Write for information.

W. FRANK & SONS,
Portland, Indiana.

FOR SALE

Boilers, two 125 H. P. Tubulars, 85 lbs. working pressure; one No. 11 Kewanee type firebox boiler; one 70 H. P. Tubular; one 45 H. P. Tubular; one 20 H. P. Scotch marine boiler; one 10 H. P. Scotch marine; one 20 H. P. firebox portable; one 15 H. P. horizontal Tee boiler; one 80 H. P. Economic firebox boiler; Vertical boilers, all sizes.

CASEY BOILER WORKS, Springfield, Ohio.

FOR SALE

Florists' business in western New York; doing a thriving trade; well stocked up on supplies of all kinds; good fixtures; low rent; well established; \$2,500 cash, balance of \$500 on easy terms; proposition stands full investigation. Address No. 149, care Florists' Review, Chicago.

FOR SALE

Eight complete lines, 170 feet long, of Skinner Irrigation System; never used, as good as new; cost \$608.00; will take \$350.00; can ship at once.

MUNCIE PROGRESSIVE FLORAL
COMPANY,
Muncie, Ind.

FOR SALE

BOUND VOLUMES OF THE FLORISTS' REVIEW

We have the following surplus copies, bound in substantial half leather binding, in style uniform with those prepared for preserving The Review in its own bookcases. Being in need of room, these SURPLUS copies (and these only) are offered at

\$2.00 PER COPY, f. o. b. Chicago,

Which is less than the present cost of binding. Books offered are:

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1	11	Nov. 27, 1902, to May 21, 1903.
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1	13	Nov. 26, 1903, to May 19, 1904.
1	14	May 26, 1904, to Nov. 17, 1904.
2	15	Nov. 24, 1904, to May 18, 1906.
2	16	May 21, 1905, to Nov. 18, 1905.
2	17	Nov. 23, 1905, to May 17, 1906.
2	18	May 24, 1906, to Nov. 15, 1906.
2	19	Nov. 22, 1906, to May 16, 1907.
2	20	May 23, 1907, to Nov. 14, 1907.
1	22	May 21, 1908, to Nov. 12, 1908.
1	27	Nov. 17, 1910, to May 11, 1911.
1	28	May 18, 1911, to Nov. 9, 1911.
1	30	May 11, 1912, to Nov. 7, 1912.

Offered subject to being unsold.

FLORISTS' PUBLISHING CO.

508 S. Dearborn St., Chicago, Ill.

FOR SALE

Modern wholesale and retail greenhouse plant and equipment, located in Minnesota; 100,000 feet of glass; one-half of the place is planted to 30,000 rose plants; 10,000 Premier; balance Columbia, Butterfly, Ophelia and White Killarney, all good stock; carnations, chrysanthemums and other plants are grown in the balance of the place for our retail trade; two good dwelling houses and flat and office, all vacuum steam heated from the greenhouse heating plant; good, profitable place for someone; excellent reason for selling; for further particulars address No. 155, care Florists' Review, Chicago.

FOR SALE

One of the most modern greenhouse plants around Chicago; 21 houses containing about 200,000 ft. of glass; practically all replanted since last year to the newest varieties; 34 acres good, fertile land; large 10-room house, also large barn, with all necessary equipment; private switch direct to coal bin; located on railroad near two towns, assuring plenty of labor; this is a splendid opportunity for a live man to acquire a large, going, profitable business; must be seen to be appreciated; for further particulars address No. 20, care Florists' Review, Chicago.

FOR SALE

Used Greenhouse Material.

We are going entirely out of business and are selling the material in all our houses.

1-inch, 1 1/4-inch, 2-inch to 6-inch pipe and fittings.

Valves of all sizes.

16x24 D. S. glass.

Ventilating machines, arms, double strength pipe, etc., Evans make.

Galvanized stakes, pots, etc. including orchid pots.

Steam pumps,

Roof bars, gutter ridge, etc.; 10-foot cedar posts.

Complete houses, 25x100 to 25x265, taken down and shipped complete to build.

Write us your needs or come here. We will make low prices.

SOUTH PARK FLORAL CO.

New Castle, Indiana.

FOR SALE

We are selling 60,000 feet of greenhouse material of all descriptions. If you do not find what you want itemized below, please write us, as we probably have it.

Bars, free from putty, 1 1/4c per foot; from 6 to 14 ft. long.

Bars that have been puttied, 1c per foot; from 6 to 14 ft. long.

Glazed Ventilating Sash, \$1.00 each.

Ridge, 3c per foot.

Purlin, 2c per foot.

Pipe, 1-inch, 6c per ft.; 1 1/4-inch, 7c per ft.; 1 3/4-inch, 8c per ft.; 2-inch, 10c per ft.; up to 4 1/4-inch at less than one-half present market price.

Valves, 1-inch, 75c each; 1 1/4-inch, \$1.00 each; 1 3/4-inch, \$1.50 each; 2-inch, \$2.00 each; up to 6-inch at less than half present market price.

Compression Bibs, with 3/4-inch hose connection, 50c each.

Glass, all DS, 12x12 and 12x14, \$4.00 per box; 16x16 and 18x18, \$5.00 per box.

A. DONAGHUE, Jr., 1622 Harney St., Omaha, Neb.

FOR SALE

Here is an unusual opportunity to purchase, on very favorable terms, a modern, well-stocked greenhouse establishment, with excellent shipping facilities direct to two large nearby markets, supplying a good demand. The property includes:

Six and one-half acres of land with modern, up-to-date range of 50,000 feet of glass, residence, storage plant and barn, six tons of fertilizer, approximately 600 feet of pipe and fittings, \$600 worth of glass, and the following stock all in good condition: 6,500 Columbia (1 yr.); 2,000 Columbia (2 yrs.); 1,000 White Killarney (1 yr.); 1,000 White Killarney (benched April 15); 1,000 Premier (1 yr.); 1,500 Ophelia (2 yrs.); 1,000 Sunburst (2 yrs.); 1,000 Mme. Butterfly (benched April 15); all roses cut back, good crop in August; 5,000 Carnation Plants; 2,000 Chrysanthemum Plants.

Coal mines in immediate vicinity; spur track on property. This year's supply should cost not to exceed \$3.55 per ton, mine run, delivered. One-half of expenses paid to prospective purchasers, if written inquiry is made.

GEORGE SEUBOLD, Florist,

Huntingsburg, Indiana.

FOR SALE

Five greenhouses, each 27 1/2 x 250 ft., complete as they stand, \$800.00 each, purchaser to remove them from the land. PETER REINBERG, 5450 N. Robey St., Chicago, Ill.

FOR SALE

Flower store with gift shop in connection, doing good business; am selling on account of other business. Address No. 163, care Florists' Review, Chicago.

FOR SALE

Retail and wholesale florists' business situated in western New York; five greenhouses, 12,500 feet of glass; steam heat, cement walks, electric lights, two Ford trucks, 200 sash and frames 3x6; house, barn, sheds and two acres of land. Write WM. F. KASTING CO., Buffalo, N. Y.

FOR SALE

Controlling interest in established wholesale and retail nursery; fifteen acres under cultivation, including choice stock of peonies, shrubs, iris, gladioli and perennials; write for full particulars. Address No. 183, care Florists' Review, Chicago.

FOR SALE

20,000 feet of modern glass well stocked with roses, carnations, mums and bedding plants, on 7 acres rich land; 1,500 feet Skinner system and 8-room house, all in city limits of a good flower city of 5,000; business established and growing in a prosperous community 30 years; buyer can have immediate possession. Address No. 148, care Florists' Review, Chicago.

FOR SALE

Three houses, 22,000 feet glass, practically new, rebuilt this year; hot water heat; 7-room house; 1 1/2 acres land; located at Wilmette, Ill., 14 miles north of Chicago; now under lease to a responsible tenant. FRANK FELKE, R. F. D. 4, Box 185, Elkhart, Ind.

FOR SALE

Galvanized wire stakes No. 8 and No. 9, in good condition, 3 1/4-ft. at \$14.00 per 1000, 4-ft. at \$16.00 per 1000.

AMLING BROTHERS,

Des Plaines, Ill.

FOR SALE OR LEASE

Five greenhouses of 10,000 feet glass, doing both wholesale and retail business; fine established business; demand has always been greater than output; detailed information on request.

E. S. BLAUVELT, Florist,

Ravena, N. Y.

FOR SALE OR EXCHANGE

Modern 9-room furnished cement block house located at Winona Lake, Ind., near Warsaw; beautiful park, summer school and bible conference and home of Billy Sunday; will exchange for small greenhouse plant with residence and pay balance; fine location for retired florist; price, \$6,000.00; for particulars address No. 182, care Florists' Review, Chicago.

FOR SALE

To be dismantled at once, one Lord & Burnham pipe frame greenhouse, 33x150, even span, iron eaves and posts, 16x24 d. s. glass, L. & B. heating plant, all complete as it stands, or loaded on car; this house is like new, having been in use only six years.

I. SUSSERMAN,

104 Ridgewood Ave. Newark, N. J.

FOR SALE

A rare chance; only florist's store in village, catering to at least 10,000 people; situated at Saugerties, N. Y., on banks of the Hudson river; on main street of village; rent of store and grounds very reasonable; consisting of contents of store, stock and fixtures, a small greenhouse attached to rear of store; fully equipped; one 50x6 hotbed; established 7 years; increasing yearly business; possession any time; price \$750.00. ca-h.

C. B. STOW, Saugerties, N. Y.

PACIFIC COAST DEPARTMENT

Trimble Island, Wash.—The Trimble Island Floral Co. has taken over the business of R. L. Warson.

LOS ANGELES, CAL.

The Market.

In view of the unusually hot weather, the number of complaints of stock arriving in bad shape are surprisingly few, according to wholesalers. Of course, the demand has dropped materially, but even now a considerable number of boxes are sent to Texas, Arkansas, New Mexico and other far-off points and all of these have to cross a most trying territory. Anyone traveling about these desert sections and noting the delays and the way flower boxes are handled in the sun and drying winds will wonder how any of the flowers reach their destination in a fit condition to use, and more and more wholesalers are refusing to take responsibility for these shipments, though striving to the utmost to deliver the goods. There is a peculiar condition that does not make for good business in shipping strawflowers and other long-lasting stock to the desert sections, where fresh flowers wilt quickly. The flower lovers in such places do not take to them. They have so much that is dry to look at that the fresh stock always looks best and consequently the demand for the "everlastings," the only flowers that will keep, is not so good as in other locations.

Stock is not piling up much, though a few carnations and roses find their way to the trash barrel. Indoor carnations are practically off the market and the condition of other stock is about as last reported. Inquiries continue to come from eastern points for plumosus and other greens, but at this time of year the stock is so poor and the risk so great that few of the experienced wholesalers care to handle the business.

Funeral work continues to be the mainstay of the retailers, but there has been much of this and it has kept them from the summer slackness.

Various Notes.

Albert Knight, of Whittier, has obtained his passage and intends to sail for England shortly, Mrs. Knight having sailed last month. During his absence the business will be looked after by his brother.

Peter Brown has secured another location, at 344 South Hill, only a block from his former store.

Hot weather has led to a brisk demand for garden hose at the store of the L. A. Floral Co. As at other wholesale places, shipping trade has fallen off greatly here during the last few weeks.

C. D. Baker, of Yuma, Ariz., has closed his place for the summer season and come to the coast for a few months, as is his usual custom. Mr. Baker formerly lived in Los Angeles and says that he is always glad to get back here, though this season he has struck it hot, even here.

Rose planting is practically finished at the place of Roy F. Wilcox & Co., Montebello, and the young stock looks remarkably well. Most of the benches

have been newly arranged with drain tile to take off any superfluous water, the experiment on some of the benches last year having proved successful. The young palm stock, both under glass and in lath houses, is looking well and an immense stock is being worked up in all sizes. The new, large lath house is already nearly filled with young plants and the rose area has been enlarged.

As briefly reported last week in The Review, Rudolph Fischer, of San Gabriel, suffered a severe loss by fire at his nursery. From further particulars it appears that some rubbish was being burned near the building in which his freesia bulbs were stored between digging time and shipping time and sparks from the fire flew to the building, burning it to the ground and destroying the contents. Owing to the heat, several of the greenhouses collapsed, and it was only by the prompt assistance of neighbors that the dwelling house was saved. Mr. Fischer placed his loss at between \$10,000 and \$15,000, and there was only

\$500 insurance on the building. Mr. Fischer was rather badly burned on the hand. After the many years of hard work put in by Mr. and Mrs. Fischer and their family, it seems particularly hard to have the results swept away like this. A new lath house had been built to take care of the new plantings, but the stock will be so much reduced by the fire that it will not now be needed.

A. F. Borden, of the Redondo Floral Co., has bought himself a fine new home on Normandie avenue, having sold his place at Hollywood. A big demand for funeral work is reported by A. Knopf, and the staff is short-handed because of vacations.

The Alexandria Florist reports good business all around for this time of the year. George Eischen takes advantage of Sundays to visit his ranch at Montebello.

Several palls were among the funeral orders for Purdie & Co. recently.

Mrs. Ella Grant Wilson, of Cleveland, was given a reception by the Los An-

Service that Advertises

GEORGE J. HALL & CO.

WHOLESALE
FLORISTS

423 East 5th St. Los Angeles, Cal.

WE NEVER FAIL

SUMMER FLOWERS GREENS

We are known for special care in selection and packing of stock for hot weather shipping.

HOSE AT THE RIGHT PRICE
BEST WEST COAST RAFFIA
SPHAGNUM MOSS

L. A. FLORAL CO.

The House of Quality and Service

236 EAST FOURTH ST., LOS ANGELES, CALIF.

LILY BULBS

**Order now for Fall delivery
Direct from Japan**

GIGANTEUM MULTIFLORUM

7 to 9 inches, per case, \$45.00

9 to 10 inches, per case, \$45.00

F. O. B. San Francisco

C. KOOYMAN CO., Inc.

431 Bush Street

San Francisco, Cal.

California Asters

Select stock, \$2.00 to \$3.00 per 100

White, pink, rose-pink, purple and lavender

J. A. AXELL, Wholesale Commission Florist
463 Bush St., SAN FRANCISCO, CAL.

Mention The Review when you write.

geles Florists' Club, which attracted 130 members of the trade. President Armacost and Mrs. Wilson spoke interestingly on publicity. A basket of flowers telegraphed by the Cleveland Florists' Club was presented to her. The gathering was a most enthusiastic one.

F. L. Ziegler, of Bellflower, is adding to his glass by erecting a new greenhouse, 35x150 feet. He has been making a specialty of ferns and is now branching out in cyclamens and begonias, for all of which stock he finds a ready demand in Long Beach and other smaller towns in the vicinity.

John Turnbull, formerly superintendent for Mrs. C. B. Raymond, at Montecito, has started in business for himself at Santa Barbara. Mr. Turnbull has had a good deal of experience and is specializing on hardy plants and perennials.

R. G. Fraser & Son, Pasadena, are more than pleased with the reception given their novelties in "Suntested" seeds. At their test beds a wonderful showing is being made of their dahlia-flowered zinnia now, the individual blooms being of immense size and the range of colors extra large. D. G. Fraser, who is the life and soul of the business, is determined and anxious that whoever sends them a trial order is going to become a steady customer.

R. D. Paul is again operating the Hanford Floral Co., at Hanford. It will be recalled that Mr. Paul sold out there a year or two ago. H. R. Richards.

SAN FRANCISCO.

The Market.

Asters are gradually becoming a dominating influence in the market here, as well as constituting one of the principal shipping items. They show excellent quality and are in good demand all around. Chrysanthemums are improving both in quantity and quality, but the offerings are still limited, and it will be two or three weeks before their season is well advanced. Weather conditions have been favorable for the growth of a fine stand of mums. It is expected that shipping business will surpass previous years, provided the crop matures as well as the present outlook indicates. The demand for California chrysanthemums has been increasing for several years, and last year was an excellent season for the growers of this vicinity. This year an increased acreage has been planted in anticipation of an even heavier shipping movement.

Roses are holding their own fairly

Everybody Knows Our Motto:

"We Never Miss"

EVERYTHING IN

Cut Flowers and Supplies

S. MURATA & CO.

Oldest and Most Experienced Shippers in Southern California

380-386 S. Los Angeles St., LOS ANGELES, CAL.

FREESIA PURITY

1/2 to 5/8-inch, \$10.00 per 1000.

7-16-inch, \$7.00 per 1000.

By parcel post, prepaid—Immediate delivery.

Special prices on 5000-lots.

HARRY BAILEY, R. F. D. No. 6, Box 354, Los Angeles, Cal.

well for the middle of the summer, and the same may be said of carnations. More first-class Russell and Columbia roses could be used, however, were they available. Orchids continue below requirements, which means they are quite scarce, as the demand is not especially brisk at this time of the year. The shortage is causing an increased call for gardenias, which are fortunately in good supply.

Gladioli maintain their position with remarkable persistency, the daily offerings holding up well both in respect to quantity and quality. Sweet peas are shortening up and will not last much longer. Cut cyclamens are plentiful and good, and the market is well supplied with outdoor summer stock, such as gaillardias, zinnias, coreopsis, daisies, marigolds, etc.

Various Notes.

Mrs. Lewis, of the California Florist, Tacoma, Wash., who lost her husband, Orphard J. Lewis, in the war, was in San Francisco last week, his body being among the first six of California's dead

BULBS

FREESIA PURITY
FREESIA SPLENDENS
PAPER WHITES
EMPEROR DAFFODILS
YELLOW CALLAS
BABY GLADIOLI (The Bride)

A reliable source of supply.

LOS ROBLES, Santa Cruz, Calif.

Mention The Review when you write.

Softwood Poinsettia Cuttings (Unrooted)

Both the true red and early variety, packed to ship anywhere.

\$3.00 per 100; \$25.00 per 1000

PAUL ECKE, 1226 Hayworth Avenue
LOS ANGELES, CAL.

Mention The Review when you write.

Another Car of Baskets!

Remember that we will have another car of baskets in for your Fall trade. The freight tie-up still is bad. Let us figure on your Violet Pins, Boxes, Crepe Paper, Magnolia Leaves, Wax Paper. It will save you a lot of worry later.

Keep the Cut Flower Orders Coming

We have Valley, Roses, Asters, Marigolds, Gladioli, and everything else in season.

WALTER ARMACOST & CO.

321-323 East 4th Street

LOS ANGELES, CALIF.

WE CLOSE SUNDAYS

PRICE LIST

EFFECTIVE JULY 29, 1920.

Subject to change without notice	Short	Medium	Long
ROSES			
Hoosier Beauty.....	\$.08	\$0.15	\$0.20
Columbia.....	.08	.15	.20
Ophelia.....	.06	.12	.15
Shawyer.....	.06	.12	.15
White Killarney.....	.06	.12	.15
Gladioli..	\$1.25 per dozen		
Cecile Brunners.....	.25 per bunch		
White Baby Roses.....	.25 per bunch		
Feverfew.....	.25 per bunch		
Delphinium Belladonna.....	.25 per bunch		
Gypsophila.....	.25 per bunch		
Galliardia.....	.25 per bunch		
Coreopsis.....	.25 per bunch		
Shasta Daisies.....	.25 per bunch		
Sprengerl.....	.75 per bunch		
Hardy Ferns.....	.25 per bunch		
Calendula.....	.25 per bunch		
Achillea.....	.25 per bunch		
Veronica.....	.25 per bunch		

Miller Floral Co. UTAH
FARMINGTON,

to be brought home for burial. He was a member of Company D, 363d Infantry, and was killed in France a year ago in February. Burial services were held July 22.

Mrs. M. Eggeling, of St. Louis, Mo., has been spending a few days here. She is accompanied by her daughter, and in the course of their trip they will visit various points of interest in California. While here they were taken about some by Mrs. J. A. Axell, an expedition into Chinatown proving most interesting to the visitors.

L. H. Archias, of the Archias Floral Co., Sedalia, Mo., called on some of the local florists when in town recently. Mrs. Archias was with him.

Julius Eppstein is looking forward to having more space for his business in

ASTERS

- Red
- Pink
- White
- Lavender
- Purple

ALL KINDS OF DRIED STRAWFLOWERS

WOODWARDIA and other GREENS

ENOMOTO & CO., Inc.

WHOLESALE GROWERS AND SHIPPERS

35 Saint Anne Street

SAN FRANCISCO, CAL.

the St. Francis hotel. The ground floor of that large hostelry is to be extensively remodeled this fall, and the improvements will provide for larger and better quarters for Mr. Eppstein's flower stand. Not only will he then have a larger workroom, but also enlarged display space. Business has been keeping up well, the hotel being full of guests. Many are eastern tourists, he says, who show much interest in the California flowers. The demand is particularly good for baskets. Mr. Eppstein has secured the services of Claude Remagon, formerly with the Woodlawn Flower Shop, Seattle, Wash.

Arthur Gleave, of Gleave's Flower Shop, Santa Barbara, Cal., drove up here last week, and J. A. Axell went up to Lake Tahoe with him for a few days.

J. Georgeault has been renewing acquaintances in San Francisco. He was formerly identified with the local trade and is now manager of the San Francisco Floral Co., at Fresno, Cal. Business, he says, held up well in Fresno until about the middle of July.

C. F. Shellgrain, of Shellgrain & Ritter, is in Seattle, Wash., on a combined business and pleasure trip. E. P. Ritter may take a trip to Portland, Ore., upon his return. He says they have



IMPORTED HINOKI PLANT TUB

No. 1—13 in. x 13 in. diameter, 10 for....\$6.00 100 for....\$50.00

**California
Asters**

**Seasonable Flowers
and Greens**

UNITED FLOWER & SUPPLY CO., Inc.

Wholesale Florists, Shippers and Growers

448 Bush Street SAN FRANCISCO, CAL.

been especially busy for July, business for the midsummer month being heavier than in June, which is largely due to a steadily increasing call from out-of-town points for floral pieces and other work.

The local trade received a visit from Mr. and Mrs. J. C. Steinhauser, of Pittsburg, Kan.

The Japanese Growers' Association held a picnic at St. Ignatius ball park, to which were invited all the white growers and florists hereabouts. About 5,000 people participated in the outing. An elaborate program was carried out, the announcements being printed in both Japanese and English. The exercises opened with the playing of the "Star-Spangled Banner," by an American band. On a pole was arranged a large California poppy, which, when the band ceased playing, opened up and from it rose a big American flag, followed by butterflies which flew out into the crowd. These in turn were followed by a flock of white doves, giving a most pleasing effect. In the form of amusement, races of all sorts were arranged for men, women and children. The ladies' marketing race, in which the women had to gather up a loaf of bread, vegetables and other items, go through the process of paying for them, etc., and get back to a certain point, caused much mirth. As each person entered the park, he or she was given a lunch ticket, with which he or she could get a basket of lunch, including sandwiches, cake, pickles and other specialties. The affair was a great success in every way.

M. M.

SEATTLE, WASH.

The Market.

There was no increase in the demand for cut flowers during the last week, but the slow deliveries and the heavy funeral business served to keep the stores entirely cleared. Retailers were frank in admitting that funeral work saved the day, as the supply on hand was larger than the summer demand would have handled. Weather conditions were more favorable to outdoor growers. The quality of the rose cut and of the carnation cut has been noticeably affected; in fact, sweet peas are about the only offering making the best possible showing as to quality. Some of the finest stock shown this season is being delivered now. Iris

California Flowers and Greens

of all kinds are being used generally
by Eastern Florists.

DARBEE'S

for best quality and service

1036 HYDE STREET,

SAN FRANCISCO, CALIF.

PLUMOSUS

Tulips, Roses, Freesias, Gypsophilas, Spring Flowers

GEN. A. J. GOOCH

537 PINE STREET SAN FRANCISCO, CALIFORNIA

ADIANTUM

seems to have disappeared with the recent heat wave and the deliveries of carnations are at the low ebb of the year. Most of the growers have thrown out all of their old plants and the new crop is not a commercial factor yet.

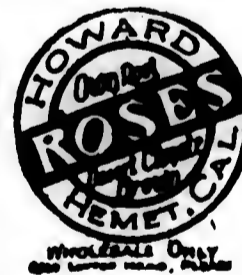
The calendula is at its best now. It is one of the flowers recognized as a birth flower for the month of July, which has served to increase sales.

The new offering of the week was outdoor dahlias, but the first arrivals went slowly. They are stringy yet and fail to show the necessary keeping qualities. Growers state it will be at least September before they will be in a position to offer commercially good stock.

Gladioli, snapdragons and gypsophila have been quick sellers. Some pansies of sufficiently long stems to use in small baskets and corsages are being received. Water lilies are apparently as popular as ever and the growers of these flowers are reaping a nice profit from their lakes this year.

In potted offerings, geraniums and a few cinerarias share the honors with ferns, the latter being made the chief item in such showings. The sale of ferns shows most buyers prefer the smaller sizes at this time.

Of the late deliveries on roses Ophelia seems to be the real leader as to



1920-21

FIELD-GROWN

Own-root one-year Desert Climate Roses are the best. Try our 1½ grade 12x18-inch H. T.'s and Babies.

HOWARD ROSE CO., Hemet, Calif.

Mention The Review when you write.

LOS ANGELES GERANIUM CO.

Wholesale Grower of

California Sunshine Geraniums

For the Trade. Leading Standard Varieties. Strongly Rooted Cuttings.....\$20.00 per 1000

SAWTELLE, CAL.

Mention The Review when you write.

RUDOLPH FISCHER

Freesia Specialist San Gabriel, Cal.

P. C. Miller Company Announcement

ON AND AFTER AUGUST 1, 1920
 The P. C. Miller Company, Los Angeles, California
 WILL BE KNOWN AS

California Floral Company

We have experienced a great deal of trouble in mail service, owing to the fact that there are other firms in our city under the name of P. C. Miller. This has resulted in our mail, in many instances, being delivered to the wrong address, thus causing disappointments to our customers through delayed orders. We will continue business under the same management and will retain our motto:

"The Best in the West"

IN THE FUTURE KINDLY ADDRESS US

California Floral Company

Wholesale Dealers in Cut Flowers

217 Winston Street :: :: Los Angeles, California

Paper White Narcissus

Per 1000

Large size.....\$28.00
 Emperor Daffodils..... 40.00
 Trumpet Majors..... 40.00

Calla Aethiopica (White)

Per 1000

1-inch to 1½-inch.....\$ 35.00
 1½-inch to 2-inch..... 85.00
 2-inch and over..... 150.00

C. KOOYMAN & CO., Inc.

*Wholesale Florists
 and Importers of Bulbs*

431 BUSH ST., SAN FRANCISCO, CALIF.

Mention The Review when you write.

quality and popularity. Ulrich Brunner does not stand the heat so well. Rose Premier and Columbia are fairly plentiful.

Various Notes.

This is still the period of vacations and each week sees a new contingent off. Gus Peterson and C. S. Sullivan, of the Woodlawn Flower Shop, and Mrs. Lema W. McCoy, of McCoy's, are back. Mrs. McCoy spent several weeks in Portland, Salem and other Oregon points, visiting relatives. E. R. Peterson, of the Hollywood Gardens, has also returned, while William Holmes has started on his vacation.

R. Gillis, of the Park Floral Co., Denver, was a visitor last week. He is visiting a number of coast points and was taken out to the Hollywood Gardens by Dr. Moore.

P. F. Rosaia, of Rosaia Bros., has re-

turned from a three weeks' trip through California and with his brother, George Rosaia, is enjoying a visit from their parents, Mr. and Mrs. Eugene Rosaia, of Colma, Cal.

S. A. Dunlap, of the Hollywood Gardens, recently returned from a short

stay in Portland. This firm has been showing some fine sweet peas from its own greenhouses, and some of the best gladioli to be seen here.

The Woodlawn Flower Shop handled the decorations at the Sunset club last week for the debut of a society girl

FINE ASTERS

Rubrum Lilies, Calla Lilies, Roses, Cecile Brunners, Strawflowers, Gypsophilas, Gladioli, Marguerites, etc.

ALL KINDS OF CUT GREENS

DOMOTO BROS.

440 Bush Street SAN FRANCISCO, CAL.

Summer Flowers

Roses, Carnations, Sweet Peas, Baby Roses, Statice, Gladioli and many other seasonable flowers ready for shipment—also Adiantum and Plumosus

F. C. JAEGER & SON

152 Powell Street

OUR SLOGAN:

"Right Price, Quality and Service" SAN FRANCISCO, CAL.

and through the use of fountains, summer flowers and light-colored perennials some unusual effects for a summer evening's lawn party were secured. Several hundred corsages and baskets were included in the order.

Miss Anna F. Burns, of the Burns Floral Co., reports a nice business in summer flowers. The windows of this shop have lately been redecorated in white enamel and present an attractive appearance.

Kenney's Home of Flowers used tall cat-tails and swamp grass in a large basket as the centerpiece of a window display last week. Water lilies were used at the base of this display.

The Orpheum Floral Co. showed several attractive baskets of water lilies, Regal lilies and White Killarney roses last week.

John M. Finley, formerly county agent for Idaho county, Idaho, has been looking over western Washington points with the idea of locating. He is an experienced greenhouse man and is going to start in business somewhere in the state of Washington.

H. P. Anderson, of the University Floral Co., has closed his store until the end of August and has gone on his annual vacation. Since the greater share of this firm's business comes from the college activities, Mr. Anderson says that there is no real loss of business in handling the vacations this way.

George Warner will shortly celebrate his first anniversary as head gardener for the University of Washington. He now employs a force of fifteen men the year around and his showing of roses has been especially commented on among growers. The campus gardens show more than twenty well known varieties.

Thomas Luke, of Max Smith's, Portland, Ore., called on the trade on his way home from Victoria. He acted as an official at the international yachting regatta there last week. H. M.

PORTLAND, ORE.

The Market.

Florists are not doing much business. A large number of them are now taking their vacations; therefore, those who remain are kept busy with funeral work and any other business coming up.

Many people are away now at the beaches and mountains and other places of interest or pleasure; so naturally there are not so many social events in the city, necessitating a dull season for the florists.

Gladioli are the strong item in the market at present. The wholesale price is low compared with the price growers have had to pay for bulbs. Carnations are in fair quantity and reasonably good quality. Roses are scarce and of poor quality. Sweet peas are plentiful and some of the growers have some exceptionally good ones.

Annual Picnic.

The florists' annual picnic, held at Dodge park, July 21, was a decided success in every way and those who were not there missed a big time. Two special cars were nearly filled and many more went in private conveyances. It was estimated that there were 200 present. The ladies took well filled baskets and the society furnished tea, coffee, milk and ice cream, so that everyone had more than enough to eat. A little shower after dinner cleared up the at-

Zvolanek's Winter Sweet Pea Seed



Xmas Pink Orchid

1 oz., 75c; 1 lb., \$9.00

Zvolanek's Rose Zvolanek's Orange

1 oz., \$4.00; 1 lb., \$40.00

Miss L. Gude

Watchung Orchid

Mrs. M. Spanolin

Bridal Veil

Mrs. Chas. Zvolanek

Zvolanek's Blue

1 oz., 75c; 1 lb., \$10.00

Sim Orchid or Rose Queen

1 oz., 50c; 1 lb., \$5.00

Zvolanek's Beauty

Zvolanek's Red (best red)

1 oz., \$1.00; 1 lb., \$10.00

For other varieties
send for price list.

Seed will be ready
about July 15th.

Ant. C. Zvolanek & Sons
Lompoc, Cal.

Carnations

2-inch Plants
\$7.00 per 100

White Enchantress, white.

Victory, red.

Mrs. Ward, pink.

Belle Washburn, red.

H. N. GAGE CO.,
Montebello, Calif.

Mention The Review when you write.

Your inquiries for anything you may need

WILL BE APPRECIATED

H. L. OLSSON CO., Inc.

Growers of Quality Plants for the Trade

Box 494

SPOKANE, WASH

CHRYSANTHEMUMS

Rooted cuttings, the best standard varieties and pompons, clean, healthy stock, no midge, at \$3.50 per 100; \$30.00 per 1000. Chadwicks and White Seidewitz, \$5.00 per 100.

Primula Obconica, 2-inch, best strain, separate colors, no white, at \$6.00 per 100.

PETERS & SONS, HILLYARD, WASH.
We ship from Spokane, Wash.

mosphere, laid the dust and put everyone in good spirits. After the shower, all sorts of races were held and valuable prizes were given to the winners.

The tug of war by the retailers and the growers was won by the retailers, though they were handicapped by many pounds. Then there were jumping contests and field events and other amusements, so that everyone had a chance to become famous. It was a big day and everyone enjoyed going.

Various Notes.

Miss Elsie Schnopp, of Clarke Bros., and John Holden, proprietor of the

FLORISTS' SUPPLIES

Orders receive prompt attention.

We carry a complete line—Chiffons, Toothpicks, Magnolia and Cycas Leaves, Cords, Baskets, Wire Designs, etc.

HOLLAND BULBS

We are headquarters, importing direct.
WRITE FOR PRICES.



COCOS PLUMOSA

7 to 12 ft., \$1.50 to \$5.00 each

KENTIAS

14 to 16 ft., with tub, \$30.00 to \$40.00 each

CITY AND KENTIA NURSERIES
Santa Barbara, Calif.

Mention The Review when you write.

Mexican Ivy

Get your standing order in early and be assured of good supply this winter.

Humboldt Evergreen Co.
DYERVILLE, CAL.

Mention The Review when you write.

ASPARAGUS SPRENGERI, 4-inch and 5-inch, \$12.00 and \$15.00 per 100.

PRIMULA OBCONICA GIGANTEA, 5-inch pots, \$20.00 per 100.

PRIMULA MALACOIDES GIGANTEA, 8-inch, \$7.00 per 100.

CINERARIA, dwarf strain, 4-inch, \$15.00 per 100.

FRED GROHE CO.,

R. F. D. 4, Box 367. Cash please. Santa Rosa, Cal.

W. H. HAWKINS

Cyclamen - SEEDS - Primula
EVERYTHING FOR THE GREENHOUSE
1206 N. 47th Street, SEATTLE, WASH.

Mention The Review when you write.

New Colored Freesias

SUNSET COLLECTION—Pink Mixture

We are the originators of this beautiful strain of Colored Freesias. Best colors for the commercial grower. Very tall, wiry stems. Flowers large and open; from delicate pink to brilliant red. It is an unusually good keeper.

First size.....	Per 1000, \$40.00	Per 100, \$4.50
Second size.....	" 26.00	" 3.00
Third size.....	" 18.00	" 2.25

SPLENDENS—Very Fine Lavender

First size.....	Per 1000, \$40.00	Per 100, \$4.50
Second size.....	" 30.00	" 3.50

Write for prices on planting stock.

VICTORY

A variety of Sunset Strain; of the same habit as the former, but comes in straight, deep pink color. Does not show yellow or bronze blotch.

First size.....	Per 1000, \$75.00	Per 100, \$8.00
Second size.....	" 50.00	" 5.50
Third size.....	" 35.00	" 4.00

IMPROVED RAINBOW

In a great variety of most beautiful colors. Remember, you get ALL the colors.

First size.....	Per 1000, \$30.00	Per 100, \$3.50
Second size.....	" 20.00	" 2.50
Third size.....	" 10.00	" 1.50

Cash with order from unknown correspondents.

GEBHARD PRECHTL - BOX 603 - Montebello, Calif.

H. PLATH

"The Ferneries"

Lawrence and Winnipeg Avenues
SAN FRANCISCO, CAL.

Write for wholesale list of

**FERNS, KENTIAS and
PRIMULA OBCONICA**

Holden Floral Co., put one over on their friends by getting married last week. Clarke Bros. are showing the first asters of the season.

E. J. Nausa, of Smith's Flower Shop, will leave in a few days for St. Paul, where he will visit relatives for three or four weeks. Lawrence Doving, also of this firm, has just returned with a bride from Fort Worth, Tex.

Martin Forbes had a fine display of orchids in his windows last week. They were of the gigas variety and caused much comment by passers-by.

Mr. Scott, of the Roselawn Greenhouses, Moscow, Ida., stopped in Portland on his way to Marshfield to attend the funeral of his brother, who was killed by the explosion of a field piece at Camp Lewis a few days ago. The brother was a florist in Marshfield.

L. T. S.

SPOKANE, WASH.

The Market.

With the summer has come a lull in trade, funeral work being about the only business. Outdoor gladioli are to be had now and are proving as popular as ever. Sweet peas are inclined to be of poor quality this year. The stems are short. The hot weather no doubt is the cause.

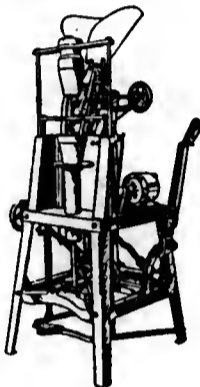
Various Notes.

F. Winters, of Seattle, Wash., formerly of Spokane, was a recent visitor, coming here to attend the funeral of his mother-in-law.

A. Reim, of Eugene's Flower Shop, was passing around the cigars with a smile last week, the occasion being the first arrival in the family, a daughter.

W. Berry, of Donart's House of Flowers, also has the first arrival in his family, a daughter.

Save 75% On Your Flower Pots



Make your own with our Concrete FLOWER POT MACHINE.

Send for free descriptive booklet.

A large grower says: "Many kinds of plants do better in concrete pots than they do in clay pots."

Spokane Concrete Flower Pot Machine Co., Inc.

P. O. Box 255. SPOKANE, WASH.

Mention The Review when you write.

PORTLAND ROSES

EVERGREENS
HARDY PERENNIALS

Price List on Request

Mountain View Floral Co., Portland, Oregon

Mention The Review when you write.

Calla Bulbs (white)

	Per 1000	Per 100
3 to 4-inch circumference,	\$35.00	\$4.00
4 to 5-inch circumference,	50.00	6.00
5 to 6-inch circumference,	65.00	7.00

No charge for packing. Prices f. o. b.

PACIFIC NURSERIES, Colma, San Mateo Co., Calif.

Mention The Review when you write.

Asparagus Plumosus, 2-inch, \$4.00 per 100. Asparagus Plumosus seedlings, \$1.00 per 100. Asparagus Sprengeri, 2-inch, \$4.00 per 100; 3-inch, \$7.00 per 100.

Write for prices on bedding stock.

FRED G. EHLE, Wholesale Grower, 224-236 Sanborn Ave., San Jose, Calif.

Mention The Review when you write.

G. Skinner, of Hoyt Bros., is able to be around again after spending the last month in the hospital. Miss S. McInnis is spending her vacation at Edmonton, Alta., with a sister.

Mr. and Mrs. A. J. Burt are enjoying life riding in their new sedan.

Wednesday, July 28, the florists' annual picnic was held. A good time was assured everyone. H. H.



Steele's
MASTODON
Pansies

Get Catalogue or Description and Prices of Separate Colors from Last Week's Review.

SEED

Steele's Mastodon Greenhouse, special mixed, O. K. Outside, 1/8 oz., \$1.00; oz., \$7.00; 1/2 oz., \$8.75.

Steele's Mastodon Private Stock, mixed, 1/8 oz., \$1.00; oz., \$6.00; 1/2 oz., \$8.25.

STEELE'S PANSY GARDENS

PORTLAND, ORE.

Mention The Review when you write.

CHRYSANTHEMUMS

STANDARDS

Chas. Rager White Chadwick
Marigold Golden Chadwick
Yellow Jones Early Frost

Maud Dean

POMPONS

Frank Beu Godfrey
Hilda Canning Lydia Thomas

ROOTED CUTTINGS

\$25.00 per 1000 \$3.00 per 100
From 2 1/2-inch pots, \$5.00 per 100

STUBER & RICHARDSON,
Bryn Mawr, Wash.

ASTER SEED

YOU CAN ALWAYS DEPEND ON FOR GROWING CUT ASTERS

THE HOME OF ASTERS

Herbert & Fleishauer

Aster Specialists, McMinnville, Ore.

Mention The Review when you write.

See our Price List

Page 57, issue of May 6

WILSON-CROUT-GEHR CO.

East 62nd and Ankeny St., Portland, Ore.

Mention The Review when you write.

E. F. WINTERSON CO., 166 N. Wabash Avenue Chicago

DAILY SHIPMENTS of the finest stock in ROSES, CARNATIONS, VIOLETS and BULBOUS FLOWERS. Headquarters for WILD SMILAX, FANCY FERNS, ADIANTUM and all green goods. DON'T FORGET - Our Supply Department is complete - RIBBONS, CHIFFONS, BOXES, CREPE PAPER AND WIRE DESIGNS.

Mention The Review when you write.

Wholesale Cut Flower Prices.

Chicago, July 28, 1920.

	Per doz.	
Beauty, Special	\$6.00	
Beauty, 30 to 36-in. stems	5.00	
Beauty, 24 to 30-in. stems	\$3.00 @ 4.00	
Beauty, 20 to 24-in. stems	2.50	
Beauty, 12 to 20-in. stems	1.50 @ 2.00	
Beauty, Short	.50 @ 1.00	
Per 100		
Columbia	\$4.00 @ \$20.00	
Mrs. Russell	4.00 @ 25.00	
Premier	4.00 @ 25.00	
Butterfly	4.00 @ 20.00	
Milady	4.00 @ 20.00	
Montrose	4.00 @ 15.00	
Sunburst	4.00 @ 15.00	
Ophelia	4.00 @ 15.00	
Killarney	4.00 @ 12.00	
White Killarney	4.00 @ 12.00	
Double White Killarney	4.00 @ 15.00	
Killarney Brilliant	4.00 @ 12.00	
Champ Welland	4.00 @ 12.00	
Nesbit	2.00 @ 3.00	
Oecle Brunner	2.00 @ 2.00	
Carnations	2.00 @ 3.00	
Peonies	6.00 @ 10.00	
Valley	8.00 @ 12.00	
Cattleyas, doz.	\$18.00 @ \$24.00	
Easter Lilies, doz.	1.25 @ 1.50	
Daisies, Shasta	1.00 @ 2.00	
Gladioli	6.00 @ 12.00	

Pittsburgh, July 28, 1920.

	Per doz.	
Beauty, Special	\$6.00	
Beauty, Fancy, 24 to 30-inch	4.00	
Beauty, Shorter, 18 to 24-inch	2.50	
Beauty, Firsts, 12 to 18-inch	1.50	
Per 100		
Beauty, Seconds	\$4.00	
White Killarney	6.00 @ 15.00	
Richmond	6.00 @ 15.00	
Ophelia	6.00 @ 15.00	
My Maryland	6.00 @ 15.00	
Mrs. Charles Russell	6.00 @ 25.00	
Premier	6.00 @ 25.00	
Columbia	6.00 @ 20.00	
Orchids	75.00 @ 125.00	
Carnations	8.00	
Sweet Peas	.75 @ 1.50	
Snapdragons	3.00 @ 6.00	
Gladioli	6.00 @ 12.00	
Lilies	15.00	
Adiantum	2.00	

St. Louis, July 28, 1920.

	Per doz.	
Beauty, Specials	\$8.00 @ \$10.00	
Beauty, Extra	5.00 @ 6.00	
Per 100		
Columbia	6.00 @ 8.00	
Premier	8.00 @ 15.00	
White Killarney	6.00 @ 10.00	
Killarney	4.00 @ 5.00	
Ward	4.00 @ 5.00	
Milady and Ophelia	6.00 @ 8.00	
Russell	8.00 @ 10.00	
Carnations	2.00 @ 3.00	
Easter Lilies	10.00 @ 12.00	
Snapdragons	3.00 @ 4.00	
Daisies	.50 @ 1.00	
Valley	6.00 @ 8.00	
Orchids, per doz.	\$12.00 @ \$18.00	
Sweet Peas	.25 @ .40	
Callas	8.00 @ 10.00	
Gladioli	3.00 @ 6.00	

Cincinnati, July 28, 1920.

	Per doz.	
Beauties, 36-inch	\$5.00	
Beauties, 30-inch	5.00	
Beauties, 24-inch	4.00	
Beauties, 18-inch	\$1.50 @ 2.00	
Beauties, Short	1.00	
Per 100		
Columbia	\$4.00 @ \$10.00	
Premier	6.00 @ 15.00	
Killarney	4.00 @ 8.00	
Ophelia	4.00 @ 8.00	
Russell	6.00 @ 15.00	
Carnations	1.00 @ 4.00	

GEO. REINBERG
Wholesale Grower of **Cut Flowers**
Milady, Columbia, Sunburst, Ophelia, White Killarney and Russell
30 E. Randolph St., CHICAGO, ILL.

E. G. GILLETT, Wholesale Florist

131 E. Third St., CINCINNATI, OHIO

SPECIAL FOR JULY AND AUGUST

Dr. Dux Green, Brown, Purple Magnolias, \$1.50 per carton; 10 cartons, \$14.00. Chiffon, 6-inch, 8-stripe, White, Pink, Purple, Violet and Green, 13c. Asparagus Plumosus, the year around. GIVE ME YOUR STANDING ORDER.

Mention The Review when you write.

Cut Flowers Greens Supplies

Everything a Florist Needs

CINCINNATI CUT FLOWER EXCHANGE

Wholesale Commission Florists

14 E. Third St., Cincinnati, Ohio

Mention The Review when you write.

Wholesale Cut Flower Prices.

Philadelphia, July 28, 1920.

	Per 100	
Beauties, Long	\$40.00 @ \$50.00	
Russell, Hadley, Long	15.00 @ 20.00	
Russell, Hadley, Short	4.00 @ 8.00	
Double White Killarney, Long	5.00 @ 6.00	
Double White Killarney, Short	3.00 @ 4.00	
Maryland, Long	5.00 @ 6.00	
Maryland, Short	3.00 @ 4.00	
Premier, Long	8.00 @ 12.00	
Premier, Short	4.00 @ 6.00	
Columbia, Long	8.00 @ 12.00	
Columbia, Short	4.00 @ 6.00	
Kaiserin, Long	6.00 @ 8.00	
Kaiserin, Short	3.00 @ 4.00	
Ophelia, Long	5.00 @ 6.00	
Ophelia, Short	3.00 @ 4.00	
Cattleyas	100.00	
Carnations, Select	4.00 @ 5.00	
Carnations, Ordinary	2.00	
Sweet Peas, Ordinary	.50 @ .75	
Snapdragons	4.00	
Easter Lilies	10.00 @ 15.00	
Delphiniums	4.00	
Gladioli, Fancy	8.00 @ 12.00	
Gladioli, Ordinary	4.00 @ 6.00	
Pink Lilies	2.00 @ 10.00	
Candidum	12.50	
Asters	4.00 @ 5.00	

Special Notice

From June 15th to Sept. 15th our store will close at 5 o'clock on week days, 12 o'clock Saturday, all day Sunday. Get your orders in early and be sure you have our latest price list of supplies.

Geo. H. Angermueller Co.
Wholesale Florists
1324 Pine St., St. Louis, Mo.

CHOICE VALLEY

Leave your order with us for regular shipments
C. A. KUEHN WHOLESALE FLORIST
1312 Pine St., St. Louis, Mo.

Mention The Review when you write

Cut Flowers

OUR SPECIALTY

H. G. BERNING

1402-4 Pine St., ST. LOUIS, MO.

Always mention the Florists' Review when writing advertisers.

Lotos Manufacturing Co.

1566-68 Clybourn Ave.

Chicago, Ill.

Manufacturer and Importer of

Artificial Flowers

Write for samples

Wietor Bros.

Wholesale Growers of

CUT FLOWERS

30 E. Randolph St.

CHICAGO

PERCY JONES

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street,

CHICAGO

WEILAND-RISCH Co. FLOWER GROWERS

TELEPHONE CENTRAL 679 154 NWABASH AVE CHICAGO ILLINOIS

FLORISTS' SUPPLY CO., Inc.

WHOLESALE FLORISTS

618-620 Duquesne Way

PITTSBURGH, PA.

Consignments Solicited

Wm. C. Smith Wholesale Floral Co.

WHOLESALE

FLORISTS

1316 Pine Street ST. LOUIS

(Both L. D. Phones)

Supplies and Everything in Season Always on Hand

BOSTON FLORAL SUPPLY & SNYDER CO.

15 Otis—96 Arch St.

WHOLESALE FLORISTS
BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the East. We manufacture artificial flowers, baskets, wire frames, etc., right in our own factory. We preserve our own cycas leaves. Try us out in one way or another.

HOLTON & HUNKEL CO.

462 Milwaukee Street, Milwaukee, Wis.

GROWERS AND SHIPPERS OF
CUT FLOWERS,
GREENS and
PLANTS

Wholesale Cut Flower Prices.

Buffalo, July 28, 1920.

	Per 100	
Beauty, Special	\$35.00 @	\$40.00
Beauty, Fancy	20.00 @	25.00
Beauty, Extra	12.00 @	15.00
Beauty, First	8.00 @	10.00
Columbia	6.00 @	15.00
Killarney	3.00 @	8.00
White Killarney	3.00 @	8.00
Double White Killarney	3.00 @	8.00
Richmond	3.00 @	8.00
Maryland	3.00 @	10.00
Russell	8.00 @	10.00
Ophelia	3.00 @	10.00
Mrs. Ward	3.00 @	5.00
Sunburst	3.00 @	10.00
Bon Silene	3.00 @	4.00
Cecile Brunner	2.00 @	3.00
Carnations	1.00 @	3.00
Cattleyas	100.00 @	150.00
Easter Lilies	10.00 @	15.00
Rubrum Lilies	8.00 @	10.00
Snapdragons	3.00 @	4.00
Calendula	2.00 @	5.00
Valley	10.00 @	12.00

Boston, July 28, 1920.

	Per 100	
American Beauty	\$ 2.00 @	\$25.00
Shawyer, Russell	3.00 @	12.00
Killarney	3.00 @	6.00
Milady, Miller	3.00 @	8.00
Francis Scott Key, Radiance	4.00 @	10.00
White Killarney	2.00 @	6.00
Double White Killarney	3.00 @	8.00
Killarney Brilliant	2.00 @	6.00
Mrs. Aaron Ward, Sunburst	3.00 @	8.00
Hadley	2.00 @	10.00
Ophelia	4.00 @	8.00
Premier	3.00 @	8.00
Columbia	3.00 @	8.00
Maryland, Hoosier Beauty	3.00 @	8.00
Cattleyas	100.00 @	150.00
Sweet Peas	.50 @	1.50
Carnations	2.00 @	4.00
Gladioli	8.00 @	12.00
Gypsophila, per bunch	\$.50	

Milwaukee, July 28, 1920.

	Per 100	
Columbia	\$ 8.00 @	\$20.00
Premier	8.00 @	20.00
Killarney	4.00 @	12.00
White Killarney	4.00 @	12.00
Hoosier Beauty	4.00 @	12.00
Mrs. Ward	4.00 @	8.00
Ophelia	4.00 @	15.00
Carnations, assorted	2.00 @	3.00
Cattleyas, per doz.	\$12.00 @	\$18.00
Easter Lilies, per doz.	\$1.50 @	\$2.00
Sweet Peas	.75 @	1.50
Snapdragons	3.00 @	6.00
Daisies	1.00 @	2.00
Gypsophila, per bch.	\$.50	
Gladioli, per doz.	\$1.00 @	\$2.00
Larkspur, per bunch	.50	
Stocks, per bunch	.35 @	.50
Candytuft, per bunch	.35 @	.50
Stevia, per bunch	.25	
Asters	2.00 @	3.00
Rubrams	6.00 @	8.00

GEORGE B. HART

Cut Flowers, Plants,
Florists' Supplies

49-55 Stone Street

Rochester, N. Y.

Mention The Review when you write.

Many Florists
Add New Department
to Their Business

A decided trend in recent enrollments in our Correspondence School has developed the fact that Florists are awakening to the great possibilities in Landscape Architecture and Gardening. Let us tell you how you can start a complete, well equipped department to handle this business.

American Landscape School
11 K, NEWARK, NEW YORK

Mention The Review when you write.

SCIENTIFIC TRAINING IN
GREENHOUSE PRACTICE

We offer a correspondence educational service in Greenhouse Management, Plant Propagation and the conduct of retail flower stores. If you are already in the business this scientific training will enable you to attain greater success. If you are working for others this correspondence course will enable you to command more money or establish a business of your own if you are ambitious. We also offer correspondence courses in Landscape Gardening and in Nursery Practice, Management and Salesmanship.

American Horticulture Company
Des Moines, Iowa

The Denver Wholesale
Florists' Company

1433-1435 California St.
DENVER, COLO.

WESTERN FLORISTS

can depend on getting prompt service on rush orders from

COLORADO SEED CO.
FLORISTS' SUPPLY DEPT.
1515 Champa St., DENVER, COLO.

Announcement

J. E. KOPPELMAN

Wholesale Florist and
Florists' Supplies

Removed to

26 CUSTOM HOUSE ST.

PROVIDENCE, R. I.

Mention The Review when you write.



Mention The Review when you write.

GUST. RUSCH & CO.

Wholesale Florists

444-446 Milwaukee St.,

MILWAUKEE, WIS.

Cut Flowers and Florists' Supplies

RICE BROTHERS

Wholesale Florists and Supplies

MINNEAPOLIS, MINN.

SEND LIST FOR QUOTATIONS

Mention The Review when you write.

Florists' Supply House

Everything in Florists' Supplies

105 East Ohio St. Main 831
INDIANAPOLIS, IND.

Mention The Review when you write.

C.C. POLLWORTH CO.

CUT FLOWERS,
PLANTS - BULBS
Florists' Supplies
MILWAUKEE, WIS.

FRANK H. TRAENDLY

CHARLES SCHENCK

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange
436 6th Avenue, between 26th and 27th Streets, NEW YORK

Phones 797, 798 and 799 Farragut

CONSIGNMENTS SOLICITED

N. Y. Florists' Supply Co., Inc.

103 West 28th Street, NEW YORK CITY

Wholesale and Retail Dealers in all kinds of

EVERGREENS AND ALL KINDS OF FLORISTS' SUPPLIES
Telephones 2144-2145-2146 Farragut

J. K. ALLEN, NEW YORK

31 to 43 W. 18th St.,
ESTABLISHED 1887

ROSES, CARNATIONS

And All Seasonable Flowers

ASPARAGUS PLUMOSUS—fresh every day. Let us have your standing order for regular shipments.

Fancy and Dagger Ferns, Galax, Leucothoe, Wild Smilax, Boxwood, Mexican Ivy, Roping, Etc.

Largest Stock and Assortment of Florists' Decorative Evergreens in America

FLORISTS' SUPPLIES—WIRE DESIGNS—RIBBONS

The Kervan Co., 119 W. 28th St., New York

M. C. FORD

Wholesale Florist

American Beauties and Carnations

31 to 43 W. 18th St., NEW YORK CITY

Telephone 3870-3871 Farragut

I. GOLDSTEIN

Wholesale Florist

31 to 43 W. 18th St., NEW YORK CITY

Telephone Chelsea 6925

In the exact center of the Wholesale Cut Flower Section. Prompt and careful attention to your interests.
CONSIGNMENTS SOLICITED

REED & KELLER

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties

BONNET & BLAKE

WHOLESALE FLORISTS

130 Livingston Street, BROOKLYN, N. Y.

Tel. Nos. 1293-1294 Main

THE BUSY BEES

Headquarters for all kinds of top-grade stock, from the BEST Eastern Growers.

Established 1903

Prompt Payments

Florists' Supplies, Baskets, Willow Ware and Sundries
Yours for Service

S. HANFLING CO.,

131-133 W. 28th St., NEW YORK

S. H. RUSSIN

Importer and Manufacturer

Baskets, Novelties and Florists' Supplies

Opposite the New Flower Market

55 West 19th St., NEW YORK

Telephone Watkins 4443.

Specialties: Wheat Sheaves, Flower Baskets and Novelties.

A. L. YOUNG & CO., Inc. WHOLESALE FLORISTS

84 West 28th St., NEW YORK

CONSIGNMENTS SOLICITED

Mention The Review when you write.

Wholesale Cut Flower Prices.

New York, July 26, 1920.

	Per 100	@ \$	40.00
Beauty, Specials	\$15.00	@	\$ 40.00
Beauty, Fancy	10.00	@	15.00
Beauty, Extra	8.00	@	10.00
Beauty, No. 1	3.00	@	8.00
Beauty, No. 2	2.00	@	3.00
Prima Donna	2.00	@	10.00
White Killarney	2.00	@	10.00
Francis Scott Key	10.00	@	20.00
Premier	1.00	@	10.00
Mrs. Aaron Ward	1.00	@	8.00
Russell	2.00	@	15.00
Ophelia	1.00	@	8.00
Columbia	1.00	@	8.00
Hadley	2.00	@	12.00
Sunburst	1.00	@	8.00
Orchids—Cattleyas	25.00	@	150.00
Sweet Peas	.50	@	.75
Carnations	.50	@	2.00
Lilies of the Valley	.50	@	6.00
Lilies	4.00	@	6.00

GEORGE C. SIEBRECHT

WHOLESALE FLORIST

109 W. 28th St., NEW YORK

Phones 608 and 609 Farragut

Consignments of QUALITY Stock Solicited

Mention The Review when you write.

WM. KESSLER

WHOLESALE FLORIST

113 W. 28th Street, NEW YORK

Mention The Review when you write.

UNITED STATES CUT FLOWER CO.

Wholesale Growers

ELMIRA, NEW YORK

Mention The Review when you write.

ORGO BROS.

FLORISTS' SUPPLIES

235 Eighth Ave., NEWARK, N. J.

Manufacturer and Dealer in

Artificial Flowers, Leaves and Designs

SEND FOR PRICE LIST

Always mention the Florists' Review when writing advertisers.

It's Like This

YOU want good prices, quick sales and prompt returns, and we guarantee all three.

Consign that next shipment of flowers to us, and—well, we will get your next shipment and many more.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co., Inc.

111 WEST 28th STREET, NEW YORK CITY

JOHN YOUNG & CO.

Wholesale Florists

Choicest Stock in America

31 to 43 W. 18th St., NEW YORK

Telephone 4336 Farragut

Futterman Bros.

Wholesale Florists

101 W. 28th St., NEW YORK

"The House of Novelties"

Consignments solicited Phone Watkins 9761

Mention The Review when you write.

JOHNSON BASKET WORKS

2535 Milwaukee Avenue

CHICAGO

Mention The Review when you write.

ORCHIDS, GARDENIAS, Etc.

PAUL MECONI, Wholesale Florist, NEW YORK

Telephones No. 3864 and 836 Mad. Sq. 57 W. 26th Street

Mention The Review when you write.

Telegraph Delivery Department
The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Table with 10 columns: City, Page, City, Page, City, Page, City, Page, City, Page. Lists florists and their page numbers across various cities like MOBILE, ALA., NEW YORK, PATERSON, N. J., etc.



LOS ANGELES CALIFORNIA

The Leading Florist

WRIGHT'S FLOWER SHOP 224 West 4th St., Los Angeles

"Say It with Flowers"

RETAIL STORE MANAGEMENT

WHAT THE LEADERS IN THE TRADE ARE DOING

W. U. CO-OPERATES WITH F. T. D.

Special Form for Flowergrams.

Perhaps the most important indication of the great growth in florists' telegraph delivery is the action of the largest telegraph system in the world in preparing a special blank for florists' use in sending such orders. It has been said many times by trade leaders that florists as a whole do not recognize the importance of the industry, that they do not realize to what important rank the trade has advanced in late years. When Albert Pechelon, secretary of the F. T. D., first estimated annual telegraph business in millions of dollars, he was looked upon as overenthusiastic in his calculations, his hopes perhaps affecting his arithmetic. But since that time those who have made rough estimates of the annual total of florists' wire orders believe the secretary was conservative in those figures. Certainly the last season's business of this sort has been such as to remove all doubt as to the great accomplishment effected in this field and the still greater opportunities ahead. Of this fact the Western Union Telegraph Co. has shown its realization by cooperating with florists in staging window displays, running branch wires and otherwise promoting business.

Special Blank.

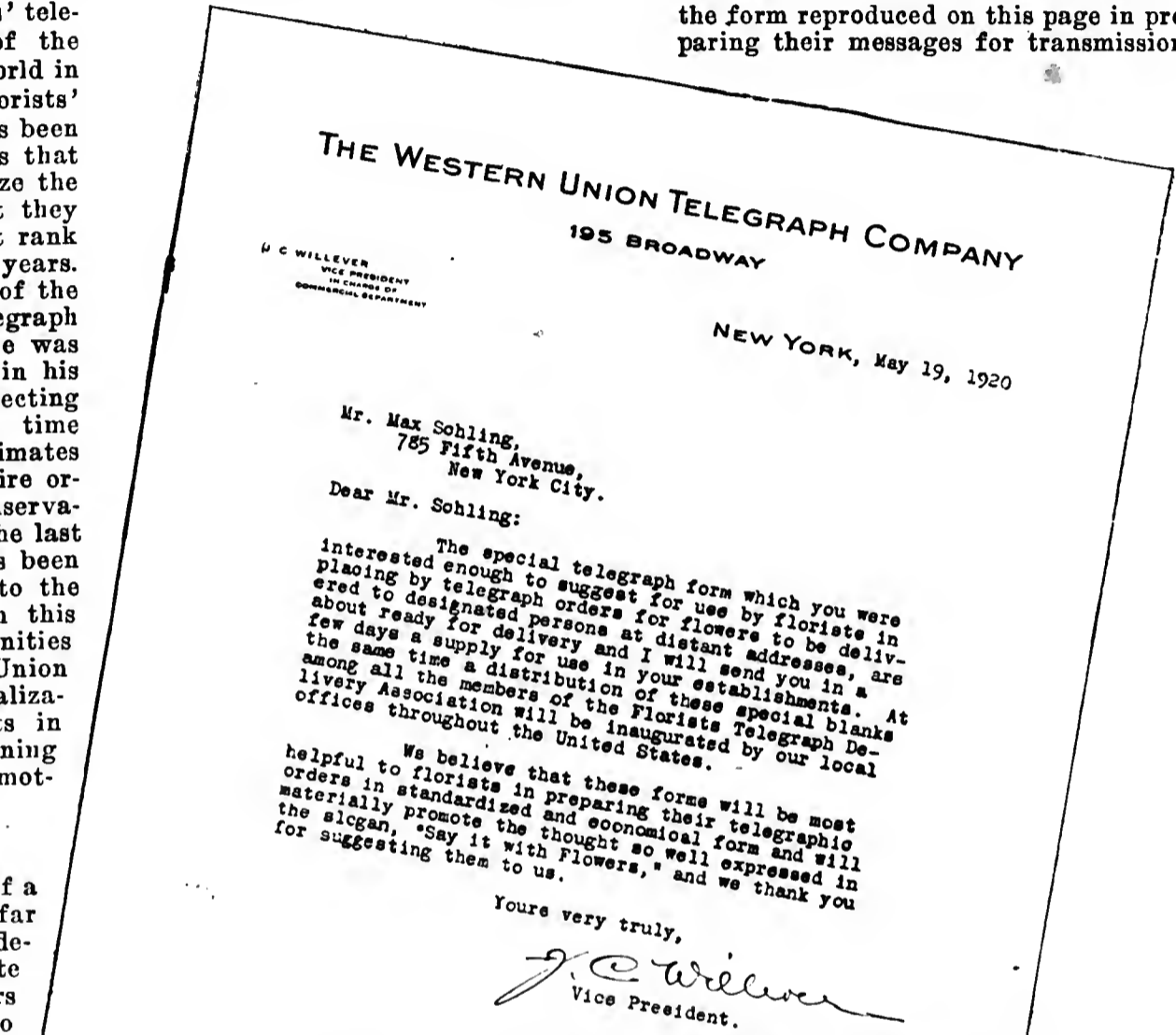
Now, following the suggestion of a florist, the company has gone so far as to prepare a blank specially designed for the easy and accurate transmission of telegraph orders for flowers. The idea was given to the telegraph company by Max Schling, district representative of the F. T. D., in New York city. A copy of this form, headed, "Say It with Flowers—by Wire," is reproduced on this page. It is filled out to show the style to be followed. Opposite each line is a word or phrase to guide the florist and at the bottom is space for special instructions or remarks by the sender. If more than one order is sent by a florist, he uses one blank for each order, cutting off the heading and pasting the additional blanks one on another over the signature line, signing only the last one.

Ready for Florists.

The letter reproduced with the form states that these forms are now ready for florists' use. The Western Union Telegraph Co. has been supplied with a late list of members of the Florists' Telegraph Delivery Association. Those who have joined since June 15 and florists not members of the organization should make application to their local office for the blanks, which will be furnished on request. By employing this special form, florists will, it is expected, avoid a great many of the slight errors

in transmission which caused great annoyance in the busy time of the year. It is hoped that a similar form may be obtained, for the use of Canadian florists,

from the Great Northwestern Telegraph Co., since the Western Union operates only in Nova Scotia and New Brunswick. Till that is done, however, florists in the Dominion should follow the form reproduced on this page in preparing their messages for transmission.



SAY IT WITH FLOWERS—BY WIRE Form 1129

CLASS OF SERVICE DESIRED	WESTERN UNION TELEGRAM	Receiver's No.
Telegram <input checked="" type="checkbox"/>	<small>NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT</small>	Check
Day Letter <input type="checkbox"/>		Time Filed
Tight Message <input type="checkbox"/>		
Night Letter <input type="checkbox"/>		

Persons should mark on E each side the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM

Send the following message, subject to the terms on back hereof, which are hereby agreed to

To The Rosary Flower Shop June 15, 1920
(Name of Florist) 2 p.m.
Los Angeles, Calif. (City)

NOT TO BE TRANSMITTED	WRITE MESSAGE PLAINLY HEREUNDER
Send to Name	SEND Mrs. James Williams
Address	Hotel Alexandria <small>(If visitor, give name of room)</small>
Time of Delivery	3 p.m. prompt
Article	twelve choice red roses
Price	five dollars <small>(Spell out—do not use figures)</small>
Card	CARD Love from Jim
<small>If necessary, state occasions for which flowers are required, or any other remarks</small>	

(Signed) Max Schling Inc

If more than one order, paste additional blank with heading cut off over the signature line above, and sign last blank

Western Union Offers New Telegraph Blank to Florists.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

FOREIGN SECTION

C. ENGELMANN

Member American Florists' Telegraph Delivery Association.

Life Member S. A. F.

Member American Carnation Society.

Member New York Florists' Club.

Orders for England, Scotland and Ireland taken care of by

C. ENGELMANN, Florist, Saffron Walden, Essex, ENGLAND.

Cables: Engelmann, Saffronwalden (2 words only)

Orders for the French Riviera and Monte Carlo taken care of by

C. ENGELMANN, Etablissement Horticole "Carnation," Saint-Laurent-du-Var, near Nice, FRANCE.

Cables: Carnation, Saint-Laurent-du-Var (2 words only)

Liverpool, England
DINGLEYS, Ltd., Florists

SHEFFIELD, ENGLAND

WM. ARTINDALE & SON
FLORISTS SEEDSMEN NURSERYMEN

Manchester, England
DINGLEYS, Ltd., Florists

SCOTLAND SEND YOUR ORDERS NOW TO
LEIGHTON, Florist, GLASGOW
Scotland's Only Member F. T. D.

That the telegraph business of florists is important enough to warrant the company's preparation of a special blank for their use may be considered a compliment to the trade's growing importance, aside from the fact that it will greatly facilitate handling this branch of the trade's work.

AFTER SIXTY-ONE YEARS.

The following notice is the means of announcing to the patrons of A. Wiegand's Sons Co. in Indianapolis that firm's adoption of Sunday closing:

For sixty-one years Wiegands have served the public seven days a week.

On and after July 4 our store will be closed on Sunday. We feel that our employees are entitled to enjoy their Sundays as well as anyone else and believe, with your cooperation, that they may have this day.

Flowers for use on Sunday will be delivered Saturday afternoon and with Wiegands' usual fresh flowers there will be no inconvenience to anyone.

CAN YOU ANSWER YES?

Some time ago in Forbes' Magazine I read a line which ran as follows: "Do people really like to associate with you?"

Just think it over. What a vast knowledge one can get, if, on taking inventory of one's self, one can answer: "Yes." What better way of determining the problem of the oft-time question, "Am I a success?" However, the answer to the above question, which is to the point, is the best line seen in a long time and many of our fellow workers in the craft have undoubtedly realized by now their popu-

About That Piece of Wood

Cut a limb of a tree across, and look at the end, and you will see it is made of a series of rings, one outside the other.

Next to the bark is a sort of skin-like formation, called the cambium.

This is the real live part of the tree. Through it the sap circulates.

The cambium layer of this year is the hard ring of the next.

That's how a tree grows.

It's how a business grows, if it's a real growing business.

Growing that way, each ring binds to, and around, the other rings, making every ring just that much stronger.

That is why F. T. D. business is such satisfactory business.

If it's not, how do you suppose Philip Breitmeyer, of Detroit, got over ten thousand dollars of it from outside florists, and sends to those same florists over eighteen thousand?

When you pass up the F. T. D. you overlook a mighty strong ring to your business.

A ring that each year keeps getting larger, and making last year's stronger.

New York's
Favorite Flower Shop

G. E. M. Stumpfe

Fifth Avenue at 58th Street

larity by the manner in which they are received by those with whom they come in contact, particularly florists. For therein lies the acid test of what spells progress.

Pick a progressive store and find out the cause. First, the golden rule method and the desire to cooperate with every movement that will benefit the greatest number. And one of these movements

is the present national publicity campaign, which is being recognized by all as the most worth-while policy ever undertaken by our society.

Of course, the object of this is to illustrate the types of men who are constantly doing something locally as well as nationally for a purpose broad in its character and who never shirk their part. Many florists are generous of

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

SAN ANTONIO, TEX.

MEMBER F. T. D.

YOUR CREDIT IS GOOD WITH US FOR CUT FLOWERS AND FLORAL OFFERINGS

GREEN, The Florist
Avenue C at 8th Street

NEW ORLEANS

MEMBER OF THE F. T. D.



We Cater to the Best Trade

2600 ST. CHARLES AVENUE

FOR WEST AND CENTRAL TEXAS AND THE OIL FIELDS

Phone, wire or write Brownwood Floral Co.

BROWNWOOD, TEXAS

We are prepared to fill your orders
Members F. T. D.

JACKSON, MISS.

THE CAPITOL FLORAL CO.

THIRTY YEARS OF FLORAL PROGRESS
Greenhouse and Retail Store
PROMPT ATTENTION, OUR MOTTO
218 E. Capitol St., P. O. Box 313

NEW ORLEANS, LA.

CHAS. EBLE

OLDEST FLORIST SOUTH
121 BARONNE STREET
Member Florists' Telegraph Delivery.

SHERMAN, TEXAS

H. O. HANNAH & SON

Service up-to-date. Northern Texas-Southern Oklahoma.

WACO in the heart of Texas

Member F. T. D. **WOLFE THE FLORIST**

SPARTANBURG

AND ALL SOUTH CAROLINA

CHARLES A. MOSS

Member Florists' Telegraph Delivery Assn.



LOUISIANA - TEXAS - ARKANSAS
SHREVEPORT, LA.

AMARILLO, TEXAS

West Texas, Western Oklahoma, Eastern New Mexico.

CUNNINGHAM FLOWER SHOP

Lang Floral & Nursery Co., Dallas, Tex.

Write or wire headquarters for flowers for Texas Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

MILLS THE FLORIST, Inc.

36 West Forsyth Street

Jacksonville, Fla.

We reach all FLORIDA AND SOUTH GEORGIA POINTS

Quality and Promptness
Members F. T. D.

NEW ORLEANS, LA.
The Avenue Floral Co.
342 ST. CHARLES AVENUE

FORT WORTH, TEXAS

Baker Bros.

Members Florists' Telegraph Delivery

Orders for TEXAS

KERR The Florist, Houston, Tex.
Member Florists' Telegraph Delivery

Miami Floral Co.



Orders Promptly Filled

MIAMI, FLORIDA

Carolina Floral Store

Member F. T. D.
King and George Sts., Charleston, S. C.
Nurseries at Saxon, S. C.

GREENVILLE, S. C. OTTARAY HOTEL

RODGERS FLOWER SHOP
Supplies the Piedmont Section of South Carolina

TAMPA, FLA. KNOLL FLORAL CO.

Member F. T. D.

TUPELO, MISS. TUPELO FLORAL CO.

Member F. T. D.
At Your Service

MRS. J. E. WATTS

Cut Flowers for All Occasions
MERIDIAN, MISS.

MISSISSIPPI STEMME & SONS :: HATTIESBURG

GREENVILLE, MISS. IDLE HOUR FLORAL CO.

Mrs. W. A. Craft, Designer. 701 Percy Street

LAKE CHARLES AND SOUTHWEST LOUISIANA

Member F. T. D. CHAS. D. OTT



U. J. VIRGIN

838 Canal St., NEW ORLEANS, LA.

BATON ROUGE, LA. THE ROSELAND FLORIST

MEMBER F. T. D.

ALEXANDRIA, LA. E. BLUM & SON

For all Points in Central Louisiana.

TEXARKANA, ARK. TEX. MAJESTIC FLORAL COMPANY

El Paso, Texas POTTER FLORAL CO.

Members Florists' Telegraph Delivery

WICHITA FALLS, TEXAS LEADING FLORIST

BUCHANAN FLORAL CO. :: 503 1/2 Indiana Ave.

heart when a personal call is made for an object broad as our campaign is, but the worth-while contributions coming unsolicited are from the types of men who can answer yes to the title of this article.

The list of contributors to the national campaign fund contains many names that you could answer yes to. Is your name on the list?

Henry Penn, Chairman,
National Publicity Campaign.

NATIONAL PUBLICITY CAMPAIGN.

Apathy Not Intentional.

The correctness of the theory of our publicity committee that a good deal of the apathy on the part of many florists toward our publicity campaign is not at all intentional is demonstrated frequently by letters arriving at the secretary's office.

We are sure that the writers of some of these letters will not mind our making them public, especially as they have been in sympathy with the work all along. This week H. E. & C. W. Krebs, florists and vegetable growers, of Cedar Rapids, Ia., wrote: "Here-with find our check to help the good work along. We more than likely have reaped many benefits from the work of the campaign and we wanted to send in

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Writes W. E. Trimble, from the not-large town of Princeton, Ill.—

“You may for a time omit all our ads except the one in the Pink Part—

That’s the real ad and it must continue indefinitely.”

Get Your Share of the Telegraph Orders

Start your ad next week by mailing this blank today

19

FLORISTS' PUBLISHING CO.
508 South Dearborn St., CHICAGO

You may insert a Telegraph Delivery card occupying $\left\{ \frac{1}{4} \right\}$ inch in each issue of the Florists' Review for a period of one year from date, and thereafter until forbid by either party, for which _____ agree to pay at the rate of $\left\{ \begin{matrix} \$1.10 \\ 55 \text{ cts.} \end{matrix} \right\}$ net per week, bills payable monthly.

Strike out size NOT wanted.
Strike out same as above.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NO BRANCH STORES

MEMBER F. T. D.

FRED  WEBER

4326 Olive Street

ST. LOUIS, MO.

Red C Says:

OUR STORE IS CLOSED ON SUNDAYS, THE WHOLE YEAR ROUND.

ST. LOUIS, MO. Send Your Orders to **F. H. WEBER**
Taylor Avenue and Olive Street

EVERYTHING SEASONABLE. PLANTS OR CUT FLOWERS.

ALL ORDERS CAREFULLY EXECUTED UNDER MY PERSONAL SUPERVISION.

Member Florists' Telegraph Delivery Association.

Flowers Delivered in City or State on Short Notice.

ST. LOUIS, MO.
GRIMM & GORLY
Leading Downtown Florists
Members Florists' Telegraph Delivery.

SAINT JOSEPH MISSOURI  Floral Company
225,000 Feet of Glass

Members Florists' Telegraph Delivery Association

ORDERS FOR
ST. LOUIS, MO.
YOUNG'S :: 1406 Olive St.

Samuel Murray
KANSAS CITY, MO.
1017 GRAND AVE.
Member of the
Florists' Telegraph Delivery Association

Kansas City, Mo.

Rock's

MEMBER F. T. D.

1106 GRAND AVENUE

ST. LOUIS, MO.
Wire or Phone Your Orders to the
HOUSE OF FLOWERS
OSTERTAG BROS.
The Largest Retail Supply House in the West
JEFFERSON AND WASHINGTON AVES.

ST. JOSEPH, MO.
QUENTIN FLORAL CO.

Orders for:

Iowa, Nebraska, Kansas and Missouri

ST. LOUIS, MISSOURI
THE BLOSSOM SHOP

Up-to-Date Service. 4110 Manchester Ave.

KANSAS CITY

A. Newell

MEMBER F. T. D. Eleventh and McGee Sts.

ST. LOUIS, MO.
Wire your orders to
MULLANPHY FLORISTS, Inc.
8th and Locust Streets
— Both Long Distance Phones —
Member Florists' Telegraph Delivery Ass'n.

WEBB CITY, MO.

J. E. Meinhart, 416 S. Pennsylvania Ave.

Kansas City, Mo.

MUEHLEBACH
FLOWER SHOP
HUGO R. NEFF, Manager

ST. LOUIS, MO.

Member Florists' Telegraph Delivery Association
4744-4748 McPherson Ave.

Joplin, Mo. AMERICAN
FLORAL SHOP
J. E. MEINHART, Prop., 216 W. 4th St.

Kansas City, Mo.

KANSAS CITY

WE STRIVE TO PLEASE

ALPHA
FLORAL Co.
105 WALNUT - FOUNDED APRIL 1896

Member of the F. T. D.

ST. LOUIS, MO.
BENTZEN
FLORAL COMPANY
8118 North Grand Avenue
FACILITIES SECOND TO NONE

KANSAS CITY, MO.
We are members of the F. T. D.
J. E. MURRAY & CO., 212 E. 10th Street

our contribution a long time ago, but were too busy making the harvest, and when we would think of it, we were not near the check book and then when writing checks we would not think of it. Reading over a trade paper in our leisure time, the writer noticed your appeal for more funds in order to carry out your plans to their fullest scope, and with guilt on our conscience—that we have reaped the benefits of someone else's time and money—and so as not to go down as one of the florist slackers, we gladly contribute our amount.

W. J. Barnes KANSAS CITY, MO.
83th St. and Euclid Ave.
Established 1890
No order too large or small. Member F. T. D.

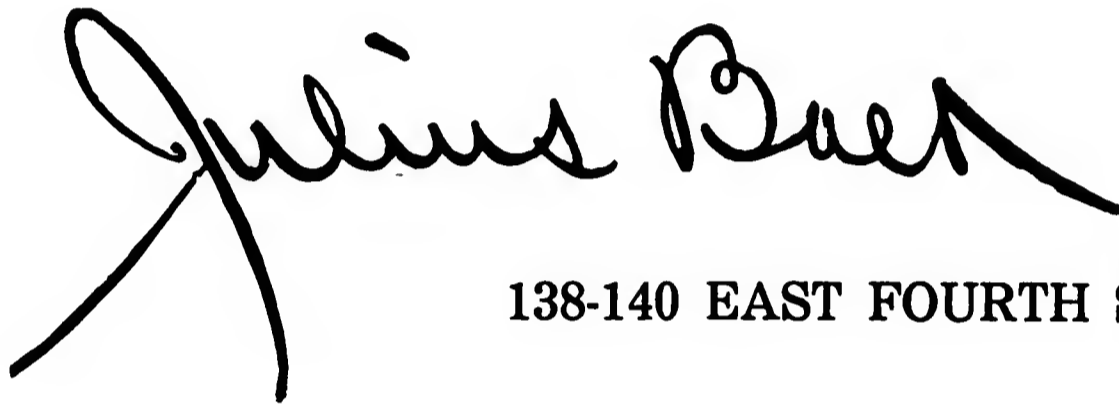
Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

QUALITY plus SERVICE!

In CINCINNATI

To mention Flowers is to think of



138-140 EAST FOURTH STREET

J. W. Dudley Sons Co.
 PARKERSBURG, W. VA.
 CLARKSBURG, W. VA.
 MARIETTA, OHIO.
 Orders Carefully Executed

Phone 1367
Stokes FLORAL SHOP
 "WE STRIVE TO PLEASE"
 205 E. Walnut St., Springfield, Mo.
 Members F. T. D.

SPRINGFIELD SEED CO.
 SPRINGFIELD, MO.
 FLORAL DEPARTMENT OPEN DAY AND NIGHT
 Members Florists' Telegraph Delivery Association

Excelsior Springs, Mo.
 EXCELSIOR GREENHOUSES

COLUMBIA, MO.
 COLUMBIA FLORAL CO.
 Halfway between St. Louis and Kansas City

CHILLICOTHE, MO.
 ISHERWOOD GREENHOUSES
 We Strive to Please

ARCHIAS FLORAL CO., Sedalia, Mo.
 Choice Cut Flowers and Designs on short notice.
 Prompt attention to telegraph and telephone orders
 Members Florists' Telegraph Delivery Ass'n.

PINE BLUFF, ARK.
 DAVIS FLORAL CO. MEMBER F. T. D.

GEORGE RYE, Some Florist
 THE PLAZA Ft. Smith, Ark.
 F. T. D.

EUREKA SPRINGS, ARK.
 C. I. POOR, 27 Hilton St.

HOT SPRINGS, ARK.
 The Flower Shop 366 Central Avenue

Helena, Ark. NEAREST FLORIST IN STATE 150 MILES
BALL FLORAL COMPANY

Doubtless many other florists are just like us and they will still have to be hammered away at. The campaign is a good thing and we expect to do our part hereafter."

There Are Others.

We consider that a heartily good letter and are glad to publish it because we know that many other florists could conscientiously write along the same lines and, after reading this, may do so. We do not believe and never have believed that florists are purposely withholding support from this glorious movement for the best interests of the trade. Here is another letter, from F. Fallon,

CLARKSBURG, W. VA.
 Order your flowers on any occasion for delivery in this section from the leading Florists in the State.
HAYMAN GREENHOUSE CO.
 CLARKSBURG, W. VA.

WEST VIRGINIA
 WESTERN MARYLAND
The H. Weber & Sons Co.
 Fairmont, W. Va. Clarksburg, W. Va. Oakland, Md.
 Commissions Promptly Executed.
 QUALITY EXCELLENCE ABILITY
 Members Florists' Telegraph Delivery Association

CHARLESTON, W. VA.
 Capital City Floral Co., Successor to ALEXANDER'S
 FOR ALL SOUTHERN WEST VIRGINIA

CHARLESTON, W. VA.
 Look at your map. We cover many towns.
 WINTER FLORAL CO.

ORDERS FOR **CHARLESTON, W. VA.**
 are given prompt and careful attention by the
Charleston Cut Flower and Plant Co.

Huntington, W. Va. Member F. T. D.
McClure-Coffman Successors to I. W. Dudley Sons Co.

BLUEFIELD, W. VA.
 FALLON, Florist.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Boston—O'BRIEN

67 Beacon Street
Deliveries
To All Suburbs

QUALITY AND SERVICE

Member Florists' Telegraph Delivery Association

CARBONE, 342
Boylston Street,
BOSTON

Member Florists' Telegraph Delivery Ass'n.

The Beacon Florist
7 Beacon Street, **BOSTON**

J. EISEMANN, Manager, 14 years head decorator and designer for Penn's.
PROMPT, EFFICIENT SERVICE GUARANTEED.

Worcester, Mass.
Randall's Flower Shop
Member Florists' Telegraph Delivery

H. F. A. LANGE
Worcester, Mass.

Delivers to All Points in New England
125,000 Square Feet of Glass
Member Florists' Telegraph Delivery Ass'n.

New Bedford, Mass.
and all parts of CAPE COD, MASS.
MURRAY, Florist

232 Union Street
GREENHOUSES: FAIRHAVEN, MASS.
National Florist. Member F. T. D.

Warburton

Member
F. T. D.

FALL RIVER
MASS.
33 N. Main Street
Orders Executed for
Southeastern Mass., Newport
and Rhode Island Points.

FITCHBURG, MASS.

LESURE The Florist
EVERYTHING IN FLOWERS

CAMBRIDGE, MASS.

ROBBINS BROS., 636 Massachusetts Avenue
Near All Colleges Members F. T. D.

WELLESLEY COLLEGE

Dana Hall, Walnut Hill, Rockbridge Hall Schools
TAILBY, Wellesley, Mass.
Long Distance Tel., Wellesley, 44-1, 44-2, 44-3

Newton, Mass. | COTTON
Also BOSTON, BROOKLINE | The Florist
CAMBRIDGE, WELLESLEY

I should like to write a
little essay on

"The Sweet Perfume
of Courteous Service"

but actions speak louder
than words. Flowers are
my hobby and my business.
If you have orders for de-
livery in N. E., wire us.

BOSTON, MASS.

Penn The Florist

"Penn, the Telegraph Florist."

Member of Florists' Telegraph Delivery Association.
124 TREMONT STREET

Morse & Beals, LOWELL, MASS.

Nearest Shipping Point to

NEW HAMPSHIRE and VERMONT

Members Florists' Telegraph Delivery Association

Wax Brothers Boston, Massachusetts
44 TEMPLE PLACE
The Centrally Located Florist Shop
We cover all points in New England.
Members Florists' Telegraph Delivery.

Yours for Reciprocity.

BOSTON—BECKER'S

Send us your telegrams. Prompt service IN
and ROUNDABOUT BOSTON. Our con-
servatories are in Cambridge, only 8 minutes
from the heart of Boston.

BECKER'S CONSERVATORIES
CAMBRIDGE - MASS.
Members Florists' Telegraph Delivery

Cambridge, Mass.

Largest Retail Conservatories near the heart
of Boston. Deliveries in all suburbs.

HAROLD A. RYAN, Inc.
Opposite Mount Auburn Cemetery.

BOSTON 9, MASS.

HENRY R. COMLEY, Florist, 6 Park Street
50 years' experience in the florist business guarantees
efficiency to take care of all orders. 20 per cent allowed.

Brookline, Mass.

1314 Beacon St. Alice B. Merrill

retail florist, of Roanoke, Va.: "En-
closed find check, in sending which I
feel as though I am merely paying fare
on a good train and not making any sort
of contribution."

Mr. Fallon hits the nail squarely on
the head. He is not really making a con-
tribution, as that word is generally used
and understood, nor is anyone else who
has subscribed to the campaign fund.
"Paying fare" is a better stating of it.
We like it that way.

Come to think of it, many of our sub-
scribers have objected to the word

Waltham, Mass.

1st CLASS STOCK FACILITIES SERVICE

M. F. RUANE

Member F. T. D. 121 Moody St.

Brookline, Mass.

220 Washington Street

F. E. PALMER, Inc.

Established 1886
Members Florists' Telegraph Delivery Ass'n.

MALDEN, MASS.

J. WALSH & SON
Members Florists' Telegraph Delivery Ass'n.

Lynn, Mass. MEMBERS
F. T. D.

GIBBS BROS., 231-233 Union St.

BROCKTON, MASS.

Belmont Flower Shop. MEMBER
F. T. D.

PORTLAND, ME.

THE FLOWER SHOP
M. E. McGunigle 47 Oak Street

MANCHESTER, N. H.

H. C. STACHE. L. D. PHONE
1261-R.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Member F. T. D.

74th Year—Established 1847

Thos. F. Gavin INC.

America's Foremost Flower House

JOHN F. DOWD, Purchaser

CHARLES F. BOYLE, President

FRANK F. DEERY, Decorator

BOSTON

1 Park Street

JAMES J. SLATTERY, Manager

799 Boylston Street

JOHN R. McDONOUGH, Manager

NEW YORK

561 Fifth Avenue, at 46th Street, ROBERT A. HALE, Manager

HARTFORD, CONNECTICUT

Welch's Flower Shop

197 Trumbull Street

A. W. Welch

Mrs. E. M. Welch

New Haven, Conn.

J. N. CHAMPION & CO.

The F. T. D. Artists

Yale College

Covering All Connecticut

Coombs

LEADING FLORIST

Orders solicited for all parts of Connecticut.

Stores: 741 Main St. 364 Asylum St.

Greenhouses: Benton St. Hartford, Conn.

Member Florists' Telegraph Delivery Association.

BRIDGEPORT, CONN. James Horan & Son

943 MAIN STREET

Largest Growers in this District.

MEMBERS FLORISTS' TELEGRAPH DELIVERY.

Waterbury, Conn.

RYAN & POWERS

30 Center St.

Special attention Westover and St. Margaret School Orders.

Members F. T. D. and Rotary Florist.

Hartford, Conn. GEORGE G. McCLUNIE

165 Main Street

Established 1897

Member F. T. D.

Providence, Rhode Island Johnston Brothers

LEADING FLORISTS

38 DORRANCE STREET

Member Florists' Telegraph Delivery Ass'n.

STAMFORD, CONN.

QUALITY FLOWER SHOP

Member F. T. D.

43 ATLANTIC ST.

Prompt delivery to

NOROTON, DARIEN, NORWALK, GREENWICH

Hartford, Conn.

George F. Lane

SUCCESSOR TO Welch THE FLORIST

180 Asylum Street

Member F. T. D.

PROVIDENCE, R. I.

AND ALL NEW ENGLAND POINTS

T. J. Johnston & Co., 107 Washington St. PROVIDENCE

NEWPORT, R. I.

Est. 1864 Greenhouses

SMITH JAMESTOWN, R. I.

Orders for Vermont and Northern N. Y. filled to your entire satisfaction at right prices.

Gave Florist

BURLINGTON, VT

Hartford, Conn.

J. Albert Brodrib, Store, 639 Main Street

Deliveries to

New Britain, Meriden, Middletown, Manchester, Rockville, Farmington, Willimantic.

Member Florists' Telegraph Delivery Association

"contribution" as meaning a subscription to the fund. There is a charitable air about it, indicating a feeling such as a florist has when giving an advertisement to a church publication, a fireman's picnic program, or some other publication which is more or less camouflage for a collection. We have all ex-

New Britain, Conn. VOLZ FLORAL CO.

Bridgeport, Conn. John Reck & Son, 985 Main Street

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

NEW YORK DARDS 341 Madison Avenue
 Member of Florists' Telegraph Delivery
 LET US FILL YOUR STEAMER ORDERS **Leading Florist** Regular European Sailings Now Established
 Guaranteed Satisfaction Nearly 50 Years

WE CARRY THE HIGHEST GRADE OF CUT FLOWERS
SEND US YOUR NEW YORK ORDERS
 ADJACENT TO THEATRICAL AND HOTEL DISTRICTS

Member F. T. D.
 2077 Broadway at 72 St.
 Phone: Columbus 6883

EAST ORANGE, N. J.
George Smith & Sons
 557 Main Street
 EAST ORANGE
 Mapewood, Glen Ridge and Bloomfield
 We are located in the center of these cities

ENGLEWOOD
 Bergen County and Northern Jersey
Meadowbrook Nurseries, Inc.
 F. T. D. Member
 275 Grand Ave., Englewood, N. J.
 Telegraph orders promptly and carefully filled.

ABUNDANTLY PREPARED AT ALL TIMES
Edwards Floral Hall Company
 1716 Pacific Avenue
 Atlantic City, New Jersey
 Nurseries: Mediterranean and South Carolina Aves.
 Member Florists' Telegraph Delivery Ass'n.

NEWARK, N. J.
PHILIPS BROS.
 938 BROAD STREET
 Members F. T. D.

PATERSON PASSAIC New Jersey
EDWARD SCEERY
 Member Florists' Telegraph Delivery Assn.

ATLANTIC CITY, N. J.
Atlantic City Flower Shop
 1519 Pacific Avenue
 Always a big stock on hand of all kinds of flowers and plants. Personal attention. F. T. D. Member

NEWARK, N. J.
WASHINGTON FLORIST
 577 Broad Street
 Member F. T. D.
 Open 7 a. m. to 10 p. m. every day

All Middle State and Seashore
NEW JERSEY POINTS
 and Northeastern Pennsylvania towns are best reached from
TRENTON
 MARTIN C. RIBSAM, Florist
 Member F. T. D. Broad and Front Sts.

Red Bank, N. J.
W. W. KENNEDY & SONS
 FLORISTS
 MEMBERS F. T. D.
 41 BROAD STREET

Stroudsburg, Pa. Boonton, N. J.
 Dover, N. J. Hackettstown, N. J.
 Store in each town. Flowers fresh from our own greenhouses. Immediate delivery all Eastern Penna. and Northern New Jersey.
HERRICK, Florist Member Florists' Telegraph Delivery

Englewood, N. J. Camp Merritt
EDWARD G. BURROWS
 Member F. T. D.
Summit, HARRY O. MAY, PROPRIETOR
 New Jersey **The Rose Shop**

TRENTON, N. J.
PARK FLORAL CO. R. ABBOTT
 Greenhouses--Buchanan, Lafayette and Schiller Ave.
 NEWARK, N. J. F. T. D. Member
BEGEROW'S 946 Broad St.
 FRESH FLOWERS AND BEST SERVICE

JERSEY CITY, N. J.
WEIDEMANN'S FLOWER SHOP
 222 MONTICELLO AVE.
 Member F. T. D.

Malone, N. Y. Member F. T. D.
 L. G. RENNIE, 51 East Main Street

Olean, N. Y. HERRON
 The Florist
 WE GROW OUR OWN FLOWERS
OLEAN, N. Y.
 Member Florists' Telegraph Delivery **Manuel Oppenheim**

HOBOKEN, N. J.
J. GRULICH & SONS
 Members F. T. D. 616 Washington Street

MONTCLAIR, N. J.
MASSMANN
 Member Florists' Telegraph Delivery

Atlantic City, N. J.
EGG HARBOR FLOWER SHOP Members F. T. D.
 111 Pacific Ave. Crane & Hill, Props.

perienced this. It is not so with our publicity campaign. Every florist who subscribes to the campaign fund should feel that he is making an investment, and a good one, too. He has both right and reason to expect a profitable return from this investment. Many florists are enjoying such benefit prior to making the investment and these we would refer again to the letter of the Krebs firm, with the devout hope that they will take it to heart and follow the good example set.

ONEONTA, NEW YORK
DERRICK, Florist MEMBER F. T. D.

SYRACUSE, N. Y.
MILES S. HENCLE, 118 Harrison St.
 Telegraph or mail orders receive my personal attention.

For SYRACUSE, N. Y.
W. E. Day Co., Onondaga Hotel Bldg. F. T. D.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

WE DELIVER TO ALL PARTS OF
BROOKLYN — and — **NEW YORK CITY**
JOSEPH TREPEL
 LARGEST INDIVIDUAL FLORIST IN THE UNITED STATES
 ELEVEN STORES
 TELEGRAPH YOUR ORDERS TO THE MAIN STORE
LEWIS AVENUE Corner **HANCOCK STREET**, BROOKLYN, N. Y.
 AND RECEIVE MY PERSONAL ATTENTION

Kottmiller

... FLORIST ...
 426 Madison Ave.—and 49th Street
 Also Vanderbilt and Ritz-Carlton Hotels
 Telephone Murray Hill 783
 Highest award at the International Flower Show,
 April 11, Grand Central Palace.
 Location Central. Personal Attention.
 Member Florists' Telegraph Delivery Association.

"Where Roses and Lilies and Violets Meet."
GUIDO, Inc.
Florist
 PHONES: Plaza 7570; Night call, South 1125
 595 Lexington Ave.,
 Corner 52nd St. **NEW YORK**

THE BOSTON FLORIST
 Personal selection. Satisfaction guaranteed.
 In the heart of New York City.
 Close to Theaters and Steamships.
 Established 1902.
 135 E. 34th St., - **NEW YORK**

M.A. Rowe
 IN HEART OF NEW YORK CITY
 332 FIFTH AVE., NEAR 33rd ST.
 Opposite the Waldorf-Astoria. Phone Mad. Sq. 358-359
 OUR MOTTO—THE GOLDEN RULE.

NEW YORK Telephone Lenox 8822
HENRY HART, Inc.
 1000 MADISON AVENUE
 In the heart of most exclusive residential section

YONKERS, N. Y. MEMBER F. T. D.
 1 MANOR HOUSE SQ. **R. T. BRODERICK**

BUNYARD 413 Madison Avenue **NEW YORK CITY**
 Member F. T. D. SUMMER SEASON, Bellevue Ave., NEWPORT R. I.

NEW YORK CITY
A. WARENDORFF
 F. T. D. Member
 TWO STORES { 325 Fifth Avenue
 { 1193 Broadway
SPLENDID SERVICE

NEW YORK CITY
ADOLPH MEYER
 In center of the **BON TON** residential district
 1062 Madison Avenue
 Near the great Art Museum and Cleopatra's Needle
 WE COVER LONG ISLAND JERSEY and CONNECTICUT
 Phones: 2352-7019 Lenox.

NEW YORK
 Orders Sent to **H. H. BURNS** 509 Madison Av.
 will receive prompt and careful attention.
LONG ISLAND **JERSEY CITY**
BROOKLYN **NEWARK**

RAMM'S Flower ...Shop
 350 Madison Avenue
 Prompt and Efficient Service. In the Heart of **NEW YORK**

As this article is written a telegraphic message is received to the effect that the Texas florists, at their convention last week, raised \$1,000 for the publicity fund. Let the good work go on. The following subscriptions are, in addition to those previously announced,



NEW YORK, N. Y.
 QUALITY SERVICE
Charles H. Brown
 2366 Broadway, New York City
 CHOICE  FLOWERS

David Clarke's Sons
 2139-2141 BROADWAY
 Tel. 1552, 1553 Columbus
NEW YORK CITY
 Out-of-town orders for delivery in New York carefully and promptly filled at reasonable rates

W. & T. CASS
Geneva, N. Y.
 Telegraph Orders Promptly Filled in Western New York

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.



YOUR FIRST THOUGHT—

BUFFALO

We want F. T. D. members' first thought when receiving orders for Buffalo to be of

COLONIAL FLOWER SHOP

230 Delaware Avenue.

Buffalo's Boosters for the F. T. D.

S. A. ANDERSON
440 Main St., BUFFALO, N. Y.

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

Member of the Florists' Telegraph Delivery.

BUFFALO

L. H. NEUBECK
MAIN AND HIGH STS.

Member Florists' Telegraph Delivery

Scott The Florist

— MEMBER OF THE F. T. D. —
BUFFALO, NEW YORK

F. T. D.

Stroh's

Greenhouses ATTICA, N. Y. 379 Main Street, Buffalo, N. Y.



Niagara Falls, N. Y.

HARRIS & LEVER

Florists

Members of Florists' Telegraph Delivery

Wm. H. Grever Formerly manager Palmer's.
77 Allen Street, BUFFALO, N. Y.
F. T. D.

Elmira, N. Y. SHIPMENTS
Southern New York Northern Pennsylvania
Member F. T. D. The Rosery Garden Shop 182 N. Main Street

HUGO H. JAHN, 710 Nostrand Ave. BROOKLYN, N. Y.
Tel. 1962 Bedford. Will deliver to Steamships, Theaters, anywhere within 20 miles of New York. Artistic work. Personal attention. Special care of telegraph orders.

WILSON 3 and 5 Greene Ave. Main Store: Cor. Fulton St.

BROOKLYN

PHONE 6800 PROSPECT NEW YORK

BROOKLYN, N. Y.

JAMES WEIR, Inc.

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main

The Rosendale Flower Shop

126 JAY STREET

Schenectady, N. Y.

No order too large for us to fill, none too small for consideration.
Member F. T. D.

UTICA, N. Y.

Utica Floral Co.

MEMBERS F. T. D.

TROY, N. Y. MEMBER F. T. D.

33 Fourth St. H. LOUIS MENAND

FLORAL OSWEGO, N. Y.

ART STUDIO E. KENDIG, Prop.

Member F. T. D. At Your Service. Personal Attention.

ROCHESTER, N. Y. J. B. KELLER SONS Florists

25 CLINTON AVENUE, N.

Roch. Phone Stone 506 L. D. Bell Phone Main 2189

Members Florists' Telegraph Delivery

Batavia, N. Y. L. C. STROH & SONS

Flowers delivered to all nearby towns.

ALBANY, N. Y. THE CAPITAL DISTRICT and all Eastern New York

WILLIAM GLOECKNER

WE GUARANTEE ABSOLUTE SATISFACTION
Member F. T. D. and N. F.

annually for four years unless otherwise stated:

W. H. Flye, Woonsocket, R. I.	\$ 10.00
Wholesale & Retail Florists' Association of Western Pennsylvania, Punxsutawney, Pa. (1 yr.)	50.00
Joseph Kohout, Libertyville, Ill. (add'l)	50.00
L. M. Smith, Laurel, Del.	10.00
H. E. Mast, Millersburg, O.	5.00
H. Weber & Sons Co., Oakland, Md.	10.00
Schmidt's Flower Shop, Winfield, Kan.	3.00

Jamestown, N. Y.

LAKEVIEW ROSE GARDENS

1,500,000 ft. of glass

CAPABLE RETAIL SERVICE

INSTANT SERVICE TO

Mayville, N. Y. Fredonia, N. Y.
Brocton, N. Y. Chautauqua, N. Y.
Randolph, N. Y. Lakewood, N. Y.
Bemus Point, N. Y. Cassadaga, N. Y.
Other Principal Western N. Y. towns.

Danker
Albany, N. Y.

Albany, New York

The Rosery 26 STEUBEN STREET
FLOWER SHOP
Best service. Send your orders to us
Members Florists' Telegraph Delivery Ass'n.

WETTLIN FLORAL CO. HORNELL, N. Y.

For quick service to Avoca, Addison, Andover, Arkport, Almond, Angelica, Bath, Corning, Cuba, Canisteo, Castile, Cansarga, Cohocton, Friendship, Wellsville, Wayland, Warsaw, Dansville, Nunda and other Western New York towns.

ROCHESTER, N. Y.

Wilson F. T. D.
THE FLORIST 88 E. MAIN ST. We reach all Western N. Y. Points

HORNELL, New York
C. G. JAMES & SON
Prompt Deliveries to Elmira, Corning and Wellsville.

Elmira, N. Y. RAWSON, THE FLORIST
Deliveries to Ithaca Binghamton, Hornell, Corning and other points.

JAMESTOWN, N. Y.
Ceelas Flower Store For all Chautauqua County

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Send us your orders for

Washington, D. C.

and the surrounding country

GUDE BROTHERS CO.,

1214 F Street, N. W.
WASHINGTON, D. C.

MEMBER F. T. D.

WE OWN and operate 400,000 feet of glass for the cultivation of high class cut flowers and decorative plants in our retail store.

REMEMBER, every customer must be satisfied. If not, either the order will be duplicated or no pay accepted.

Established 1859
A. WIEGAND'S SONS CO.
1610 to 1620 North Illinois Street
INDIANAPOLIS, IND.
Indiana's oldest, largest and most complete retail establishment
Member Florists' Telegraph Delivery Ass'n.

Indianapolis, Ind.
241 MASSACHUSETTS AVENUE
Bertermann Bros Co.
LEADING FLORISTS
Members Florists' Telegraph Delivery Assn.

INDIANAPOLIS, IND.
GREENE'S FLOWER SHOP
Board of Trade Building
Members Florists' Telegraph Delivery Ass'n
Not Open on the Sabbath, except when a holiday falls on Sunday.

ERIC BUCHHOLZ
MUNCIE INDIANA
Member Florists' Telegraph Delivery
30,000 square feet of modern greenhouses
18 acres of outdoor cultivation
SATISFACTION ON ALL ORDERS ASSURED

VINCENNES, IND.
PAUL C. SCHULTZ CO.
Member Florists' Telegraph Delivery.

GARY FLORAL CO. GARY
118 W. 5th Ave. Ind.
Always a complete stock and prompt service
MINIMUM ORDER, \$2.00

ATTICA, IND.
And all Surrounding Cities. :: Attica Floral Co.

BLOOMINGTON, IND.
Morris & Ellis
Members F. T. D.

TERRE HAUTE, IND.
129 SOUTH SEVENTH STREET
JOHN G. HEINL & SON

Send Orders for
WASHINGTON, D. C.
and vicinity to



EVERYTHING FIRST-CLASS

Member F. T. D.

14th and H. Streets

ORDERS IN OR AROUND
Washington, D. C.
MEMBER F. T. D.
GEO. C. SHAFFER
900 Fourteenth Street

WASHINGTON, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones - Franklin 3579, 3841, 3842.
Member Florists' Telegraph Delivery.

SOUTH BEND, IND.
Adam Beehler
Williams & Co. South Bend, Ind.
Florists
For Northern Indiana and South'n Michigan 138 S. MICHIGAN ST. Members F. T. D.

Ft. Wayne and Northern Ind.
DOSWELL'S
QUALITY FLOWERS
Store: 301 W. Main and Lindenwood Cemetery

Louis Vetault, East Hampton, N. Y.	5.00
Fallon, Florist, Roanoke, Va. (add'l)	20.00
H. E. & C. W. Krebs, Cedar Rapids, Ia.	10.00
Moss W. Armistead, Inc., Portsmouth, Va.	5.00
Arkansas City Flower Co., Arkansas City (add'l)	10.00
Previously reported	\$ 190.00
Total	44,632.20
John Young, Sec'y.	

FT. WAYNE, IND.
FLICK FLORAL CO.
The Largest Store in the State
207-209 WEST BERRY STREET

BALTIMORE, MD.
The Market.

While counter trade does not amount to anything, yet every retailer in Baltimore is doing a splendid, steady business. All first quality stock is cleaned up each day. The principal demand is for funeral work and hospital orders and the best that is to be had is always used. Some of the growers seem to have been expecting just this situation and prepared for it, for I have never seen better roses this late in the season and, at the prevailing prices, they certainly pay. Carnations are still to be had and some of these are surprisingly good. Gladioli are getting better each week; some of the leading varieties are exceedingly good. Asters are fine and

FORT WAYNE, IND.
Blossom Floral Co.
MEMBER F. T. D.
QUALITY-SERVICE-ART 110 W. Wayne St.

FORT WAYNE, IND. MEMBERS F. T. D.
W. J. & M. S. VESEY
Prompt Service 2802 Thompson Ave.

RICHMOND, INDIANA
FRED H. LEMON & CO.
Florists and Decorators Send us your orders

RICHMOND, INDIANA AND VICINITY
Member F. T. D. G. R. GAUSE

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

PITTSBURGH
AND VICINITY

F. T. D.
Service

A. W. Smith
Flower Stores Company

Keenan Building, PITTSBURGH, PA.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 PENN AVENUE Member F. T. D.

THINK! Everything in Flowers
GRAKELOW'S

Member Florists' Telegraph
Delivery Association

Broad Street at Cumberland, PHILADELPHIA, PA.

PITTSBURGH



E. C. LUDWIG
FLORAL CO.
710 E. Diamond St.
Members F. T. D.

UNIONTOWN, PA.

W. R. BARTON

44 Morgantown Street

Fine flowers and efficient service have distinguished this house for forty years.

J. J. Habermehl's Sons

The finest floral arrangements, flowers and plants furnished on telegraphic orders.

The Bellevue-Stratford Philadelphia Broad and Walnut Streets

Pittsburgh, Pa.

RANDOLPH & McCLEMENTS
Floral Experts

5936 PENN AVENUE

Members of the Florists' Telegraph Delivery

UNIONTOWN, PA.

STENSON & McGRAIL, "The Leading Florists"

11 Morgantown Street

FRESH HOME-GROWN CUT FLOWERS AND PLANTS at all times

PHILADELPHIA

Germantown and Chestnut Hill
Orders carefully filled in first-class style and on time

WILLIAM BERGER'S SONS
5522 Germantown Ave., Philadelphia, Pa.

PITTSBURGH, PA.

Ludwig Floral Co.

502 FEDERAL STREET

GILES, The Florist
READING, PENNA.

Member F. T. D.

ORDERS FOR
PHILADELPHIA

AND SUBURBS CAREFULLY FILLED
We are in close touch with all the suburbs by railroad service and can make quick delivery.

CHARLES F. KRUEGER CO.
Reading Terminal Flower Shop, Philadelphia

HARRIS BROS.
610 Market St.

PITTSBURGH
BEST SERVICE

Williamsport, Pa.

W. J. EVENDEN'S SONS
THE LEADING FLORISTS

Members Telegraph Delivery Association

Germantown and Chestnut Hill

ORDERS Carefully executed with taste and promptness.

FRANK R. HASTINGS
8 West Chelton Avenue, GERMANTOWN,
PHILADELPHIA, PA.

SCRANTON, PA.

A. L. BESANCON & CO.
Florists and Decorators

Adams Ave. and Spruce St., SCRANTON, PA. LIFE BLDG.
BOTH PHONES

You can depend on us. Order your flowers on any occasion for delivery in Scranton and vicinity.

SCHULTHEIS, Florist

117 Church Street, DUNMORE, PA. 612 Linden Street, SCRANTON, PA.
Members of the Florists' Telegraph Delivery Ass'n.

PITTSBURGH, PA.

Open Sunday, Dave Hill & Co.
Quick Service. Fifth Ave. and Wood St.

TITUSVILLE, PA.

WM. A. MURDOCH, MEMBER F. T. D.

WARREN, PA.

Crescent Floral Garden, SHERM OFFERLE, Proprietor

Members Florists' Telegraph Delivery Ass'n
EVENDEN BROS.

Largest Growers in Central Pennsylvania. Williamsport, Pa.

I have never seen better varieties. There is a good supply of sweet peas and the lavender and white varieties are used plentifully in funeral work. Green goods are plentiful and altogether the market is satisfactory for the end of July.

Telegraph Service.

At Mary Johnston's store the conversation turned on telegraph delivery. Robert Johnston said in this regard: "The reputation of our business has been built upon service. When a customer comes into our establishment and orders flowers to be delivered in Philadelphia, New York or Boston, our first thought is to see that the customer receives the same service he would get if we filled the order ourselves."

"How do you know he will get such service?" I asked.

"In most of the large eastern cities

ORDERS FOR
PHILADELPHIA

Carefully and Promptly Executed with Good Flowers and Good Taste by

M. J. Callahan, 8924 Market St., PHILADELPHIA

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D. 14 N. Main St. A. W. B. EVANS

Wilkes-Barre, Pa.

Member F. T. D. Ira G. Marvin, 23 So. Franklin St. 63 No. Main St.

LANCASTER, PA.

B. F. BARR & CO., Leading Florists

LEBANON, PA. Member F. T. D.

J. F. VAVROUS SONS

Orders for central Penna. handled with promptness.

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Louisville, Ky. F. T. D. orders taken for Louisville and placed with **EDITH V. WALKER & BROS.**
 636 FOURTH AVENUE
 NEW MEMBERS OF THE F. T. D., BUT OLD AT THE TRADE will be filled according to our reputation, which is the best

LEXINGTON, KY.
 MEMBERS F. T. D.
MICHLER BROS. CO.
 Will take care of all orders for Central Kentucky.

LEXINGTON, KY.
John A. Keller Co.
 INCORPORATED
 Main St., Opposite Phoenix Hotel
 Member Florists' Telegraph Delivery Ass'n.

LEXINGTON, KY.
HONAKER, The Florist
 Largest Cut Flower Grower in the State
 160 West Main Street
 Member Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.
MARRET & MILLER
 J. E. MARRET J. S. MILLER
 Established 1878
 At Cave Hill Cemetery
 814-822 CHEROKEE ROAD

J. V. LAVER
ERIE, PA.
 Write, Phone or Wire Member Florists' Telegraph Delivery

Baur
Floral Co.
ERIE, PA.

Erie, Pa. Charles G. Offerle
 2408 Poplar Street

PITTSTON, PA. Bell Phone 110-J
MARTHA HUNTLEY
 Member F. T. D. 81 South Main Street

New Kensington, Pa.
McRAE-JENKINSON CO.
 Member Florists' Telegraph Delivery

Paducah, Ky. LEADING FLORIST
JOHN VAN AART
 50,000 Feet of Glass and Retail Store

In **KENTUCKY** where prestige counts for much, let your customers be represented by a concern whose progressiveness is combined with the dignity of forty-six years of distinguished service.

Jacob Schulz Co.
 INCORPORATED
 550 FOURTH AVENUE - LOUISVILLE
 Members F. T. D. Association.

LYNCHBURG, VA.
J. J. FALLON CO.
 PROMPT SERVICE
 Member Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.
AUGUST R. BAUMER
 MASONIC TEMPLE
 Member Florists' Telegraph Delivery Ass'n

LOUISVILLE, KY.
E. G. REIMERS & SON CO.
 Established 1880 Incorporated 1912

this is easy," he replied. "You know that twenty or thirty years ago, before the F. T. D. was in existence, the florists of this country had regular correspondents in every large city, people we could depend upon to execute any order we sent, just as it was sent. To a certain extent, we follow that rule still."
 "But suppose you have not got such a person in some city, do you just take chances?"
 "Oh, no. For instance, if you were going to send your first order to Boston or Chicago, of whom would you naturally think? We figure that the prominent men would not have gained the prominence in the floral world they have, were they not reliable. Nor would they pay to advertise, if they did not give service that would hold the business gained by their advertising. We use a good deal of thought in placing our orders and seldom have a complaint. One of our greatest pleasures is to have a customer come in and tell us something nice about an order delivered for him in a distant city, and it only takes a stamp and a few minutes at the typewriter to pass this commendation along to the one who filled the order, thanking him. These are days of high ten-

LOUISVILLE KENTUCKY
 Fine Flowers and Efficient Service have distinguished this house for nearly forty years. Send us your particular orders.
William Walker Co.
 Incorporated
 Home-grown Flowers
 615 SOUTH FOURTH AVENUE
 Members Florists' Telegraph Delivery Ass'n.

LOUISVILLE, KY.
THE F. WALKER CO.
 310-312 West Chestnut Street
 LARGEST FLOWER STORE IN THE CITY

AUGUSTA, KY.
Victor H. Thomas, Deliveries to Georgetown and Ripley, Ohio

COVINGTON, KY.
 Good Stock. Prompt Delivery.
MILLER, "THE FLORIST," Grower

Covington, Ky. Member F. T. D.
ROBERT D. RUTTLE
 THE MADISON AVENUE FLORIST

Kentucky — Owensboro
TAPSCOTT, Florist MEMBER F. T. D.

Owensboro, Ky.
 Members F. T. D. **NANZ FLORAL CO.**

BOWLING GREEN, KY.
COBBY'S FLOWER SHOP
 Cut Flowers and Designs Corsages a Specialty

Telegraph Delivery Department

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JOHN L. RATCLIFFE
209 West Broad Street
"FLOWERS OF QUALITY"

RICHMOND
— VIRGINIA —

BRANCH STORE:
Hotel Greenbrier
WHITE SULPHUR
SPRINGS, W. VA.

GOLDSBORO, N. C.

Gate City to Eastern North Carolina
GOLDSBORO FLORAL CO.
Modern Greenhouses — Retail Store
Members F. T. D. 20 years' experience

Birmingham, Ala.

Tutwiler Flower Shop
FRASER NURSERY CO.

Best attention
given your orders.

Charlotte, N. C.

Louis G. Ratcliffe
322 S. Tryon Street

Mobile

MEMBER
F. T. D.

C. RAVIER & SONS

Ala.

Savannah, Ga.

JOHN WOLF

The Largest Grower
of Cut Flowers in the South

Charlotte, N. C. AND VICINITY

Scholtz, THE FLORIST
INC.

Member Florists' Telegraph Delivery Ass'n.

MOBILE, ALABAMA
GOODBRAD FLORAL CO.

S A V A N N A H

A. C. Oelschig & Sons

FLORISTS
and for all South Georgia
MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Charlotte, N. C.

AND VICINITY

THE FLOWER SHOP

203 N. TRYON ST.
Member F. T. D.

MONTGOMERY, ALA.

Alabama's Leading Florists

Rosemont Gardens

Member
F. T. D.

Correspondence
Solicited

COLUMBUS, GA.

J. T. KEHELEY,

Columbus' Leading Florist
MEMBER F. T. D.

DURHAM, N. C.

J. J. FALLON CO.

LEADING FLORISTS

Member Florists' Telegraph Delivery Ass'n

sion and competition in business, but business courtesy is not dead by any means. It pays."

Growers' Association.

A short time ago a few kindred spirits got together and sent out a call to all growers who supply stock for the Baltimore market to meet at the establishment of James Hamilton July 21, at 4 p. m. Promptly at 4 o'clock about thirty growers were present. The object of the meeting was explained, it being the idea of the leaders in the trade that the time had now come when it behooved them to organize for closer coöperation and for their own protection. James Hamilton was made temporary chairman and was immediately elected permanent president. William G. Lehr was elected vice-president; Joseph S. Merritt, secretary, and Arthur Richmond, treasurer. A committee met at the store of Samuel Feast & Sons July 25 to draft a constitution and by-laws. Aside from electing officers at the initial meeting there was no business transacted, except making provision for the next meeting, which will be held with a banquet at the Hotel Rennert, Wednesday, August 4, when the committee on the constitution will report and the new organization will be finally launched.

There is no doubt that this organization will become a local of the National

GEORGIA — CAROLINA

Orders
Executed by

Stull's Nursery

MEMBER
F. T. D.

AUGUSTA, GA.

ATLANTA, GA.



FLORIST

ATLANTA, GA.

Lawrence Floral Co. Supply Flowers for all occasions in Georgia.

American Flower Shop

319 N. 20th St. BIRMINGHAM, ALA.

BIRMINGHAM, ALA.

PARKER'S FLOWER STORE

HIGH POINT, N. C. MEMBER F. T. D.
FRANK H. FORD, Greenhouses

Creech, TARBORO, N. C.

FLORIST
WANTS YOUR ORDERS FOR ALL
EASTERN NORTH CAROLINA

GREENSBORO, N. C.
VAN LINDLEY CO.

DURHAM, N. C.

Durham Floral Co. HIBBERD Proprietor

ASHEVILLE, N. C.

E. C. DICKINSON, Florist

Mobile, Alabama

Member F. T. D. The Minge Floral Co.

Telegraph Delivery Department

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RICHMOND, VA.
and all
Nearby Points

Mosmiller
FLORIST
115 E. Main St.

OUR FACILITIES
are unexcelled in this
section of the country.
Member Florists' Telegraph Delivery Ass'n.

NORFOLK
PROMPT SERVICE
FIRST-CLASS STOCK

VIRGINIA
Grandy
THE FLORIST
269 GRANBY ST.
NORFOLK, VA.
NORFOLK'S TELEGRAPH FLORIST

Fortress Monroe, Va.
Special messenger service to above city, \$1.00
Member Florists' Telegraph
Delivery Association.

KNOXVILLE, TENN.
BAUM'S
HOME OF FLOWERS, Inc.
Member Florists' Telegraph Delivery.
Personal attention given to orders for KNOXVILLE
and EAST TENNESSEE.

Smith's
FLOWER SHOP
Hutchinson,
Kansas
Member Florists'
Telegraph Delivery

**Nashville and
Chattanooga**

Member
Florists'
Telegraph
Delivery



Knoxville, Tenn.
CROUCH, Florist
Member Florists' Telegraph Delivery
LARGEST AMOUNT OF GLASS DEVOTED
TO CUT FLOWERS IN THE SOUTH

JAMES HAYES
FLOWER SHOP
Leading Florist
819 KANSAS AVENUE
TOPEKA, KAN.
Member F. T. D.

MRS. LORD'S FLOWER ROOM
112 W. 8th Ave., **TOPEKA, KAN.**
Member Florists' Telegraph Delivery.

Richmond, Va.
THE HAMMOND COMPANY, Inc.
LEADING FLORISTS
109 EAST BROAD STREET

SALINA, KANSAS
LEIGHTON FLORAL CO.
Members Florists' Telegraph Delivery Ass'n.

Geny Bros. LEADING
FLORISTS
Members Florists' Telegraph Delivery
212 Fifth Avenue North
NASHVILLE, TENN.

ROANOKE, VA.
FALLON, Florist
Member Florists' Telegraph Delivery Assn.

ATCHISON, KAN.
The Atchison Seed and Flower Store Co
MEMBER F. T. D.

Send all **MEMPHIS** Orders to
THE FLOWER SHOP
84 Madison Avenue
MEMPHIS, TENNESSEE

ORDERS FOR ROANOKE, VA.
are given prompt and careful attention by
WERTZ, FLORIST, Inc. MEMBER
F. T. D.

Kansas City, Kansas
L. C. FIELD
Member Florists' Telegraph Delivery

Atchison, Kan. GROVES
FLORAL CO.
Established 1865. Member of F. T. D.

"WE NEVER SLEEP"
Idlewild
Greenhouses **Memphis, Tenn.**
89 South Main Street
"Up-to-the-minute" Service and Execution
Member Florists' Telegraph Delivery

Portsmouth, Va.
Cotton The Florist, 333 High St.

WICHITA, KANSAS Shipments for Kansas
and Oklahoma
W. H. CULP & COMPANY
Quality Flowers Members
Personal Service F. T. D. A.

PETERSBURG, VA.
MRS. ROBT. B. STILES, Florist
Phone 910 1202 W. Washington St

NORFOLK, VIRGINIA
GEORGE, Inc.
Member Florists' Telegraph Delivery Association

Norton, Va. Flowers delivered
promptly to all parts of
Southwest Virginia.
NORTON FLORAL CO.

Charlottesville, Va.
LANKFORD'S Orders solicited for
University of Va.

Memphis, Tenn.
JOHNSON'S GREENHOUSES
153 MADISON AVE.
Established 1888
Member Florists' Telegraph Delivery Assn.

LYNCHBURG, Va.
MISS McCARRON Member Florists'
Telegraph Delivery

BRISTOL, TENN.
FALLON :: FLORIST—For Eastern Ten-
nessee and West Virginia and No. Carolina

STAUNTON, VA.
Central Ave. and
Lewis St. **JOHN FALLON**

Flower Growers' Association. There was one significant feature about the meeting and that was the fact that everyone seemed to feel the need and importance of such an organization. The members of the committee on constitu-

JACKSON, TENN.
Between Nashville and Memphis
SANDS THE FLORIST

HARRISONBURG, VA.
PROMPT SERVICE **WETSEL SEED CO., Inc.**

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

BALTIMORE **Samuel Feast & Sons**
 and all Maryland **Members F. T. D.** Established 1832
Charles and Pleasant Streets

FURROW & Co.
 Service unexcelled
 for central and northern
 Oklahoma
Guthrie, Oklahoma

Baltimore, Md. **WM. F. KEYS, JR.**
 Guilford Forest Park
 Mt. Washington Roland Park
 Walbrook Catonsville
 1731 HARFORD AVENUE
 Johns Hopkins Hospital Church Home and Infirmary Hebrew Hospital
 Mercy Hospital Md. General Hospital St. Joseph's Hospital
 St. Agnes' Hospital **SEND ME YOUR SUBURBAN ORDERS**

Oklahoma City, Okla.
THE FOSTER FLORAL CO.
 Member Florists' Telegraph Delivery

DICKS
 FLOWER SHOP
 Member F. T. D. Ass'n.
WESTERN ONTARIO'S FLORIST
LONDON, ONT., CAN.

CANADA
JOHN CONNON CO., Limited
 HAMILTON, ONT.
 Members Florists' Telegraph Delivery Association.

OKMULGEE, OKLA.
 GEO. W. MARSHALL, 108 N. Grand Ave.
 MEMBER F. T. D.

CANADA'S FLORIST
Dunlop's
 8-10 W. Adelaide Street
 Toronto
 Member Florists' Telegraph Delivery Association

McKenna
 Largest Retailers in Canada
 Cor. St. Catherine and Guy Streets
 9 St. John St., QUEBEC, CAN. **Montreal**
 Member Florists' Tel. Delivery

TULSA, OKLAHOMA
 Boston's Flower Store. O. O. Boston
 Member Florists' Telegraph Delivery.

WINNIPEG, MANITOBA
 Member Florists' Telegraph Delivery
R. B. Ormiston
 96 Osborne Street

VANCOUVER, B. C.
BROWN BROS. & CO., Ltd.
 48 HASTINGS STREET, E.
 FOR ALL BRITISH COLUMBIA ORDERS
 Members Florists' Telegraph Delivery Assn.

Hornaday Greenhouse, LAWTON, OKLA.
 can fill your orders for Walter, Temple, Burk-
 burnett, Altus, Snyder, Grandfield, Apache,
 Anadarko and Fort Sill.

ENID, OKLA. Largest growers in northern Okla.
 MEMBER F. T. D. **ENID FLORAL CO.**

FOR ALL TOWNS IN SOUTHERN OKLAHOMA AND NORTHERN TEXAS
 Mrs. B. A. Nelson Sulphur, Okla.

CHICKASHA, OKLA.
 Mrs. Stella Johnson Member F. T. D.

Winnipeg, Man., Can.
THE "KING" FLORIST
 Member F. T. D. Ass'n. 270 Hargrave St.

London, Ont., Can.
J. GAMMAGE & SONS, LTD.
 "The House of Flowers"
 All Orders Carefully Executed
 Members Florists' Telegraph Delivery Ass'n.

HAGERSTOWN, MD.
HENRY A. BESTER & SONS
 Members Florists' Telegraph Delivery Ass'n.

ENID, OKLAHOMA, Oklahoma Floral Co.
 Will fill your orders for Designs and Cut Flowers in Oklahoma
 Member F. T. D., Elks Bldg., 109 E. Broadway

People's Florists Members F. T. D.
 836 Queen St., west and 92 Queen St., east **TORONTO**

MARY JOHNSTON, Florist
 Nee Paterson
 221-223 W. Madison Street Baltimore, Md.
 Member Florists' Tel. Delivery

tion were James Hamilton, Joseph S. Merritt, Arthur Richmond, William Feast, Albert Fiedler and Charles Siegwart. Among those present were James Hamilton, Jesse P. King, Arthur Richmond, Albert Fiedler, Joseph Glass, William Feast, C. M. Cook, C. H. Cook, Andrew Anderson, I. H. Moss, W. J. Kennedy, G. H. Fox and son, Thomas McCormick, F. C. Bauer, Joseph A. Merritt, Thomas Stevenson, M. Hilpert, William G. Lehr, Charles Paterson, Charles Siegwart, Donald Hamilton, Mr. Beckman, Robert Halliday, J. DeGrott and R. T. Paterson.
 Any grower who was not present at

Central and Eastern ONTARIO
 Orders carefully executed
THE PETERBOROUGH FLORAL CO.,
 Peterborough, Canada

SCRIM'S, FLORIST
 OTTAWA, CANADA

Montreal, Que., HALL & ROBINSON
 825 St. Catherine St., W. MEMBER F. T. D.

VANCOUVER, B. C. VICTORIA, B. C.
 A. J. WOODWARD
 BON VOYAGE ORDERS my specialty

St. Catharines, Ont.
Robt. L. Dunn 104 Queenston Street
 Member F. T. D.

TRURO, NOVA SCOTIA, CANADA.
 Member F. T. D. **SUCKLING & CHASE, Ltd.**

Saskatoon, Sask., Can.
Victoria Nursery The Quality Florists in the Center of the west.

Telegraph Delivery Department

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MICHIGAN
 ORDERS WILL BE CAREFULLY
 CARED FOR BY
HENRY SMITH
GRAND RAPIDS
 WHOLESALE AND RETAIL FLORIST.
 Member F. T. D.
 200,000 FEET OF GLASS DEVOTED TO
 FLOWERS AND PLANTS.

GRAND RAPIDS
 ARTHUR F. CRABB
 F. T. D. Member. 13 Jefferson Ave., S.
 Serving all West Michigan Towns

FLINT, MICH. *Haselbring*
FLORIST
 MEMBER F. T. D.

MT. PLEASANT, MICH.
 Member F. T. D. **Walter W. Caple**

MIDLAND, MICH.
 PERCIVAL F. PENFOLD

Saginaw, Michigan
 GROHMAN THE FLORIST
 Member F. T. D. Ass'n. 117 NORTH FRANKLIN ST.

J. B. GOETZ SONS
SAGINAW, MICH.
 OR ANY CITY IN MICHIGAN

Ann Arbor, Mich. Member F. T. D.
BLUMAIZE BLOSSOM SHOP

Flint, Mich. **EVANS**
 THE FLORIST
 House of Personal Service

PETOSKEY, MICH.
 AND NORTHERN MICHIGAN RESORTS.
 Member Florists' Telegraph Delivery Association. **Frank Winans**

PORT HURON, MICH.
 ASMAN, LEADING FLORIST
 Prompt Delivery

DOWAGIAC, Mich.
 Also for Cassopolis, Decatur, Niles **ReSHORE & SON**

Muskegon, Mich.
 F. T. D. Member **BUTTERWORTH FLORAL CO.**

VAN AKEN BROS.
 LEADING FLORISTS
COLDWATER, MICH.
ELKHART, IND.
 COVER MICHIGAN and INDIANA POINTS
 Orders promptly and carefully taken care of

PHOENIX, ARIZ.
Arizona Seed & Floral Co.
 28 and 30 So. Central Ave. Member F. T. D.

PHOENIX, ARIZONA
Donofrio Floral Dept.
 CHAS. E. MORTON, Mgr.
 Wire your orders to us for delivery in
 Arizona and New Mexico.

Flowers for all ARIZONA
Tucson Seed & Floral Co., TUCSON, ARIZONA

DOUGLAS, ARIZ.
TRAVIS' FLOWER SHOP For all points in Arizona

STURGIS, Mich. *Walt's* Coldwater, Mich.
 Member F. T. D. All So. Mich. points

HILLSDALE, MICH.
 Southern Michigan Points **O. A. STOLL** F. T. D. Member

Battle Creek, Michigan
S. W. COGGAN, Florist, 25 E. Main St.
 Member of Florists' Telegraph Delivery

SAGINAW, MICH.
SUNSHINE - GEO. A. WITHERIDGE, Prop.
FLOWERS - 416 West Genesee Avenue

the initial meeting is invited and urged to attend the meeting at the Hotel Rennert August 4, at 7 p. m. Tate.

ST. LOUIS.

The Market.

The wholesale cut flower market, as usual at this time of the year, is anything but in good condition. During the week ending July 24 the demand was rather light, with stock of first quality scarce in almost everything except gladioli. These were plentiful at all of the markets and the week ended with sales in these as low as \$10 to \$12.50 per thousand for assorted varieties. Extra fancies in choice sorts held up well in price in small lots. America is still one of the leaders in demand. Extra fine Panama and Schwaben were seen during the week.

The long dry spell is playing havoc with all outdoor stock and those who

DETROIT MICHIGAN

Orders given best of care by these five

F. T. D. Members

J. Breitmeyer's Sons
 Broadway and Gratiot Ave.

Fetter's Flowers
 17 Adams Avenue E.

Scribner Floral Co.
 604 East Fort St.

G. H. Taepke Co.
 WALTER G. TAEPKE, 95 Gratiot Ave.

The L. Bemb Floral Co.
 ALBERT POHELON, 153 Bates Street

Years For More Co-operation

DETROIT, MICH.
Peter F. Reuss & Co.,
 56 BROADWAY

Detroit, Mich. BEARD FLORAL CO.
 1617 Grand River Avenue

Kalamazoo, Michigan
G. VAN BOCHOVE & BRO.
 F. T. D. Orders Satisfactorily Filled.

GRAND RAPIDS, MICH.
 GRAND RAPIDS FLORAL CO.
 WENCEL L. CUKERSKI will fill your orders for Designs and Cut Flowers in Michigan.

LANSING, MICH.
J. A. BISSINGER Established 25 Years
 Member F. T. D.

IONIA, MICH. Member Florists' Telegraph Delivery
 Flowers for Ionia and Montcalm counties **Byron L. Smith, Florist**

OWOSSO, MICH.
 OWOSSO FLORAL CO.
 Anderson & Smith, Props. Members F. T. D.

Telegraph Delivery Department

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Where F. T. D. Members will always get the greatest satisfaction.

Heischman
Members F. T. D.

CHICAGO'S
LEADING
FLORIST
RAILWAY EXCHANGE BUILDING

DECATUR,
ILLINOIS

DAUT BROS.

F. T. D. 120 E. Prairie St.

PEACOCK'S FLOWER SHOP
HERBERT STONE, Mgr. Member F. T. D.
4013 Milwaukee Avenue, CHICAGO

Send Your CHICAGO Orders to
H. N. BRUNS
Best Equipped Retail Store on the
West Side
3040 W. Madison St., CHICAGO, ILL.

JOLIET FLORAL CO.
507 E. Jefferson Street JOLIET, ILL.
All points in Will Co. and Vicinity

STORES IN
DECATUR
and GIBSON CITY, ILL.

Railroad Centers. Excellent facilities for filling orders for all Central Illinois towns.

PETERSON FLORAL CO.
Member Florists' Telegraph Delivery Assn.

CHICAGO
Paul Blome & Co.
Member F. T. D. 1361 N. Clark St.

QUINCY, ILL.
H. A. GENTEMAN
Member Florists' Telegraph Delivery Association
For Northeastern Missouri and Central-western Illinois.

FREEPORT, ILL.

JOHN BAUSCHER, Prop.
Established 1868.

We are the largest growers in the Northwest.
100,000 square feet of glass. All orders receive careful attention and prompt delivery.

PONTIAC, ILLINOIS Members F. T. D.
Flowers of all kinds in their season W. J. MILLER & SON

GALESBURG, ILL.

I. L. PILLSBURY - For Central Ill.
Member Florists' Telegraph Delivery Association

GALESBURG, ILL.
H. F. DRURY

All Orders Filled Promptly and Carefully

J. L. JOHNSON De Kalb, Ill.
NORTHERN ILLINOIS
SOUTHERN WISCONSIN
YOUR ORDER WILL RECEIVE OUR PROMPT AND CAREFUL ATTENTION.

KRUG FLORAL CO.
ALTON, ILLINOIS Branch Store Granite City, Ill.

PEORIA, ILL. 423 Main St. Member F. T. D.
LARGE GREENHOUSES CHAS. LOVERIDGE

MOLINE, ILL. Phone Moline 115
1829 15th St. Place. WM. H. KNEES & SONS

have no irrigation system are in a bad way. A good soaking rain would greatly help, especially the asters, field carnations and gladioli.

Some good rose stock was seen, but from outside shippers. The local rose crop is somewhat limited at present. Carnations, too, are scarce and lack quality on coming into this market.

Asters are small, only few coming in. New England shipments of asters are expected in the latter part of this month.

MOLINE, ILL.
Orders for Western Illinois and Iowa handled with care and dispatch.
J. STAACK & SONS

CENTRALIA, ILL.
J. W. ROSS We serve the following Illinois towns, direct train service: Mt. Vernon, Wayne City, Fairfield, Sesser, Christopher, Herrin, Ashley, Carbondale, Nashville, Oakdale, Coulterville, Sparta, Salem, Odin, Sandoval, Carlyle, Patoka, Kinmundy, Farina.
F. T. D. Member.

ROCKFORD, ILL., and Vicinity
ROCKFORD FLORAL CO.
108 West State Street
Prompt Deliveries to CAMP GRANT

ROCKFORD, ILL., and Vicinity
SWAN PETERSON & SON Members F. T. D.
Corner E. State and Longwood Streets.

DIXON, ILL., and NORTHERN ILL.
We can and will be glad to serve you
Member F. T. D. Dixon Floral Co.

JACKSONVILLE, ILL.
JOS. HEINL & SONS
Largest Growers in Central Illinois

BRINKERHOFF GREENHOUSES
SPRINGFIELD and CENTRAL ILLINOIS
Member Florists' Telegraph Delivery Association
Best and Prompt Service Always

CENTRALIA AND SOUTHERN ILL.
THE WEBSTER GREENHOUSES
Member Florists' Telegraph Delivery

OTTAWA, ILL.

LOHR'S GREENHOUSES

Fancy Cut Flowers and Blooming Plants.

Good R. R. Service. Orders filled promptly.

ELGIN, ILL. MEMBER F. T. D.
158 DuPage Street GEORGE SOUSTER

AURORA GREENHOUSE CO.
AURORA, ILL.
Our service is the best.

Aurora, Ill., and Vicinity
JOS. M. SMELY PHONES 147

SPRINGFIELD, ILL.
Hembreiker & Cole, Springfield's largest retail florists
Members Florists' Telegraph Delivery Association

Springfield's Best Florist
ILLINOIS MEMBER F. T. D. A. C. BROWN
217 S. 5th Street

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

CHICAGO Send Your Orders to **WILLIAM J. SMYTH**

Member Florists' Telegraph Delivery Association 3101 to 3109 Michigan Ave.

CHICAGO DETROIT
Central Floral Co.
 "FLOWERS THAT LAST LONGER"
 35-37 Broadway, Detroit, Mich.
 132 N. State St., Chicago, Ill.
 CENTRALLY LOCATED
 OPEN EVENINGS AND SUNDAYS
 Members F. T. D.

CHICAGO Orders Carefully Executed
 2132-2134 Michigan Avenue *Samuelson Florist*
 Member F. T. D.

EVANSTON, ILL. WILMETTE, ILL.
 1614 Sherman Ave. JOHN WEILAND 1161 Wilmette Ave.
 TWO STORES Catering to the best trade in Chicago's Rich North Shore Suburbs. MEMBER F. T. D.

MEMBER F. T. D. We cater to those who require the best. Prices reasonable.
Muir
 CHICAGO ESTABLISHED 1865
 4647 GRAND BL VD.


 THE UNEXCELLED FACILITIES OF THE
E. WIENHOEBER CO.
 22 E. ELM ST., CHICAGO
 Are available to the trade in filling all orders.
 MEMBER F. T. D.

CHICAGO
Johnson & Chaon's
FLORISTS
 4701 to 4705 Lake Park Ave.
 "THE HOME OF FLOWERS"
 Our service covers the city and suburbs

FRIEDMAN, Flowers
 CHICAGO, ILL.
 522 So. Michigan Ave., Congress Hotel
 Courtesies Extended to all Florists.

H. Lange Florist
 CHICAGO
 77-79 E. MADISON ST.

SCHILLER'S
 TWO CHICAGO STORES cover every part of city and suburbs
 GEORGE ASMUS, Mgr.
 4509 Broadway :: 2221 W. Madison St.
 Member Florists' Telegraph Delivery Ass'n.

CHICAGO
 We are growers of Cut Flowers and Potted Plants
J. F. Kidwell Co.
 (NOT INC.) Member F. T. D.
 3530 Michigan Avenue

Mangel Florist
 CHICAGO
 THE PALMER HOUSE FLORIST
 17 EAST MONROE ST.
 Member F. T. D.

Flower for all Occasions *Lody's* FLOWER SHOP Tel. Lake View 1121
 3912 North Clark St., CHICAGO

CHICAGO
C. Trauenerfeldt
 3343 W. Madison St.

CHICAGO
Alpha Floral Company
 146 S. Wabash Ave.

GEORGE **FISHER & BRO.**
 183 N. WABASH AVE.
 CHICAGO

OAK PARK
 and all western suburbs of Chicago
A. H. SCHNEIDER
 Member F. T. D. 1048 Lake Street, OAK PARK, ILL.

These are always welcome with the trade here.
 Good valley and Easter lilies are always in good demand here, but are scarce at present. Among the best outdoor sellers now are larkspur, calendula, cornflowers, snapdragons and daisies. There are large demands for smilax, asparagus and ferns daily and the supply is about equal to the demand.
 The Picnic.

CHICAGO
O'LEARY—Florist
 369 East 47th Street
 Member F. T. D.

Streator, Ill. THORNTON'S FLOWER SHOP
 Florist - Quality is Our Hobby

PRINCETON, ILL.
 W. E. TRIMBLE For Central and Northern Illinois
GREENHOUSE CO. Members F. T. D.

PEKIN — PEORIA
 All Orders Receive Personal Attention
GEO. A. KUHL, Pekin, Ill.

Highland Park, Ill.
 HIGHLAND PARK GREENHOUSES
 Established 1894 Members F. T. D.

The florists' picnic, the event that is eagerly looked for each year by the florists, was held July 22 at Normandy grove. The day was bright and Old Sol was out in full force all day, a per-

Telegraph Delivery Department

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DENVER, COLORADO

MEMBER FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

PARK FLORAL COMPANY

CASPER, WYOMING

CASPER FLORAL CO.

We deliver to all of
Central and Northern Wyoming
Western Nebraska and South Dakota.
Members F. T. D.

In Southwestern Wyoming
We "Say It with Flowers."
LOUIS B. WESTHOLDER, Florist
EVANSTON, WYOMING

Cheyenne, Wyo.
"THE UNDERWOOD"
FOR PROMPT AND FAITHFUL
SERVICE

A Card This Size
Costs only \$1.10 per Week
on Yearly Order
It would keep your name and your specialty
before the whole trade.
A half-inch card costs only 55c per week on
yearly order.

SHERIDAN, WYO.
SHERIDAN GREENHOUSE CO.
Plants and Flowers

THERMOPOLIS, WYO.
THERMOPOLIS FLORAL CO.
A. SCHULENBERG, Proprietor

State Nursery & Seed Co.
Helena, Mont. Cut Flowers for any
Part of the Northwest.
Only the Best. Members F. T. D. Ass'n.

MISSOULA, MONT.
ANDERSON GREENHOUSE
For all towns in Western Montana

Send your orders for Eastern and Southern Montana
to M. LANGOHR, F. T. D. Florist
BOZEMAN, MONTANA.

Livingston, Mont. Quality Flower Shop
Entrance Yellowstone National Park. Train Bou-
quets. Flowers for all occasions. Member F. T. D.

Pocatello, Idaho Member
F. T. D. We cover Southern Idaho
and Western Wyoming
ATKIN'S

FORT COLLINS, COLO.
ESPELIN FLORAL COMPANY
Member Florists' Telegraph Delivery Ass'n.

DENVER and all COLORADO and WYOMING

Established 1880 **The Mauff Floral Co.** 1225 Logan Street
Member Florists' Telegraph Delivery Association

SALT LAKE CITY Ship whole of UTAH, Central part
of NEVADA and IDAHO
MILLER FLORAL CO., 10 East Broadway

MEMBER F. T. D.
250,000 sq. ft. of modern glass. Unexcelled facilities. Prompt and courteous service always.

Denver Bright Spot Greenhouses
Cor. 5th Ave. & Josephine St.
DOWNING & KASK, Proprietor

fect day for an occasion of this kind. It brought out the largest attendance that any of the regular attendants could remember and the trustees say that it was over the 500 mark. Too much credit cannot be given to Messrs. Ruff, Bourdet and Rowe for the perfect arrangements. They were on the job early and saw to it that each arrival was made comfortable, and sociability throughout the day marked it the most successful and enjoyable picnic ever given by the St. Louis Florists' Club.

The various athletic events, eleven in all, created a great deal of excitement, as more interest than ever was displayed this year by the younger folks, larger entries being made in all the contests.

One of the features of these was the 100-yard dash for young men. This caused much merriment when J. Bentzen, A. Horn and Thomas Finnigan took "headers," and each will have to buy a new pair of trousers. The tug of war, as usual, was won by the growers against any in the trade. Captain Joseph Hauser, of the growers, was in high glee. The thread winding contest called out a large number of ladies and created much fun for the large crowd of onlookers. Then came the most exciting part of the afternoon, the baseball game between the wholesalers and the retailers. Manager Hoffmann, of the retailers, and Manager Kuehner, of the wholesalers, selected the best teams that ever contested for this event.

Among those who did the Babe Ruth act were Fred Hermann, George Berner and Tom Finnigan. J. Krager, who played third base for the wholesalers, had a chance to make a name for himself, but stopped to roll a cigarette and missed a double play. "Billy" Smith wagered his red Hupmobile on the wholesalers winning and left the grounds in the fourth inning, when the score was 14 to 7 in favor of the retailers, but came back to life at the end of the game, when the score was 25 to 20 in

SALT LAKE CITY
AND CONTRIBUTING TERRITORY
BAILEY & SONS CO. Member
F. T. D.
Est. 1865. 61-63 East Second South
Special consideration given Telegraph Orders.
LARGE STOCK ALWAYS ON HAND.

Salt Lake City
ALSO PARTS OF COLORADO, IDAHO,
MONTANA AND NEVADA
HUDDART FLORAL CO.
56 South Main Street
Member Florists' Telegraph Delivery Ass'n.

**SALT LAKE'S
LEADING FLORIST**
ERNEST LAMBOURNE
67 South Main, Salt Lake City, Utah.

Colorado Springs, Colo.
ORDERS CAREFULLY EXECUTED
PIKES PEAK FLORAL CO.
Wholesale and Retail
Member Florists' Telegraph Delivery.

OGDEN, UTAH
FLOWERS Best shipping facilities as Dumke
FRESH Ogden is a railroad center.
FROM THE GREENHOUSES Floral Co.

Colorado Springs, Colo.
Wholesale and Retail
Frank F. Crump, Florist
Member Florists' Telegraph Delivery Ass'n.

TRINIDAD, COLO.
Trinidad Floral Store
J. R. BARKER Masonic Bld'g.

Trinidad, Colo. The only Greenhouses
in this section
The Park Floral and Garden Co.
Members F. T. D.

Telegraph Delivery Department

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Member F. T. D.

Phone: Canal 1932
1933

H. W. SHEPPARD

FORMERLY HILL FLORAL CO.

FLOWERS OF QUALITY

Service Unexcelled

ARRANGED IN A HIGHLY ARTISTIC MANNER

Your Patronage Solicited

532-534 Race Street, CINCINNATI, OHIO

MILWAUKEE

Member F. T. D.



225 Grand Ave.

MILWAUKEE

E. WELKE & CO.

The House of Roses.

Member F. T. D. 750-752 Third Street

CINCINNATI

FRANK A. VOLZ

Dina Avenue Sta. L.

Most centrally located to the suburbs

Milwaukee, Wis.

429 Grand Avenue

W. C. Zimmermann

Member F. T. D.

Milwaukee, Wis.

A. CURRIE & CO.,

130-132 Wisconsin Street

Member Florists' Telegraph Delivery Ass'n.

Cincinnati, Ohio

Mickley the Florist

108 West Seventh Street

MILWAUKEE, WIS.

J. M. Fox & Son

437-39-41 Milwaukee Street

Members Florists' Telegraph Delivery Ass'n

MILWAUKEE

EXCLUSIVE FLORAL ARRANGEMENTS

BAUMGARTEN, Inc.

Member F. T. D. 93 WISCONSIN ST.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

JOHN A. SALZER SEED CO.

QUALITY AND SERVICE ASSURED

MILWAUKEE

1-3-5 GRAND AVENUE

GIMBELS

A. H. MacDonald, Mgr.

Member Florists' Telegraph Delivery Association

Milwaukee, Wis.

EDLEFSEN-LEIDIGER CO.

419 Milwaukee Street

Members Florists' Telegraph Delivery Ass'n

For WISCONSIN delivery of "HOME-GROWN FLOWERS" GET IN TOUCH WITH

J. E. MATTHEWSON

SHEBOYGAN, WIS.

Member Florists' Telegraph Delivery Association

MILWAUKEE WEST ALLIS WAUWATOSA

ERWIN J. HAMME

Greenhouses and Flower Shop at WAUWATOSA, WIS.

RACINE, WIS.

THE FLOWER SHOP

610-612 Wisconsin Street

Member F. T. D.

GREEN BAY, WIS.

Meier-Schroeder Co.

Orders for Cut Flowers and Designs delivered anywhere in Wisconsin and Northern Michigan at right prices.

KENOSHA, WIS.

L. Turner & Sons, 352 Park Ave.

Members Florists' Telegraph Delivery

LA CROSSE, WIS

La Crosse Floral Co.

Member Florists' Telegraph Delivery

Racine and Kenosha

Operating large Greenhouse in both these Wisconsin cities

P. N. Obertin

MADISON, WIS.

RENTSCHLER FLORAL CO.

Member F. T. D.

favor of the wholesalers. The batteries for the retailers were Oscar Ruff and J. J. Bentzen and for the wholesalers George Kuehner and Tom Finnigan. Edgar Sanders, the former pitcher for the retailers, is now pitching professional ball, but his brothers, Oliver and Frank, took part and played fine ball all through, while Andy Hoffmann, Jr., and Ed Niebling made star plays. Almost the entire crowd watched the game and the rooters had plenty of work, as Captains Gumz and Ruff had to steady their players throughout the game. The umpiring of Leonard Baumann was perfect, as not a complaint was made during the game.

The winners of the various events were as follows:

50-yard dash for boys 12 years old and under—Walter Niebling, first; Robert Breitshoe, second; Carl Bruenig, third.

Telegraph Delivery Department

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Cleveland The **KNOBLE BROS. CO.**,
Flowers and Nursery Products MEMBERS F. T. D.
Well equipped to handle your orders. 1836 W. 25th St.

TOLEDO Mrs. J. B. Freeman,
Toledo's Leading Florist
Member F. T. D. "SERVICE" 336 Superior Street

Member F. T. D. **TOLEDO, O.** Est. 1897
Spanner FLORIST
AND VICINITY

Schneider, Florist
22 EAST HIGH ST.
Largest and Best Store and Greenhouses
Large stock always on hand
Springfield, Ohio

Cleveland, O.
FELTON'S
OR
FLOWERS
10515 Superior Ave.
3 STORES
Personal Attention. Highest Quality and Service.
Members F. T. D. A.

MEMBERS TOLEDO COMMERCIAL CLUB
TOLEDO RETAIL MERCHANTS
FLORISTS' TELEGRAPH DELIVERY
TOLEDO, OHIO
METZ & BATEMAN,
221 Superior St. Ohio Building

DAYTON, OHIO
16 and 18 W. Third St.
Matthews the Florist
Established in 1883. Member F. T. D.
Greenhouses and Nurseries in Riverdale.

F. T. D. FLORISTS
TOLEDO, OHIO
SCHRAMM BROS.
1315 Cherry St.

DAYTON, OHIO
J. W. RODGERS
Member F.T.D., Elks' Bldg., 3d and Jefferson Sts.

VAN METER FLOWER SHOP
SPRING and HIGH SPRINGFIELD, OHIO
BEST FLOWERS FOR EVERY OCCASION

TOLEDO and Vicinity
WHOLESALE AND RETAIL
OTTO P. KRUEGER
427 East Broadway.

Ironton, Ohio RELIANCE SEED CO.
TRI-STATE FLORISTS
Southern Ohio, Kentucky, West Virginia

EGGERT N. ZETLITZ
THE LEADING FLORIST
209 West Market Street
LIMA, OHIO
Member of Florists' Telegraph Delivery

STEUBENVILLE, OHIO
E. E. McCAUSLEN, Prop.
HUSCROFT'S FLOWER SHOP

Fremont, O.
Horn Floral Co.
912 CROGHAN ST
Member F. T. D.

COLUMBUS, OHIO
Flowers for all occasions **Neil Flower Shop** Member F. T. D. Ass'n.

HODY & TULEA
Leading Flower Stores at
727 Broadway 378 Broad Street
LORAIN, OHIO ELYRIA, OHIO
Stock is supplied by our range of 30,000 feet of glass

COLUMBUS, O., and Vicinity
THE MUNK FLORAL CO., Growers
Can fill all retail orders.

75-yard dash for boys 12 to 17 years old—Fred Bruenig, first; G. Patton, second; Curtis Walther, third.
100-yard dash for men—George Kuehner, first; L. Baumann, second; Billy Loewnan, third.
Ball throwing contest for girls 12 to 17 years old—Miss Young, first; May Meily, second; Angela Burton, third.
Threading contest for ladies of 17 and over—Clara Bruenig, first; Miss Rose Kuehne, second; B. Sontphauson, third.

LORAIN, OHIO
Member F. T. D. **F. G. CAREK** ARTISTIC WORK
Leading Florist
Our Motto: "Anywhere; Any time."

WILSON'S WE WILL DO IT PROMPTLY
COLUMBUS, OHIO

There was a novelty race for married ladies, in which half of those who took part won a box of candy, and a special novelty race for little girls, which was won by Jessie Jablonsky; Lorraine Rowe, second, and Irene Goodwin, third.

Columbus, Ohio Members F. T. D. Ass'n.
THE FRANKLIN PARK FLORAL CO.
Cut Flowers for Central Ohio

The tug of war was next in order, which called for about twenty-five growers and twenty five members of any in the trade and Joseph Hauser's team of growers won in a walk. The attendance

WARREN, OHIO
THE F. T. D. FLORISTS
ADGATE & SON
WE GROW OUR FLOWERS

Telegraph Delivery Department

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NO ORDER TOO LARGE ————— NO ORDER TOO SMALL

Member F. T. D.

CLEVELAND The J. M. Gasser Co.

1006 EUCLID AVENUE

WE ARE THE LARGEST GROWERS OF CUT FLOWERS IN OHIO

Cleveland

people all know that our label on a box of flowers is a guarantee of quality. We solicit telegraph orders.



The Jones-Russell Co.
1284 Euclid Avenue
Cleveland

Members F. T. D.

Bell Main 2809
Cuy. Central 1866

The Smith & Fetten Co.

LEADING FLORISTS
880 Prospect Avenue
Cleveland

CLEVELAND, OHIO
A. GRAHAM & SON
5523 EUCLID AVENUE
Members Florists' Telegraph Delivery Assn.

CLEVELAND, O.
5923 EUCLID AVENUE
WESTMAN & GETZ
FLOWERS and SERVICE
Members Florists Telegraph Delivery.

CLEVELAND, OHIO
Wm. H. Temblett
FLOWERS
Member F. T. D. 10313 Euclid Avenue

Cleveland, PENN SQUARE
FLORISTS
ALWAYS OPEN

FIVE STORES IN NORTHERN OHIO

CLEVELAND [TWO STORES]	13386 EUCLID AVE. 144 PUBLIC SQ.
YOUNGSTOWN	33 East Federal St.
WARREN	215 East Market St.
AKRON	109 South Main St.

THE PARK FLORAL COMPANY

MEMBERS FLORISTS TELEGRAPH DELIVERY ASSOCIATION

Kirchner's for Cleveland

Member Florists' Telegraph Delivery

Address KIRCHNER'S FLOWERS, 6701 Quincy St., CLEVELAND, O.

MARION, OHIO

5 railroads with good connections to all parts of State
A GOOD SELECTION OF FLOWERS
ON HAND AT ALL TIMES.

BLAKE'S, 140 W. Center

Zanesville, O.

C. L. HUMPHREY

Has the best facilities for filling your orders.
Member Florists' Telegraph Delivery.

XENIA, OHIO

Engle Floral Company

guessing was won by F. C. Weber and a guessing contest for automobile owners only was won by H. C. Irish.

After the last event the big crowd got back to the picnic grounds proper and everybody had a good dinner. The fine music held the younger element until a late hour.

Various Notes.

The St. Louis County Growers' Association will hold an important meeting August 4. President Martin Ude says the four delegates to the S. A. F. con-

AKRON
OHIO
THE HEEPE CO.

AKRON, OHIO
GROSSBERG & CAHILL
AKRON'S LARGEST FLORISTS
Prompt and careful attention to all Telegraph Orders
MEMBERS F. T. D.

W. P. MCFARLAND L. C. MCFARLAND
McFARLANDS, Florists
AKRON, OHIO

AKRON, OHIO MEMBERS
F. T. D.
HAMMERSCHMIDT & CLARK
12 W. MARKET ST.

 CLEVELAND, O.
BRAMLEY & SON
Store and Greenhouses, 1181 E. 71st St.

ALLIANCE, O. Member
F. T. D.
522 S. Freedom Avenue
H. T. MILLER

Telegraph Delivery Department

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<h2>San Francisco</h2> <p>OAKLAND, BERKELEY and Vicinity</p>	<h2>CHAS. C. NAVLET CO.</h2> <p>THREE STORES: 423 and 427 Market Street....SAN FRANCISCO, CALIF. 917 Washington Street.....OAKLAND, CALIF. 20 and 22 East San Fernando Street....SAN JOSE, CALIF.</p>
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Youngstown, O.
RYAN & CULVER
27 S. Hazel St. Member F. T. D.

COUNCIL BLUFFS, IA. J. F. WILCOX & SONS
750,000 FEET OF GLASS
Orders shipped to any part of Iowa or Nebraska on a moment's notice.
Daily Delivery to Omaha.
MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

YOUNGSTOWN, O.
HARRY C. WALTHER
Orders receive prompt and careful attention
Member F. T. D.

Harkett's For { Eastern Iowa
Western Wis.
N. W. Illinois
FLORAL NURSERY Dubuque, Iowa

YOUNGSTOWN, OHIO
The Busy Shoppe
134 N. Phelps Street QUALITY AND SERVICE

DAVENPORT, IOWA
AND WESTERN ILLINOIS
G. F. FORBER, 313 Brady Street
Member Florists' Telegraph Delivery Association

Elyria, Ohio LORAIN OHIO
THE L. C. HECOCK FLORAL CO.
Member Florists' Telegraph Delivery Assn.

IOWA *Kemble's Flowers*
Marshalltown, Boone, Center-ville, Oskaloosa, Oelwein, Mason City, Chariton, Grinnell and Ottumwa.
SEND YOUR ORDER TO HOUSE NEAREST PLACE OF DELIVERY

ELYRIA, O. Member F. T. D.
ELYRIA FLOWER SHOPPE

Upper Sandusky, O.
B. E. CONSTIEN, AT YOUR SERVICE

Canton, O. JOHNSTON'S Flower Shop
HARRIS ARCADE
Member Florists' Telegraph Delivery Assn.

CEDAR RAPIDS, IA.
I. N. KRAMER & SON
Members Florists' Telegraph Delivery.

DAVENPORT, IOWA
"Say It with Flowers"
BILLS FLORAL CO.
M. A. TIERNEY, Owner Member F. T. D.

CHAS. A. DUERR
Newark, Ohio Granville, Ohio
Member Florists' Telegraph Delivery Assn.

MONTICELLO, IA.
C. L. VAN METER MEMBER F. T. D.

NEWARK, OHIO
Most complete stock in central Ohio
HALBROOKS THE FLORIST

COUNCIL BLUFFS, IOWA
GARDINER FLORAL CO.
Leading Retail Florist 545 W. BROADWAY

WATERLOO, IOWA
GALLOWAY'S FLOWER STORE
Russel-Lamson Bldg., 211 West 5th Street
Special attention given to out-of-town orders

Kent Brothers FLOWER SHOP
Covers All Ohio Points
Members F. T. D. Newark, Ohio

FAIRFIELD, IA. We strive to please our trade
Montgomery Greenhouses

SIoux CITY, IOWA
Supplies western Iowa, southern Minnesota, all of South Dakota and north-eastern Nebraska.
J. C. RENNISON CO.

MANSFIELD, OHIO
STUHLREHER BROS.
Members F. T. D. 82 W. 4th Street

vention will be present and will be ready for any instructions from members.
Luther Armstrong, the oldest member of the St. Louis Florists' Club, has fully recovered from his recent sickness and attended the picnic and mingled with all the old-timers. He was the club's first secretary, thirty-four years ago.
The St. Louis Association of Gardeners will meet August 1 at the Missouri Botanical Garden at 9 a. m. President Jensen, who is also president of the national association, says that at the recent meeting of the executive committee there was a full attendance and all arrangements for the convention of

SIoux CITY, IOWA
Members of F. T. D. **ROCKLIN & LEHMAN**

MANSFIELD, OHIO
Mansfield Floral Company

FT. DODGE, IA.
NORDWALL
E. E. NORDWALL

DES MOINES, IA.
GUTHRIE-LORENZ CO.

PERRY, IOWA
LOUWERSE & CO.

Cedar Falls, Ia. BANCROFT'S Beautiful Flowers
55,000 Feet Glass
Members F. T. D. Joseph Bancroft & Son

Telegraph Delivery Department

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San Francisco and Vicinity

MacRorie-McLaren Company

141 Powell Street

Florists

We grow our own stock and with extensive nurseries to draw from can give unusual values.

RETAIL

WHOLESALE

San Francisco, Calif.

ALBERT O. STEIN
Flower Shop
1150 SUTTER STREET

San Francisco, Cal.

SHELLGRAIN & RITTER
148 KEARNY STREET
Prompt attention given to all telegraphic orders

Monrovia, Cal.

C. A. BRUNGER
You can depend on us for all orders for delivery in this section. 239 Grand Avenue

SAN FRANCISCO

Podesta & Baldocchi
224-226 Grant Avenue
Prompt and careful attention to orders from out-of-town florists.

Oakland, Calif.

J. SEULBERGER & CO.,
418 Fourteenth Street
Est. 1882 Immediate Deliveries in Berkeley and Alameda
Members F. T. D.

SAN DIEGO, CAL.

BOYLE & DARNAUD
F. T. D. florists. We grow our own flowers. Telegraph orders carefully executed. Usual discount.
Members Florists' Telegraph Delivery.

SAN FRANCISCO

JOSEPH'S
Member F. T. D.
233-35 Grant Ave.
Steamer and train packages our specialty.

OAKLAND, CAL.

HOGAN & EVERS
1439 Broadway
THE BEST SERVICE

Hollywood Flower Shop

HOLLYWOOD, CAL.
ARTISTIC WORK. MEMBER F. T. D.
Telegraph Orders Delivered to
LOS ANGELES OCEAN PARK
SANTA MONICA VENICE

SAN FRANCISCO, CAL.

ART FLORAL CO.
255 Powell Street
Best attention given your orders
Members Florists' Telegraph Delivery

Santa Barbara, Cal.

912 STATE STREET
GLEAVE'S FLOWER SHOP
ARTHUR GLEAVE, Prop.
Choicest Cut Flowers and Floral Designs on short notice.
Both Phones 1013

San Francisco

DARBEE'S
1036 Hyde Street
LARGEST STOCK OF CHOICEST FLOWERS
Members Florists' Telegraph Delivery

RIVERSIDE, CALIFORNIA

Florist to the Glenwood Mission Inn
ORANGE BLOSSOM FLOWER SHOP

RIVERSIDE, CALIFORNIA

A. M. HOSP
Leading Retail Florist. 659 Main Street

JULIUS EPPSTEIN, FLORIST AND DECORATOR

Flowers for All Occasions Delivery Anywhere
Hotel St. Francis. SAN FRANCISCO

Berkeley OAKLAND SAN FRANCISCO

THE FLOWERSHOP
Berkeley's most up-to-date flower establishment.

BERKELEY, CAL. MEMBER F. T. D.

Curtis D. Shoemaker, Prop. NORTON, Florist

LONG BEACH, CAL.

Lowe's Flower Shop, The Pioneer and Leading Florist
Member Florists' Telegraph Delivery

POMONA, CALIFORNIA

POOLEY'S FLOWER SHOP
MEMBER FLORISTS' TELEGRAPH DELIVERY

HONOLULU, HAWAII

TAYLOR, FLORIST
Wireless and Cable Address, "FLORIST" Honolulu

Sacramento, Cal.

A. NAVLET, 1190 Tenth St. 20 YEARS AT IT

ROSWELL, N. MEX.

ALAMEDA GREENHOUSES
Headquarters for Flowers New Mexico and Texas.

the national body in St. Louis the second week in September met with full approval. The headquarters during the convention and the meetings will be at the Marquette hotel.

New delivery trucks seen in the wholesale district the last week were those of Windlers' Flowers and the Montgomery Floral Co.

Ex-presidents Irish, Bourdet, Fillmore, Pilcher and Beneke were at the picnic talking over old times with President Hummert. Those who helped the club's trustees make the picnic the great success that it was are Al. Gumz, George Kuehner, F. A. Windler, A. Bourdet, Fred Hermann and "Billy" Loewnau. They worked every minute of the day.

V. J. Gorly and family have returned from a week's visit to Jerome, Mo. Mr. and Mrs. Frank X. Gorly left July 22 for San Francisco, Los Angeles and Pacific coast beach resorts. They will return about September by way of the Canadian Rockies. Frank O'Leary is still at St. John's hospital, a seriously sick man. Mr. and Mrs. Henry Durinberg spent the week-end at Arcadia, Mo. Otto Klinger will be married next month to Miss O'Neil. Charles Hahn has resigned as manager for the East St. Louis branch and will this fall open a place of his own on the east side.

At Mullanphy Florists, Inc., Nat Kingsley and Martin Seeger are preparing for a trip to Cleveland during

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

LOS ANGELES

414½ SOUTH BROADWAY

SEND YOUR ORDERS TO
**BROADWAY
FLORISTS**

LOS ANGELES, CAL.
REDONDO FLORAL CO.
218 West Seventh Street
Members of Florists' Telegraph Delivery
A. KNOFF **A. F. BORDEN**

PASADENA, CAL.
SIEBRECHT'S HOUSE OF FLOWERS
HENRY A. SIEBRECHT, Jr., District Representative State of California. Member F. T. D.

**WOLFSKILLS' and
MORRIS GOLDENSON**
FLORISTS AND DECORATORS
We Solicit Telegraph Orders.
Regular Trade Discount.
229 W. Third St., LOS ANGELES, CAL.

IT PAYS you to
DEPEND ON US

Occidental Florists

430 South Hill Street

Portland
ORE.
Tonseth's
287 Washington Street
In the heart of the city
Growers and Retailers F. T. D. MEMBERS

Darling's Shop
"FLOWERS FOR HER"
208 West Sixth Street, LOS ANGELES, CAL.
Cut flowers or good design work by best artists and designers delivered anywhere in the west on receipt of mail or telegraph orders.
Members Florists' Telegraph Delivery Association.

LOS ANGELES


LOS ANGELES, CAL.
HOWARD & SMITH
NINTH AND OLIVE STREETS
You can depend on us for all orders for delivery in this section.

CORONADO, CALIF.
CORONADO NURSERY
To "Say It with Flowers" in
CORONADO AND SAN DIEGO

PORTLAND, ORE.

Clarke Bros
FLORISTS
200,000 Feet of Glass
Established 20 Years

OAKLAND, CAL.

The Alexandria Florist
Member of F. T. D. and S. A. F.  Hotel Alexandria Los Angeles, Calif.

the S. A. F. convention. In their absence Arthur Ellison will look after the uptown store and A. Artman the downtown store.

Foster's will have to vacate their present quarters and have leased a store on Seventh street, near Olive, in the old Republic building, which will be ready September 1. J. J. Burke, the designer, was slightly hurt in an automobile accident last week.

LOS ANGELES, CAL.
ATHLETIC CLUB FLORIST
Formerly California Cut Flower Co.
433 West 7th Street
Takes care of telephone and telegraph orders over the whole of Southern California.
Usual trade discount.

PORTLAND ORE.

Lubliner
FLORIST 328 & 348 MORRISON ST.

LICHTENBERG'S
324 W. Sixth Street
LOS ANGELES
Say It with Flowers. Member F. T. D.

Frank Haspiu will be in charge of Vandervoort's floral department until the bosses, Messrs. Schaeffer and Steitz, return from their summer trip, about September 1.

Pasadena, Cal. 342 East Colorado St.
THE ORCHID
PASADENA'S OLDEST FLORIST WILL EXTEND THE USUAL COURTESIES
Member of F. T. D.

Samuel Roth, manager of the Famous-Barr floral department, says he expects to be in Cleveland the week of the S. A. F. convention for a short vacation.

California Florist
TACOMA, WASH.
Orders for Cut Flowers and Designs delivered anywhere in the United States and Canada.

At the store of the Riessen Floral Co. Miss Pauline Buechel is still in charge, as her brother, Ed Buechel, the head of the company, is still confined to his home with sickness. Her sister is assisting her.

TACOMA
SMITH FLORAL Co., 1112 Broadway
PASADENA, CAL.
ELDRED FLOWER SHOP.
Member Florists' Telegraph Delivery.

At the Arcade Floral Shop Mrs. Hattie Wray and Mrs. Turk put in a busy week with funeral work. Outside of that, things are quiet.

Carr & Richardson, in Union Market, say that the summer so far has not been bad. Thomas Carr, of this firm, expects to make the Cleveland convention trip with the St. Louis' delegation.
George Berner says the season just

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

SEATTLE

Woodlawn Flower Shop

Member Florists' Telegraph Delivery Association.

1410-1412 2nd Avenue—Beside Clemmer Theater Building

"IN THE HEART OF THE CITY"

Base the Recipient of Your Telegraphic Orders Upon Merit

We offer unexcelled facilities. More than 13,000 square feet of store space devoted exclusively to retailing of flowers. Where quality and service reign.

21 EMPLOYEES

CHARLES E. SULLIVAN, in charge of Telegraphic Service

SEATTLE HOLLYWOOD GARDENS

SEATTLE'S LEADING FLORIST

Member Florists' Telegraph Delivery Ass'n.

1622 SECOND AVENUE

Walla Walla, Wash. CUT FLOWERS FLORAL DESIGNS

Artistic Work Personal Attention
Quality Right Prices Right

Telegraph orders filled promptly. Good train service to Southeastern Washington, Northeastern Oregon and Idaho.

THE FLOWER SHOP
(Formerly JONES')

SEATTLE

1001-1003 Third Avenue

Finest Floral Studio
in the Northwest



Members
F. T. D.

Bellingham, Wash.

Telegraph orders delivered anywhere in the northwest country
FLORAL EXCHANGE

SEATTLE

Choice Flowers, prompt and careful
L.W. McCOY 904 3rd Avenue
Established 1900

WALLA WALLA, WASH. YOUNG & LESTER

SOUTHEASTERN WASHINGTON
NORTHEASTERN OREGON
NORTHERN IDAHO orders filled promptly
Members Florists' Telegraph Delivery Association

closed was a good one, but things are rather slack these hot, summer days. August H. Hummert, of the St. Louis Seed Co., says that counter trade is slow now. Martin Moran, in charge of the retail end of the seed selling, is preparing for a busy fall demand in seeds and bulbs.
J. J. B.

Spokane, Wash.

Eugene's Flower Shop
PROMPT AND RELIABLE

Yakima, Washington STATE FLORAL CO.

We Grow Our Own Flowers
Telegraph Orders filled promptly and carefully
Members F. T. D. Association.

TRI-CITY FLORISTS' OUTING.

The Tri-City Florists' Club, composed of members of the trade in Moline and Rock Island, Ill., and Davenport, Ia., held its annual picnic July 15 at the summer camp of William Knees, on the Rock river. A most enjoyable time was had by all. Races and athletic events were conducted, with Joseph Tuckis as master of sports. The main event of the day was the record-breaking eating of ice cream by R. M. C. Rholf.

The club issues a challenge to all other florists' clubs to an ice cream eating contest, with points for both quickness of time and the quantity eaten. Furthermore, the club will give a handi-

Spokane, Wash.

A. J. BURT, Florist
Established 20 Years Always on the Job
CLEMMER THEATER BUILDING

YAKIMA, WASHINGTON
ANNAVEE FLOWER SHOP (Formerly Bourn's)
QUALITY FLOWERS Artistic Arrangement
Members Florists' Telegraph Delivery.

FORSHAW, Florist
THE ROUND-UP CITY PENDLETON, ORE.

Spokane, Washington

Reimer's Floral Art Shop
RETAILERS AND GROWERS

Telegraph Delivery Department

The florists whose cards appear on the pages carrying this head, are prepared to fill orders from other florists for local delivery on the usual basis.

Rochester, Minn. ROCHESTER GREENHOUSE CO.
 EMIL RIEPLE, Manager
 ROCHESTER'S ONLY STORE HAVING ITS OWN GREENHOUSES
 Member F. T. D. FLOWERS ON SHORT NOTICE 111 2nd Street

ROCHESTER, MINN.
ROCHESTER FLORAL CO.
 114-116 FIRST AVE., S. W.
 Run in connection with Greenhouses.
 Cut Flowers and Plants delivered promptly.
 Under new management.
 H. W. KLEIN, Mgr. Member F. T. D.

ST. PAUL, MINN.
THE LARGEST STORE IN AMERICA
 MEMBER F. T. D. ASS'N
 The finest and largest stock west of Chicago
 Awake night and day looking for orders
HOLM & OLSON, Inc., 20-22-24 W. 5th St.

Swanson's
 Incorporated
 912 Nicollet Avenue, offers the trade its unexcelled facilities for filling orders in
MINNEAPOLIS

SEND ORDERS FOR
Minneapolis & Minnesota
 To **J. J. WEST'S, Inc.**
 3009 4th Ave., South
TWO STORES—LARGE STOCK

AUSTIN, MINN.
A. N. Kinsman, Inc.
 Competent Service to all Iowa and Minnesota Points.
 Member Florists' Telegraph Delivery.

Duluth, Minn.
 Flowers delivered promptly to any place within 300 miles
THE ALPHA FLORIST

DULUTH, MINN.
 THE ONLY GREENHOUSES IN DULUTH OR SUPERIOR
 Flowers delivered anywhere on the Iron Range
J. J. LEBORIOUS

DULUTH FLORAL CO.
 200 MILES in any direction. Duluth, Minn.
 We are the center of the great Northwest. Daily deliveries to SUPERIOR, WIS.

Lincoln, Neb. Flowers for All Occasions, from Cradle to Grave
CHAPIN BROS., Retail Florists

Yankton and Mitchell, S. D.
 We grow Roses, Carnations and all reasonable flowers. Floral emblems that are right. Give us your northwest orders. 160-page catalogue.
Gurney Greenhouse Company

Mitchell S. D. WM. DETHLEFS
 Leading Florist
 Choice flowers and prompt service
 781 SOUTH MONTANA ST. Member F. T. D.

ABERDEEN, S. D. Member F. T. D.
 Quality Blossoms for all Occasions.
Milady's Flower Shop

Your Orders to **North Dakota** TRY US
RUGBY GREENHOUSES, Rugby, N. D.
 We are centrally located. Members F. T. D.

GRAND FORKS, N. D.
McELROY'S FLOWER SHOP
 Orders for North Dakota and Northern Minnesota

Hastings, Nebraska Lohman Flower Shop
 Prompt Service
 Central and Western Nebraska
 Southern Kansas and Eastern Colorado

cap of fifty pounds in weight of contestant to any club accepting this challenge.
 A business meeting was held during the afternoon and resolutions were passed urging the Federal Horticultural Board to lift its embargo on plants and bulbs.
 The next meeting of the club will be held with Emil Krantz, at Muscatine, Ia., Wednesday, August 11.
 William Knees, Sec'y.

STEAMER SAILINGS.

The following sailing list, displayed in a conspicuous place in the window or store or used in advertising matter with the information that you have facilities for filling bon voyage orders on short notice, will aid in developing your telegraph orders for steamer trade:

Steamer	From	To	Sails
Gramplan	Montreal	Antwerp	July 29
Fushimi Maru	Seattle	Yokohama	July 30
Lafayette	New York	Havre	July 30
Aquitania	New York	Southampton	July 31
Stockholm	New York	Sweden	July 31
Zeeland	New York	Antwerp	July 31
Manchuria	New York	Hamburg	July 31
Baltic	New York	Liverpool	July 31
Patria	New York	Naples	July 31
Columbia	New York	Glasgow	July 31
Scotian	Montreal	London	July 31
Victorian	Quebec	Liverpool	Aug. 4
Olympic	New York	Southampton	Aug. 4
Noordam	New York	Rotterdam	Aug. 4
Tofua	San Fr'co	New Zealand	Aug. 4
Mauretania	New York	Southampton	Aug. 5
La Savole	New York	Havre	Aug. 6
Philadelphia	New York	Southampton	Aug. 7
Cassandra	Montreal	Glasgow	Aug. 7
Bergensfjord	New York	Norway	Aug. 7
Minnedosa	Montreal	Liverpool	Aug. 7
Persia Maru	San Fr'co	Yokohama	Aug. 10
N. Amsterdam	New York	Rotterdam	Aug. 10
Emp. of France	Quebec	Liverpool	Aug. 11
Canada	New York	Marseilles	Aug. 11

LINCOLN, NEB.
 1338 O Street
FREY & FREY
 WHOLESALE AND RETAIL
 120,000 square feet of glass at your service.
 Trade Discount
 Members of the Florists' Telegraph Delivery

C. H. FREY
 Wholesale and Retail Florist
 1133 O Street, LINCOLN, NEB.
 Will Fill Orders for the West on Short Notice.
 Trade Discounts. First-class Stock.

NORFOLK, NEB.
Norfolk Floral Co. Member F. T. D.
 For all Northern Nebraska, Southeastern South Dakota and Northwestern Iowa.

MANKATO, MINN.
THE WINDMILLER CO.
 Flowers to all points on short notice
 Member Florists' Telegraph Delivery

OMAHA, NEB. Member F. T. D.
 Louis M. Rogers, 319 So. 16th St.

OMAHA, NEBRASKA
 Lee L. Larmon Fontenelle Florist, 1814 DOUGLAS ST.

Hess & Swoboda, Florists
 Telephones 1501 and L 1588
 1415 Farnam Street, OMAHA, NEB.

OMAHA, NEBRASKA
 John H. Bath, The Careful Florist, 1804 FARNAM STREET
 Member Florists' Telegraph Delivery

Lewis Henderson, Florist
 1519 Farnam Street OMAHA, NEBRASKA
 Member Florists' Telegraph Delivery Ass'n

FOR ALL NEBRASKA ORDERS USE
ED. WILLIAMS, Grand Island
 Competent Florist Railroad Center

GREETINGS

from the McCallum salesmen will soon be heard by our friends and customers.

The McCallum line of New Baskets, Fancy Made-up Wreaths, Ribbons, Chiffons and Florists' Sundries for the coming season is more complete, brighter, and by far more attractive than what we have shown you in past seasons.

The McCallum Service for Florists

is coming your direction, placing each man in his territory with new samples of our greatly improved line for your inspection, which includes many new ideas in novelties and holiday goods.

Look for Our

- Mr. Robert E. Gay, traveling in Michigan, Indiana, Western Ohio and States of the Central South.
- Mr. Ross E. Adgate, traveling in Western Pennsylvania and Ohio.
- Mr. Henry L. Blend, traveling in New York, Pennsylvania and the Great Lakes region.
- Mr. V. H. Floyd, traveling in West Virginia, Eastern Ohio and territory of the Pittsburgh region.
- Mr. Chas. F. Edgar, traveling through the Middle Western States and Philadelphia district.
- Mr. Fred W. Gust, traveling in Washington, Oregon, Idaho, Montana and Utah.
- Mr. S. S. Puryear, traveling through the Southern States from Virginia to Texas.
- Mr. A. F. Levy, traveling in California and Nevada.
- Mr. Juan de Choudons, traveling in the West Indies.
- Mr. Cliff W. Brown, traveling in cities east of the Mississippi with our line of Artificial Flowers, Vines and Window Display Goods.

Our Mr. WILLIAM T. USINGER has just departed on a buying trip to Europe to further enrich the McCallum line with the latest and best in the offerings of European manufacturers.

Remember

It will be mighty well worth the time it takes to view their displays, whether you are needing goods or not, so wait for the *McCallum* man.

The McCallum Company

"The House that Service Built"

Pittsburgh, Pa.

CLEVELAND

DETROIT

CINCINNATI

SAN JUAN

SAN FRANCISCO



This Jardiniere costs but a few cents

Yet it adds many times its cost to the appearance of any potted plant, and it may be used to equal advantage for cut flowers, artificial flowers, baskets and ferns. Made of wood fiber, waterproofed, handsomely decorated in Wedgwood colors. Send for illustrated folder and prices for 4, 5 and 6-inch standard flower pot shape sizes.

MONO SERVICE CO., Newark, N. J.

Seed Trade News

AMERICAN SEED TRADE ASSOCIATION.
President, H. G. Hastings, Atlanta, Ga.;
secretary-treasurer, O. E. Kendel, Cleveland, O.

THE official roster of the Stumpp & Walter Co., New York, is: President, George G. Stumpp; treasurer, Julian H. Walter; secretary, William A. Sperling.

THE seed trade has its own special problem of deflation in the fact that it is not possible to increase quickly the consumption of seeds by reducing the price.

THE first French bulbs arrived on the steamer Britannia July 27, having left Marseilles July 10. A larger shipment will come on the Patria, which left three days later.

"It is our policy to print only those things which are encouraging," says the editor of a trade paper. But, Holy Moses! How misleading such a publication must be until its readers size it up! And after that it won't have any readers.

THE McVay Seed & Floral Co., Birmingham, Ala., which has been operated since 1915 by R. Vernon Harris and Leon E. Harris, will be known in the future as the Harris Seed & Floral Co. The change will not affect the personnel of the concern, which will operate as successors to the McVay Seed & Floral Co.

GRASS SEED IMPORTS.

The following table, prepared in the seed laboratory of the Bureau of Plant Industry, United States Department of Agriculture, shows the amount of the various kinds of forage-plant seeds, subject to the seed importation act, permitted entry into the United States between July 1 and July 15, 1920, inclusive:

Kind of seed	Pounds
Alfalfa	3,200
Clover:	
Crimson	158,200
Red	52,300
Millet: Broom corn.....	1,100
Rye grass:	
English	11,200
Italian	44,000
Vetch: Hairy	90,500

SEED BIDS OPENED.

At Washington July 23.

Friday, July 23, bids were opened at the Department of Agriculture, in Washington, D. C., for the supply of seeds to be purchased by the government for its annual congressional distribution. The same kinds of vegetable and flower seeds were supplied as in former years. The number of firms presenting bids was somewhat larger than formerly, the various houses in the trade seeking this means of unloading some of the surplus which rests so heavily on their hands this season.

For this same reason, needless to say, the prices quoted on many items were much below the figures of previous years. A good many firms are carrying larger stocks of surplus seeds at this time than they would like to admit. The demand this year was not at all sufficient to clear even a good proportion of the stocks on hand. As a result, this trade finds itself in the quite anomalous position, under present general commercial conditions, of having on its hands large stocks of a commodity that can-

ATTENTION!

Our
Special Price List

offering

BULBS

for

Autumn Planting

is now ready

We will gladly mail you a copy
on request



Everette R. Peacock Co.

SEED GROWERS AND IMPORTERS

4011-15 Milwaukee Avenue

CHICAGO, ILL.

Get Quotations on Seeds from

LANDRETH

Before Buying Elsewhere

We will quote you for immediate or future shipment

D. LANDRETH SEED CO.
Bristol, Pennsylvania

Mention The Review when you write.

Western Seed & Irrigation Co.

Seed Growers and Dealers

Office and Warehouse, Growing Station,
Fremont, Neb. Rocky Ford, Colo.

SPECIALTIES

CUCUMBER

MUSKMELON WATERMELON
PUMPKIN and SQUASH
SWEET, FLINT and FIELD CORN

Write for Special Contract and Spot Prices

Mention The Review when you write.

THE

J. C. Robinson Seed Co.

WATERLOO, NEB.
ROCKY FORD, COLO.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed, Sugar, Flint and Field Seed Corn.

THE KIMBERLIN SEED CO.

Wholesale Seed Growers **San Jose, Cal.**

GROWERS OF

ONION, LETTUCE, RADISH, ETC.

Correspondence Solicited

Mention The Review when you write.

The C. Herbert Coy Seed Co.

VALLEY, Douglas County, NEB.

Wholesale Growers of High-grade Seeds

Cucumber, Muskmelon, Squash and Pumpkin; Sweet, Flint and Dent Seed Corn

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

Fitchburg, Mass., U. S. A.

Mention The Review when you write.

An Experience of Half a Century

IN PRODUCING HIGH-GRADE

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

Orange, S. D. Woodruff & Sons New York City

Waldo Rohnert

GILROY, CAL.

Wholesale Seed Grower

Specialties: Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

We are Headquarters for the BEST OF EVERYTHING

in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

Peas, Beans, Corn and Vegetable Seeds

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery

Jerome B. Rice Seed Co., Cambridge, N. Y.

Mention The Review when you write.

YOU will be satisfied with the products of Burpee's "Seeds that Grow"

Better write to Burpee, Philadelphia,—for new Complete Catalogue

Mention The Review when you write.

Onion Sets

GROWERS for the Trade

LEONARD SEED CO.

226-230 W. KINZIE STREET, CHICAGO

BEANS
PEAS
CORN

Write for Prices

Braslan

Growers for the Wholesale Trade Only. Onion, Lettuce, Carrot, Parsnip, Parsley, Celery, Endive, Salsify and Mixed Sweet Peas.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Mention The Review when you write.

The Everett B. Clark Seed Co., Milford, Conn.

Branch Houses in Wisconsin, Colorado, Montana, Idaho and Washington

Beans, Peas, Sweet Corn, Onion, Beet, Turnip, Tomato, Spinach

Mention The Review when you write.

Wholesale Seed Grower

Pepper, Eggplant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn, Vine Seeds.

Correspondence Solicited

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.

Mention The Review when you write.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention The Review when you write.

I. N. Simon & Son Garden Seeds

—AT WHOLESALE—

438 Market St., PHILADELPHIA, Pa.

Mention The Review when you write.

TOMATO SEED

Pepper, Eggplant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn, on contract.

EDGAR F. HURFF

Correspondence Solicited. Swedesboro, N.J.
Mention The Review when you write.

JAMES VICK'S SONS

GROWERS OF

FLOWER and VEGETABLE SEEDS

Get the benefit of our 71 years' experience

All Seasonable Varieties

Our Stocks Are Very Complete

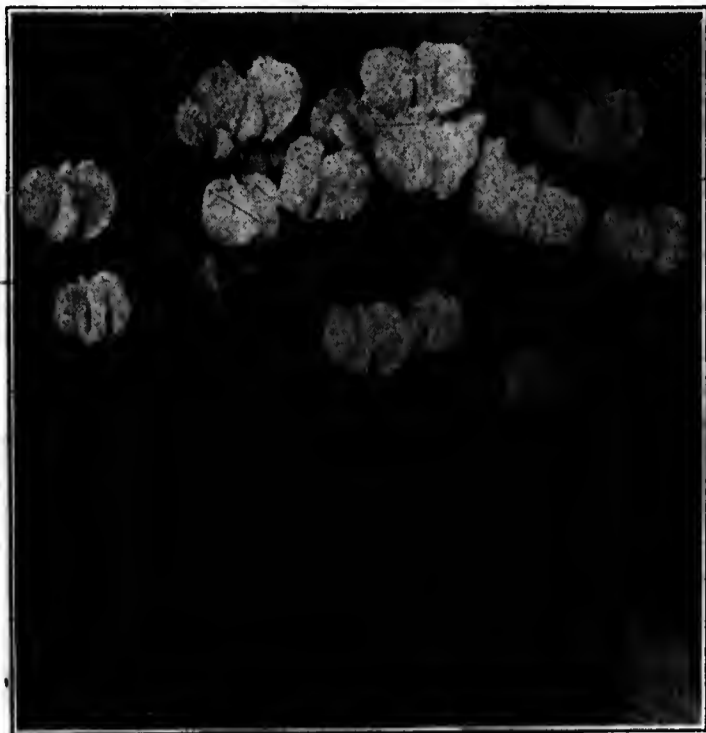
Rochester, N. Y. The Flower City

JOHANSEN-WINSLOW CO.
Growers of HIGH GRADE FLOWER SEED

SPECIALTIES LOS ANGELES
EL MONTE
CALIFORNIA

Alyssum Verbenas
Candytuft Asters
Carnations Dianthus
Nasturtiums Zinnias
Sweet Peas
Send for 1920 Contract List

Dreer Specials in Florists' Flower Seeds



Dreer's Prize Dwarf Cineraria

We have an extra fine strain this season, plants of compact habit with flowers of largest size and in a splendid range of bright colors. Trade pkt. of about 1,000 seeds, \$1.00.

Dreer's Superb Giant Cyclamen

We have now in stock new crop American-grown seed and we believe the strain is better than the best ever imported and can furnish in the following colors:

Pure white, white with carmine eye, brilliant red, rich rose and salmon, each \$1.50 per 100 seeds, \$12.00 per 1,000 seeds. Finest mixed, \$1.25 per 100 seeds. \$10.00 per 1,000 seeds.

Dreer's Perfect Pansies

We are fortunate in having a very good supply of the finest strains in separate colors and in mixture. We particularly recommend our Royal Exhibition Mixture, which is unequalled for size and coloring. 50c per trade pkt., \$1.25 per eighth ounce, \$8.00 per ounce. For other varieties as well as other Flower seeds for summer sowing, see our Special Mid-summer offer. Copies free on request.

HENRY A. DREER, 714-716 Chestnut Street, Philadelphia, Pa.

not, like mercantile lines, be moved by post-season sales at cut prices, and which will, another season, serve to depress the market still farther. These circumstances led to the increased number of offers to the Department of Agriculture when the bids were filed and also to the low prices quoted in many cases.

Not Fair Market Value.

The prices so quoted do not and cannot represent anything like the market value of these seeds. In the first place, they are not of the A-1 quality the seedsmen would give their regular customers. Neither the seedsmen who supply them nor the congressmen who distribute them nor the constituents who receive them ever are under the delusion that the seed is anywhere near the best obtainable. The lots offered to the government are on a par with the roses peddled by the street man or the vegetables hawked on Saturday night—they may be of the same variety, but they are far from the same quality of the roses or vegetables that are bought through regular channels.

In the second place, the prices quoted by the bidders were made low so that they might have some chance of ridding themselves of lots of seeds which already represented a loss and could only depreciate more in value while on their hands. To realize what they could on these stocks, be it ever so little, was the object of the bidders.

The Right Route?

Whether this was the best or wisest route to clear themselves of this surplus seedsmen are doubtful themselves. Only a certain quantity is required by the Department of Agriculture for distribution and no more is purchased because the prices happen to be low. It appears to some as though the seed trade was merely giving its merchandise at less money than need be for the sake of competing with one another in an attempt to dump a surplus. Whether, in a year such as this, the trade would not be better off

Burpee's Sweet Peas



GLITTERS

One of Burpee's New Winter-Flowering Spencer Sweet Peas

EVENTUALLY, every Florist and Commercial Grower will plant Burpee's New Early- or Winter-Flowering Spencer Sweet Peas.

We say this in all confidence, for the Burpee list contains the finest varieties yet to be offered, in a complete range of colors, including the most desirable Florist shades.

Burpee's Sweet Pea List for Florists is now ready. Every Florist and Grower should have it. Write for a free copy today.

**W. Atlee Burpee Co.,
Seed Growers Philadelphia**

"THE BEST BY TEST"

CYCLAMEN SEED

AMERICAN GROWN. NEW CROP

Giant-Flowering Kinds

	100 Sds.	1000 Sds.
FAIRY QUEEN—Frisled White, Crimson Eye	\$3.00	\$25.00
PRIDE OF CINCINNATI—Large Salmon	3.00	25.00
GLORY OF WANDSBEK—Light and Dark Salmon	2.50	20.00
BRILLIANT RED—Fine and Large	2.50	20.00
CHRISTMAS CHEER—Blood Red	2.50	20.00
ROSEA SUPERBA—Shell Pink	2.50	20.00
MAGNIFICA—Dark Rose Pink	2.50	20.00
VICTORIA—White Tipped Pink	2.50	20.00
DAYBREAK—Delicate Pink	2.50	20.00
PURE WHITE—Very Large	2.50	20.00
WHITE PINK EYE—Splendid Variety	2.50	20.00
LAVENDER—Very Beautiful	2.50	20.00

ORDER NOW

Stump & Walter Co

30-32 Barclay St.

NEW YORK

Flower Seeds for Florists

Pansy Seed

	¼ oz.	1 oz.
St. L. S. Co. Nonpareil Mixture	\$2.00	\$7.50
Masterpiece	1.40	5.00
Bugnot's Giant	1.10	4.00
Cassier's Giant (blotched)	1.00	3.50
Trimardeau Giant Mixed	.75	2.50
Fine Mixed	.35	1.25

Daisy, double

(Bellis Perennis)

Longfellow, Rose	1.75
Snowball, White	1.75
Double Mixed	1.50

Cineraria

	Tr. Pkt.
Giant Prize Strain, Semi-dwarf	\$.50
Grandiflora Stella	.50

Myosotis

(Forget-Me-Not)

Alpestris, Indigo Blue	.25	1.50
" Victoria, Dwarf	.25	2.00
" Robusta Grandiflora	.25	1.50

Primula

Chinensis, Single Fringed Mixed	.50
Obconica Grandiflora	.50
Malacoides	.25

St. Louis Seed Company

The Home of "Pure and Sure Seeds"

411-413 Washington Ave.

ST. LOUIS, MO.

Bamboo Cane Stakes

DOMESTIC CANES

	Natural	Per bale	Per bale
6-9 ft.	800	\$15.00	
9-12 ft.	200	8.00	

JAPANESE CANES

	Dyed Green	Per bale	Per bale
18 in.	5,000	\$22.50	
26 in.	4,000	22.00	
26 in.	2,000	11.00	
2½ ft.	3,000	18.00	
3 ft.	2,000	15.00	
3½ ft.	2,500	20.65	
3½ ft.	2,000	16.50	
4 ft.	2,000	18.00	

Natural

	Per bale	Per bale
6 ft.	2,000	\$22.00

Description. The Domestic Canes are heavier than the Japanese, they range from ¼ to ¾-inch thickness at the butt, tapering to a point. The Japanese Canes are of uniform thickness and can be cut into any length desired.

Prices, are understood Ex Warehouse, New York.

Terms, 60 days net, less 2% cash 10 days from invoice date.

Lilium Giganteum

From Cold Storage

Full Count, Good Grade, Good Condition

F. O. B. New York

	Per case	Per case
7-9	300	\$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50
11-12	130	47.50

F. O. B. Denver

	Per case	Per case
6-8	400	\$42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. London (Canada)

	Per case	Per case
7-9	300	\$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	47.50

Hardy Lily Bulbs

F. O. B. New York

	Per case	Per case
Rubrum, 7-9	220	\$29.00
Auratum, 11-12	90	25.00
Album, 7-9	220	30.00
Album, 8-10	170	30.00
Album, 9-11	130	30.00

Terms, 60 days net, less 2% 10 days from invoice date, cold storage charges extra from date of invoice.

McHUTCHISON & CO.

95 Chambers St., NEW YORK, N.Y.

A New Gladiolus

A Pure White Sport of America

I have growing on my place at Amelia, Ohio, 10,000 bulbs of this variety that will bloom during August, and also all the bulblets produced last year.

This variety originated with me and no stock has as yet

passed from my possession. I wish to sell the entire stock and wish to hear from anyone interested in something really good.

Call and see it growing in the field.

CHARLES POMMERT, Amelia, Ohio

to regulate its offers—through the American Seed Trade Association perhaps—so that a minimum might be fixed, is a problem that body's executives might consider. It would be necessary to avoid a combination in restraint of trade liable to government prosecution. On the other hand, it might be possible to obtain, for the seeds sold to the government this year, considerably more money than will be received by the successful bidders among those whose offers were read last Friday.

ONION SETS AT CHICAGO.

Because the acreage is somewhat reduced this year it is reassuring to find that the Chicago district will have considerably better than an average yield of onion sets. Just what the outturn will be can not, of course, be foretold, as so uncertain a factor as the date of the next good rain will determine quantity, but it looks as though the crop might easily be eight bushels per pound of seed. An average crop is figured as six for one and practically every patch is counted on for something better than that this year. A soaking rain within the next few days would add a good many thousand bushels to the total yield of the district by causing the sets to bottom out well; it would improve the quality while adding to the quantity. But to be of value the rain must come soon; the crop is nearly made. Harvesting the early sets will begin within the week.

A good many truckers who employ labor, or would if they could, planted no seed for sets this year; last year's small crop and the high cost of labor deterred them. The crop this year is being grown in smaller patches by men who have large families to do the work. The average outturn last year did not exceed three bushels per pound of seed and there were many patches which did not give more than one bushel per pound of high-priced seed. This year, however, seed was cheaper and canvassing to place it was more thorough and as a result there are a considerable number of new growers, especially in the territory southwest of the city.

Leonard Seed Co., Everette R. Peacock Co., L. A. Budlong Co., Vaughan's Seed

Do You Grow Sweet Peas?

Then good seed should interest you. We carry in stock Zvolanek's Famous Sweet Pea Seed, the best winter-flowering Sweet Pea, in the following colors and varieties:

PINK

Zvolanek's Xmas Pink Orchid	1 oz.	\$0.75
Zvolanek's Rose	1 oz.	4.00
Miss Louise Gude	1 oz.	1.00
Mrs. A. A. Skach, clear pink	1 oz.	.75
Rose Queen	1 oz.	.75
Miss Flora Fabing, rose pink	1 oz.	1.00
Yarrowa	1 oz.	1.00

WHITE

Venus	1 oz.	\$1.00
Mrs. M. Spanolin	1 oz.	1.00
Bridal Veil	1 oz.	1.00
Mrs. Chas. Zvolanek, lavender	1 oz.	1.00
Zvolanek's Pale Blue	1 oz.	1.00
Zvolanek's Orange	1 oz.	4.00
Orange Orchid	1 oz.	1.00
Lavender Nora, clear lavender	1 oz.	1.00
Zvolanek's Xmas Red	1 oz.	1.00
Zvolanek's Beauty, dark rose	1 oz.	1.00

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LILY OF THE VALLEY
 Japanese Lilies, French and Dutch Bulbs
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PAPER WHITES
 Lilium Candidum, Grand Soleil d'Or
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GIGANTEUM LILIES

Inch	To case	Per case
7 to 9	800	\$55.00
8 to 9	250	55.00
9 to 10	200	55.00

10% discount on five-case lots
HOLTON & HUNKEL CO., Milwaukee, Wis.

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Let us quote you on all leading varieties for fall delivery.

United Bulb Co.

THE HOME OF CHOICE GLADIOLI.

Box A, Mount Clemens, Mich.

Hyacinths Tulips
Narcissus Crocus

Catalogue and special prices on application

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ASPARAGUS ELONGATUS
LEATHER-LEAF FERN

See classified ads.

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Orlando, Florida.

XXX SEEDS

Chinese Primrose—Finest grown, mixed, 400 seeds, \$1.00; 1/2-pkt., 50c; 1000, \$2.00.
Primula Obconica—Finest Giants, pkt., 50c
Primula Malacoides—Giant Baby, pkt., 25c.
Primula Kewensis—New Dwarf, yellow, 25c.
Cineraria—Large Flowering Dwarf, finest grown, all colors, mixed, pkt., 50c; 1/2-pkt., 25c.
Cyclamen Giganteum—Choicest Giants, mixed, 125 seeds, \$1.00; 1/2-pkt., 50c; very fine.
Bellis Monstrosa (Daisy)—Monstrous Giant Rose, white and mixed, each, per pkt., 25c.
Calceolaria Hybrida Grandiflora—Very finest, 20 choicest spotted varieties, mixed, pkt., 50c.
Giant Pansy—The best large flowering varieties, in choice mixture, 5000 seeds, \$1.00; 1/2-pkt., 50c; per oz., \$3.50; 3 ozs., \$10.00.

JOHN F. RUPP, Shiremanstown, Pa.

Tomato Seed and Sweet Potato Plants

Pleased to quote you prices on quantities and varieties wanted for present or future delivery.

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F. G. MARQUARDT, Inc.
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DANISH SEED IMPORT

Import of all kinds of Seeds direct from seed growers in Denmark. Please send for price list.
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Sweet Pea Seed

For Early August to December Delivery.

Hand-Rogued Hand-Picked Hand-Threshed

For Greenhouse Use

If you have been troubled with badly mixed Pea seeds, or immatured seed that does not grow, try our hand-picked seed. Each pod is picked when ripe and matured, instead of pulling up the vines and stacking them to cure, then threshing them in a machine, as most growers do. While picking by hand the fields get rogued almost daily, not only for off colors but Winter flowering plants only are permitted to remain.

PINK SHADES

	Oz.	1/4 Lb.	Lb.
Mrs. A. A. Skach.....	\$0.75	\$ 9.00
Miss Flora Fabing.....	.75	\$ 2.00	8.00
Belgian Hero.....	1.00	2.50	9.00
Rose Queen (Genuine)....	1.50	6.00	18.00
Morning Star (Genuine)...	1.00	3.00	10.00
Yarrowa (Australian)....	.75	2.50	8.00
Mrs. Wm. Sim Orchid....	.75	2.50	9.00
Miss Louise Gude.....	2.00	7.50	25.00
Early Empress.....	1.50	5.00	15.00
Apricot Orchid.....	.85	3.00	10.00
Fordhook Pink.....	.85	3.00	10.00
Fordhook Rose.....	1.00	3.50	10.00
Early Song Bird.....	1.00	3.00	10.00
Early Melody.....	1.00	3.00	10.00
Early Spring Maid.....	1.00	3.00	10.00
Zvolanek's Rose.....	2.00	6.00	18.00
Gertrude Welch.....	3.00	10.00	30.00
Morning Star.....	1.00	3.00	10.00
Cherry Ripe.....	2.00	7.00	25.00
Exquisite.....	1.50	5.00	15.00
Daybreak (Burpee).....	1.50	6.00	17.00
Primrose.....	2.00	6.00	17.00

LAVENDER AND BLUE

	Oz.	1/4 Lb.	Lb.
Lavender Orchid.....	\$0.75	\$ 2.50	\$ 8.00
Mrs. Chas. A. Zvolanek..	2.00	6.00	20.00
Early Lavender King.....	1.50	4.00	14.00
Early Zephyr.....	1.50	4.00	14.00
Spanolin. Lavender.....	4.00	15.00
Early Heather Bell.....	1.00	3.00	10.00
Zvolanek's Blue.....	2.50	9.00	30.00
Zvolanek's Pale Blue.....	2.50	30.00
Bluebird.....	1.50	5.00	15.00
Blue Jacket.....	1.50	5.00	15.00
Marquis. Blue.....	1.50	5.00	15.00

WHITE

Watchung Orchid.....	3.00	10.00	30.00
Bridal Veil.....	.85	3.00	10.00
White Orchid.....	.75	2.50	8.00
Venus.....	.75	3.00	10.00
Mrs. M. Spanolin.....	.75	2.50	8.00
Snowstorm.....	1.50	5.00	15.00
Daintiness.....	1.50	5.00	15.00
Zvolanek's Red.....	2.00	6.00	20.00
The Beauty.....	1.00	3.00	12.00
President Wilson.....	1.00	3.00	10.00
Concord Red.....	1.00	3.00	10.00
Britannia.....	2.00	6.00	20.00
Early King.....	1.50	3.50	18.00
Christmas Pink Orchid....	1.00	3.00	10.00
Pink and White Orchid....	.75	2.50	9.00

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Vegetable, Flower and Farm Seeds

For the highest quality, try the pedigree strains

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Growers of
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Mt. Clemens, Mich.

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Please send for my quotations on large or small quantities of all the leading varieties.

JELLE ROOS

GLADIOLUS SPECIALIST

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NATIONAL BULB FARMS, Inc.

Benton Harbor, Michigan

Gladioli, Dahlias, Peonies
and Hardy Perennials.

300 acres under cultivation

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J. K. RUGOWSKI SEED CO., Inc
MANITOWOC, WIS.

—Enough said

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"Tested and Trusted" Over a Century
Special Price List to Florists and Market Gardeners.
Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

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Cyclamen Seed

Will arrive within a few days from the other side

Order Now—Supply Is Limited

Leading varieties,
1000, \$15.00; 100, \$2.00
Colors separate
1000, \$12.00; 100, \$1.75
Colors mixed
1000, \$10.00; 100, \$1.50

F. RYNVELD & SONS, 61 Vesey St., New York City

FIRST SHIPMENT ALREADY AFLOAT

Narcissus Paper White Grandiflora

In All Sizes

Write For Prices

HOGEWONING & SONS, Inc.

299 BROADWAY, NEW YORK

Store and W. W. Barnard Co. are the principal operators, although there are a considerable number of others who place some seed on contract and who buy independent crops.

CATALOGUES RECEIVED.

Henry A. Dreer, Philadelphia, Pa.—“Dreer’s Special Midsummer Offer for Florists,” a wholesale list of flower seeds and bulbs; sixteen pages, illustrated. Both greenhouse and garden varieties of flower seeds, including seeds of hardy perennials, are offered, and “the entire list is reasonable,” says the company. For quotations on vegetable seeds the customers are referred to the wholesale market gardeners’ catalogue.

J. Bolgiano & Son, Baltimore, Md.—“Bolgiano’s Big Krop Seeds for Market Growers and Truckers,” an illustrated wholesale catalogue for summer and fall use. Forty or more of the total fifty-six pages are devoted to vegetable and field seeds; these are followed by a condensed list of seasonable flower seeds and a 9-page list of tools and supplies.

Peter Henderson & Co., New York, N. Y.—“Seeds for Summer Sowing,” an illustrated 32-page catalogue of seeds and supplies. The cover, printed in black and red, is both attractive and appropriate, illustrating and emphasizing the slogan, “Make your garden work full time.” Various suggestions are offered on the successive sowing of garden seeds. On page 1 is a tabulated list of “vegetables especially suited for sowing in June, July and August.”

A. Dessert, Chenonceaux, France.—A 4-page supplementary catalogue of new peonies. The lists comprise three of the Dessert introductions of 1915, two of 1918 and four of 1920. The catalogue draws the attention of prospective importers to the necessity of complying with the requirements of Quarantine 37.

Peterson Nursery, Chicago, Ill.—The usual, well printed Peterson folder or bulletin, offering the two specialties, peonies and irises, with the usual—yet unusual—guarantee, “We will replace with three every plant blooming untrue to description.” The stock is so classified, by color and season of bloom, as to aid as much as possible in the selection of varieties. By a special mark, Mr. Peterson indicates what he considers “the best moderate-priced sort in each section.”

Wichita, Kan.—F. Kuechenmeister has leased his greenhouses to the Wichita Floral Co. and has purchased thirteen acres in the country, where he will grow ornamental shrubs, hardy roses and perennials for wholesale and retail trade.



Snapdragons

the past year have made growers more money than ever. Be sure you have plenty for next season. Time to sow seed for fall blooms.

Seed of our famous Silver Pink, \$1.00 per pkt.; 8 for \$2.50; 7 for \$5.00.

Seed of our new Hybrid Pink and of our new Golden Pink Queen, same price.

Seed of Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton and Fancy Mixed, 85c per pkt.; 3 for \$1.00.

Free cultural directions. All orders cash.

G. S. RAMSBURG, SOMERSWORTH, N. H.

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Lily of the Valley

Address, care of Knaath, Nachod & Kuhne, 120 Broadway, New York

German strain, grown on heavy, sandy grounds at Naarden are the very best in the market.

Ask for prices.

JAC. SMITS & CO., Naarden, Holland

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Wholesale Dutch Bulb Growers

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Nurseries at LISSE, HOLLAND

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Dutch and French Bulbs

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The KENILWORTH Giant Pansy Seed



No.

- 26. **GIANT KENILWORTH CUT FLOWER MIXTURE.** Is a distinct class by itself, surpassing all other strains as a cut flower for inside or outside growing; the large flowers are carried erect above the foliage on heavy stems, 6 or 7 inches long, in the most graceful manner, and stand the hot, dry weather well. 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; ¾ oz., \$3.75; 1 oz., \$7.50.
- 28. **GIANT MASTERPIECE.** A remarkable type, the curled wavy petals giving the flower a double appearance; large flowers of great substance, on long, strong stems, and its ability to stand the hot, dry weather, makes it a favorite for cut flowers. 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; ¾ oz., \$3.75; 1 oz., \$7.50.
- 30. **GIANT THREE AND FIVE BLOTCHED PANSIES.** A superb mixture. Flowers large and of circular form and of great substance. The display of coloring is unsurpassed. A combination of almost every shade of rich, velvety colors; reds are particularly conspicuous, the petals being distinctly marked with three or five large, dark blotches. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.
- 32. **GIANT PARISIAN.** The flowers are of enormous size and beautifully marked, mostly five dark blotches on white and yellow ground; an unusually showy mixture. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.
- 36. **TRIUMPH OF GIANT.** Remarkably beautiful. The imposing five-spotted flowers on long, vigorous stalks surmount the foliage in the most graceful manner, are of enormous size, perfectly round and of unusual substance. The individual petals are very broad and cover each other in such a manner as to make the flowers appear almost double, the border of every petal being conspicuously curled. The plants are of a robust growth and form compact bushes of a round shape. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.
- 70. **OCHID-FLOWERED, Mixed.** A dwarf, free bloomer, with a range of delicate colors that do not exist in any other Pansies; a remarkable combination of light rose, shell pink, blush mauve, fawn, light brown, orange and chamois. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00.

- 10. **KENILWORTH GIANT EXHIBITION** is the very finest complete mixture ever sent out. Seed carefully saved only from marked plants of the best varieties, with the largest and best shaped flowers and richest coloring. It is impossible to convey an adequate idea of the delightful variations in color and markings of this unrivaled mixture. 500 seeds, 30c; 1000 seeds, 50c; ¼ oz., \$1.35; ½ oz., \$2.50; 1 oz., \$10.00.
- 12. **KENILWORTH GIANT PRIZE.** The enormous flowers are of perfect form and of great substance. Petals overlapped and undulating. The rich colorings and markings are widely varied, some flowers being almost self-colored. 500 seeds, 30c; 1000 seeds, 50c; ¼ oz., \$1.35; ½ oz., \$2.50; 1 oz., \$10.00.

New Early-Flowering or Winter-Blooming

An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering. Sown at the same time as other Pansies, they begin flowering the early part of March or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant.

- | | |
|---|---|
| <ul style="list-style-type: none"> No. 4. JOVE. Lower petals violet, upper ones almost white. 5. MARS CORNFLOWER. Blue. 6. NORTH POLE. Pure snow white. 7. WORDEN. Quite black. 8. HELIOS. Pure yellow. 14. WINTER SUN. Golden yellow, with dark eye.
500 seeds, 25c; 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; 1 oz., \$7.50. 19. TRIMARDEAU GIANT PANSIES. Very showy class of vigorous, compact growth, flowers of enormous size, a fine mixture, 1000 seeds, 30c; 4000 seeds, \$1.00; ¼ oz., \$1.35; ½ oz., \$2.50; 1 oz., \$5.00. 22. GIANT KENILWORTH STRAIN. The flowers are of perfect form and substance; many of the immense flowers are 8-inch. It is a striking collection of beautiful colors and markings, rich with shades of red, brown, bronze, mahogany and many others too numerous to mention. Light, medium or dark mixtures. 1000 seeds, 35c; ¼ oz., 90c; ½ oz., \$1.65; ¾ oz., \$3.00; 1 oz., \$6.00. 24. GIANT KENILWORTH SHOW is undoubtedly the largest flowered Pansy in the world; the immense flowers are of circular form. A beautiful collection of colors and markings. 1000 seeds, 40c; ¼ oz., \$1.10; ½ oz., \$2.00; ¾ oz., \$3.75; 1 oz., \$7.50. | <ul style="list-style-type: none"> No. 15. ICE KING. Silvery white, with dark eye. 16. CELESTIAL QUEEN. Light or sky blue. 17. CHARM OF MARCH. Dark velvety blue. 18. A mixture of the nine preceding colors and other shades. |
|---|---|

Giant Pansy Seed

- In Separate Colors
1000 seeds, 30c; any 4 packets \$1.00; ¼ oz., \$1.30; ½ oz., \$2.50; 1 oz., \$5.00.
- 38. **Mme. Ferret.** Red and wine shades.
 - 42. **Adonia.** Light blue, dark center.
 - 44. **Black.** Almost coal black.
 - 48. **Lord Beaconsfield.** Purple, shaded white.
 - 50. **Goliath.** Large, curled yellow, blotched.
 - 54. **Pres. Carnot.** White, five blue blotches.
 - 56. **Light Blue Shades.**
 - 58. **Indigo Blue.** Deep, velvety blue.
 - 60. **Hortensia-Red.** Light rose.
 - 62. **Prince Henry.** Dark blue.
 - 64. **Snow Queen.** Beautiful satiny white.
 - 66. **Almond Blossom.** Delicate rose.
 - 68. **Andromeda.** Curled apple blossom.
 - 72. **Mammoth.** Greenish yellow shades.
 - 74. **Sunlight.** Yellow, with brown blotches.
 - 78. **Bridesmaid.** White, shading rose.
 - 80. **Purple.** Large, rich deep color.
 - 84. **Mercury.** New. A deep blackish purple.
 - 86. **Pres. McKinley.** Yellow, dark blotched.
 - 88. **Emp. Franz Joseph.** White, blotched blue.
 - 90. **Vulcan.** Dark red, with five blotches.
 - 92. **Victoria.** Blood red, violet blotches.
 - 94. **Red.** A collection of rich red shades.
 - 98. **Psyche.** Curled white, with five blotches.
 - 100. **Yellow.** With dark blotch.
 - 102. **Yellow.** Large golden yellow.
 - 104. **White.** With violet blotch.
 - 106. **White.** Large satiny white.
 - 108. **Emp. William.** Ultramarine blue.
 - 110. The preceding 29 colors mixed.

Chas. Frost
Kenilworth, N. J.

Calla Aethiopica

1½ to 2-inch....\$12.00 per 100
Extra large, 2½-inch and up....\$15.00 per 100

Freesias

¾-inch and up..\$15.00 per 1000

C. C. Pollworth Co.
Milwaukee, Wis.

SUPREME British Seeds

Get our prices for delivery from 1920 Harvest on all lines of

Garden and Farm Root Seeds

KELWAY & SON, Wholesale SEED GROWERS, **LANGPORT, ENG.**
Cables: "Kelway Langport."

NEWS OF THE NURSERY TRADE

THE Poughkeepsie Nursery Co. was recently incorporated at Brooklyn, N. Y., for \$10,000, with W. J. Godding, I. Godding and F. MacDowell as incorporators.

FRENCH prices on peonies have increased approximately 300 per cent, on account of the greater expense of cultivation. A less advance is quoted to American buyers who remit in dollars.

NEW RULES AGAINST PESTS.

Important new safeguards will go into effect August 1 in all ports of the United States regarding plants and plant products whose introduction into this country is restricted or prohibited by quarantine or other orders of the United States Department of Agriculture, according to the department's report. The new regulations have just been issued by the Secretary of Agriculture and pertain to the arrival of prohibited and restricted plants carried on vessels arriving at ports where entry or landing is not intended. The provisions supplement regulations which have been in force for several years relating to entry for immediate export and entry for immediate transportation and exportation in bond, of prohibited plants and plant products. The enforcement of the quarantines of the Department of Agriculture at ports of entry has shown the necessity for more adequate safeguards with respect to restricted and prohibited plants or plant products where entry or landing at a port is not intended. These safeguards have now been provided, making less likely the escape of insects or plant diseases from vessels temporarily stopping in United States harbors.

The new regulations provide that a report shall be made to the Secretary of Agriculture by the captain or other person in charge of a vessel arriving at a United States port and containing on board plants or plant products the entry of which is prohibited or restricted. This report must state the nature and quantity of such plants or plant products, the country or locality of origin, the date of arrival, the date of sailing from the United States port, together with a statement indicating the steps taken to prevent the escape of insects or plant diseases which they may carry.

It is further provided that the person in charge of such vessels must allow inspection of his craft and must take such measures as are prescribed by the inspector representing the Department of Agriculture, to prevent the landing of any such plants or plant prod-

ucts or the escape of insects or plant diseases which they may carry. The collector of customs, in cooperation with the inspector of the Department of Agriculture, may require such person to destroy the objectionable plants and plant products or to remove them forthwith from the port and the territorial waters of the United States. If necessary, the inspector of the department may require the disinfection of the vessel in accordance with methods prescribed by the Department of Agriculture.

DISEASED PERENNIALS.

I am sending some leaves and branches of a few perennials, also one elderberry, all attacked by insects or disease. Can you let me know what the trouble is and what remedy can be used for it? All the plants are on the grounds of one of my customers and I am, of course, interested in it. Also, please let me know the name of the enclosed plant.

N. J. N.—Mich.

The leaves and shoots enclosed showed

PEONIES

New List Ready.

Ask for it.

JACKSON & PERKINS CO.

Newark, New York

Peonies and Iris

Send us your name now for our 1920 Catalogue
NOW READY

PETERSON NURSERY
30 N. La Salle St., CHICAGO, ILL.

Evergreens, Peonies and Iris

If you are interested in these you are interested in us, as we have a nice lot for early fall delivery. We also grow a full line of fruit and ornamental stock. WRITE FOR PRICES.

FARMERS NURSERY CO.,
TROY, OHIO

attacks from both insects and fungi. The particular insect I am unacquainted with, but a spraying with a combined poison and fungicide would be effective. You can purchase combined sprays of this nature, like Pyrox, or you can use arsenate of lead and Bordeaux mixture in combination. This spray will not burn the foliage. It should be applied while the foliage is perfectly dry.

The name of the plant enclosed is *Echeveria secunda glauca*. C. W.

MENTOR, O.

The Wayside Gardens Co. has just completed its new office, which is on the main thoroughfare here. This firm has over twenty acres of gladioli of the best varieties. Among the novelties seen are Maidenblush, Aurora, Queen Victoria



Box-Barberry Bordered Garden

Make a Leader of
BOX-BARBERRY
IN YOUR 1921 Catalogue

Many of the leading firms already have booked with us for their stock.

Write for Terms

Elm City Nursery Company

Woodmont Nurseries, Inc.
New Haven, Conn.

NURSERY STOCK for FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits,
Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

WRITE FOR OUR WHOLE-
SALE TRADE LIST

W. & T. SMITH COMPANY, Geneva, N.Y.

74 Years — 1000 Acres

Primula Malacoides Rosea

2 1/4-inch stock, ready now, \$5.00 per 100; \$40 per 1000.

Primula Malacoides Double White

We have obtained a pure white strain which comes more than 60% double. This is one of the most useful plants you can grow.

\$6.00 per 100; \$50.00 per 1000

FRED H. LEMON & CO., Richmond, Ind.

ENGLISH LAUREL

BY THE HUNDRED OR THOUSAND
THE AUDUBON NURSERY
WILMINGTON, N. C. H. VERZAAL, Prop.

Mention The Review when you write.

Hill's Evergreens

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitae, Yews, in small and large sizes. Price list ready soon.
THE D. HILL NURSERY CO.
Evergreen Specialists. Largest Growers in America.
Box 403, Dundee, Ill.

Mention The Review when you write.

PEONIES

Write for our new list
JUST ISSUED
Shenandoah Nurseries
D. S. LAKE, Pres. SHENANDOAH, IOWA

Mention The Review when you write.

WING'S Iris, Peonies, Dahlias, Gladioli

"Specialists to the Connoisseur"
THE WING SEED CO., Mechanicsburg, Ohio
Write for wholesale price lists

PROFITABLE TO GROW

NOW IS THE TIME LARKSPUR BLOOMS.
FIND OUT PRICE PAID FOR CUT FLOWERS.
PLANTS PRODUCE THREE CROPS OF FLOWERS IN ONE SEASON

Delphinium Belladonna, 1-year plants.....	\$ 9.00 per 100
" " " " 2-year plants.....	12.00 per 100
" " " " 3-year plants.....	15.00 per 100

Order now for fall delivery

THE WAYSIDE GARDENS CO., Mentor, Ohio

Peonies

The cream of the "World's Best." A very fine stock of fancy peonies. A very large stock of the best cut flower sorts.

Gladioli

The "World's Best" and a lot of very fine new ones now coming into bloom.

Carnations

A fine lot of Doris, Supreme, Matchless, White Benora, Benora, etc. Ready now.

Send us a list of wants.

C. BETSCHER, Dover, O.

ATTENTION!

S. A. F.—and Others

We will be in the trade exhibition at Cleveland with a fine collection of Gladioli, but space will permit of our showing but a small part of our over six hundred varieties.

At convention time our plantings of both Gladioli and Perennials will be in full bloom. We offer you a chance to see about every high-priced Gladiolus in cultivation at Goodhold Farm, nineteen miles of fine pavement from the Hollenden, or take the C. P. & E. Interurban; stop No. 52 is at our door. Twenty acres of large bulbs, all in the finest varieties, is a sight not often seen. Many traits of importance can be seen in the field that are not evident when shown in the vase. Come and see them—and us.

The Ralph E. Huntington Co.
MENTOR, OHIO

Gloire de Chatelaine Begonias

We have a fine lot of plants in 4-inch pots. Shift these into 6-inch Azalea pots for late summer and fall sales. They will pay you handsomely. \$15.00 per 100.

BAUR & STEINKAMP
3800 Rockwood Ave. INDIANAPOLIS, IND.

and Autumn Glow. Others, such as Prince of Wales, Mrs. Dr. Norton, White Giant, Lavender Pendleton, Schwaben, Niagara, Pink Perfection and Loveliness, are grown in large quantities. There are also many acres devoted to shrubs and perennials. Some exceptionally large stocks of *Thalictrum dipterocarpum*, *Lilium regale*, *L. Henryi* and *L. myriophyllum* are seen. J. J. Grullemans, who owns a half interest in the firm, is widely known as a bulb and perennial grower and the progressiveness of the firm is due to his active interest.
T. J. M.

CLEVELAND.

The Market.

The demand for all kinds of stock has fallen considerably and the time has come for most florists to take a much needed rest and vacation. With the exception of a few weddings and funerals, there has been little business in this market during the last week, and still it seems as though business is a little better than last year at this time. Stock is arriving in much greater abundance, especially gladioli. Few asters and dahlias are on the market, while sweet peas, bachelor's buttons, water lilies, coreopsis, gaillardia, gypsophila, achillea and calendula seem to be the flowers most in evidence. The price of gladioli has steadily decreased with the greater supply, although they are still bringing 4 and 6 cents. The weather has been quite cool, which in a way is advantageous to the keeping of stock. Carnations are gone for a time, but roses are coming in better every day. Fancy ferns have been arriving in poor shape, making a decided loss for the jobbers.

Various Notes.

Mrs. Cares is on an extended vacation, visiting relatives in Meadville, Pa.

Miss Dunn, of the Flower Shoppe, has returned from a trip to Buffalo and reports an exceedingly good time.

John Kirchner has returned from an automobile trip to Buffalo, Washington and the east. He reports a fine trip, being entertained royally by Carl Reck,

POINSETTIAS--Ready Now

2 1/4-inch, \$12.00 per 100, \$100.00 per 1000.

MACAWII FERN It deserves all the good said about it.

2 1/2-inch, \$15.00 per 100. READY NOW.

BEGONIA CHATELAINE, 2 1/4-in., at \$7.00 per 100, \$65.00 per 1000; 3-in., at \$15.00 per 100.

BEGONIA MRS. M. A. PATTEN, Rooted Cuttings, at \$6.00 per 100; 2 1/2-in., at \$10.00 per 100; 3-in., at \$20.00 per 100; 4-in., at \$27.50 per 100.

CINERARIA, Half Dwarf. Excellent strain, 2 1/4-in., \$7.00 per 100, \$65.00 per 1000.

GODFREY CALLAS, 3-in., \$10.00 per 100.

PRIMULA CHINENSIS, 2 1/4-in., mixed, \$7.00 per 100, \$65.00 per 1000.

PRIMULA OBCONICA, 2 1/4-in., *Rosea*, *Sanguinea*, *Alba*, *Rubra*, *Fire Queen*, *Purpurescens*, \$8.00 per 100, \$75.00 per 1000.

REX BEGONIA, 3 1/2-in., \$20.00 per 100.

SNAPDRAGON, 2 1/4-in., *Keystone*, *Silver Pink*, *Giant White*, *Giant Yellow*, \$6.00 per 100, \$55.00 per 1000.

TABLE FERNS for Fern Dishes. A selection of the best varieties. \$6.00 per 100, \$55.00 per 1000.

Cash or satisfactory trade references. No C. O. D. Shipments.

L. J. REUTER CO., PLANT 15 Cedar St. BROKERS Watertown, P. O. Boston, Mass.

Seeds, Bulbs and Horticultural Supplies

BECKERT'S SEED STORE
101-103 Federal St., PITTSBURGH, PA.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H., New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS

The **GONARD & JONES CO.** West Grove, Penna., U. S. A.
Robert Pyle, Pres. Ant. Wintzer, V.-P.

Hardy Old-fashioned Plants

Our Specialty

Specially grown for Florists, Nurserymen and Landscape Architects. Prices on request.

WILLIAM TOOLE & SON
Hardy Plant and Paddy Farm BARABOO, WIS

Hart & Vick Inc.

ROCHESTER, N. Y.
Florists' seeds, plants and bulbs. A complete stock of all the leading varieties.
Buy Your Seeds from Men Who Know
Get our new catalogue.

The Standard Bulb Co.

Benton Harbor, Mich.
Dutch Bulbs, Gladioli, Dahlias
ASK PRICES

The Storrs & Harrison Co.

PAINESVILLE NURSERIES
Nurserymen, Florists and Seedsmen
PAINESVILLE, OHIO

CYCLAMEN

STRONG, HEALTHY STOCK, READY TO SHIFT

FINEST STRAIN IN ASSORTED COLORS

Mostly Bright Shades

3-inch, \$20.00 per 100

CASH WITH ORDER

The Above Price Includes Packing

R. S. McMurray

Bellefontaine, Ohio

FERNS

B. L. E. Fern, an Improved Teddy, Jr., stronger and better. Have been growing this fern for five years and never have enough to meet the demands.
 Strong, 2½-inch..... \$15.00 per 100
Scottii, Teddy, Jr., Boston, Harrisii, Whitmanii, Piersonii, Elegantissima.
 Strong, 2½-inch... \$10.00 per 100
 5-inch 50c each
 Teddy, Jr., strong, 6-inch \$1.50 each
 B. L. E., strong, 7-inch..... \$2.00 each

Miscellaneous Plants

Asparagus, Plumosus and Sprengeri, 2¼-in., 5c each.
Asparagus Plumosus, 8-in., 12½c each.
Kentias, 4-in., 75c; 5-in., \$1.50 each.
Kentias, Belmoreana, 6-in., \$3.50 each.
Kentias, made up, 5-in., \$1.50; 6-in., \$3.00 each.
Kentias, made up, large plants, \$6.00 to \$20.00 each.
Areca Lutescens, 4-in., made up, 50c; 5-in., 75c each.
Cibotiums, fine plants, 8-in. tubs, \$7.50 each; 10-in., \$10.00 each.
Rubbers, 4-in., 40c; 5-in., 75c; 6-in., \$1.00, \$1.50 and \$2.00 each.
Pandanus, 4-in., 50c; 7-in., \$4.00; 8-in. tubs, \$5.00 each.
Bird's-Nest Ferns, 4-in., 75c each.
Ampelopsis Veitchii, 4-in., 40c each.
Clematis Paniculata, 4-in., 25c; 5-in., 35c each.
Bamboo, 8-in., \$7.50 each.

Send for List of Bedding Plants.

JOHN BADER CO.
 Mt. Troy, N. S. Pittsburgh, Pa.

**Double Snapdragon
June Hefko**

Rooted Cuttings — \$15.00 per 100, \$125.00 per 1000
 2½-inch pots, \$17.00 per 100.

October and later delivery.

See illustration and description, page 111 of The Review for June 24.

T. D. HEFKO, Marshfield, Wis.

PALMS and FERNS

FERNS—Scottii, Teddy Jr., Macawii, Boston, 6-inch pots, 75 cts.; Scottii, Teddy Jr., Boston and Whitmanii, 4-inch pots, 30 cts; Macawii, 2¼-inch pots, \$10.00 per 100.
PALMS—Kentia Belmoreana and Forsteriana, 4-inch pots, 60 cts. each; Kentia Forsteriana, 5-inch, \$1.50 each; 6-inch pots, 3½ feet high, \$3.00 each.
DRACAENAS—Lord Wolseley, 3-inch pots, 30 cts.
HOLLY FERNS—4-inch pots, \$15.00 per 100.
FICUS ELASTICA, or Rubber Plants, 5½-inch, 75 cts.; 4-inch, 50 cts. each.

Cash with order. No plants shipped C. O. D. Add 5% for packing.

All goods travel at purchaser's risk. All plants will be shipped out of pot unless otherwise stated.

GODFREY ASCHMANN, 1012 W. Ontario St., Philadelphia, Pa.

Plants for Immediate Delivery

Kentias, single plants, large specimen plants, up to, each.....	\$100.00
Phoenix Roebelenii, each.....	\$10.00 to 25.00
Phoenix Roebelenii, large specimen plants, up to, each....	100.00
Phoenix Canariensis, large specimen plants, each.....	25.00
Livistona Rotundifolia, 5-inch, each.....	1.25
Livistona Rotundifolia, 6-inch, each.....	\$2.00 and 2.50
Sansevieria Zeylanica, 4-inch, each.....	.75
Sansevieria Zeylanica, 6-inch, each.....	1.50
Crotons, 4-inch, each.....	.75
Crotons, 6-inch, each.....	2.50
Geonoma Gracilis, 3 1/2-inch, per hundred.....	35.00
Dracaena Lindenii, extra strong plants, 2 1/2-inch, per 100.....	35.00
Dracaena Terminalis, extra strong plants, 3-inch, per 100.....	35.00
Dracaena Terminalis, extra strong plants, 2 1/2-inch, per 100.....	20.00
Dracaena Lord Wolseley, ex. strong plants, 2 1/2-in., per 100.....	25.00
Dracaena Lord Wolseley, ex. strong plants, 3-inch, per 100.....	35.00
Dracaena Stricta Grandis, extra strong plants, 2 1/2-inch, per 100.....	25.00
Dracaena Stricta Grandis, extra strong plants, 3-in., per 100.....	35.00
Dracaena Eugene Andre, 4-inch (well colored extra fine stock), per 100.....	50.00
Dracaena Eugene Andre, 5-inch (well colored extra fine stock), each.....	1.00
Dracaena Juno, 5-inch (well colored extra fine stock), each.....	1.00
Asparagus Plumosus, 2 1/4-inch, per 100.....	6.00
Asparagus Plumosus, 3-inch, per 100.....	10.00
Asparagus Plumosus, 5-inch, each.....	.40
Asparagus Plumosus, 6-inch, each.....	.60
Table Ferns, Pteris Wimsettii, 2 1/4-inch, per 100.....	6.00
Table Ferns, Pteris Victoria Vari., 2 1/4-inch, per 100.....	6.00
Table Ferns, Pteris Victoria Green, 2 1/4-inch, per 100.....	6.00

Holly Ferns, 2 1/4-inch, per 100.....	\$ 6.00
Cyclamen, 2 1/4-inch, per 100.....	15.00
Geraniums, S. A. Nutt, 4 1/2-inch, extra strong stock, per 100.....	25.00
Kentia Belmoreana, Single, 2 1/4-inch, per 100.....	20.00
Kentia Belmoreana, Single, 3-inch, per 100.....	35.00
Kentia Belmoreana, Single, 4 inch, per 100.....	75.00
Kentia Belmoreana, Single, 6-8 leaves, 5-inch, each.....	2.00
Kentia Belmoreana, Single, 6-inch, each.....	3.50
Kentia Forsteriana, made up, 5-inch, each.....	3.00
Pandanus Veitchii, 4-inch, each.....	.60
Pandanus Veitchii, 3-inch, each.....	.40
Pandanus Utlis, strong plants, 3-inch, per 100.....	25.00
Pandanus Utlis, strong plants, 4-inch, per 100.....	50.00
Begonia Chatelaine, 4-inch, per 100.....	25.00
Begonia Chatelaine, 5-inch, each.....	.50
Begonia Mrs. M. A. Patten, 2-inch, per 100.....	10.00
Begonia Mrs. M. A. Patten, 3-inch, per 100.....	20.00
Begonia Mrs. M. A. Patten, 4-inch, per 100.....	40.00
Begonia Mrs. M. A. Patten, 5-inch, per 100.....	60.00
English Ivy, 6-inch pots, each.....	.75
Adiantum Gloriosa, extra fine stock, 7-inch, each.....	3.00
Geraniums, S. A. Nutt, 4-inch, per 100.....	15.00
Begonia Prima Donna, out of pots, 2 1/4-inch, per 100.....	6.00
Primula Obconica, 2 1/4-inch, per 1000.....	70.00
Fancy Leaf Caladiums, each.....	\$1.25 to 2.50
Bird's-Nest Ferns, 6-inch, each.....	2.00
Rubbers, 4-inch, each.....	.75
Rubbers, 5-inch.....	1.00
Rubbers, 6-inch.....	1.50
Cyclamen, 4-inch, per 100.....	40.00
Pandanus Veitchii, 5-inch, each.....	1.50
Holly Ferns, 3-inch, per 100.....	15.00

All orders booked subject to strikes and delays. We will hurry shipments through as fast as conditions warrant.

POEHLMANN BROTHERS CO., Morton Grove, Ill.

of Bridgeport, Conn. He covered a distance of about 3,000 miles.

Morris Harris, alias "Pompi," one of the street men, has been arrested in connection with the holdup of the Independent Towel Supply Co., some days ago. He is being held for investigation.

Steve Kubit, of the wholesale store force of the J. M. Gasser Co., is on a two weeks' vacation. Miss M. Koberna also is on a vacation.

Chas. Machuga, of the Cleveland Plant & Flower Co., leaves soon for a two weeks' vacation at Chippewa Lake.

Frank Kocar, of the Annex Flower Store, is enjoying a two weeks' vacation.

W. Q. Potter, who sold out to the McCallum Co., has returned and has taken a position with that concern.

W. A. R.

INDIANAPOLIS, IND.

The Market.

Roses and gladioli are the mainstay of the market. These are abundant; in fact, in larger supply than the demand can absorb. Gladioli of all varieties are on display and sell for \$6 to \$8 per hundred. Roses are of good quality, considering the season. Columbia and Premier are unusually fine, being the leaders in demand.

Carnations are gone. A few asters are putting in an appearance, but are not first-class blooms. White and lavender predominate, but a few pink ones are available.

Garden flowers are in evidence. Strawflowers are numerous. Statice is now in the market and meets with ready sale. Other offerings include zinnias, baby's breath, phlox, delphinium and marigolds.

Various Notes.

The August meeting of the Indiana State Florists' Association has been omitted because of the S. A. F. convention at Cleveland, O. The September meeting will be held in Indianapolis, during the state fair week.

Baur & Steinkamp have begun their inside planting of carnations. Their

Winter-Flowering Roses

We have a surplus of winter-flowering roses after meeting our own planting requirements, which we can offer in more or less limited quantities in the following varieties, fine strong plants from 3 1/2-inch pots, **OWN ROOT Stock:**

**American Beauty
Frank W. Dunlop
Columbia
Francis Scott Key**

**Hadley
Ophelia
Double White Killarney
Mignon or Cecile Brunner**

and the following sorts in **GRAFTED** stock from 3 1/2-inch pots:

**Mrs. Charles Russell
Hoosier Beauty**

**Mrs. Aaron Ward
Premier**

F. R. PIERSON,

Tarrytown, N. Y.

Mention The Review when you write.

CARNATIONS
F. Dorner & Sons Co.
LA FAYETTE, IND.

"Zetlitz Quality Makes Repeat Orders"
ROLF ZETLITZ CO.
LIMA - COLUMBUS - DAYTON - ADA, OHIO

Schiller's
"The Strain That Leads"
Primroses

JULIUS ROEHRS CO.
RUTHERFORD, N.J.
ORCHIDS, PALMS
and plants of every variety

CHAS. D. BALL
GROWER OF
PALMS, ETC.
Holmesburg, Philadelphia, Pa.

ORCHIDS
We grow and sell Orchids only. Can furnish you with anything in this line. If you intend investing in Orchids, do so now while prices are low. Special lists on application.
LAGER & HURRELL, Summit, New Jersey

IVIES and Other Choice Plants

These trained Ivies are exceptionally fine for formal work either inside or outside. They are well covered and established, nicely shaped specimens.

GLOBE IVY

	Each
16x18-inch	\$ 4.00
24x24-inch	7.50
30x30-inch	12.50
36x36-inch	20.00
42x42-inch	25.00

PYRAMIDAL IVY

	Each
30 inches high x 18 inches at base.....	\$ 6.00
36 inches high x 24 inches at base.....	10.00
42 inches high x 24 inches at base.....	12.50
48 inches high x 24 inches at base.....	15.00
60 inches high x 28 inches at base.....	17.50
72 inches high x 30 inches at base.....	20.00
84 inches high x 36 inches at base.....	25.00

STANDARD IVY

	Each
4 feet high, 24-inch stem, 24x24-inch head.....	\$15.00
Good Pot-grown Plants in following sizes:	
3-inch pots, 2-3 vines in pots.....	\$12.00 per 100
These will make fine plants for Fall.	
4 to 4 1/2-inch pots, fine plants.....	\$25.00 per 100
5 to 6 feet tall.....	60.00 per 100

EVONYMUS JAPONICA

A first-class plant for window-box work.
5 1/2 to 6-inch pots, bushy compact plants.....\$50.00 per 100

AMPELOPSIS VEITCHII

4 1/2-inch pots, well grown.....\$25.00 per 100

STANDARD BAY TREES

The Bays are just now in particularly good condition, thick, bushy heads with an abundance of clean, healthy foliage.

	Pair
32 to 34-inch diameter.....	\$ 40.00
36-inch diameter	50.00
38 to 38-inch diameter	60.00
40-inch diameter	65.00
42 to 46-inch diameter	75.00
48-inch diameter	100.00

HYDRANGEAS

We also offer a limited number of Hydrangeas in the following sizes, all nicely budded and same in flower.

	Each
10-inch tubs	\$2.50 to \$3.00
11-inch tubs	3.50 to 4.50
14-inch tubs	7.50 to 10.00
12-inch tubs	5.00 to 6.00

POT-GROWN CLIMBING ROSES

	Each
Excelsa, scarlet-crimson	\$0.60
Dorothy Perkins, pink50
Lady Gay, shell pink.....	.50
Tausendschoen (extra strong), pink.....	1.00
Dr. Van Fleet, flesh.....	.60
Hiawatha (extra), red.....	.75
Rubin, crimson75
Cl. Orleans, red.....	.75
Baby Orleans, dark red.....	.50
Baby Catherine Zeimet, white.....	.50
Baby Marie Pavie.....	.50
Jessie, dark red.....	.50

And a Complete Assortment of Pot-Grown Vines and Climbers.

BOBBINK & ATKINS

Nurserymen and Florists

RUTHERFORD, N. J.

ASPARAGUS ELONGATUS

Best for cut fronds, 2 1/4-in., \$7.00 per 100, \$60.00 per 1000; 3-in., \$10.00 per 100; 4-in., \$20.00 per 100.

ASPARAGUS SPRENGERI, 2 1/4-in., ready for shift, \$6.00 per 100, \$50.00 per 1000; 3-in., \$8.00 per 100.

Abby Ave. Greenhouses
3010 W. Third St. DAYTON, OHIO

Mention The Review when you write.

Aschmann Bros.

Wholesale Growers of

Pot Plants for the Trade

Second and Bristol Sts.,

Philadelphia, Pa.

A. L. MILLER

Pot Plants a Specialty

Jamaica, N. Y.

Always mention the Florists' Review when writing advertisers.

Swainsona

Ferns

Fuchsias

Lantanas

White Heliotrope

Our price list for August is being mailed. We have one for you. If it does not reach you promptly, let us know and one will be mailed.

Our pot-grown Boston Ferns are in good shape.

4-in., \$3.60 per dozen, \$25.00 per 100.

5-in., \$5.40 per dozen, \$40.00 per 100.

White Swainsona for winter blooming; Fuchsias and Lantanas, assorted; Heliotrope, Mme. de Blonay, white; Chieftain, lilac; strong plants, 3-in., at \$3.75 per 100.

R. Vincent, Jr., & Sons Co.

White Marsh, Maryland

HYDRANGEAS --- FRENCH VARIETIES



Following is a list of splendid sorts, which we will discontinue growing, this stock remaining after orders have been filled. An opportunity is offered here to stock up on plants that will yield a handsome profit; the price is about 20% less than our regular rate, for quick clearance.

Attraction. Light pink.
Avalanche. Pure white.
Eclair. Carmine rose.
E. G. Hill. Clear pink.
La France. Delicate rose pink.
La Lorraine. Pale rose pink.
Mme. E. Mouillere. White.

Mme. Foucard. Ruby rose.
Mme. Legou. Creamy white.
Mme. M. Hamar. Pink.
Mme. Nicolas Lambert. Pale rose.
Mme. Rene Jacquet. Flesh pink.
Opale. Pale rose.
Souv. Mme. Chautard. Pink.

	100	1000
2 1/4-inch pots.....	\$ 6.50	\$55 00
3 1/4-inch pots.....	80.00
5 1/2-inch pots.....	65 00

No order for less than 25 of a size accepted.
 Also all other seasonable Bulbs, Seeds and Supplies.

WHOLESALE PRICE LIST FREE

HENRY F. MICHELL CO. 516-518 Market St. Philadelphia

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Car Load Lots FOR WRAPPING PURPOSES HAVE GIVEN EXCELLENT SERVICE AND Protect your Supply
 Our Specialty HAVE SAVED MONEY FOR MANY OF OUR SATISFIED CUSTOMERS by ordering Now
910 Michigan Blvd. MENDELSON BROS. PAPER STOCK CO. CHICAGO, ILLINOIS

Mention The Review when you write.

new house will be planted to fancy varieties, including Maine Sunshine, Edna, Harvester, Bernice, Laddie and variegated types.

Henry Heilemann, of the M. Rice Co., Philadelphia, was a visitor last week.

Fred Kiel spent Sunday, July 25, at Waverly, Ind., picking berries. He was quite successful and brought back several gallons of them.

Edwin Morner, of Shelbyville, Ind., is in the Robert Long hospital in Indianapolis, having undergone an operation.

Mrs. Miller, of the Circle Flower Shop, is now on her vacation. Mrs. Reynolds will soon go east on her vacation. This firm has just purchased a new Vim truck.

H. W. Sheppard, of Cincinnati, O., was a visitor last week.

Mr. Thomas, of the Burlington Willow Ware Shops, Burlington, Ia., and Mr. Huddleson, of the Ove Gnant Co., Laporte, Ind., called on the trade last week. E. E. T.

DENVER, COLO.

The Market.

Business has been picking up the last week; in fact, July promises to be better than last year, even with less stock. Outside stock is not plentiful. Shasta daisies and the single gypsophila are about gone now, but some fine double gypsophila can be had. Much of this is being dried for winter use. The rose supply is fair. There have not been many funerals. Shipping business has been good, with the demand greater than the supply.

Various Notes.

Mr. Kennedy, of the Alpha Floral Co., has a new sport model automobile.

Frank W. Dunlop

We are now catching up with our orders and offer for immediate delivery:

	Per 1000
5000 F. W. DUNLOP, 2 1/2-inch, own root.....	\$300.00
3000 F. W. DUNLOP, 2 1/2-inch, grafted.....	375.00
5000 COLUMBIA, 2 1/2-inch, own root.....	150.00
1000 AMERICAN BEAUTY, 4-inch, own root.....	300.00

CHARLES H. TOTTY CO., Madison, New Jersey

A. N. PIERSON

INCORPORATED

Growers of Plants, Cut Flowers
 Palms and Ferns

CROMWELL, CONNECTICUT

James Killum, of the Elitch Gardens Co., is the proud father of a baby daughter, born last week.

Ben Boldt has been on the sick list lately, but is improving slowly.

Graul Bros. have commenced cutting from their Dunlop crop. Charles Graul says that though this rose is a good grower, he doubts if it will become a commercial variety here. R. E. H.

ROSE PLANTS

600 OPHELIA 8-inch
 400 MARYLAND..... 8-inch
 READY NOW.

\$17.50 per 100; \$150.00 per 1000

J. W. YOUNG - - Enfield, Pa.

ROSES Own Root

From 2 1/4-inch and 4-inch pots.
 The Best Varieties for Forcing and Bedding.
 Three Million Plants for 1921.
 Send us your list.

The American Rose & Plant Co.
 Springfield, Ohio

Always mention the Florists' Review when writing advertisers.

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Plants for Growing On

On account of selling our Philadelphia property we are compelled to make room at our Norwood plant, and offer some of our specialties at less than regular prices. They are **Sure Money Makers** and indispensable for fall and Christmas trade. The wide-awake growers will surely take immediate advantage of this offer:

	Per 100		Per 100	Per 1000
Dracaena Terminalis —very strong, 4-inch.....	\$ 55.00	Cyclamen —2½-inch	\$15.00	\$125.00
Dracaena Lord Wolseley —very strong, 2-inch... 17.50		Cyclamen —2½-inch, very heavy.....	18.00	160.00
Dracaena Lord Wolseley —very strong, 3-inch... 30.00		Cyclamen —4-inch, very heavy	50.00
Dracaena Lord Wolseley —very strong, 4-inch... 50.00		Poinsettia —true dark red variety, 2-inch.....		90.00
Areca Lutescens —single plants, 3-inch	22.50	Ficus Pandurata at \$1.50 to \$7.50 each—special value.		
Areca Lutescens —made up, heavy, 4-inch.....	50.00			

ROBERT CRAIG COMPANY, 4900 Market Street, PHILADELPHIA

ROSES TO PLANT (PLEASE NOTE GREATLY REDUCED PRICES)

Excellent young stock of Premier, Columbia, Ophelia

		2½-inch	
	Per 100	Per 1000	
PREMIER.....	\$16.00	\$150.00	
COLUMBIA.....	12.00	110.00	
OPHELIA.....	10.00	95.00	

CYCLAMEN for Christmas. Elegant 4-inch to make 6-inch and 7-inch specimens, \$40.00 per 100; selected, \$50.00 per 100. 3-inch, two grades, \$20.00 and \$25.00 per 100. Packed in paper pots, 10c extra on the dollar.

HYDRANGEAS, the choicest varieties, for Stock. Don't delay to stock with 2½-inch French and Otaksa Hydrangeas at \$7.00 per 100, \$65.00 per 1000. Very fine stock to grow on. We offer also for propagation, 4-inch, 5-inch and 6-inch French and Otaksa, well branched, at the low price of 20c, 35c and 50c each; splendid value to grow on.

Please add 5c on the dollar for packing.

GULLETT & SONS, :: LINCOLN, ILLINOIS

FERNS

4-inch to 8-inch. Bostons, Whitmanii, Roosevelt, Scottii, Amerpohlii.

CYCLAMEN

2-inch, 3-inch and 4-inch.

PELARGONIUMS

2½-inch, 3-inch and 4-inch.

GEO. A. KUHL, Wholesale Grover Pekin, Ill.

FERNS for September Delivery

Boston, Roosevelt, Teddy, Jr., Whitmanii Comp.
2½-in., \$7.00 per 100; \$65.00 per 1000

Boston

3-in., \$18.00 per 100; \$170.00 per 1000

Asparagus Plumosus

2½-in., \$4.00 per 100, \$35.00 per 1000; 2½-in., \$5.00 per 100, \$45.00 per 1000;
3-in., \$8.00 per 100, \$75.00 per 1000

Trade references or cash with order.

THE SPRINGFIELD FLORAL & FERN CO.
SPRINGFIELD, OHIO

Write for prices and description of
Madame Butterfly
The Jos. H. Hill Co.
RICHMOND, IND.

WM. K. HARRIS
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Wholesale Grower of
Flowering and Decorating Plants

A Fine Seller in Retail Flower Stores Gro-Well Plant Food



We put this up to be able to meet the calls in our own flower store. It has taken so well we have decided to wholesale it at

**\$2.00 per dozen;
\$15.00 per 100.**

Retails at 25c per pkg.

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Featuring the BETTER BEST in ROOTED CUTTINGS and PLANTS of all descriptions. Exclusive agents for the best Fertilizers.
GROWERS' EXCHANGE
JAMESTOWN, N. Y.

ABUNDANCE OF STOCK

	Per 100	Per 1000
Chinese Primroses—2-inch.....	\$5.00	\$45.00
Primula Obconica—2-inch	5.00	45.00
Chrysanthemums—28 varieties, 2 inch.	3.75	35.00
Asparagus, Plumosus and Sprengeri—2½-inch	5.00	48.00
Smilax—2½-inch	4.00	38.00

Abundance of other stock. Correspondence solicited.
ALONZO J. BRYAN, Washington, N. J.

Greenhouse Heating

SUBSCRIBERS are invited to write the editor of this department with regard to any details of greenhouse heating that are not understood. When information is desired regarding the capacity of boilers, or the amount of radiation required for a greenhouse, the needed temperatures should be stated in the inquiry, as well as the amount of glass in the side walls, and the dimensions and general arrangement of the greenhouses. It is often helpful, also, to have a sketch showing the location of the houses.

NEED OF CIRCULATOR.

The bottom of my boiler is two feet below the level of the greenhouse floor and a 4-inch pipe leads out of the boiler and through the boiler room and goes around both sides of the house, one under the eaves and one on the purlins. The house is five feet to the eaves and ten feet to the ridge. There is eighteen inches of glass in the side walls. There is a fall of one inch for every fifteen feet, but I can not keep a temperature of 60 degrees. What can I do about it? Where can I get a mercury circulator?
N. McD.—Kan.

The circulation of the water in a hot water heating system depends more upon the height of the returns above the boiler than upon the slope of the pipes, which need only be sufficient to free them of air. From the foregoing it is judged that the returns are not much over one foot above the grate and, as has been previously advised, if they cannot be raised it will be necessary to put on a mercury circulator. This can be obtained from the boiler manufacturers who advertise in The Review. Whether or not the circulator is used, the flow pipes, as well as the returns, should have a slight fall. If they run uphill this would largely account for the failure to secure good results.

HEATING CONSERVATORY.

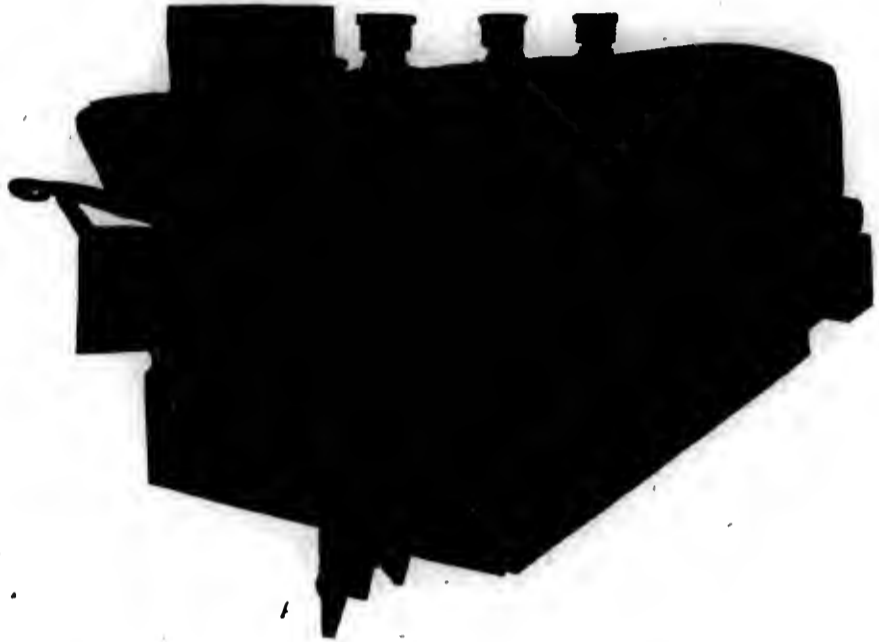
We are building a greenhouse and a conservatory, as shown in the sketch I am sending you. I wish to maintain a temperature of 55 to 60 degrees in the greenhouse when the outside temperature is 30 degrees above zero. There are no posts in the conservatory, the roof being supported by bridgework. There are no benches in it, but there is a rockery at one end, which will prevent laying the pipes all around the house. How many 2 and 2½-inch pipes will be needed for flows and returns? What size of boiler will be required, using oil for fuel? Would a tubular or sectional boiler be better or can you recommend a special heating system for burning oil?
F. W.—Cal.

From the sketch it is learned that the conservatory is 26x28 feet, with two of the corners cut away, thus giving it an octagon effect at one end. The walls are of cement, three feet high, with five and a half feet of glass, except one end wall, which is of concrete to the height of eight and one-half feet. One side wall is protected by the north end of the greenhouse. The boiler house is at the northeast end of the conservatory. The rockery is located against the west wall. If it could be eighteen inches away

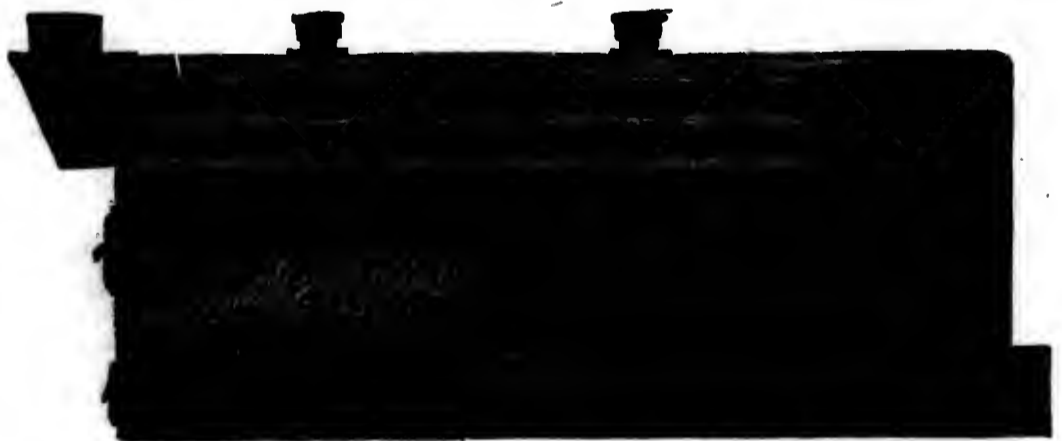
THE KROESCHELL HOT WATER BOILER

Here is the boiler that is making the most wonderful greenhouse heating record in the world. Florists and gardeners who have used other makes are constantly giving the KROESCHELL Greenhouse Boiler the highest praise.

3,974,605 square feet of glass was equipped with KROESCHELL Boilers during 1916-1917. You will find the KROESCHELL in every State in the Union and Canada. The supremacy of KROESCHELL Boilers is proved by their country-wide adoption.



Every boiler made at our works is of the highest standard. Material—governed by Kroeschell specifications—the best that money and brains can produce. Workmanship—the kind that is an inspiration to all boiler makers. Boiler efficiency—determined by actual tests under working conditions. Boiler ratings—honest and true blue—guaranteed actual working capacities.



The superiority of our boilers has resulted in the removal and abolishment of hundreds of sectional cast-iron boilers. In every instance KROESCHELL BOILERS give more heat with the same piping and with less fuel.

WHEN YOU BUY—GET A KROESCHELL

KROESCHELL BROS. CO., 444 W. Erie Street
CHICAGO, ILL.



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P L I B R I C O

A High Grade Refractory for Furnace Linings

BETTER THAN FIRE BRICK

for furnace linings, baffle construction and repairs.

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|---|---|
| 1. It's Jointless. | 3. It's air and gas tight. |
| 2. It's Plastic. | 4. It will stand 3100 deg. F. |
| 5. It will save fuel. | 6. It can be installed by inexperienced labor. |
| 7. It will outlast fire brick. | 8. It can be used in any boiler, furnace or oven. |
| 9. It can be used wherever fire brick is used. | |
| 10. It cannot be excelled for patching broken and burned out linings. | |

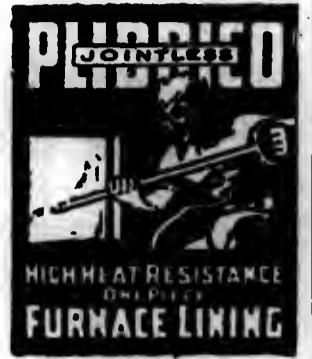
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Shipped in steel containers only. Warehouse stock carried in principal cities for immediate delivery.

Write for book on furnace building.

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Offices and Factory, 1130-1150 Clay St., Chicago, Ill.



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IT PAYS TO USE—

ELASTIC FIRE BRICK in all your boiler work. *Any handy man can install it.*

Use it for patching when you cannot afford to cut a boiler out.

ELASTIC FIRE BRICK can be used for all fire brick purposes.

Hoerber Bros., Geo. Wittbold Co., Miller Bros., C. Hausermann, John Reading and Broadbeck the Florist are using Elastic Lining. These are only a few of the thousands we are selling.

IT COMES IN BARRELS READY FOR USE. A TRIAL ORDER WILL CONVINCING YOU.

CURRAN & COMPANY

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1163-67 W. Twentieth Street, CHICAGO, ILL.

Address Dept. 6

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WILKS SELF-FEEDING HOT WATER BOILER

For Economy, Durability, Dependability



Install a WILKS and forget your troubles.

No night fire-man required—as the magazine or coal chamber holds sufficient fuel to keep fire 10 to 12 hours without attention. Best made for a small greenhouse.

Send for Catalogue and Prices

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IMICO

Hot Water Boilers

Made by

Illinois Malleable Iron Co.

1801-1825 Diversey Boulevard

CHICAGO

Are noted for COAL ECONOMY and good results generally.

SEND FOR CATALOGUE

Buy Your Coal Now!

Protect your business by filling your bins this month.

We can ship you the best available

Greenhouse Coal

Write us, or call, when in the market for a Boiler, Steam Pump or for Pecky Cypress, Glass, etc.

Greenhouse Coal and Supply Co. 30 E. Randolph St. CHICAGO, ILL.

from the wall it would be possible to run the return pipes along the wall to the entrance.

To heat the conservatory, run a 2½-inch flow pipe along the outer wall plate and connect this with the coils, which should consist of four 2-inch

pipes running from the boiler room around to the rockery. This will give about 180 square feet of radiation.

In the greenhouse, which is 14x50 feet, with two feet of glass and a board wall six feet high on one side and four

feet of glass and four feet of board wall on the other side, one 2½-inch overhead flow pipe will be needed. This may be on the wall plate on the east side of the house, running around on the south end to supply the coils. Two

2-inch returns will be required under the south bench and three under the north bench.

There is little choice between the tubular and the sectional cast-iron boilers, although since less than 600 square feet of radiation will be required, the latter would be more commonly used.

SPRINGFIELD, O.

The Market.

Both retailers and wholesalers report good business, especially for July, but stock is not so plentiful as it usually is at this time of the year. The shortage of help hindered the work of planting out, but it is completed now.

Some of the growers have all or part of their coal and have paid as high as \$8.85 per ton on the track. Some greenhouse men use gas all of the time for heat and some only part of the time.

Various Notes.

Gustav Schneider has about completed the rebuilding of his place after a fire. Two houses and a potting shed are finished and in use. The other three houses are rapidly nearing completion.

B. C. Blake is erecting a new greenhouse, 20x80 feet, to take care of his increasing trade. The potting shed is completed and half of the roofbars are in place.

J. O. Click is also improving his place. One house, 14x90 feet, is ready for the roofbars and two others, 22x125 and 10x125 feet, are contemplated for this fall.

The Good & Reese Co. is installing two 90-horsepower boilers in a new concrete boiler house, which will be equipped with iron stairs and with an electric hoist for ashes and will be up-to-date in every way.

Harold McGregor, having sold his interests in the McGregor Bros. Co., is building a range to grow shrubbery and geraniums. He expects to have his houses ready by September 1.

The Springfield Floral Co. is rebuilding the entire south side of its place, which has not been used for several years. This contains nine houses, 20x80 feet.

BOILER FLUES

We make a specialty of handling carefully selected Boiler Flues, 4 inches in diameter and other sizes for Retubing Boilers. Also Flues for greenhouse piping, etc.

All flues are thoroughly cleaned inside and out, trimmed and are ready for use. General sales agent for Stuttle's Patent Clamp and Elbow for joining flues—no packing, no leaks. New Standard Pipe and all kinds of Greenhouse Fittings. Right prices and prompt shipment.

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Est. 1898 Phone Superior 572
1433 N. Wells St., Chicago

JUDGING BY SERVICE
If you judge by years of service then you will decide that

DIXON'S SILICA-GRAPHITE PAINT is the paint you should buy. The lowest price per gallon is the highest per year. A quality paint like Dixon's that has been making long service records for over 60 years, and is made in First Quality only, means economical service at low cost. Write for booklet No. 54-B and convincing records.

Made in Jersey City, N. J., by the Joseph Dixon Crucible Company. Established 1827.



Stop that Sluggish Circulation in Your Steam Lines!

YOU CAN EASILY do it! Hundreds of other florists—sick of the never-ending bother of antiquated steam pumps—have solved the sluggish circulation problem permanently with the

Morehead
Back-to-Boiler
SYSTEM

Big representative concerns like the Minneapolis Floral Company, the Memphis Floral Company, the Pittsburgh Floral Company, etc., etc., now drain their steam lines and return the pure hot condensation immediately to the boilers as feed water with the Morehead System.

Quickly and easily attached to your present apparatus, the Morehead System gives you absolute control of the temperature in every foot of your houses—and soon pays for itself in the saving of fuel.

Tell us about your present heating troubles—our engineers will give you expert information on exactly what you may expect the Morehead System to do for you—and send you a book which covers the greenhouse steam plant situation thoroughly.

A Uniform Temperature

means better flowers—more naturally grown. The Morehead System maintains an even, consistent temperature throughout your growing houses by eliminating sluggish circulation and delivering every drop of the condensation, which is now allowed to clog up your steam lines, directly back to the boiler while it is hot.

You not only get better flowers, but you also save a large per cent of your fuel.

Write for
Back-to-Boiler
Book Today

Morehead Mfg. Co.

Dept. "M"

Detroit, - Michigan

PERMANITE—the Asbestos Glazing Compound—beats putty. Apply it now, in good weather, and hold down the heating cost next winter. Our stock of

Red Gulf Cypress Greenhouse Materials

is complete; every piece is guaranteed air-seasoned, clear stock.

Ask us about our Single and Double Glazed Sash and Ready-to-Erect Greenhouses. Suggestions, sketches and estimates furnished free upon request.

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When ready to talk about that new house, we will be pleased to hear from you.

THE FOLEY GREENHOUSE MANUFACTURING CO.

DESIGNERS—BUILDERS—HEATING ENGINEERS
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TO STOP YOUR TROUBLE USE



Advance Sash Operating Device

No chance for sash to drop—nothing to wear out—no expense after the first cost.

Our fittings are always a big help around your plant.

Catalogue contains complete illustrations and price list.

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To stop that pipe leak permanently—cheaply—use Emergency Pipe Clamps.

M. B. Skinner Co.
558-562 Washington Bldg., Chicago.

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It Lets the Florist Sleep

Let us tell you what one will cost delivered at your Railroad Station.

You don't have to sit up and watch a
GIBLIN GREENHOUSE BOILER
GIBLIN & CO. UTICA, N. Y.

WRITE NOW.

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SECOND HAND PIPE

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PERMANITE

(Prepared Putty).

Permanite is a well-known product and highly recommended for glazing greenhouse sash, also used to prevent leaks in gutters, etc.

Per 1-gallon can \$ 2.25
Per 5 gallon can 10.50
Per 20 gallon can 37.00

Machines for using Permanite, each 6.50
Get our complete list of other items—it's free

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—PIPE—

Wrought Iron of sound second-hand quality with new threads and coupling, 16-ft. lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

ALSO NEW PIPE AND FITTINGS

Pfaff & Kendall, Est. 1902, Foundry St. Newark, N. J.

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A book you should have

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THE FISHER GOVERNOR CO.
MARSHALLTOWN, IOWA

Agencies in all principal cities

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These are the months when NATURE and INSECTS DO THEIR BEST

This Spray Nozzle



Now is the Time

will assist plant growth and prevent the ravages of pests.

The most extensively used nozzle—Controls flow—A turn of the control cap and you have a fine mist or a coarse spray, placed just where you want it—Operates under normal hose pressure. Weight, 4 oz.; length, 9 in.; fits 3/4-in. coupling.

to combat red spider, rose and chrysanthemum midge and other insects.

Sent Prepaid for \$2.00. It's a Wizard.

Pittsburgh Cut Flower Co.,

116-118 Seventh St. PITTSBURGH, PA.

ROCHESTER, N. Y.

The Market.

Summer weather has thrown its spell over business and trade is rather quiet now. There are a few July weddings, however, and funeral work keeps up well. Bedding plants are still being sold in midsummer, due largely to the late season. Boston ferns are selling well now. Gypsophila is arriving on the market in large quantities and florists are drying it for fall and winter use. It seems better than ever this year.

Halley gladioli are plentiful and are much in demand. America is slow in maturing and is still green and in bud. Francis Scott Key roses are excellent, as are Ophelia and Premier. Carnations are small. A mammoth crop of Harrisii lilies has arrived. Sweet peas are flooding the market and the street vendors are selling them for 10 cents per bunch. Ramblers in pink and red have been plentiful, but are about through now. Achillea, larkspur, gailardia, daisies and phlox are in great favor now. Southern asparagus is arriving in large quantities.

Various Notes.

Much interest is being manifested in the annual picnic of the florists, which will be held Thursday, August 5. Get your tickets for this event at once.

George B. Hart is living at Lake Ontario during July and August.

Harry Merritt's field carnations are in fine condition and he will begin planting them under glass in another week.

C. W. Curtis is cutting some excellent gypsophila in large quantities.

E. C. A.

"California" Plant Tub

(REDWOOD)



The "California" Plant Tub is a special product for Florists and Nurserymen. Expert workmanship, artistic lines, harmonious color and substantial quality. Made from selected No. 1 Redwood, bound with electrically welded wire hoops. No better tub made.

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No.	Diameter	Each	Dos.	100
5	8-inch	\$0.75	\$ 8.25	\$ 62.50
10	10-inch	.95	10 50	77.50
15	12-inch	1.50	16.00	110.00
20	14-inch, with handles	1.90	21.75	168.75
25	16-inch,	2.25	25.25	195.00
30	18-inch,	2.75	31.50	237.50
35	20-inch,	3.25	37.00	287.50

F. O. B. Factory. Moderate Packing Charge. Prices Subject to Change.

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Manufacturers
Wholesale Florists and Nurserymen
MONTEBELLO, CAL.

GREENHOUSE GLASS LOW PRICES PROMPT SHIPMENTS

GOOD QUALITY. UNIFORM STANDARD THICKNESS. WELL FLATTENED.

Our Service and Prices Will Save You Time and Money. We Solicit Florists' Inquiries.

THE THROOP-MARTIN CO., COLUMBUS, OHIO

DAYLITE GLASS CLEANER - QUICK - POWERFUL

Will Not Injure Paint or Putty

25 gals. or more.....\$1.00 per gal.
5 to 25 gals..... 1.25 per gal.
Less than 5 gals.... 1.50 per gal.

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ANDERSEN SPECIALTY CO.



Leaves No Greasy Surface

One gallon will clean from 500 to 700 sq. ft.

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New Brand New Style "RIVERTON" HOSE

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST

3/4-inch.....per ft.. 22c
Reel of 500 ft... .. 21c
2 reels, 1000 ft... .. 20c
1/2-inch..... .. 19c
Reel of 500 ft... .. 18c
Couplings furnished free

HENRY A. DREER,
714-716 Chestnut St.
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FOR Greenhouse Glazing

USE IT NOW.

F. O. PIERCE CO.
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Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty.

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Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER,
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FULL SIZE N-2

King GREENHOUSES

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NORTH TONAWANDA, N. Y.

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STRONG, durable commercial houses in which you will find the same attention to detail which we give to our private estate work plus a construction that casts the least possible shadow.

If you want to grow more firsts and make more profit, you want a KING.



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UPON REQUEST**

You will be interested in the facts, figures and the other information we can give you regarding concrete benches.

READY-SET CONCRETE BENCHES have points of superiority not found in other makes of benches—just say you want full information—it's free for the asking.

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WE ARE THE WORLD'S LARGEST PRODUCERS

Ask the dealers for prices, or write us direct if the dealer doesn't handle our product. We guarantee uniform **Grading, Flattening, Annealing and Careful Packing.**

**"GET ACQUAINTED" WITH OUR SPECIALTIES
29-34-39-ounce Glass**

AMERICAN WINDOW GLASS CO.

General Offices: Farmers' Bank Building, PITTSBURGH, PA.

Mention The Review when you write.

Best Quality Extra Heavy Perfectly Flat

Greenhouse Glass

Our Glass is especially selected for the Greenhouse Trade and we know it will please you.

Write us for prices on any **SIZE OR QUANTITY**—SINGLE OR DOUBLE STRENGTH GLASS

BAUR WINDOW GLASS CO.
EATON, IND.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free from Bubbles—Uniform in Thickness

PAINTS AND PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
251 Elm St., BUFFALO, N. Y.

GREENHOUSE GLASS

ALL SIZES BEST BRANDS

SHARP, PARTRIDGE & CO.
2263 Lumber Street,
CHICAGO

WASHINGTON, D. C.

The Market.

With vacation time at hand, business has been quiet, with the exception of funeral work. The season has been satisfactory and the florists expect things to be a little slow during the hot, summer months. Most members of the trade are using this spare time in making improvements and preparing for next season. The supply of roses and gladioli exceeded the demand during the last week. Greens were also in abundance.

Various Notes.

J. V. Janak, of Z. D. Blackistone's force, is spending his vacation in Texas.

A. Newman, of George C. Shaffer's force, is also away on his vacation.

George C. Shaffer has returned after an extensive trip in connection with the Killopolis Grotto.

The rotogravure section of the Star, July 25, contained an interesting picture of a floral horseshoe presented to Sir Thomas Lipton by B. J. Greenhut on board the yacht Victoria. G. V. S.

OKMULGEE, OKLA.

The new greenhouses of the Okmulgee Greenhouse Co. are almost completed. The range consists of two houses, 32x160 feet; one house, 15x160 feet, and a new house ordered, 32x160 feet. The houses are planted with carnations, chrysanthemums and pot plants and the new house will be used for vegetables. A wholesale and retail business will be carried on by this firm. George W. Marshall, who is president, also conducts a retail store in the city. Mr. Marshall came here from Pittsburgh, Pa., eighteen months ago. G. M. John, formerly of Sherman, Tex., has charge of the greenhouses.

GULF CYPRESS

Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS

HOTBED SASH

All Kinds and Sizes
Lower than the market prices.

MOST PRACTICAL SHELF BRACKET

Made for two 6-inch boards or two lines of 1-inch or 1 1/4-inch pipe, and can be clamped on 1 to 2-in. upright pipe columns.
38c with bolts complete

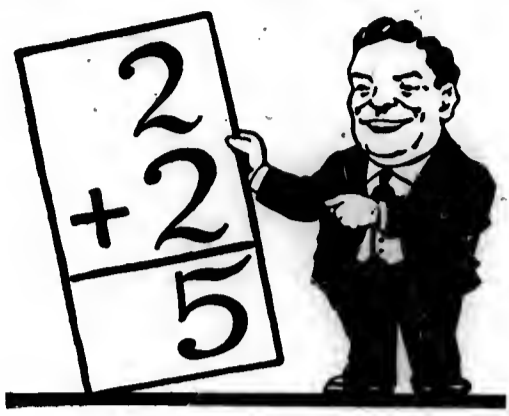
FLATS

Well made, iron-bound, 20c each. Send 30c for sample.

NON-KINK WOVEN HOSE

Remnants, 12 ft. and up, coupled, 13 1/2c per ft. This hose is cheap at twice the price.

Metropolitan Material Co.
PATENTED GREENHOUSES
1299-1323 Flushing Ave., Brooklyn, N. Y.



Making Two Plus Two Make More Than Four Figure It Out for Yourself

Of course, when we studied 'rithmetic - with the old school marm who'd been wielding the ruler since before the day the apple fell on Sir Isaac Newton's dome - we were taught that it couldn't be done.

But now, we've found a way to do it.

Fact is we know dozens of florists who are doing it every week in the year.

If you don't believe it, you can figure it out for yourself.

You know there are two big, double items of expense in growing any crop.

They are:

Overhead and Labor	=	2
Seeds (or plants) and Fertilizer	=	2
		4
So we can say, the crop	=	4

But suppose you could take exactly the same overhead, plants, fertilizer and labor—and **DOUBLE THE CROP.**

That is just what Skinner System Irrigation is doing for its users.

Outdoors it often doubles the number of blooms on asters, "glads," dahlias and the like.

And the size and the flower leads on carnation plants, and the number of cuttings on stock plants.

Indoors it has increased the cut, while cutting in two the cost of watering.

One of our portable lines can be put in use immediately - outdoors or in.

Write today for full particulars and a copy of "RAIN, For the Asking," which shows by photos and letters how YOU can make two plus two make more than four.

THE SKINNER IRRIGATION CO.

223 WATER STREET

TROY, OHIO





Federal Greenhouse Cement No. 2

(Regular)
Cans or Barrels

While we assert without fear of successful contradiction that Federal is without a superior, our price is lower than you are asked to pay for brands that could not possibly be better than ours.

Write us about it today.

A medium thick consistency. We consider this the ideal consistency for glazing work, not too thick nor too thin. Can be used in greenhouse gun, putty bulb, or other instruments. Those who prefer a slightly thinner consistency can thin with Federal Special Greenhouse Thinner.

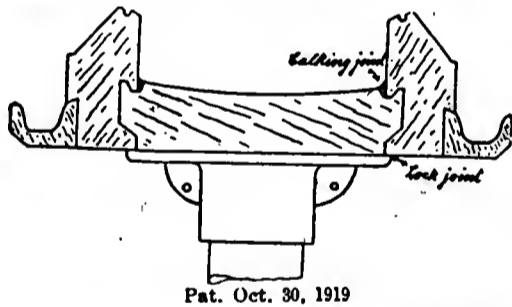
The Federal Process Co.

We make several other grades of Cement for Special work. Write us about your problems.

Manufacturers Cleveland, O.

GASOILA STOPS OIL AND GASOLINE LEAKS

UP-TO-DATE GREENHOUSES



must be lasting, convenient and efficient. They must be constructed in accordance with the principles which have been approved by knowledge and experience. We have been in the greenhouse manufacturing business for many years and our experience is at your disposal.

Our patent **LEAK-PROOF** locked gutter has proven a success. If you are not using the same as yet, do so on your next houses and we know we can add your name to our list of satisfied customers.

ICKES-BRAUN MILL CO.

2330 Wabansia Avenue,
GREENHOUSE MATERIAL

Near Western and North Aves.

CHICAGO, ILL.
GREENHOUSE HARDWARE

JACOBS BUILT TO LAST GREENHOUSES



Range of five greenhouses built for John De Martini, Esq., at Wheat Road, N. J. Ask Mr. De Martini about our workmanship, speed of erection and personal service.

HOTBED SASH MATERIALS AND GLASS

PLANS AND PRICES
SUBMITTED

1363-1381 FLUSHING AVENUE
BROOKLYN, N. Y.

Ask your neighbor—he knows

DURO PLASTIC

THE ORIGINAL BLACK GLAZING PUTTY

It's the Proven Best by Years of Test!

Endorsed by the leading Trade Journals everywhere.
Recommended by all who have used it. Write for particulars.

MANUFACTURED and GUARANTEED by

THE DURABLE PRODUCTS CO., Exchange Building, CLEVELAND, OHIO

P. S.—Free Advisory Service YOURS for the asking



KAHLER REAL RED POTS

are recognized everywhere for quality.

Your orders always receive prompt and careful attention. Made of high-grade material by skilled workmen in a modern plant. Write for prices and samples.

KAHLER POTTERY CO. - - - - - Louisville, Neb.

NEWPORT, R. I.

At the annual drawing of jurors by the Newport aldermen the following members of the trade were among those drawn for service: On the grand jury: John F. Cross, Matthew Noonan, John A. Smith, William Monteith, Patrick F. Reynolds, Napoleon Le Beau and A. Francisco. On the petit jury: Barclay Noonan, Jeremiah Galvin, Daniel P. Tobin, Charles F. Nordstrom, Frederick W. Hall, James H. Barker, Arthur J. Roche, James J. Nicholson, Patrick J. Murphy, Frederick S. Franco, John T. Price, Axel J. Anderson, George M. DeFray, Patrick Abbott, John C. White, Charles A. Daniels, Charles O. Schultz, Martin M. Cooney, Charles Ewart, Ingvars Anderson and William Richardson.

Frederick Menzie has arrived from Curies, Switzerland, at the Dutec Flint farms, Middletown, where his brother, Jacob Menzie, is head gardener. He will become an assistant gardener.

John C. Helgesen, for many years a well known gardener, died last week in his sixty-fifth year. He was born in Laurvig, Norway, and had been in this country thirty-two years, making his home at Newport all that time. He leaves a widow, four sons, one brother and four sisters.
W. H. M.

GEORGE KELLER POTTERY CO.

Successors to

GEO. KELLER & SON

Manufacturers of'



RED POTS

Before buying write for prices

2614-2622 Herndon Street
Near Wrightwood Ave.

CHICAGO, ILL.

Standard Red Flower Pots

Price list and samples on application.

PADUCAH POTTERY CO., Inc.
PADUCAH, KENTUCKY



THE ELVERSON POT

It is a dollars and cents saving proposition—plus satisfaction—to use the pot that proves its merit in the test of actual service. Write for free samples of that pot
W. H. Elverson Pottery Co., New Brighton, Pa

IONIA POTS ARE STRONG

Always burned to the same degree of hardness. Our kilns are equipped with heat-measuring pyrometers and other up-to-the-minute improvements. Every detail of manufacture, from the clay bank to the strong crates in which Ionia pots are carried to you, marks an advancement over old-time methods. Let us have your order now. We will ship when you are ready.

REMEMBER that we solved the breakage problem years ago IONIA POTTERY CO., IONIA, MICH.



"MOSS AZTEC"
Ware
Azalea Pots
Hanging Baskets
Lawn Vases
Bird Baths, Etc.

The Peters & Reed Pottery Co. HORACE C. GRAY CO. So. Zanesville, Ohio
200 Fifth Ave., New York.

COMPETITION PROVES OUR QUALITY

RED POTS

Best Materials—Skilled Labor—Uniformly Burned—Carefully Packed.

CAMBRIDGE

NEW YORK



World's Oldest and Largest Manufacturers of

FLOWER POTS

WHY?

A. H. HEWS & CO., INC.

Cambridge, Mass.

Mention The Review when you write.

FOR THE SMOOTHEST, MOST POROUS

RED POT

in which plants do the best, write to

MISSOURI POTTERY CO.

1227 W. 8th St., Kansas City, Mo.
Mention The Review when you write.



Your spring rush is quite over. Now is the time to try a package of the Harris Ready-to-Use Locked Plant Bands, so that next season you can order in quantity.

A trial package of 250 bands sent postpaid for 75c.

A. W. HARRIS MFG. CO.

401 Pine St. SLEEPY EYE, MINN.

Mention The Review when you write.

RED POTS

Our superior facilities enable us to keep

QUALITY UP—PRICES DOWN

Write for prices and Save Money

MISSOURI POTTERY CO. and SUPPLY

4219 Iowa Ave. ST. LOUIS, MO.
Mention The Review when you write.

None better at any price. Why pay more?
 Buy by mail and save money.
 Hundreds of satisfied users from coast to coast.

AJAX

Asbestos

Black Glazing Cement

A PRACTICAL glazing material made for application in a practical manner. No clumsy, slow working tools necessary—simply a putty bulber or two and a filling gun to load same—furnished free to users.

Ajax Black Glazing Cement has been used throughout the country for several years with excellent results. To prospective purchasers we can give names of satisfied users in every greenhouse center—over a hundred names in Chicago locality alone.

Not Affected by Extreme Heat or Cold

Our product is a cement-like composition of Asbestos Fibres, and heavy, semi-drying hydro-carbon oils. Its exceptionally long life is due to the fact that it never thoroughly hardens like old fashioned white putty. The outside surface (which is exposed to the oxygen of the air) forms a resilient tough skin, below which the material remains soft and plastic. Because of this we guarantee that the coldest weather will not cause it to become brittle or pull away. On the other hand our product is warranted not to sag or run in extremely hot weather due to its being inter-laced with the Asbestos Fibres.

As Ajax Black Glazing Cement never thoroughly hardens, glass glazed with it can be shifted when desired without the loss of breakage that so often results when hard drying white putties are used.



Easily applied with a bulber. No clumsy tools necessary.

FREE OFFER

To facilitate the application of our product we furnish the following apparatus free of charge:

With Each Barrel

- 2 Bulbers
- 1 Gun for filling bulbers

With Each Half-Barrel

- 1 Bulber
- 1 Gun for filling bulber

Lower Cost than White Putty

Compared with the old fashioned White Lead putties, Ajax Black Glazing Cement not only lasts years longer, but is a great deal lower in initial cost.

One gallon is sufficient to glaze 500 lineal feet of sash.

Net Prices Less Freight to Your Town

Barrels (about 60 gallons) per gallon	Half-Barrels (about 30 gallons) per gallon	10-Gallon Kits per gallon
\$1.25	\$1.30	\$1.40

D. S. Chapin

4455 North Robey St.,

CHICAGO

3 MONTHS DATING OFFER COUPON

D. S. CHAPIN, 4455 North Robey St., Chicago.

Dear Sir: You may ship via.....

.....Barrels AJAX Asbestos Glazing Cement @ \$1.25 a gallon—less freight
 (Including 2 Bulbers and 1 Filling Gun Free.)

.....Half-Barrels AJAX Asbestos Glazing Cement @ \$1.30 a gallon—less freight
 with understanding that I am to have three months to pay for same.
 (Including 1 Bulber and 1 Filling Gun Free.)

Name..... Address.....

with a kick in it!!!

Sheep Manure
with a kick
in it!

WIZARD
TRADE BRAND MARK

That's.....

seed, fungus and disease germs destroyed—highly concentrated, always safe and dependable. The highest standard of quality in Pulverized Sheep Manure. Unequaled under glass or in the field.

because Wizard Brand is best quality Feeding Station and Stock Yard Sheep Manure—not leached out, air-dried Western corral manure with 15% to 20% moisture. Wizard Brand is new fresh stock dried and sterilized by high temperature direct heat process that always makes a bone dry, uniformly pulverized product—weed

Insist on **WIZARD** through your supply house or write us direct.

THE PULVERIZED MANURE CO., 33 Union Stock Yards, CHICAGO

REMARKABLE RESULTS

obtained by the use of LIME-FERTILE (the inoculated soil builder); also NITRO-FERTILE (the odorless liquid fertilizer).

We have endorsements from a number of the most reputable people in this country, including the largest growers of cut flowers in the world.

Let us fill your order early. **WRITE TODAY.**

THE FERTILE CHEMICAL CO., Dept. A, Cleveland, Ohio.

BUFFALO, N. Y.

The Market.

The condition of the market last week was much better than it has been for two or three weeks. A good demand has developed since the prices broke and stock of all kinds has moved at prevailing low prices. However, the present prices are a shade better than they have been.

The Club Outing.

Never in the history of the Buffalo Florists' Club was there such a large attendance as at this year's picnic at the Automobile Club, Clarence, N. Y., July 21. The day seemed to promise rain for the afternoon, but, as it advanced, it cleared up and made an ideal, cool outing day. From noon to 5 p. m. automobiles sped on their way to the club grounds and when supper was announced 215 were there to be served. Many just stayed for the afternoon games and left in the early evening and an estimate of the entire attendance would be conservative at 350, which is about seventy-five per cent better than last year.

The results and prizes for some of the events were: Baseball throwing contest, baskets valued at \$15, won by William Kasting; ladies' baseball throwing contest, fancy ribbon, won by Miss Blanca, of Colonial Flower Shop; sack race, John E. Gittere, first; 100-yard dash, for members of the club over 40 years of age, with Neubeck, Bruecker, Grever, Slettery and Rebstock entered, finally won by William H. Grever after three attempts, which raised a dispute about the age; 100-yard dash, open, Jimmy Longley, first, and J. E. Gittere, second.

There was a special contest for the growers. It was throwing a baseball in a flower pot and was won by John Priesach, of Corfu. The egg and spoon race was won by Laura Kasting.

The committee for the outing was composed of Emil Bruecker and Edward Stratemeyer.

F. P. A.

SPECIFY MAGIC BRAND FERTILIZERS

Pure Steamed
Bone Meal

Magic Special
Rose and Carnation
Feed

Precipitate
Bone Phosphate

Magic
Blood and Bone



Pure Pulverized Sheep Manure
NATURE'S OWN FERTILIZER

Write for Prices and our Instructive
Booklet containing Feeding Charts.

CHICAGO FEED & FERTILIZER CO.

MANUFACTURERS AND DISTRIBUTORS

UNION STOCK-YARDS

CHICAGO



SPLIT CARNATIONS

Easily Mended with

Pillsbury's Carnation Staples

"Best device on the market."—Joseph Traudt.
"Could not get along without them."—S. W. Pike.

1000, 35c; 3000 for \$1.00, postpaid
I. L. Pillsbury Galesburg, Ill.

Always mention the Florists' Review
when writing advertisers.

No loss if you
mend your split
carnations with

**SUPERIOR
CARNATION
STAPLES**

35c per 1000; 3000
for \$1.00, postpaid.

Wm. Schlatter & Son

422 Main St.

BEFORE Springfield, Mass. AFTER
Mention The Review when you write.

The Winning

Combination



Patent applied for. Inventor, S. A. Kost.

The "OH BOY" Glazing Gun

and the justly famous and widely used

EVERTITE GLAZING CEMENT

Write us for more information, which we will gladly furnish

THE EXCELLO MANUFACTURING CO., Cleveland, Ohio

Wire Tie

will be used by every Mum grower sooner or later. Get acquainted NOW by sending for samples. They are free.

\$2.00 per 1000 from your dealer

COLORADO SEED CO.
Denver, Colo.

THE McCALLUM CO.
Pittsburgh, Pa.

HENRY F. MICHELL CO.
Philadelphia, Pa.

PITTSBURGH CUT FLOWER CO.
Pittsburgh, Pa.

POEHLMANN BROS. CO., Chicago, Ill.
or direct of

WM. F. BUSCHARDT
6 E. Woodland Ave., BALTIMORE, MD.



BLAKE'S LEVER CLIP
for Roses, Carnations, etc.; fasten stakes, cross wires, etc.
They never slip, and are a great saving of both time and money.
Price\$1.75 per 1000
5000.....\$1.60 per 1000
10,000 or more..... 1.40 per 1000
F. O. B. Rochester. Samples Free.
B. S. BLAKE & SON
8 Melrose St., Rochester, N. Y.

Asbestfalt

An Elastic Cement That Expands and Contracts With the Weather

Make your greenhouse weather-tight with Asbestfalt, the elastic cement that never gets hard, cracks or peels in cold weather or runs in hot weather.

\$1.25 per gallon. Why pay more?

You can't get anything better no matter how much more you pay. The ingredients are of the purest; weighs but 10 pounds to the gallon.

With the scarcity of coal and its high prices, the careful application of Asbestfalt will more than pay for itself by keeping your greenhouse air-tight.



To insure best results, apply Asbestfalt with our Liquid Putty Machine, price \$2.00. With every barrel purchase of Asbestfalt, one machine free.

Metropolitan Material Co

PATENTED GREENHOUSES

1299-1323 FLUSHING AVENUE,

BROOKLYN, NEW YORK

FOR RESULTS USE

Master Brand Prepared Concentrated Manures

THEY ARE NATURE'S MASTER SOIL BUILDERS

They will give lasting results and are perfectly adaptable for both outside and inside growing conditions.

MASTER BRAND Pulverized Sheep Manure

MASTER BRAND Vine and Plant Manure

Guaranteed Analysis
Ammonia 2.25%
Phos. Acid 1.50%

Potash 1.50%

Guaranteed Analysis
Ammonia 5.00%
Phos. Acid 2.00%

Potash 1.00%

Quotations on any quantity and all information furnished on application.

THE PROTO-FEED AND GUANO COMPANY

"Manufacturers and Distributors of MASTER BRAND PRODUCTS"

4121 S. LaSalle Street,

Chicago, Ill.

Greenhouse Construction Material

FITTINGS - HOTBED SASH



SAFE and DURABLE houses that give satisfaction because they are constructed of the best materials. Our prices are the lowest, our service the best.

ESTIMATES AND CATALOGUE FREE

Louisiana Red Gulf Cypress and Washington Red Cedar (WOOD WORK)

A. DIETSCH CO., DEPT. "B." 2640 SHEFFIELD AVE. **Chicago, Ill.**

PROVIDENCE, R. I.

The Market.

Business conditions among the local florists are about normal, although cut flower trade shows a slight improvement, if anything, over previous summers. Funeral work holds active, but otherwise there is little doing. Renovations, improvements and expansions are the order of the day and vacations are being enjoyed.

Various Notes.

An automobile truck owned by Eugene McCarron, operated by his son, Edward J. McCarron, was struck by an electric car on Hope street July 22, causing considerable damage to the machine and giving the young man a severe shaking-up.

Ernest W. Huntley has returned from several weeks' stay in Florida.

Samuel Kinder, of Bristol, made a large casket cover of sweet peas last week.

George Hunt has been confined to his house on Burnside street for the last fortnight with kidney trouble.

Lawrence Hay was one of the interested spectators of the America Cup races off Sandy Hook last week.

Charles Hunt has commenced the renovation of his houses on Burnside street, which he has not operated for two years.

Frederick Dietz has been in New York and vicinity for a week. W. H. M.

INSECTONOS

This non-poisonous contact insecticide will enable you to control **White Fly, Rose Leaf Roller, Chrysanthemum Leaf Tyer, etc.** One pound makes 82 gallons of spray.

SEND \$2.25 For 1-lb. Can Postpaid

Case of 8 Cans Sent Postpaid **\$13.50** in the U. S.

Use according to directions and it will do the work

EARL L. HEMPSTEAD, Distributor Bloomington, Ill.

Per Sale in Chicago by

Pechlmann Bros. Co., 66 E. Randolph St.
A. Henderson & Co., 166 N. Wabash Ave.

PECKY CYPRESS

WE ARE SPECIALISTS

We were practically the first to sell to this trade, and guarantee perfect satisfaction and rock-bottom prices. Get the value of our long experience. **PECKY CYPRESS**, because of its durability, is the only wood now being used for greenhouse benches. Will ship in any quantity, carload or less.

Drop Siding, Ship Lap, Flooring, White Cedar Posts, Everything in Lumber

WRITE FOR PRICES

Adam Schillo Lumber Co., Kingsbury and Wood Sts. CHICAGO
L. D. Phones Lincoln 410 and 411



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to direction, our Standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 20 to 50 parts.

1/2 Pint, 30c; Pint, 50c; Quart, 90c;
1/2 Gallon, \$1.50; Gallon, \$2.50; 5-Gallon Can, \$10.90; 10-Gallon Can, \$20.00. Directions on package.

LEMON OIL COMPANY
420 W. Lexington St., BALTIMORE, MD.

Mention The Review when you write.

Lewis Bros.

Manufacturers of

Wired Picks and Sticks Labels and Pot Markers
Candy Sticks and Skewers

PEEKSKILL, N. Y.

Mention The Review when you write.

THE REGAN PRINTING HOUSE

Large Runs of

CATALOGUES

Our Specialty—Get Our Figures
531-537 Plymouth Pl., CHICAGO
Mention The Review when you write.



THE RECOGNIZED STANDARD INSECTICIDE

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eelworms, angleworms and other worms working in the soil.

Quart, \$1.00 Gallon, \$3.00

Sold by Dealers

Aphine Mfg. Co., Madison, N. J.

Mention The Review when you write.

GREENHOUSES—ALL KINDS



PUT YOUR GREENHOUSE PROBLEMS UP TO US

We go anywhere in the U. S. to submit plans and prices.

Metropolitan Material Co.
PATENTED GREENHOUSES

1299-1323 Flushing Ave., Brooklyn, N. Y.

Always mention the Florists' Review when writing advertisers.

Zenke's Compound Plant INSECTICIDE

A Liquid Contact Insecticide for White Fly, Mealy Bug, Scales, Red Spider, Leaf Roller and others
Also Effective Against their Eggs and Deposits

One Gallon Makes from 20 to 35 Gallons of Spraying Solution
PRICE, \$2.00 PER GAL.

This advertisement cancels all previous quotations.

Read What Users Say:

PAUL SCHRAMM & SON, Wholesale Growers of Cut Flowers

The Excell Laboratories,

4535 Ravenswood Ave., Chicago, Ill.

Arlington Heights, Ill., Nov. 13, 1919.

DEAR SIR:—Have used your "Zenke's Compound Plant Insecticide" for Red Spider, which I have been troubled with, and find that it has done wonders. Will advise other florists whom I meet occasionally of its wonderful power in doing away with that pest (Red Spider) and also other insects. Would like to have you send me at once, by express, one gallon of "Zenke's Liquid Fungicide," which I am going to try out for Mildew.

Yours very truly,

PAUL SCHRAMM & SON.

The Excell Laboratories, Manufacturers of Horticultural Specialties
4535 Ravenswood Ave. Dept. F.R. Chicago, Ill.

ORDER TODAY from following Supply Houses or direct F. O. B. Chicago:

BOSTON, MASS.	KANSAS CITY, MO.
Henry M. Robinson & Co., No. 2 Winthrop Square.	H. Kusik & Co., 1016-18 McGee St.
CHICAGO	MILWAUKEE, WIS.
Poehlmann Bros. Co., 66-74 E. Randolph St.	Holton & Hunkel Co., 462 Milwaukee St.
CINCINNATI, OHIO	C. C. Pollworth Co., City Hall Square.
J. M. McCullough's Sons Co., 316 Walnut St.	MINNEAPOLIS, MINN.
CLEVELAND, OHIO	Rice Brothers, 218 N. Fifth St.
Cleveland Plant & Flower Co., 207 High St.	NEW YORK CITY
DALLAS, TEX.	Wm. M. Hunt & Co., 148 Chambers St.
Lang Floral and Nursery Co., 1214 Main St.	PHILADELPHIA, PA.
DENVER, COLO.	Henry F. Michell Co., 518 Market St.
The Colorado Seed Co., 1515 Champa St.	PITTSBURGH, PA.
DETROIT, MICH.	Scobie & Parker Co., 507 Liberty Ave.
Michigan Cut Flower Exchange, 264-266 Randolph St.	ST. LOUIS, MO.
INDIANAPOLIS, IND.	St. Louis Wholesale Cut Flower Co., 1410 Pine St.
Smith & Young Co., 228 E. Ohio	ST. PAUL, MINN.
	O. R. Eckhardt Co., 318 Minnesota St.

◆ Classified Ad Department ◆

It Pays

Rates for advertising in this department
16 cents a line net per insertion.
No advertisement for less than 32c accepted.

ACHILLEAS

ACHILLEA THE PEARL.
Strong field-grown clumps for immediate delivery, \$8.00 per 100.
CHARLES H. TOTTY CO.,
Madison, N. J.

ADIANTUMS

ADIANTUM O'BRIENII.
Strong, vigorous 2-in., \$8.00 per 100, \$55.00 per 1000. Large clumps, \$50.00 per 100.
This is one of California's best and hardiest ferns. Ready for immediate delivery.
ROY F. WILCOX & CO.,
Montebello, Cal.

AGERATUMS

Ageratums, dwarf blue, the very best bloomer, and always in bloom. Try them! You will not miss it! Young stock, very bushy, all in bloom, 2½-in., \$4.00 per 100. Cash.
Freeport Floral Co., Freeport, Ill.

ALYSSUM

Alyssum, double, sweet, very strong stock, from 2¼-in. pots, \$5.00 per 100. Cash.
Freeport Floral Co., Freeport, Ill.
Double Sweet Alyssum, 2¼-in., \$5.00 per 100. Cash please. Beaver Avenue Floral Co., 2422 Beaver Ave., Des Moines, Ia.

AMPELOPIS

Ampelopsis Veitchii, strong plants from 2-2¼-in. pots, for lining out, \$8.00 per 100.
S. W. Pike, St. Charles, Ill.
Ampelopsis Veitchii, 3-in., pot-grown, \$20.00 per 100.
A. L. Miller, Jamaica, N. Y.

ASPARAGUS

ASPARAGUS PLUMOSUS.

	Per 100	Per 1000
2-in., good stock.....	\$ 6.00	\$ 50.00
2¼-in.	7.00	60.00
3-in.	10.00
3½-in., extra heavy.....	16.00
One-yr-old bench plants.....	18.00	160.00

SPRENGERI, same as above.
C. U. LIGGIT,
Wholesale Plantsman,
303 Bulletin Building, Philadelphia, Pa.

Ampelopsis Veitchii, 3-in., pot-grown, \$20.00 per 100.
A. L. Miller, Jamaica, N. Y.

ASPARAGUS PLUMOSUS AND SPRENGERI seedlings, fine stock ready for 2¼-in., \$10.00 per 1000. Parcel post paid.
Sprengeri, extra large clumps from beds, fine for bench purpose; 3½-in. pot sizes, \$12.00 per 100, \$100.00 per 1000; 4-in. pot sizes, \$15.00 per 100, \$140.00 per 1000. Cash with order.
James & Hill, Florists, Bradentown, Fla.

SPRENGERI AND PLUMOSUS CLUMPS, taken from the bench, fine large clumps, \$15.00 per 100. Plumous, 2½-in., \$8.00 per 100. Cash.
C. L. HUMPHREY,
Zanesville, O.

PLUMOSUS AND SPRENGERI. Seedlings, \$1.50 per 100, \$10.00 per 1000, parcelpost paid; 2¼-in., extra strong, \$5.00 per 100, \$45.00 per 1000; 3-in., \$10.00 per 100; 4-in., \$15.00 per 100.

ROMAN J. IRWIN,
43 West 18th St., New York, N. Y.

SPRENGERI FROM SOIL. Asparagus Sprengeri ready for 3-in. pots, \$5.00 per 100. Sprengeri seedlings from sand, \$10.00 per 1000.
PRAIRIE FLORAL CO., LYONS, ILL.

EXTRA STRONG ASPARAGUS. Plumous, in 3-in. pots.....\$ 8.00 per 100 Sprengeri, in 3-in. pots..... 8.00 per 100 Plumous, in 3½-in. pots..... 12.00 per 100 Sprengeri, in 3½-in. pots..... 12.00 per 100
OAK GROVE GREENHOUSE, TUSKEGEE, ALA.

ASPARAGUS SPRENGERI. Fine, strong, 2-inch, \$5.00 per 100. Fine, strong, 4-inch, \$15.00 per 100. Cash with order.
J. F. WILCOX & SONS,
Council Bluffs, Ia.

Asparagus, Plumous and Sprengeri, extra strong.

	Per 100	Per 1000
2½-in. Plumous	\$6.00	\$55.00
2¼-in. Sprengeri	5.00	45.00

To avoid delay send a M. O. draft or certified check.
John Bauscher, Freeport, Ill.

Fine strong plants for planting out.
100 3½-in. Sprengeri\$12.50 per 100
200 4-in. Sprengeri 15.00 per 100
100 4-in. Plumous 15.00 per 100
Gust W. Grossart, Belleville, Ill.

Asparagus Plumous Nanus, 2-in., \$3.00 per 100. Cash. **Byer Bros., Chambersburg, Pa.**

Asparagus Sprengeri 10,000, extra strong, 1-year-old, \$3.00 per 100, \$25.00 per 1000, while they last. Cash. **Jacobs Bros., Peoria, Ill.**

Asparagus Sprengeri, strong 2¼-in. plants, \$5.00 per 100. Packing at cost. **Walter Armacoat & Co., 321 East 4th St., Los Angeles, Cal.**

Asparagus Sprengeri, 2¼-in., splendid stock, \$5.00 per 100, \$40.00 per 1000. Cash.
Jos. H. Cunningham, Delaware, O.

Asparagus Sprengeri and Plumous, 3-in., \$8.00 per 100, large bench clumps of Sprengeri, \$20.00 per 100. Cash. **E. J. Ullrich Floral Co., Tiffin, O.**

Asparagus Plumous, 4-in., \$12.50 per 100. Packed in paper pots.
Fairview Gardens, Elora, Ind.

Asparagus Plumous Nanus, 2-in., 5c each, ready to bench or grow on.
D. R. Herron, Olean, N. Y.

Asparagus Plumous, strong 3-in., \$10.00 per 100; Asparagus Sprengeri, strong 3-in., \$10.00 per 100.
Eli Cross, Grand Rapids, Mich.

Asparagus Plumous, extra heavy 2¼-in., \$6.00 per 100. **Muthews' Greenhouses, Linesville, Pa.**

Asparagus Plumous in flats. Pico Heights Nursery, 2759 W. 15th St., Los Angeles, Cal.

Asparagus Plumous, 4-in., \$15.00 per 100. **Hendra & Son., St. Joseph, Mo.**

Asparagus Plumous, 2¼-in., \$5.00 per 100. **Baur Floral Co., Erie, Pa.**

Asparagus Plumous, strong 3-in., \$8.00 per 100. Cash. **E. V. Myers, St. Joseph, Mo.**

Asparagus Sprengeri, strong plants, 2¼-in., 5c. **C. Humfeld, Clay Center, Kan.**

Asparagus Plumous, 4-in. stock, \$12.00 per 100. **Marion Floral Co., Marion, Ind.**

Asparagus Sprengeri, 2½-in., \$4.00 per 100. Cash. **W. A. Ballou, Wheaton, Ill.**

Asparagus Sprengeri, 2-in., \$45.00 per 1000. **Poehlmann Bros. Co., Morton Grove, Ill.**

ASTERS

Strong aster seedlings, ready for the field. Each of the following variety in all colors, mixed: Jewel or ball-shaped, Mignon or pyramid-shaped, Peony Perfection, Victoria, Rose-shaped, Comet, Ostrich Feather and Queen of the Market, 50c per 100, \$4.00 per 1,000.
Dumser Floral Co., Elgin, Ill.

Asters, Vick's Late Branching, strong transplanted, \$1.00 per 100, \$8.00 per 1000. By parcel post add 10c per 100.
J. J. Van Akkeren, Dunkirk, N. Y.

Aster plants, Queen of the Market, Royal, Crego, Comet, Semple's Branching, in pink, white and lavender, strong seedlings, \$4.00 per 1000, \$15.00 per 5000.
J. C. Schmidt, Bristol, Pa.

Asters, field-grown, Dreer's Superb, in shell pink and white only, the kind for florist trade, \$4.00 per 1000.
Crowell's Greenhouse, Goshen, Ind.

Asters, good plants, well packed, Peerless Pink, Late Branching, white, lavender, purple, rose and mixed, \$4.00 per 1000.
H. Hills, Bristol, Ind.

Aster plants, Late Branching, mixed, large strong plants, 95c per 100, \$4.00 per 1000.
Harry J. Squires, Good Ground, N. Y.

Asters, 1200 good, strong 2¼-in., mixed, \$4.00 per 100. Cash with order.
Hartline & Huff, Newcomerstown, O.

BEGONIAS

BEGONIA LUMINOSA.

Ready now.
Extra fine 3-in., well established, \$15.00 per 100;
4-in. ready for 6-in., \$35.00 per 100.

You will need this stock to finish up for autumn business.
Cash with order.

C. L. HUMPHREY,
Zanesville, Ohio.

Begonia Chatelaine, 2¼-in., \$7.00 per 100, \$65.00 per 1000. Mrs. Patten, 2¼-in., \$10.00 per 100. **A. J. Schmutz, 23 Arnold Place, North Adams, Mass.**

Begonia Prima Donna, pink, 2¼-in. ready for 3-in., \$4.00 per 100, 200 for \$7.00. **Charles Whitton, York St. and Gray Ave., Utica, N. Y.**

BEGONIA MRS. PATTEN
BEAUTIFUL DEEP PINK, SPORT OF CHATELAIN.
HEAVY BUSHY PLANTS IN BLOOM JUST RIGHT FOR IMMEDIATE SALES OR FOR SHIFTING ALONG TO LARGER SIZES FOR YOUR HOLIDAY REQUIREMENTS.
OUT OF 4-IN. POTS, 25c EACH.
PLUS 3c A PLANT TO COVER COST OF PAPER POT AND NEW PACKING CASE.
FULL SIZE CASE HOLDS 54 PLANTS.
G. R. NOBLE, PADUCAH, KY.

BEGONIAS FROM 2 1/4-IN. POTS.
 Begonia Chatelaine, 2 1/4-in., \$7.00 per 100, \$65.00 per 1000; 3-in., \$14.00 per 100.
 Pride of New Castle, Red Chatelaine, Luminosa color, 2 1/4-in., \$15.00 per 100.
 New Begonia, Mrs. M. A. Patten, dark pink sport of Begonia Chatelaine, 2 1/4-in., \$10.00 per 100; 3-in., \$20.00 per 100.
 Rex Begonia, 3 1/2-in., \$25.00 per 100. Larger sizes ask for prices.
ROMAN J. IRWIN,
 43 West 18th St., New York.

Begonias, Cincinnati, Mellor and Peterson, top cuttings ready now. Will make fine plants by planting two in a pot, \$30.00 per 100. The above extra fine 3 1/2-in. pot plants, stock limited, \$75.00 per 100.
S. S. Skidelsky & Co., 50 Park Place, New York.

BEGONIAS.
 Begonia Luminosa, 2 1/4-in., 5c; Prima Donna, 2 1/4-in., 5c; Gromani Red, 2 1/2-in., 5 1/2c; Sutton's Coral Pink, 2 1/2-in., 5 1/2c. Extra strong plants from seed, ready for 4-in. pots. Cash.
J. B. MASSON, R. R. 1, BETHEL, KAN.

Begonias, of Gracillis type, make good Christmas plants and are easily grown. **LUMINOSA**, Christmas red; **PRIMA DONNA**, deep rose; **MIGNON**, salmon-scarlet, ready now, from 3-in. pots, frame-grown, stocky plants, \$12.00 per 100, \$110.00 per 1000. **J. L. Schiller, Toledo, Ohio.**

Begonia Chatelaine of exceptional quality, 3-in., \$15.00 per 100. This stock is ready for shift and would make excellent Christmas plants. **E. E. Temperley, 5518 College Ave., Indianapolis, Ind.**

Begonia Vernon, red; Prima Donna, deep rose; Mignon, salmon-scarlet; Erfordil, pink; good plants, 2 1/2-in., \$6.00 per 100. Cash with order.
Frank Oechslin, 4911 Quincy St., Chicago.

Begonia Luminosa, 2-in., 6c; 3-in., 15c each; Chatelaine, 2-in., 7c; 3-in., 15c each; Prima Donna, 2-in., 8c; 3-in., 15c each.
Lloyd C. Bunch, Fredonia, Kan.

Begonias, Chatelaine, true, strong 2-in., \$6.00 per 100, \$55.00 per 1000. Mrs. Patten, strong 2-in., \$10.00 per 100, \$90.00 per 1000. Cash.
C. Betscher, Dover, O.

BEGONIA CHATELAINE, 3-IN., \$10.00 PER 100. BUSHY PLANTS SHIPPED IN PAPER POTS. WHITSON'S, 618 NORTH 8TH ST., VINCENNES, IND.

Begonia Chatelaine rooted cuttings, \$3.00 per 100; 2 1/2-in., \$7.00 per 100; 4-in., \$25.00 per 100.
Mish's Lebanon Greenhouses, 620 Cumberland St., Lebanon, Pa.

Begonia Chatelaine, 3-in., \$10.00 per 100; 2 1/2-in., \$5.50 per 100. Rooted cuttings, \$3.00 per 100. Cash with order. **H. E. Mitting, Cambridge City, Ind.**

Begonia Chatelaine rooted cuttings, strong plants ready for 3-in. pots, \$5.00 per 100, post paid. Cash please. **J. Sylvester, Oconto, Wis.**

Begonia Chatelaine, strong rooted cuttings, \$3.00 per 100, \$25.00 per 1000.
S. A. Pinkstone, Utica, N. Y.

Begonia Chatelaine, good 3-in. stock, \$10.00 per 100. **Winfield S. Kircher, Cyclamen Specialist, De fiance, O.**

Begonia Prima Donna, strong 2 1/4-in., \$5.00 per 100, \$45.00 per 1000. Cash please.
E. R. Chatfield, R. 6, Springfield, Ohio.

Begonia Chatelaine, fine stock, 2 1/4-in., \$7.00 per 100. **Mathews' Greenhouses, Linesville, Pa.**
 Begonia Corallina de Lucerne, strong 5-in., \$1.00. **Quentin Floral Co., St. Joseph, Mo.**

Begonia Chatelaine, 2 1/4-in., 7c.
L. Potter & Sons, Waukegan, Ill.

Begonia Luminosa, red, pink and white, 2-in., \$5.00 per 100. **N. O. Caswell, Delavan, Ill.**

Begonias, Chatelaine and Salmon Queen, 2-in., \$5.00 per 100. Cash. **Jacobs Bros., Peoria, Ill.**

Rex Begonias, 5-in. pot plants, \$1.50 each. Cash. **E. J. Ulrich Floral Co., Tiffin, O.**

BERRIED PLANTS

GOLDEN CLEVELAND CHERRIES, 2 1/4-in. pots, \$7.00 per 100, \$65.00 per 1000.
CLEVELAND CHERRIES, 2 1/4-in. pots, \$7.00 per 100, \$60.00 per 1000.

Peruvian Peppers, 2 1/4-in. pots, \$7.00 per 100, \$60.00 per 1000. 3-in. pots and larger sizes of above, ready early Fall. Ask for prices.
Roman J. Irwin, 43 West 18th St., New York.

10,000 Cleveland Cherries, 10,000 Christmas Peppers, 2 1/4-inch, ready for shift. \$5.00 per 100; \$45.00 per 1000. No charge for packing.
Forest Park Floral Co., Forest Park, Ill.

Peppers, Bird's Eye, Christmas and cluster, clean, healthy stock, 2-in., \$4.00 per 100. Cash please. **Kirkwood Floral Co., cor. 4th and Walnut, Des Moines, Ia.**

Cleveland Cherries, extra strong 2 1/4-in., ready for a shift, just showing the crown bud, \$5.00 per 100. Packing free on orders of 100 or over. Cash with order.
Jos. I. Schaeffer, R. R. No. 3, Dayton, O.

Cleveland Cherries, fine 3-in., stocky plants, \$10.00 per 100. Celestial Peppers, sturdy 2 1/4-in., \$5.00 per 100.
The Thumb Nursery, Marlette, Mich.

Have a few hundred strong 2-in. Celestial Peppers and Cleveland Cherries left, which will close out at \$4.00 per 100. Packing free. Cash.
E. V. Myers, St. Joseph, Mo.

Cleveland Cherries, 2 1/4-in., \$6.00 per 100, \$50.00 per 1000. New Holly Berry, 2 1/4-in., \$10.00 per 100, \$85.00 per 1000.
S. S. Skidelsky & Co., 50 Park Place, New York.

Cleveland Cherries from selected seed of our own growing, short and stocky, 2-in. pots, 5c each. Cash, please.
F. E. Huston, 16 Colorado Ave., Dayton, O.

Peppers, Bird's Eye and Celestial, 2 1/4-in., \$5.00 per 100, \$47.50 per 1000, 500 at 1000 rate. Cash with order.
Frank Oechslin, 4911 Quincy St., Chicago.

Cleveland Cherries, from selected seed of our own growing, short and stocky, 2-in. pots, 5c each. Cash please.
C. F. Mahan & Co., R. D. 8, Dayton, O.

Cleveland Cherries, strong 2 1/4-in., \$5.50 per 100. Cash, please.
J. F. Vavrous Sons, Lebanon, Pa.

NOTICE

The increasing size of The Review, both in circulation and number of pages per issue, necessitates closing the forms a day farther ahead of publication date than was the custom when the paper was small.

To be certain your instructions receive attention for the current issue your letter should be in Chicago

MONDAY

Celestial Peppers, 2 1/4-in., \$4.50 per 100, \$40.00 per 1000. Cash please.
Aurora Greenhouse Co., Aurora, Ill.

Christmas Peppers, strong 2 1/2-in., \$5.50 per 100. Cash, please.
J. F. Vavrous Sons, Lebanon, Pa.

Celestial Peppers, 3-in., 6c each or 500 for \$25.00. This is very fine stock.
The Johnson Floral Co., Kendallville, Ind.

Celestial Peppers, strong 2-in., 4c. Cleveland Cherries, ready for 3-in., 5c. **Joseph Austlin, 3111 Troost Ave., Kansas City, Mo.**

Orange Queen and Cleveland Cherries, 2-in., \$3.00 per 100. Cash.
Byer Bros., Chambersburg, Pa.

BOUVARDIAS

Bouvardia Humboldtii, 2-in. pots, \$15.00 per 100.
Roman J. Irwin, 43 West 18th St., New York.

Bouvardias, single white and single pink, ready for shift, \$6.00 per 100.
Adam Heltz, Louisville, Ky.

Bouvardias, single light and dark pink, 2-in., \$6.50 per 100, \$60.00 per 1000. Cash.
Julius Niednagel, Evansville, Ind.

BUDDLEIAS

Buddleias, extra strong, Magnifica, 2 1/2-in., \$5.00 per 100.
Oak Grove Greenhouse, Tuskegee, Ala.

BULBS

WINTER FLOWERING BULBS.

Good, blooming Freesia bulbs; 100 Purity and 100 Refracta alba, \$1.10; 500 Purity and 500 Refracta alba, \$5.00.
 Grand Duchess Oxalis, three colors, 200 bulbs of each color, \$4.00.

GEORGE LEAVER

P. O. Box 1049, Los Angeles, Calif.

FORCED MOTHER BULBS.

Greenhouse ripened for outside planting, Emperor, Von Slon, Bicolor Victoria, Golden Spur, \$10.00 per 1000. Mixed Tulips, \$6.00 per 1000. Ornatus, 2000, \$5.00 per 1000.

W. W. THOMPSON & SONS.

Station D. R. 1, Milwaukee, Wis.

FREESIA PURITY BULBS.

A heavy-flowering, strong-stemmed strain, for greenhouse forcing. This strain blooms with an average of 7 flowers to a stem. You have been pleased with it in former years, and careful re-selection has made it still better this season.
 Diameter. Per 1000.
 7/16 to 1/2 inches.....\$ 6.00
 1/2 to 5/8 inches..... 8.00
 5/8 to 3/4 inches..... 15.00
 Mammoth 25.00

SATISFACTION GUARANTEED.

COLORED FREESIAS.

In a variety of attractive variegated colors, equal in size to Purity and of a very fine appearance. Satisfaction guaranteed.

3/4-in. Bulbs\$30.00 per 1000
 1/2-in. and up 40.00 per 1000
NARCISSUS PAPER WHITE.
 Mammoth bulbs.....\$25.00 per 1000

SEVIN-VINCENT CO.,

512 Washington St., San Francisco, Calif.

Hyacinths, Tulips, Narcissi, Crocus, Lilies and Lily of the Valley pips; Roman Hyacinths, Paper Whites, Lilium Candidum and all other French bulbs; Japanese Lilies, high grade quality only. Prices on application. **Van Zonneveld Bros. & Philippo, Sassenheim, Holland, New York Branch, 18 Broadway.**

Your address for Holland grown Hyacinths, Tulips, Narcissi, Crocus, Lilies of the Valley and Lilliums. Please write for catalogue to **Gt. Van Waveren & Kruijff, 116 Broad St., Room 40, New York City.**

Stammes & Co., Wholesale Bulb Growers and Exporters, Hillegom, Holland. We sell at growers' prices. Ask for special quotations and catalogue or mail your list of wants care **R. F. Lang, 82-84 Broad St., New York City.**

Bulbs of all description. Write for prices.
C. KEUR & SONS, HILLEGOM, HOLLAND.
 New York Branch, 82-84 Broad Street.

also
10418 113th St., Richmond Hill, L. I., N. Y.

Freesia Purity bulbs, for greenhouse forcing, 1/2 to 3/4-in., \$6.00 per 1000; 3/4 to 1-in., \$12.00 per 1000; mammoths, \$18.00 per 1000.
G. B. Johnson, 1509 Martin St., Alameda, Calif.

Calla Aethiopica, 1 1/2-in. to 2-in., \$12.00 per 100
 Callas, extra large, 2 1/2-in. and up, 15.00 per 100
 Freesias, 3/4-in. and up.....\$15.00 per 1000
C. C. Pollworth Co., Milwaukee, Wis.

Want Dutch bulbs? Write me. Get my prices f. o. b. here. **Tromp Bros.' bulbs, the quality kind. That's what I sell. Shipments start Aug. 15.**
H. W. Peterson, Poplar Bluff, Mo.

Gladiolus Colvillei The Bride. Limited number offered to the trade, \$5.00 per 100, \$40.00 per 1000. **Los Robles, Santa Cruz, Calif.**

Narcissus, Emperor, Poeticus, Ornatus, write. **Central Seed & Bulb Co., Benton Harbor, Mich.**

CACTI

Cacti, my choice, 25 vars., \$4.00; 50 vars., \$10.00; succulents, 25 vars., \$1.75; large, \$2.00; 50 vars., \$5.00. We never had better plants. Cash. Charges paid. **A. G. Greiner, 4202 W. Natural Bridge Ave., St. Louis, Mo.**

CALCEOLARIAS

Calceolarias, fine strain, strong, transplanted plants, \$7.00 per 100, prepaid.
Brill Celery Gardens, Kalamazoo, Mich.

CALENDULAS

Calendula Orange King, extra strong 2 1/4-in., \$5.00 per 100, \$45.00 per 1,000. Cash with order. **Morris & Ellis, Box 2, Bloomington, Ind.**

CALLAS

CALLA AETHIOPICA, FINE BULBS

READY NOW.

1 -in. to 1 1/4-in., \$ 9.00 per 100, \$ 80.00 per 1000;
 1 1/4-in. to 1 1/2-in., 12.00 per 100, 110.00 per 1000;
 1 1/2-in. to 1 3/4-in., 18.00 per 100, 170.00 per 1000.
 Mammoth bulbs, 1 3/4-in. and up, \$22.00 per 100, \$200.00 per 1000.

GODFREY CALLAS, READY LATER. ASK FOR PRICES.

ROMAN J. IRWIN,

43 West 18th St., New York.

GODFREY CALLAS.

Strong, 3-in. plants, carried over, dormant from last summer, and in magnificent condition, some of them with little blooms, \$8.00 per 100, \$75.00 per 1000.
S. S. SKIDELSKY & CO.,
50 Park Place, New York, N. Y.

GODFREY CALLAS.

The true strain, extra strong 2 1/2-in., as good as 3-in., \$5.00 per 100.

SCHMIDT & MEINE,

3121 Market St., Youngstown, O.

GODFREY CALLA BULBS.

Genuine Devonensis: first size, \$15.00 per 100; second size, \$10.00 per 100. Ready now, and will go quickly.

F. W. FLETCHER, ORLANDO, FLA.

Calla Aethiopica, 500 bulbs, greenhouse-grown, ready now, 2-in. and up, \$18.00 per 100.
L. Potter & Sons, Waukegan, Ill.

Godfrey Calla bulbs, 5c and 6c each. Over-supply, good 1 and 2-year-old bulbs. Grow for profit. **W. Oehlschlager, Oconomowoc, Wis.**

CALLAS—Continued

GODFREY CALLAS.
 3-in., ready to bloom.....\$10.00 per 100
 3-in., smaller plants..... 8.00 per 100
THE PARK FLORAL CO.,
 1643 Broadway, Denver, Colo.

CALLA, WHITE AETHIOPICA
 1-1½-in. bulbs, \$5.00 per 100; 1½-2 in. bulbs,
 \$10.00 per 100; 2-in. and over, \$15.00 per 100.
HARRY BAILEY, LOS ANGELES, CAL.

Godfrey Callas, true stock, small bulbs and
 bulbets, ready about August 1st.
 N. O. Caswell, Delavan, Ill.

Godfrey Callas, strong 2½-in. stock, \$5.00 per
 100, \$45.00 per 1000. Cash with order.
 Pinehurst Floral Co., Pleasant Hill, Mo.

CARNATIONS

FIELD CARNATION PLANTS.
 Strong, bushy stock of Al quality.

Enchantress Su-		
preme	\$12.00 per 100,	\$120.00 per 1000
White Wonder	10.00 per 100,	100.00 per 1000
White Enchan-		
tress	10.00 per 100,	100.00 per 1000
Crystal White	10.00 per 100,	100.00 per 1000
Matchless	10.00 per 100,	100.00 per 1000
Aviator	10.00 per 100,	100.00 per 1000
Herald	10.00 per 100,	100.00 per 1000
Belle Washburn	10.00 per 100,	100.00 per 1000
Merry Christmas	10.00 per 100,	100.00 per 1000
Miss Theo	10.00 per 100,	100.00 per 1000
Cottage Maid	10.00 per 100,	100.00 per 1000
Rosalie	10.00 per 100,	100.00 per 1000
Mrs. C. W. Ward	10.00 per 100,	100.00 per 1000

Nominal charge for boxes.
 Cash required from unknown parties.
J. A. BUDLONG CO.,
 184-186 N. Wabash Ave., Chicago, Ill.

100,000 CARNATION PLANTS.

Mrs. C. W. Ward, Rose Pink Enchantress,
 Pink Enchantress, White Perfection,
 White Wonder, Alma Ward,
 \$12.00 per 100, \$110.00 per 1000.

Miss Theo, Alice, Matchless,
 \$10.00 per 100, \$95.00 per 1000.

White Enchantress, Belle Washburn, Beacon,
 \$14.00 per 100, \$120.00 per 1000.

All plants guaranteed.

THE LEO NIESSEN CO.,
 1201 Race St., Philadelphia, Pa.

**CARNATIONS, EXCELLENT QUALITY,
 FIELD-GROWN PLANTS.**

Matchless, Ward, White Wonder, Beacon,
 White Perfection, Pink Enchantress.

Lots of 1000 and over, \$100.00 per 1000.
 Lots under 1000, \$120.00 per 1000 rate.

POEHLMANN BROS. CO.,
 Mcrton Grove, Ill.

FIELD-GROWN CARNATIONS.

We have the following varieties to offer, good,
 clean plants from a very reliable Carnation
 grower:

Matchless	White Wonder
W. Enchantress	Crystal White
Aviator	Mrs. Ward
Peerless Pink	Enchantress Supreme
Pink Sensation	Cottage Maid
The Herald	Merry Christmas

Miss Theo, dark pink.

Write us for prices.

AMERICAN BULB CO.,
 182 N. Wabash Ave., Chicago, Ill.

READY NOW.

Fine field-grown Carnation plants. It has
 been a fine growing season with us and our stock
 never was better. There is sure to be a shortage
 this season, so you would better order early.

Variety	Per 100	Per 1000
Rose-pink Enchantress	\$12.00	\$100.00
Enchantress	12.00	100.00
White Enchantress	12.00	100.00
Mrs. C. W. Ward	12.00	100.00
Aviator	12.00	100.00
Thenanthos	12.00	100.00

PETER REINBERG,

30 E. Randolph St., Chicago, Ill.

MATCHLESS

Strong field-grown plants
 of the
FINEST WHITE CARNATION
 \$12.00 per 100, \$100.00 per 1000.

Ward	\$12.00 per 100,	\$100.00 per 1000
Rosette	12.00 per 100,	100.00 per 1000
Pink Enchantress	12.00 per 100,	100.00 per 1000
White Enchantress	12.00 per 100,	100.00 per 1000
Victory	10.00 per 100,	90.00 per 1000
Bonfire	10.00 per 100,	90.00 per 1000

Order now—stock limited.

WIETOR BROS.,
 30 E. Randolph St., Chicago, Ill.

Carnations, field-grown, Miss Theo, \$12.00 per
 100, \$100.00 per 1000.
L. Potter & Sons, Waukegan, Ill.

FIELD GROWN CARNATIONS.

All Varieties.
 Exceptionally good quality,
 this season.

See display last issue.

C. U. Liggit,
 Wholesale Plantsman,
 303 Bulletin Building, Philadelphia, Pa.

Carnations. We have about 30,000 extra heavy
 field-grown Carnation plants of the following vari-
 eties, all healthy, well-branched stock:
 Beacon, splendid scarlet, \$12.50 per 100, \$120.00
 per 1000. Harlowarden, best crimson, \$12.50 per
 100, \$120.00 per 1000. Matchless, superb white,
 \$12.50 per 100, \$120.00 per 1000. White En-
 chantress, \$12.50 per 100, \$120.00 per 1000. En-
 chantress Supreme, \$15.00 per 100, \$140.00 per
 1000. **James Vick's Sons, Rochester, N. Y.**

CARNATIONS.

Field-grown Carnation plants,
 Strong, healthy plants,
 well branched.
 Ready next month.

Ask for list of varieties and prices.
ROMAN J. IRWIN,
 43 West 18th St., New York.

CARNATIONS.

Field-grown plants, excellent quality.

W. Enchantress	\$12.00 per 100,	\$100.00 per 1000
Crystal White	12.00 per 100,	100.00 per 1000
Washington, dark		
pink	12.00 per 100	100.00 per 1000
Nebraska	12.00 per 100,	100.00 per 1000
Enchantress Sup.	14.00 per 100,	120.00 per 1000
Laddie	25.00 per 100,	225.00 per 1000

HARTJE & ELDER,
 Route E, Box 74, Indianapolis, Ind.

Carnations, field-grown, strong, healthy and
 bushy plants, ready to ship August 1, and later.

	Per 100	Per 1000
Enchantress Supreme	\$14.00	\$120.00
White Enchantress	12.00	100.00
Pink Enchantress	12.00	100.00
Matchless	12.00	100.00
White Wonder	12.00	100.00
Herald	12.00	100.00

Cash please.
Krowka Bros., 4938 Western Ave., Chicago.

Carnations, 2000 extra choice Pink Enchan-
 tress from the field, \$12.00 per 100, \$100.00 per
 1000.

Every plant is strong and bushy, from 6 to 10
 branches. They need no more topping and will
 walk right along for you. This is a surplus with
 us and not to be compared with quantity stock
 of some growers. Packed right and guarantee
 immediate shipment. Cash, please.
J. A. Swartley & Sons, Sterling, Ill.

Carnations, field-grown plants, ready to ship
 the last of July and August.

4000 Light Pink Enchantress	
1500 Washington	
3000 Matchless	
1500 White Enchantress	
300 Belle Washburn	

\$12.00 per 100, \$110.00 per 1000.
W R Maxwell, Alva, Okla.

FIELD-GROWN CARNATION PLANTS.
 All the leading varieties, healthy, well-rooted,
 well-developed plants; robust, clean and first
 class in all respects. Ready for immediate
 delivery. Send for price list.
S. S. PENNOCK CO.,
 1608-20 Ludlow St., Philadelphia, Pa.

CARNATIONS.

2000 Nebraska, best red; 2000 Matchless, best
 white; these were started in January and
 grown in good soil under favorable weather
 conditions and are exceptionally large and fine
 plants, \$10.00 per 100. Cash.
SIMANTON & PENCE, FALLS CITY, NEBR.

FIELD-GROWN CARNATIONS.
 Fine, well branched plants, ready for ship-
 ment now. Matchless, White Enchantress,
 Nebraska, Mrs. C. W. Ward, Cerise, Thenanthos,
 per 100, \$12.00; per 1000, \$100.00.

A. HENDERSON & CO.,
 166 N. Wabash Ave., Chicago, Ill.

FIELD-GROWN CARNATIONS.
 150 Mrs. C. W. Ward, 600 Enchantress, 1100
 White Enchantress, 150 Beacon, 300 Miss Theo.
 \$10.00 per 100, or \$200.00 for the lot. Add
 5% for packing. Cash with order.
ZUMBROTA GREENHOUSES,
 Zumbrota, Minn.

FIELD-GROWN CARNATIONS.
 \$12.00 per 100.

500 White Enchantress,	700 Pink Enchantress,
500 Ward,	400 Rose Pink,
300 Nebraska,	400 Washburn.

Cash with order.
J. ZWIERZYCKI,
 R. F. D. No. 9, Box 62, W. Grand Place,
 Springfield, Ill.

Carnations ready now, strong, field-grown Mrs.
 C. W. Ward and Matchless, \$10.00 per 100,
 \$95.00 per 1000. No packing charges. Cash,
 please.
 Aviator and Pink Enchantress ready later.
**Kirkwood Floral Co., cor. 4th and Walnut, Des
 Moines, Ia.**

LADDIE! LADDIE!! LADDIE!!!
 We are booking orders now for rooted cuttings
 of Laddie Carnation for delivery in January,
 1921. Orders filled strictly in rotation. Order
 now, as the stock of this wonderful variety
 will not be equal to the demand.
ALFRED M. CAMPBELL, STRAFFORD, PA.

CARNATIONS.

Extra strong, healthy, field-grown Carnation
 plants: Rose Pink, Light Pink and White En-
 chantress, Beacon and Matchless, \$9.00 per 100.
 Cash with order.
W. O. KONZELMAN,
 Carnation Grower, Greensburg, Ind.

FIELD GROWN CARNATION PLANTS.
 White Enchantress\$90.00 per 1000
 Beacon 90.00 per 1000
 Mrs. C. W. Ward..... 85.00 per 1000
 Strong plants, ready to ship after July 15.
 Cash with order.
MOMENCE GREENHOUSE, MOMENCE, ILL.

FIELD-GROWN CARNATION PLANTS.
 Enchantress Su-
 preme\$14.00 per 100, \$120.00 per 1000
 Mrs. C. W. Ward 12.00 per 100, 100.00 per 1000
 White Perfection. 12.00 per 100, 100.00 per 1000
 Aviator 12.00 per 100, 100.00 per 1000
GEO. PETERS & SONS, HEMPSTEAD, L.I.N.Y.

Carnations, strong field-grown, White Enchan-
 tress, Alma Ward, Matchless, C. W. Ward,
 Philadelphia, Belle Washburn, Nebraska, White
 Wonder and Thenanthos, \$12.50 per 100, \$120.00
 per 1000. Ready now. **Winfield S. Kircher,**
 Cyclamen Specialist, Defiance, Ohio.

FIELD-GROWN CARNATION PLANTS.
 Grown by aid of Skinner irrigation, strong
 and healthy Pink Enchantress, \$90.00 per 1000.
 Add 5% for packing.
HENLEY BROS.,
 Wholesale Florists, Terre Haute, Ind.

Carnations, 1000 Enchantress, 2500 Matchless,
 \$90.00 per 1000. Supreme, \$100.00 per 1000. All
 fine, large No. 1 plants, well cultivated and
 grown with water system; will sell the lot for
 \$400.00.
Sunnyside Floral Co., Leavenworth, Kan.

Carnations, field-grown	Per 100	Per 1000
Mrs. C. W. Ward	\$12.00	\$110.00
Matchless	12.00	110.00
Light Pink Enchantress	12.00	110.00

Cash with order. **Ratcliffe & Tanner, Inc.,**
 207 N. 6th St., Richmond, Va.

Carnations, stocky, field-grown, irrigated, well-
 branched plants for latter part of July delivery:
 White Enchantress, Pink Enchantress, Match-
 less, Nebraska, Bassett, Ward, \$10.00 per 100.
 5% for packing.
John Stamm, Hutchinson, Kan.

FIELD-GROWN CARNATION PLANTS.
 White Enchantress, Pink Enchantress, \$10.00
 per 100, \$90.00 per 1000.
ADA GREENHOUSE,
 Ada, Oklahoma.

CARNATIONS.

4000 Alice, field plants	\$12.00 per 100
4000 W. Enchantress, field plants	12.00 per 100
4000 P. Enchantress, field plants	12.00 per 100

THE PUEBLO FLORAL CO., PUEBLO, COLO.

Carnations, field-grown, strong and healthy
 plants, from our usual reliable sources. All
 the standard white, red and pink varieties.
 Write for prices.
S. S. Skidelsky & Co., 50 Park Place, New York.

A fine lot of full-grown Matchless Carnation
 plants ready to ship, clean, healthy stock, well
 branched, \$10.00 per 100, \$90.00 per 1000. Also
 Pink Enchantress and Mrs. Ward later.
Cherry Park Gardens, Fredonia, N. Y.

Carnations, field-grown plants, Nebraska,
 Ward, White Enchantress and White Perfection,
 \$12.00 per 100, \$100.00 per 1000. Packing extra.
William L. Rock Flower Co., Kansas City, Mo.

Field-grown Carnations, fine plants for im-
 mediate shipment, Pink and White Enchantress,
 mixed, \$10.00 per 100.
Vogt's Greenhouses, Sturgis, Mich.

Carnation plants, field-grown, fine plants; Bea-
 con, White Enchantress, and Rose Pink Enchan-
 tress, \$10.00 per 100, \$90.00 per 1000.
Truitt's Greenhouses, Chanute, Kan.

Carnation plants, Ward, Benora, Beacon,
 Matchless, very fine quality; come and see them
 growing. Ask for prices.
Alfred M. Campbell, Strafford, Pa.

Carnations, field-grown, White and Light Pink
 Enchantress, strong healthy stock, ready now,
 or booked for future delivery, \$10.00 per 100.
Jacob Schulz, 831 Cherokee Road, Louisville, Ky.

Good, strong, field-grown Carnations, Match-
 less, White Enchantress, Ward, Philadelphia
 and Beacon, \$12.00 per 100, \$100.00 per 1000.
Pinehurst Floral Co., Pleasant Hill, Mo.

Carnations, Victory, field-grown, \$10.00 per
 100, \$90.00 per 1000. Cash.
L. C. Busse & Son, Mt. Prospect, Ill.

Carnations, strong plants, field-grown, Pink
 Enchantress, \$12.00 per 100.
The Allen-Brownhill Co., Cortland, N. Y.

Carnation plants, 2000 Matchless, \$100.00 per
 1000. Enchantress, 1000 cuttings, \$20.00 per
 1000. **Wm. Murphy Co., Cincinnati, Ohio.**

Carnations, 6000 field-grown Pink Enchantress,
 \$90.00 per 1000. Cash.
Schafer Floral Co., Kankakee, Ill.

The BEST WAY to get rid of your surplus
 stock is to use the REVIEW'S Classified advs.

Carnations, strong, field-grown plants, White Enchantress, \$10.00 per 100. Cash, please. Williams & Meyer, South Bend, Ind.

Carnation plants, Matchless, Supreme, Nebraska, Crystal White, Doris, Benora, etc. Fine stock. O. Betscher, Dover, O.

Field-grown Enchantress Carnation plants, \$75.00 per 1000. Hins Bros. & Co., Leavenworth, Kans.

CHRYSANTHEMUMS

CHRYSANTHEMUMS, 2 1/2-IN. FINE YOUNG PLANTS.

Table listing chrysanthemum varieties and prices: 520 Helen Frick 140 Pacific Supreme, 220 White Jones 500 Oconto, 390 Patty 100 Yellow Jones, etc.

POMPONS, 2 1/4-IN. FINE YOUNG PLANTS.

Table listing pompon varieties and prices: 200 White Mensa 225 Elizabeth Firestone, 145 Golden Mensa 490 E. D. Godfrey, etc.

CHRYSANTHEMUMS.

Table listing chrysanthemum varieties and prices: WHITE Per 100 Per 1000, Smith's Advance \$3.50 \$30.00, Oconto 3.50 30.00, etc.

CHRYSANTHEMUMS.

On the Weekly Notes by Fitz Barr, Florist Exchange July 3, he says, his experience is that strong rooted cuttings of Mums are better than potted stock.

Early Frost, Smith's Advance, Polly Rose, Oconto, Pacific Supreme, Marigold, Roman Gold, Pink Seidewitz and Red Seidewitz, \$3.00 per 100, \$25.00 per 1000, Wm. Turner, Yellow Turner, Charles Rager, Yellow Rager, Pink Chieftain, Dr. Enguehard, Jeanne Nonin, \$3.50 per 100, \$30.00 per 1000; Golden Mensa and Single Pink, \$2.00 per 100; Unaka, Pink Patty and White Patty, \$1.50 per 100, \$15.00 per 1000. Cash with order or satisfactory references. GENEVA FLORAL CO., Geneva, N. Y.

CLEAN, THIRTY CHRYSANTHEMUMS

out of 2 1/2-in. pots, \$5.00 per 100, \$45.00 per 1000

WHITE

Table listing white pompon varieties: 150 William Turner 150 Nonin, 100 Chadwick Improved 50 Dubois

YELLOW

Table listing yellow pompon varieties: 500 Chrysolora 100 Roman Gold, 100 Golden Chadwick

PINK

Table listing pink pompon varieties: 300 Seidewitz 200 Dr. Enguehard, 500 Unaka 50 Odessa, 150 Pacific Supreme 300 Wells' Late Pink, 100 Chieftain

2000 Pompons and Singles, separate colors, popular varieties.

F. E. BLAKE, MARION, O.

CHRYSANTHEMUMS.

Table listing chrysanthemum varieties: 200 Papworth 125 Yellow Rager, 600 Mistletoe 125 Charles Rager, 300 Chieftain 150 Oconto, 100 Chrysolora 200 Wm. Turner, etc.

POMPONS.

Table listing pompon varieties: 25 Eugene Lambert 75 Lulia, 200 Newbery 175 Eva, 75 Lillia 175 Alma, 200 Fairy Queen 125 Mrs. Frank Beu

HAENTZE FLORAL CO., Fond du Lac, Wis.

CHRYSANTHEMUMS

2 1/4-in., strong clean stock.

Table listing chrysanthemum varieties and prices: Golden Glow, yellow \$5.00 \$45.00, Golden Queen, yellow 5.00 45.00, Alice Byron, white 5.00 45.00, etc.

A. C. BROWN, SPRINGFIELD, ILL.

Chrysanthemums, nice, strong rooted cuttings free from mildew and disease, \$3.00 per 100, \$27.50 per 1000. We ship all our cuttings by parcel post, insured, free of charge. Cash with order.

Standard Mums: Marigold, Pacific Supreme, Early Frost, Oconto, Unaka, Estelle, Tints of Gold, Smith's Advance, Golden Glow, Chrysolora, Smith's Ideal, Lena Baum, Golden Wedding, Yellow Jones, Mrs. Jerome Jones, Roman Gold, Edward Seidewitz, Helen Frick, White Frick and Dolly Dimple.

Any orders for 3000 to 5000 lots, special prices. Lagonda Floral Co., Springfield, O.

CHRYSANTHEMUMS.

WHITE

Table listing white chrysanthemum varieties: October Frost Early Snow, Crystal Gem Mistletoe, Early Frost

YELLOW

Table listing yellow chrysanthemum varieties: Golden Queen

PINK

Table listing pink chrysanthemum varieties: Unaka Seidewitz, Pacific Supreme

Rooted cuttings, \$3.00 per 100, \$25.00 per 1000. 2 1/4-in. pots, \$4.00 per 100, \$35.00 per 1000. L. H. DORNBUSCH, Hills & Dale Greenhouses, Dayton, O.

Chrysanthemums, rooted cuttings and 2 1/4-in. pot plants. Early Rose, Golden Queen, White Doty, Western Beauty, Mary Caladay, etc., rooted cuttings, \$2.75 per 100, \$25.00 per 1000. Josephine Foley, T. Eaton, Patty, Yellow Eaton and all the Caprice varieties, \$3.00 per 100, \$25.00 per 1000. Oconto, O. C. Pollworth, etc., rooted cuttings, \$3.00 per 100, \$27.50 per 1000. White Niza, White Gem, Christmas Gold, etc., rooted cuttings, \$4.00 per 100, \$35.00 per 1000. For plants from pots add \$1.50 per 100 to the above prices. If you have not our trade list ask for one. Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUMS.

Christmas Gold, rooted cuttings, \$8.00 per 100, \$50.00 per 1000; plants, \$8.00 per 100, \$75.00 per 1000. Cash with order.

Early, late and midseason Mums, only best sorts, the kind that will make you money; clean, healthy and free from disease. Also fine assortment of singles and Pompons, rooted cuttings, \$3.50 per 100, \$30.00 per 1000; plants, \$4.50 per 100, \$40.00 per 1000. Write for list of varieties we have to offer.

SCHNEIDER, FLORIST,

22 East High St., Springfield, Ohio.

CHRYSANTHEMUMS.

Out of 2 1/4-in. pots.

3000 Pompons, assorted colors, 500 Chieftain, single stem, 300 Glory of Pacific.

\$5.00 per 100, \$45.00 per 1000.

EICHE FLORAL CO.,

Lincoln, Neb.

CHRYSANTHEMUMS.

1000 Seidewitz, 500 Mistletoe, 500 Golden Gate, 500 Pompons, assorted, strong 2 1/4-in. stock, \$4.00 per 100. Cash.

JOS. BANCROFT & SON,

Cedar Falls, Ia.

GOOD 2 1/4-IN. CHRYSANTHEMUMS. White Mistletoe, Patty, Smith's Advance, Pink and White Chieftain and Rager, \$5.00 per 100, \$45.00 per 1000.

2 1/4-IN. POMPONS.

Mrs. Frank Beu, Golden Climax, Golden Wedding, Acto, Lulu, Quinola, Western Beauty, E. D. Godfrey, Buckingham, \$5.00 per 100; Romaine Warren, Volunteer and Marianna, new, \$6.00 per 100.

GULLETT & SONS, LINCOLN, ILL.

CHRYSANTHEMUMS.

Table listing chrysanthemum varieties: WHITE Crystal Gem, Early Frost, Mistletoe; YELLOW Golden Queen, Robert Halliday, Chrysolora

PINK

Table listing pink chrysanthemum varieties: Unaka Seidewits, Pacific Supreme

2 1/4-in., 3 1/2-c each, \$35.00 per 1000. H. Dornbusch, 428 Cincinnati St., Dayton, O.

Chrysanthemums, out of 2-in. pots, \$4.50 per 100. 375 Unaka, 200 Ivory, 25 Chrysolora, 150 Howard, 500 Bonnafton, 75 Pink Frick, 40 Timothy Eaton, 425 Chas. Rager, 750 Early Frost, 75 Golden Glow, 35 Money-maker, 50 Dr. Enguehard, 50 Mrs. Jerome Jones; Pompons, 25 Quinola, 75 Queen of Whites, 200 Golden Climax, 25 Arline; Singles, 75 Mrs. E. D. Godfrey, 120 Mary Pope. Ernest Saunders, Lewiston, Me.

Chrysanthemums, 75 White Frick, 55 Oconto, 55 Tiger, 50 Smith's Imperial, 50 Golden Queen, 40 Charles Rager, 25 White Chieftain. Pompons and Singles, 200 Golden Wedding, 175 Zora, 170 White Pompon, 45 Double Pink Pompon, 90 Golden Mensa, 65 Lillian Doty, 50 Klondike, good stock, 2-in. and 2 1/4-in. pots, \$4.00 per 100, \$35.00 per 1000. Cash. Henry Baer, Peoria, Ill.

CHRYSANTHEMUMS.

750 Marigold, fine stock, \$5.00 per 100, 250 Golden Queen, fine stock, \$5.00 per 100. PAUL O. SCHULTZ CO., 509 Main St., Vincennes, Ind.

Chrysanthemum plants, 2 1/2-in. Charles Rager, Unaka, Silver Wedding, Harvard, Patty, Mrs. Morgan, Nagoya and Nonin.

Also a few each, Lynnwood Hall, October Frost, Well's Late Pink, Modesto, Calumet, Pink Ivory, Dr. Enguehard and Oconto, 2 1/2-in., 4c; 3-in., 5c each. Cash with order. Harry A. Cook, 63 S. Main St., Oberlin, Ohio.

CHRYSANTHEMUMS, 2 1/2-IN. POTS. 1000 Major Bonnafton \$4.00 per 100

Table listing chrysanthemum varieties and prices: 50 Golden Wedding 4.00 per 100, 100 Mrs. Frank Beu 4.00 per 100, 200 Diana, white 4.00 per 100. Cash, please. KRING BROS., FAIRBURY, ILL.

CHADWICK SPECIALIST

Immediate or later delivery. Order now. Any amount. Per 100 Per 1000

Table listing chrysanthemum varieties and prices: W. H. Chadwick, R. C. \$5.00 \$40.00, Golden Chadwick, R. C. 5.00 40.00, W. H. Chadwick, 2 1/4-in. 6.00 60.00, Golden Chadwick, 2 1/4-in. 7.00

CHAS. RATEJEN, JANESVILLE, WIS.

Chrysanthemums, double pompons, Becky McLean, Wilcox, Golden Climax, Hilda Canning, Jules LaGravere, fine bronze, Lillian Doty, Maria and Diana; single varieties, Buckingham and white, pink, red and yellow seedlings, all good varieties, 2-in., \$4.00 per 100. Park Floral Co., Denver, Colo.

White Chadwick, extra fine clean rooted cuttings, immediate delivery; Golden Chadwick, same high class stock, August first delivery, \$5.00 per 100, \$45.00 per 1000. Other varieties very scarce. If you order, let us substitute if necessary. S. S. Skidelaky & Co., 50 Park Place, New York.

Chrysanthemum rooted cuttings, Yellow Advance, Early Frost, Oconto, Marigold, Unaka, Seidewitz, Roman Gold, \$3.00 per 100; Mistletoe, \$3.50 per 100, \$30.00 per 1000; Yellow Mistletoe, \$4.00 per 100, \$35.00 per 1000; Yellow Turner, \$4.00 per 100, \$35.00 per 1000. N. Kiger, Marietta, O.

Chrysanthemums, 400 Unaka, 400 Rager, 400 Godfrey, single pink Pompon, 100 Western Beauty, pink Pompon, 2 1/4-in. and 2 1/2-in.; 200 Yellow Pompon Climax, \$4.50 per 100. Clean, healthy stock. Cash. J. J. Lampert, Xenia, O.

CHRYSANTHEMUMS, STRONG 2-IN.

Charles Rager, Chrysolora, Oconto, Lynnwood Hall; yellow and white Touset, Pacific Supreme, Halliday, Polly Rose, Yellow Turner, Buckingham and Diana, \$3.50 per 100. Cash. JOHN VAN AART, PADUCAH, KY.

Chrysanthemums, 15,000 Yellow and White Turner, 500 Wells' Late Pink and 800 Odessa, fine soft stock, 2 1/4-in. pots, \$6.00 per 100, \$50.00 per 1000. Shipped immediately. Cash, No c. o. d. Salineville Floral Co., Salineville, O.

Pompons, free from mildew, Western Beauty, Golden Climax, Helen Newberry, Mrs. Godfrey, Lillian Doty, White Doty, Buckingham, Golden Mensa and October Queen, 2 1/4-in., \$5.00 per 100. Schmidt & Meine, Youngstown, Ohio.

Chrysanthemum plants, 2-in. Oconto, Early Frost, Chrysolora, Golden Queen, Comoleta, Marigold, Zenobia, Diana and Caprice, \$3.50 per 100. Gray & Work, 220 Madison St., Denver, Colo.

We have about 1000 Chrysanthemum plants 2 1/4-in., standard varieties and about 1000 plants in Pompons 2 1/4-in. Will sell entire lot at \$4.00 per 100. Cash please. Beaver Ave. Floral Co., 3422 Beaver Ave., Des Moines, Ia.

Chrysanthemums, standard varieties for cut flowers and potted plants, rooted cuttings, \$3.00 per 100; 2 1/4-in. pots, \$4.00 per 100. Send list of varieties required. Henry Smith, Grand Rapids, Mich.

Chrysanthemums, Golden Glow, 750 good, strong 2 1/2-in. ready to bench at once, the lot for \$25.00 or \$4.00 per 100. Cash. Haase Bros., Pekin, Ill.

Chrysanthemum plants from 2 1/4-in. pots, Early Snow, Polly Rose, Glory Pacific, Monrovia, Golden Glow and Oconto, \$7.00 per 100. Cash. W. E. Gravett, Lancaster, Ohio.

CHRYSANTHEMUMS, rooted cuttings Chrysolora, Roman Gold, Touset, White Cloud, Enguehard, and others, \$3.00 per 100. Cash. Harper Floral Co., 1618 E. 6th Ave., Pine Bluff, Ark.

Chrysanthemums, Mrs. Godfrey, Meyer's Perfection and Bronze Source d'Or, \$5.00 per 100. 5% added for packing. C. H. Frey, Lincoln, Nebr.

Chrysanthemums, Pompons and single only, 2 1/2-in. pots, \$40.00 per 1000. Rosemont Gardens, 116 Dexter Ave., Montgomery, Ala.

Chrysanthemums, about 2000 assorted 2 1/2-in., to close out, \$5.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Chrysanthemums, good assortment of Pompons, standard varieties, 3-in. pots, \$6.00 per 100. Fred H. Lemon Co., Richmond, Ind.

CHRYSANTHEMUM rooted cuttings, Oconto, \$3.00 per 100. Cash. Mrs. E. A. Llewellyn, Olean, N. Y.

Chrysanthemums, 2 1/4-in. pots and rooted cuttings, best colors. Ask for list. Roman J. Irwin, 43 West 18th St., New York. Chrysanthemums out of 2 1/4-in. and 3-in. pots. Send for list and prices. E. J. Ullrich Floral Co., Tiffin, O.

CHRYSANTHEMUMS—Continued

Chrysanthemums, Dr. Enguehard, Yellow Mensa and Diana, strong 3-in., \$5.00 per 100. Cash. The Sycamore Greenhouses, Sycamore, Ill.

Chrysanthemums, 1500 Bonnaffon, strong 2½-in. pots, 5c each, \$40.00 per 1000. Cash. Packing 5%. Kemble-Smith Co., Boone, Ia.

CHRYSANTHEMUMS, Tints of Gold, rooted cuttings, \$8.00 per 100. Miller Bros. Greenhouses, Abilene, Kan.

CHRYSA NTHEMUM SPECIALISTS
ELMER D. SMITH & CO., ADRIAN, MICH.

Good Chrysanthemums, 3-in., \$5.00 per 100. D. L. Vincent, Ionia, Mich.

CINERARIAS

CINERARIAS.
Dreer's prize Dwarf, 2-in., \$7.00 per 100. Fine plants ready now. C. G. LOCKE, GROWER, Arkport, N. Y.

Cinerarias, Vaughan's Columbian mixture, strong, transplanted plants, \$5.00 per 100, prepaid. Cash. Brill Celery Gardens, Kalamazoo, Mich.

Cinerarias, Half Dwarf Hybrids, 2¼-in. pots, \$7.00 per 100, \$65.00 per 1000. Roman J. Irwin, 43 West 18th St., New York.

Cinerarias, Dreer's Half Dwarf, Giant Flowering, 2¼-in., \$8.00 per 100. C. G. James & Son, Hornell, N. Y.

Cinerarias, Dreer's Prize Dwarf, from 2¼-in. pots, \$7.00 per 100. See Primroses and Cyclamen. Wettlin Floral Co., Hornell, N. Y.

COLEUS

Coleus Christmas Gem, very fine 4-in., \$15.00 per 100. Packing 5%. Truitt's Greenhouses, Chanute, Kan.

CROTONS

Crotons, 20 fine varieties, ready now, 2½-in. pots, \$12.00 per 100, \$110.00 per 1000. S. S. Skidelsky & Co., 50 Park Place, New York.

CUPHEAS

Cupheas, 3-in. \$5.00 per 100
Cupheas, 2¼-in. 3.00 per 100
Thomas Salvason, Petersburg, Ill.

CYCLAMEN

CYCLAMEN

FERD FISCHER,
Wiesbaden, Germany

ANNOUNCES

TO THE TRADE

IN AMERICA

My customers of former years and all other growers of Cyclamens will please take notice that, owing to the disturbed condition of communication and of shipping direct

I HAVE ARRANGED

with the

AMERICAN BULB CO.,
172 N. Wabash Ave., Chicago,

to handle my entire crop of Cyclamen seeds this season.

My seed this season will consist of:

Three varieties of Salmon.

Three varieties of Red.

Pink.

Pink with Red Eye.

White.

White with Red Eye.

Rococco in variety.

Mr. Koehler, of the American Bulb Co., has visited my place this spring and has told me he found it the best he has seen in Germany, with the finest varieties and the stock in best condition.

ALL ORDERS

FOR 1920 CROPS

FERD FISCHER'S FAMOUS

CYCLAMEN SEED

SHOULD BE SENT TO

AMERICAN BULB CO.,
172 N. Wabash Ave., Chicago, Ill.

Ferd Fischer, Wiesbaden.

Cyclamen, 75,000, standard varieties in separate colors, strong 4-in., \$50.00 per 100, \$450.00 per 1000; 5-in., \$75.00 per 100, \$700.00 per 1000. Our plants are packed to arrive at destination in perfect condition.

See our exhibit at Cleveland.
J. W. DAVIS CO.,
Davis Gardens, Terre Haute, Ind.

Cyclamen, 3-in., strong, stocky plants, \$20.00 per 100. Cash with order. Hopkins the Florist Brattleboro, Vt.

Cyclamen, 2-in., mixed varieties, \$10.00 per 100. Cash. Jacobs Bros., Peoria, Ill.

CYCLAMEN

We are pleased to offer the Cyclamen stock of a grower who has achieved wonderful success in the cultivation of that plant and heartily recommend its purchase to the discriminating florist.

Ready now in the following color selection

White, red, white with red eye, salmon and dark pink

Strong and shapely 2-in. plants, the kind that may be developed into fine plants for Christmas, \$12.00 per 100.

Carefully grown 3-in. stock, \$20.00 per 100. Special 3-in., \$25.00 per 100.

GROWERS' EXCHANGE

Chas. N. Cotter, Pres.

Jamestown, N. Y.

CYCLAMEN SEED.

A choice strain, will create the greatest pleasure for the owner, when they make that beautiful show of large well colored, long heavy stemmed flowers, standing erect above such silvery foliage as our choice strain will produce and is the only way to avoid disappointments, when they come to bloom.

NEW CROP.

Of this extra good seed is available now, in that most beautiful shade of Christmas red called Defiance, \$18.00 per 1000, \$2.50 per 100. Dark blood red, dark and light salmon, \$15.00 per 1000, \$2.00 per 100. Bright red, rose pink, soft pink with carmine eye, white, white with eye, lilac orchid color and ivory color, \$12.00 per 1000, \$1.50 per 100. Rococco Erecta, \$20.00 per 1000, \$3.00 per 100. 5000, 5%, 10,000 seeds 10% discount. Cash please. Our cultural directions, in which you will find a lifetime experience, go with every order. Fine sturdy outdoor grown seedlings later in the season. We had excellent results in growing seedlings outdoors last season and invite correspondence for large contracts.

C. WINTERICH, CYCLAMEN SPECIALIST,
St. Petersburg, The Sunshine City of Florida.

STURDY CYCLAMEN.

Do you want strong, stocky Cyclamen plants, out of the ordinary quality, not spindly plants, grown in too high temperature, but sturdy plants, with stamina in them; ready to grow into great big specimen plants, that should carry 20 to 30 or more giant blooms at a time, about Thanksgiving and Christmas?

We have them. You want them. What does it matter if you pay us a few cents more per plant, if you can get a dollar or so more per plant when you sell them next winter? You pay us 35c for a 3-in. pot plant now and sell the same plant in December for \$5.00 and up.

We ship in paper pots and send cultural directions. Salmon King, Salmon Queen, Crimson St. George, Grandiflora Alba, blood red and other varieties, 2¼-in. pot plants, \$15.00 per 100, \$135.00 per 1000; 3-in. pot plants, \$35.00 per 100, \$315.00 per 1000. Cash or satisfactory references.

HOWE-UNDERHILL CO., PENNINGTON, N. J.

CYCLAMEN.

We have them.

The plants for which you have been looking. These Cyclamen are good, strong, thrifty plants, well established in 3-in. pots ready for a shift into 4-in.

We have them in red, white with red eye and pink.

You cannot go wrong in getting some of these plants, as they are real honest to goodness Cyclamen and are not imitations.

Our price for immediate delivery is \$25.00 per 100.

THE REESER PLANT CO.,
372 Johnson Ave., Springfield, O.

CYCLAMEN PLANTS, GIANT FLOWERING, GROWN FROM BEST GERMAN STRAIN OF SEED.

NO FINER PLANTS EVER OFFERED. In the following colors, separate or mixed:

Bright red Pink, dark eye
Dark red White, carmine eye
Salmon rose Pure white
American Beauty

Strong 2½-in., ready now.....\$12.00 per 100
Strong 3½-in. 30.00 per 100
Strong 4-in., ready July and Aug. 35.00 per 100
Strong 4-in., extra selected..... 50.00 per 100

Seedlings of above ready now, 3 and 4 leaves, transplanted, \$8.50 per 100, \$76.00 per 1000. See front cover for advertisement.
Roman J. Irwin, 43 West 18th St., New York.

Cyclamen, strong 4-in., salmon pink, 50c. Satisfaction or money returned. Calvert Floral Co., Lake Forest, Ill.

CYCLAMEN PLANTS.

Assorted colors.

2½-inch\$12.00 per 100
3-inch\$18.00 per 100

Add 5% for packing charge.

AMERICAN BULB CO.,
182 N. Wabash Ave., Chicago, Ill.

CYCLAMEN FOR SPECIMENS.

Strong 4-in. that will make 6 and 7-in. specimens for Christmas; colors dark red, light red, rose and white with red eye, \$40.00 per 100; select, \$50.00. Fine stock, will bring big returns. Ready now and all through the summer.

3-in., all colors, including salmon, \$20.00 and \$25.00 per 100. Shipped in paper pots, Packing 10c on the dollar.

GULLETT & SONS, LINCOLN, ILL.

CYCLAMEN.

Strong, healthy stock of the finest strains, in assorted colors.

Ready to shift out of 3-in. pots. \$20.00 per 100. Cash with order.

R. S. McMURRAY,
Bellevue, Ohio.

Cyclamen, extra strong plants, in separate colors; 4-in. pots ready for shift to 5-in. pots, \$50.00 per 100, \$450.00 per 1000.

We offer these plants for immediate delivery, packed with the utmost care, so they will reach you in good condition. They will be sure money makers. Packing charges included. Davis Floral Co., Davenport, Iowa.

CYCLAMEN.

Cyclamen, fine stock, ready now, 3-in., \$15.00 per 100; strong 4-in., \$40.00 per 1000. Orders filled in rotation after Aug. 15th.

J. E. MATTHEWSON,
Sheboygan, Wis.

Cyclamen, fine large plants, all colors, for immediate delivery, \$35.00 and \$40.00 per 100. These are the very best strain. Satisfactory credit, references or cash with order.

J. F. Wilcox & Sons, Council Bluffs, Ia.

Cyclamen, good, strong stock of all the leading varieties:
2½-in. strong stock.....\$10.00 per 100
4-in. strong stock..... 40.00 per 100
Eveden Bros. Co., Williamsport, Pa.

Cyclamen Giganteum, finest strain obtainable, clean, healthy plants, colors equally divided, 2½-in., \$10.00 per 100, \$90.00 per 1000; 3-in., \$15.00 per 100, \$140.00 per 1000. No packing charge. Cash. Joseph Turaki, Gross Point, Ill.

Cyclamen, all the best shades, Wandsbek strain, 2½-in., \$20.00 per 100; 4-in. ready now for shift, \$50.00 per 100; 5-in., \$75.00 per 100. Winfield S. Kircher, Cyclamen Specialist, Defiance, Ohio.

Cyclamen, all varieties, none better, separate colors or mixed, extra strong 2¼-in., \$12.00 per 100; strong 3-in., \$18.00 per 100; 3½-in., \$35.00 per 100.

S. S. Skidelsky & Co., 50 Park Place, New York.

Cyclamen, Giant Flowering, all the best colors and assortment, extra strong, 2¼-in., \$12.00 per 100; 3-in., \$30.00 per 100; 4-in., \$50.00 per 100. See Cinerarias and Primroses.

C. G. James & Son, Hornell, N. Y.

Cyclamen plants, extra fine 3-in. plants, ready for 4-in., 25c; 4-in., ready for 5-in., 45c. These are the best mixture in color for selling, and are well worth the money.

Winchester Greenhouses, Winchester, Ky.

Cyclamen, fine 2-in., \$12.50; 3-in., \$20.00 and \$25.00; 4 and 5-in., September delivery, \$40.00 and \$75.00 per 100.

Geo. A. Kuhl, Pekin, Ill.

Cyclamen, 10,000 plants, good strain, strong and stocky, 3-in., 20c; 4-in., 35c each.

Immediate delivery. Cash.

Fairview Greenhouses, Belvidere, Ill.

Cyclamen, strong stocky 3-in., ready for shift, \$20.00 per 100; 4-in., \$40.00 per 100; 80% are salmon and red. Cash with order.

J. W. Rantz & Son, Peru, Ind.

Cyclamen, strong, vigorous, well rooted from 3½-in. pots, \$25.00 per 100; extra selected, \$35.00 per 100, in shades of salmon and red.

Harold A. Ryan, Cambridge, Mass.

Cyclamen, extra strong plants, ready for shipment; 3-in., 25c; 4-in., 40c; 5-in., 60c; 6-in., 75c each.

Pinehurst Floral Co., Pleasant Hill, Mo.

Cyclamen 3-in., ready for 4-in., \$20.00 per 100. Shipped in paper pots.

Grohman the Florist, Saginaw, Mich.

ALBUM OF DESIGNS.

Sixth Edition—Ready Soon.

Florists' Pub. Co., Caxton Bldg., Chicago

Cyclamen, fine 3-in., \$15.00 per 100. Cash. Plants will please you. M. S. Etter, The Home of Primroses, Shiremanstown, Pa.

Cyclamen plants, twice transplanted, ready for 3-in. pots, 12c each. Thos. Heaven, Benton Harbor, Mich.

Cyclamen from 3-in. pots, in mixed or separate colors, \$20.00 per 100. See Primroses and Cinerarias. Wettlin Floral Co., Hornell, N. Y.

Cyclamen, strong seedlings, Christmas Red and salmon, \$5.00 per 100. 5% added for packing. C. H. Frey, Lincoln, Nebr.

DAHLIAS

Dahlias, strong field grown clumps, best var. for cut flowers, Brunhilde, Cliff W. Bruton, Golden Eagle, Lyndhurst, Jack Rose, Queen Victoria, Yellow Grand Duke, Black and White, new, etc., \$8.00 per 100. All colors mixed, \$4.00 per 100, \$30.00 per 1000. Cash. Imperial Seed & Plant Co., Colgate P. O., Box 76, Baltimore, Md.

DAISIES

Daisies, Marguerites, 4-in., \$8.00 per 100; Belles, Monstrosa, pink and white, January sown, transplanted seedlings, \$1.00 per 100, \$9.00 per 1000. Dumaer Floral Co., Elgin, Ill.

Daisies, blue Agathaea, splendid for winter forcing, 2 1/4-in., \$6.00 per 100; 3-in., \$3.00 per 100; rooted cuttings, \$3.00 per 100. Cash. Pabat Greenhouse, R. 6, Oconomowoc, Wis.

Daisies, rooted cuttings ready for 3-in. pots, \$3.00 per 100, post paid. Cash please. J. Sylvester, Oconto, Wis.

Boston Yellow, 2 1/4-in., strong, \$7.00 per 100; Giant White, 2 1/4-in., \$5.00 per 100. S. S. Skidelsky & Co., 50 Park Place, New York.

Giant white Daisies, 2 1/4-in., \$4.50 per 100. Cash. W. A. Ballou, Wheaton, Ill.

Shasta Daisies, 2-in. pots, \$3.00 per 100. The McGregor Bros. Co., Springfield, O.

DELPHINIUMS

TRUE BELLADONNA DELPHINIUMS, TRANSPLANTED.
FOR AUGUST AND SEPTEMBER DELIVERY, \$2.50 per 100, \$20.00 per 1000.

True Belladonna Delphinium seedlings ready now, color perfect, \$1.00 per 100, \$8.00 per 1000. Not mixed stock.

We grow Delphiniums in quantity and can take care of your orders.

KAMP & SPINTI CO., North Milwaukee, Wis.

Delphinium Belladonna, strong, 2-in. pot plants, \$4.00 per 100. Cash please. J. J. Clayton & Son, West Grove, Pa.

DRACAENAS

DRACAENA INDIVISA.

Our usual good quality of good thrifty stock for growing on; any quantity from 2-in. pots, \$3.00 per 100.

Packed well and shipped by express or parcel post. We ship by parcel post C. O. D. The charge of 10c C. O. D. also insures the goods against loss or injury and with special delivery means perfect arrival of stock. Any sized order can be filled this way, packed in boxes of 50 and 70 lbs. We ship in open crates this way the same as by express and it is proving a big success.

ELMER RAWLINGS, ALLEGANY, N. Y.

Dracaena Indivisa seedlings, transplanted, 8-in. and up, \$2.75 per 100, prepaid. Special delivery. Cash. W. C. Ehmann, Corfu, N. Y.

DRACAENA INDIVISA, 5-in., 40c each. L. Potter & Sons, Waukegan, Ill.

FERNS

FERNS MY SPECIALTY.

Fern seedlings, excellent stock, ready for potting, in assortment of 10 best Fern dish varieties, guaranteed to please or money back, \$1.75 per 100, \$15.00 per 1000. In 25,000 lots or more, \$14.00 per 1000.

Ferns for fern dishes, splendid 2 1/4-in. stock, in largest and best assortment, \$6.00 per 100, \$50.00 per 1000.

Kentia Belmoreana, clean thrifty 2 1/4-in., right size for center plants, \$2.00 per doz., \$15.00 per 100.

Adiantum Cuneatum and A. Gracillimum, best Maidenhair Ferns for cut fronds, or pot plants, strong seedlings, ready for potting, \$1.75 per 100, \$15.00 per 1000.

Adiantum, assorted in 6 best varieties, 2 1/4-in., \$1.50 per doz., \$10.00 per 100.

Adiantum Farleyense, strong 2 1/4-in., \$2.00 per doz., \$15.00 per 100.

Adiantum Farleyense Gloriosa, none better in fancy Adiantums, well grown 2 1/4-in., \$2.00 per doz., \$15.00 per 100. Strong cut fronds, \$20.00 per 100.

Adiantum Reginae and Rhodophyllum, two admirable Ferns, \$2.00 per doz., \$15.00 per 100.

J. F. ANDERSON, FERN SPECIALIST, Short Hills, N. J.

TABLE FERN SEEDLINGS READY NOW. BEST FERN DISH VARIETIES, \$3.00 per flat; 5 to 10 flats or more at \$2.50 per flat; 25 flats or more at \$2.25 per flat; Pteris Wilsonii, Mayii, Cyrtomium Falcatum and Rochfordianum, Albo-lineata and other best kinds either separate or mixed.

TABLE FERN DISH VARIETIES, well established 2 1/4-in. pots, best Pteris, Cyrtomium and other varieties, \$6.00 per 100, \$55.00 per 1000.

BIRD'S NEST FERNS, seedlings, \$15.00 per flat; 2-in. pots, \$15.00 per 100, also larger sizes. Ask for prices.

Above lot of Ferns for immediate shipment.

	Size	100	1000
Boston	2 1/4-inch	\$ 7.00	\$ 65.00
Scottii	2 1/4-inch	7.00	65.00
Teddy, Jr.	2 1/4-inch	7.00	65.00
Verona	2 1/4-inch	7.00	65.00
Roosevelt	2 1/4-inch	7.00	65.00
Whitmanii	2 1/4-inch	9.00	65.00
Macawii, new	2 1/4-inch	16.00	150.00
Roman J. Irwin	43 West 18th St., New York.		

Table Ferns, standard varieties, 2 1/4-in., \$5.00 per 100. Henry Smith, Grand Rapids, Mich.

FERNS IN FLATS.

These flats contain 165 clumps. The varieties are as follows:

- Adiantum Cuneatum
- Aspidium Tauusimense
- Cyrtomium Rochfordianum
- Cyrtomium Falcatum
- Pteris Mayii
- Pteris Cretica Albo-lineata
- Pteris Argyraea
- Pteris Adiantoides
- Pteris Tremula
- Pteris Wimsettii
- Pteris Distinction
- Pteris Wilsonii

These are offered for July, August and September delivery at \$2.75 per flat, f. o. b. New Jersey shipping point.

Add 5% for packing.

AMERICAN BULB CO.,

172 N. Wabash Ave., Chicago, Ill.

Ferns, dish Ferns, best varieties, separate or mixed, shipped in or out of flats as preferred, \$2.50 per flat; 25 flats or more, \$2.25 per flat.

Asplenium, Bird's-Nest Fern, good 2-in. plants, ready for 3-in., \$15.00 per 100.

Ferns for Fern dishes, strong 2 1/4-in., \$6.00 per 100, \$50.00 per 1000; strong 3-in. plants, \$12.00 per 100; 4-in., \$25.00 per 100. Boston and Roosevelt, 2 1/4-in., \$6.50 per 100, \$60.00 per 1000. Scottii, Teddy Jr. and Verona, 2 1/4-in., \$7.00 per 100, \$65.00 per 1000. MACAWII, 2 1/4-in., new and very fine, \$15.00 per 100.

We ship both pot plants and transplanted bench grown, which are regarded by many growers as better than the pot plants. Unless specified we will send either one.

S. S. Skidelsky & Co., 50 Park Place, New York.

FERNS, BEST QUALITY STOCK.

Extra size, 4-in. Boston, stocky and shapely \$10.00 per 100

Extra size, 3-in. Boston, stocky and shapely 8.00 per 100

Extra size, 3-in. Springfieldii, stocky and shapely 10.00 per 100

Extra size, 3-in. Asparagus and Sprengeri 7.00 per 100

Extra good 4-in. Asparagus Plumosus 10.00 per 100

We guarantee these plants just as advertised. No worm eaten stuff. No order under 50. Cash must accompany order. Immediate delivery.

W. P. NEWELL CO.,

Wholesale Fern Growers, Apopka, Fla.

FERNS

Whitmanii, Plumosus and Sprengeri, 2-in., 4c. Boston, Sword, Roosevelt, Scottii, Superbissima, Whitmanii, Smithii, Scholzeii, Elegantiissima, Sprengeri, Plumosus, and Table Ferns, 2 1/4-in., 6c; Superbissima, Sword, Whitmanii, Boston, Plumosus and Sprengeri, 4-inch., 17 1/2c; Pterisii, Sword, Whitmanii, Boston, Smithii and Sprengeri, 5-in., 35c; Boston, Scottii, Sword, Scholzeii and Elegantiissima, 6-in., 50c; MAIDENHAIR, 2 1/4-in., 10c; 3-in., 15c; 4-in., 30c. Above stock full and pot bound. Cash with order.

H. C. DOESCHER, 2048 GENTILLY AVENUE, NEW ORLEANS, LA.

FERNS.

We can ship at once.

Bostons, 4-in., \$35.00; 5-in., \$60.00; 6-in., \$75.00; 7-in., \$100.00 per 100.

Whitmanii, 2 1/4-in., \$10.00; 3-in., \$20.00; 4-in., \$50.00; 5-in., \$65.00 and \$75.00; 6-in., \$100.00 per 100.

Roosevelt, 2 1/4-in., \$9.00; 3-in., \$18.00; 4-in., \$35.00; 5-in., \$60.00; 6-in., \$75.00 per 100.

Scottii, 2 1/4-in., \$10.00; 3-in., \$20.00 per 100.

Table Ferns, 2 1/4-in., \$7.50 per 100, \$60.00 per 1000.

GEO. A. KUHLE, PEKIN, ILL.

FERNS

Strong, clean plants, absolutely free from scale.

	2 1/4-in.	3-in.
Roosevelt	\$6.50	
Teddy Junior	7.50	\$18.00
Boston	6.00	15.00
Whitmanii	7.00	15.00
Asparagus Plumosus, 2 1/4-in.	5.00	

Reference, Rating or Cash.

AMERICAN ROSE & PLANT COMPANY, Springfield, Ohio.

FERNS.

Boston, 4-in. \$30.00 per 100

Roosevelt, 4-in. 30.00 per 100

Whitmanii, 4-in. 35.00 per 100

Boston out of beds. 25.00 per 100

Roosevelt out of beds. 25.00 per 100

Whitmanii out of beds. 30.00 per 100

All good, healthy stock. Cash please.

H. J. KELLER, R. D. No. 2, DAYTON, O.

EXTRA STRONG.

Wanamaker, 2 1/4-in. pots \$ 6.00 per 100

Springfieldii, 2 1/4-in. pots 6.00 per 100

Cordata Compacta, 2 1/4-in. pots. 6.00 per 100

Teddy, Jr., 2 1/4-in. pots. 6.00 per 100

Boston, 2 1/4-in. pots. 6.00 per 100

Roosevelt, 2 1/4-in. pots. 6.00 per 100

OAK GROVE GREENHOUSE, Tuskegee, Ala.

Ferns, 10,000 3-in. and 4-in. Boston, Roosevelt, Springfieldii, Whitmanii and Scottii, 3-in., \$8.00 per 100, \$75.00 per 1000, 500 or more at 1000 rate. Boston and Roosevelt, 4-in., \$12.00 per 100. Cash must accompany order.

Ustler Bros., Apopka, Fla.

Bench Ferns, Boston and Whitmanii ready for 6 and 7-in., 75c; 5-in., 50c. Pot-grown Boston, Teddy and Whitmanii, 6-in., \$1.00; 7-in., \$1.50; 8-in., \$2.00. Add 5% for packing. Cash please.

Indian Village Greenhouses, Van Dyke and Sylvester Aves., Detroit, Mich.

LEATHER-LEAF FERN.

Polyatichum Coriaceum. Introduced by us last year. Never a "kick," but a number of re-orders. That tells the story. Post-paid, 25 divisions, \$3.00. By express, \$10.00 per 100.

F. W. FLETCHER, Orlando, Fla.

Ferns, 2 1/2-in. Bostons, \$7.00 per 100; 3-in. Bostons, \$2.50 per doz., \$20.00 per 100; 2-in. Sprengeri, \$10.00 per 100; 3-in. Plumosus, very fine, \$1.25 per doz., \$10.00 per 100; 2-in. Plumosus, \$5.00 per 100. Cash. Melvin D. Augspurger, Montpelier, Ind.

BOSTON FERNS.

Fine, healthy stock, 4-in. ready for 5-in. and 6-in. pots, 50c each, \$45.00 per 100; 6-in., 90c each, \$10.00 per doz. Cash, please.

DE MEESTER, HUMBOLDT, IOWA.

Ferns from benches: Boston, Pterisii, 2 1/4-in., \$4.00; 3-in., \$8.00; 4-in., \$12.00 per 100. Whitmanii, Amerpohlii, 2 1/4-in., \$5.00; 3-in., \$10.00; 4-in., \$15.00 per 100. Packing 5%.

Truitt's Greenhouses, Chanute, Kan.

Bostons from bench, good, clean stock, \$20.00, \$25.00 and \$35.00 per 100.

Verona Ferns, 2 1/2-in., \$5.00 per 100, \$40.00 per 1000. Carl Hagenburger, W. Mentor, O.

Ferns, Boston and Whitmanii, strong 2 1/4-in., \$6.00 per 100, \$50.00 per 1000. Cash with order, please. Satisfaction guaranteed.

The Urbana Floral Co., Urbana, Ohio.

Ferns, Boston, Whitmanii and Scottii, 5-in., 45c each, from benches ready for 5-in. pots, 38c each. Add 5% for packing costs. Cash. Pabat Greenhouse, R. No. 6, Oconomowoc, Wis.

Ferns, The new Anthony Wayne, extra nice Boston and Whitmanii, 4-in., \$25.00 per 100. Winfield S. Kircher, Cyclamen Specialist, Defiance, Ohio.

Boston Ferns, a nice lot of 4-in. and 5-in., all pot-grown; 4-in., \$25.00 per 100; 5-in., \$40.00 per 100. Immediate shipment.

J. W. Davis Co., Terre Haute, Ind.

Ferns, Boston, Scottii, Springfieldii, Roosevelt and Whitmanii, 3-in. pots, \$15.00 per 100. Boston and Roosevelt, 4-in. pots, \$18.00 per 100. Laurens Street Greenhouse, Camden, S. C.

FERNS.

Verons 3-in., \$20.00 per 100.

C. C. POLLWORTH CO., Milwaukee, Wis.

Boston Ferns, 2 1/4-in. pots, \$6.00 per 100; 4-in., \$16.00 per 100; 6-in., \$50.00 per 100; 8-in., \$1.00 each; 10-in., \$1.50 each. All full-grown and pot-bound.

B. M. Wichers & Co., Gretna, La.

Ferns, Boston, Whitmanii and Scottii, 5-in., 45c; from benches ready for 5-in. pot, 38c. Add 5% packing costs.

Pabat Greenhouse, R. 6, Oconomowoc, Wis.

POT-GROWN BOSTON FERNS

6-in. bushy stock out of pots, 75c each; 7-in. Bostons, 90c, plus 5% for packing.

DAVIS & STEINER CO., MORRISON, ILL.

BOSTON FERNS, 5-in. out of bench, \$50.00 per 100. Nice bushy stock. Can ship at once; 5000 ready for sale. Cash, please. H. B. Youngquist, Foster and Kedzie Aves., Chicago, Ill.

BOSTON FERNS

Strong runners, ready for immediate delivery, \$10.00 per 1000. 2% discount for cash with order.

F. M. Soar, Little River, Fla.

Boston Ferns, from bench, ready for 6-in. and 7-in., 75c; 5-in., 50c. 5% for packing. Try them and you will want more.

Anoka Greenhouses, Anoka, Minn.

Boston Ferns, 4-in., extra size... \$10.00 per 100

Boston Ferns, 3-in., extra size... 8.00 per 100

Duck Lake Fernery, Apopka, Fla.

Boston Ferns, bench-grown, ready for 4-in. pots, \$15.00 per 100. Cash.

Jacobs Bros., P. O. Box 413, Peoria, Ill.

Boston Ferns, good stock, 3-in., \$15.00 per 100. Cash. Underwood Bros., 21st St. and Fair Ave., Columbus, O.

Boston Ferns, good, strong 2 1/4-in. 6 1/2c

Whitmanii, good, strong 2 1/4-in. 6 1/2c

Hause Bros., Pekin, Ill.

Ferns Boston and Whitmanii, extra heavy, 5-in., 60c; 6-in., 75c; 7-in., \$1.25 each.

Quentin Floral Co., St. Joseph, Mo.

Ferns, good 2-in. Boston, \$50.00 per 1000. Cash please. Cottage Rose Gardens, 1265 S. High St., Columbus, O.

Ferns, Norwood and Verona, extra heavy, 5-in., fine plants, \$1.50 each. Cash.

John Van Aart, Paducah, Ky.

Ferns, 1000 Bostons, 3-in. potted, ready for 4-in., \$8.00 per 100, \$70.00 for the lot.

Currey, The Florist, De Land, Fla.

Very fine, extra large Boston Ferns, ready for 6 and 7-in. pots, \$1.50 and \$2.00 each. Cash. Atwell, Florist, Fort Dodge, Ia.

Boston Ferns, good, strong, bushy stock, 6-in. at 90c each. Add 5 per cent for packing.

Davis Floral Co., Davenport, Ia.

POT GROWN BOSTON FERNS

6-in., bushy stock, 75c, plus 5% for packing.

DAVIS & STEINER CO., MORRISON, ILL.

Ferns, 5000 strong Verona runners, \$25.00 per 1000.

Carl Hagenburger, West Mentor, O.

Boston Ferns, 5-in., 60c; 4-in., 35c each. Cash.

Calvert Floral Co., Lake Forest, Ill.

FERNS—Continued

Ferns, Whitmanii, 4-in., strong stock, \$35.00 per 100. Gullett & Sons, Lincoln, Ill.

Ferns, choice bench-grown Boston, 3-in., 20c; 4-in., 30c. C. B. Morgan Floral Co., Paxton, Ill.

FORGET-ME-NOTS

For-get-me-not rooted cuttings, everblooming, \$3.00 per 100, post paid. Cash, please. J. Sylvester, Oconto, Wis.

FREESIAS

FREESIA PURITY BULBS.

A heavy-flowering, strong-stemmed strain, for greenhouse forcing. This strain blooms with an average of 7 flowers to a stem. You have been pleased with it in former years, and careful re-selection has made it still better this season. Diameter. Per 1000

7/16 to 1/2 inches.....\$ 8.00

1/2 to 5/8 inches..... 9.00

5/8 to 3/4 inches..... 15.00

Mammoth 25.00

SATISFACTION GUARANTEED.

COLORED FREESIAS.

In a variety of attractive variegated colors, equal in size to Purity and of a very fine appearance. Satisfaction guaranteed. 3/8-in. Bulbs\$30.00 per 1000

1/2-in. and up..... 40.00 per 1000

NARCISSUS PAPER WHITE. Mammoth bulbs, \$25.00 per 1000.

SEVIN-VINCENT CO., 512 Washington St., San Francisco, Calif.

FREESIA PURITY.

New Crop Bulbs Now Here. 1/2 to 5/8-in.....\$1.50 per 100, \$12.00 per 1000

3/8 to 1/2-in..... 2.00 per 100, 18.00 per 1000

COLORED FREESIAS.

Fry's two new varieties. Gen. Pershing, bronze, \$3.00 per 100, \$40.00 per 1000; Viola, lavender, \$5.00 per 100, \$40.00 per 1000.

A. HENDERSON & CO., 166 N. Wabash Ave., Chicago, Ill.

COLORED FREESIAS.

Freesias in all the soft colors of the rainbow. Flowers as large and larger than Purity, on branched stems. Get direct from grower.

1st size all sold. 2nd size, \$2.50 per 100, \$18.00 per 1000, \$75.00 per 5000.

O. FEHRLIN, BULB SPECIALIST, Citronelle, Ala.

FREESIAS, 200,000 Purity Freesias, 1/2 to 3/4-inch, extra fine stock. State requirements and we will quote immediately. Crop short, prices advancing, better wire quick.

Lilydale Bulb Company, Santa Cruz, Calif.

FREESIA BULBS

Purity, Rainbow, Sunset. Write for prices. AMERICAN BULB CO., 172 N. Wabash Ave., Chicago, Ill.

Freesia Purity bulbs, for greenhouse forcing, 1/2 to 5/8-in., \$6.00 per 1000; 3/8 to 1/2-in., \$12.00 per 1000; mammoths, \$18.00 per 1000.

G. B. Johnson, 1509 Martin St., Alameda, Calif.

Freesia bulbs, 3/8 to 1/2-in., \$5.00 per 1000; 1/2-in., \$7.00 per 1000. Colored Rainbow, 2nd size, \$20.00 per 1000. Cash. S. Walski, Glencoe, Ill.

FUCHSIAS

Fuchsias, fine stock plants in several varieties: 100 4-in., 75 5-in., 25 6-in.; send your check for \$30.00, which will bring the lot by return express. The Pueblo Floral Co., Pueblo, Colo.

Fuchsias, four kinds, 2-in., \$3.00 per 100. Cash. Byer Bros., Chambersburg, Pa.

Fuchsias, mixed, 2-in., \$5.00 per 100. Cash. Mrs. E. A. Llewellyn, Olean, N. Y.

Fuchsias, Little Beauty, 3-in., \$12.00 per 100. Baur Floral Co., Erie, Pa.

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Genista Racemosa, the large flowering kind, from 5-in. pots, 50c each. These are old plants from 5-in. pots cut back and repotted again in 5-in. pots; now well rooted, strong and bushy stock, will make plants to retail from \$1.50 up.

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Genista Johnstonii, new, compact grower, golden yellow, holds flowers well, strong 4-in. pot plants, ready in October; will be fit for a shift to a 6-in. pot, \$60.00 per 100.

S. S. Skidelsky & Co., 50 Park Place, New York.

Genistas, 2-in., \$3.00 per 100. Cash. Byer Bros., Chambersburg, Pa.

GERANIUMS

GERANIUMS. Extra strong stock. Rooted cuttings. 2000 Poitevine, \$25.00 per 1000. 2-in. pots.

500 Buchner\$5.00 per 100

350 Rose 5.00 per 100

200 Ricard 6.00 per 100

200 Poitevine 6.00 per 100

Cash. C. L. HUMPHREY, Zanesville, O.

Geraniums, mixed, mostly S. A. Nutt and Ricard, 4-in., \$90.00 per 100. Good plants for stock. Packing 5%. Truitt's Greenhouses, Chanute, Kan.

GERANIUMS.

Rooted Cuttings. Strong, well rooted, ready now. Nutt and Buchner. \$20.00 per 1000.

Ricard, Doyle, Viaud, Scarlet Bedder, Poitevine, Castellane. \$25.00 per 1000. Cash with order. FRED W. RITCHEY, LANCASTER, PA.

GERANIUMS.

Rooted cuttings, late July, August and September deliveries. S. A. Nutt and Buchner.....\$20.00 per 1000

Poitevine 25.00 per 1000

Ricard 30.00 per 1000

State distinctly which method of shipment, parcel post or express.

ALBERT M. HERB, Lancaster, Pa.

GERANIUMS

Well rooted cuttings, ready for shipment. Ricard, Poitevine, Scarlet Bedder, \$25.00 per 1000.

S. A. Nutt, \$20.00 per 1000. Cash with order. PETER BROWN, LANCASTER, PA.

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S. A. Nutt, greatest dark red, \$20.00 per 1000; Gen. Grant, king of all scarlets, \$20.00 per 1000; Mme. Buchner, only double white, \$15.00 per 1000; Beate Poitevine, \$30.00 per 1000. Cash please. THE W. T. BUCKLEY CO., Springfield, Ill.

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2-in. Salmon, mixed, all good bedders, \$6.00 per 100; 2-in. Oberle, \$5.00 per 100; 2-in. Nutt, \$4.50 per 100; 4-in. mixed, mostly red, 10c each. Cash. MELVIN D. AUGSPURGER, Montpelier, Ind.

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GERANIUMS, S. A. Nutt, Ricard, Viaud, Poitevine, Montmort, Buchner, from 2-in. pots, \$3.50 per 100, \$35.00 per 1000; by express or parcel post at actual cost, pay charges at your end of the line. Safe arrival guaranteed by parcel post. E. Rawlings, Wholesale Grower, Allegany, N. Y.

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Geraniums, strong 2-in., Ricard, Poitevine, Barney and Ruby, \$5.00 per 100, \$45.00 per 1000; 2-in., Jean Viaud, Preally and Nutt, \$4.00 per 100, \$35.00 per 1000. Ivy Geranium, 2-in., Rycroft's Surprise, mixed, \$4.00 per 100. Cash. Jacobs Bros., Peoria, Ill.

GERANIUMS.

Ricard, 2-in.\$ 5.00 per 100

Nutt, 2-in. 4.00 per 100

Nutt, 4-in. 12.00 per 100

Rooted cuttings for July. Cash. A. B. Williams, Coshocton, Ohio.

Geraniums, strong 2 1/2-in. plants for immediate delivery, Castellane, Poitevine, Jean Oberle, American Beauty, Barney, Buchner, \$6.00 per 100, \$55.00 per 1000; Mme. Sallerol, 2 1/2-in., \$5.00 per 100, \$40.00 per 1000. S. S. Skidelsky & Co., 50 Park Place, New York.

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S. A. Nutt, 2 1/2-in., \$5.00 per 100. To avoid delay, send draft, M. O. or certified check. JOHN BAUSCHER, FREEPORT, ILL.

Geraniums, 5000 4-in. Nutt, Grant, Landry, Poitevine and salmon, \$12.00 per 100. Not left overs, but new stock that has been grown from 2-in. since May. Loyd C. Bunch, Fredonia, Kans.

Geraniums, Ricard, Hill, Jaulin, Favorite and other good varieties, 3-in., 15c; 4-in., 20c; 20,000 S. A. Nutt, 4-in., 18c; in 200 lots, 16c; in lots of 500 or over, 15c. Packing at cost. ELITCH GARDENS CO., DENVER, COLO.

We have a surplus of S. A. Nutt Geraniums, in rooted cuttings, 3 and 4-in. that we would like to sell; rooted cuttings, \$18.00 per 1000; 3-in., \$8.00 per 100; 4-in., \$12.00 per 100. Nixon H. Gano, Martinsville, Ind.

Geraniums, extra strong stock, 2 1/2-in. Nutt, Grant, Ricard and Poitevine, \$4.50 per 100; Buchner and La Favorite, \$4.00 per 100. Cash please. W. P. Long, West Grove, Pa.

Geraniums, 8000 Nutt, Doyle, Ricard and a few Poitevine, good young, thrifty plants, 2-in., mixed, \$8.50 per 100. Cash. C. G. Locke, Arkport, N. Y.

Geraniums, Barney, S. A. Nutt, Mme. Jaulin and White Madonna, 3-in., \$8.00 per 100; 2 1/2-in., \$5.00 per 100. Schmidt & Meine, Youngstown, O.

Geraniums, Beate Poitevine, Nutt, Mme. Jaulin, Jean Viaud and Buchner, 2-in. and 2 1/2-in. pots or cuttings. Delivery at once. Hudson Greenhouse, Hudson, Mich.

Geraniums, Marvel, Harcourt, Castellane and Jean Viaud rooted cuttings, \$20.00 per 1000; 2 1/2-in., \$4.50 per 100. Cash. The North Madison Floral Co., North Madison, Ind.

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S. A. Nutt, 2 1/2-in.....\$4.00 per 100

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2000 Coreopsis Lanceolata Grandiflora, strong 1-year, \$5.00 per 100. 500 Aquilegia Hybrida, mixed, 2-year, \$9.00 per 100. 300 Platycodon, white and blue mixed, 2-year, \$9.00 per 100. 50 Stokesia Cyanea, \$9.00 per 100. Cash.
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Peachblow, 2 1/2-in. pots.....\$ 5.00 per 100
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Otakea, 2 1/2-inch, ready for 3 1/2 and 4-inch, \$8.00 per 100, \$75.00 per 1000.
French sorts, assorted colors in 5 leading varieties, 2 1/2-inch, \$8.00 per 100, \$75.00 per 1000. Add 5 per cent for packing.
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Best French and Otakea Hydrangeas, 2 1/2-in., elegant to grow on for next season, \$7.00 per 100; 3-in., \$10.00 per 100; strong 4, 5 and 6-in., very desirable for propagation, 20c, 35c and 50c each. Do not overlook this choice stock.
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Hydrangeas, very fine stock, well established, 10 inches high, 4-in., one heavy stem, Otakea and Gen. Vibraye, \$3.00 doz., \$22.00 per 100.
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Orange, 2 1/2-in. pot.....\$4.00 per 100
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English Ivy, four to five strong plants to each pot, 4-in., \$25.00 per 100.
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Maid of Orleans, 2 1/2-in. pots.....\$6.00 per 100
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Grandiflora, 4-in. pots..... 3.00 per doz.
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Red2 1/2-in. pots, \$4.00 per 100
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Vinca Minor or Myrtle, strong plants, from 3 to 6 leads, \$1.50 per 100; \$12.00 per 1000.
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Emperor, large bulbs.....\$20.00 per 1000
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A mixture of Princeps, Golden Spur, Von Slon, Incomparabilis Plenus and others..... 6.00 per 1000
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Pandanus Veitchii, nicely variegated plants, 2 1/2-in. pot, \$6.00 per 100; 4-in. pot, \$10.00 per 100; 3-in. pot, \$8.00 per 100; 6-in. pot, \$15.00 per 100; 8-in. pot, \$25.00 per 100. Large specimen plants, 50c and \$1.00 each. Cuttings, \$5.00 and \$7.00 per 100. 2% discount for cash with order.
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The two great leaders and the only ones you can grow on and get big returns.

5000 strong 2-in. Easter Greeting, 2100 strong 2-in. Wurtembergia. They will be great stock to get lined up for your spring business.

\$12.00 per 100.

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Pelargoniums, 2-in. Easter Greeting, Wurtembergia and Swabian Maid, \$14.00 per 100, \$130.00 per 1000; 3-in. Easter Greeting, \$20.00 per 100. We guarantee this stock to be strong, clean, free of white fly and true to name. We devote nine houses exclusively to Pelargoniums.
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Pelargoniums, Easter Greeting and Wurtembergia, 5-in., fine stock plants, 25c each. Will close out the whole lot of 700 for \$150.00.
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Pelargoniums, good 2-in. stock; Easter Greeting, Lucy Becker, Swabian Maid, Wurtembergia, \$14.00 per 100, \$130.00 per 1000.
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PEONIES FOR AUTUMN SHIPMENT.

I offer a large stock of Queen Victoria, white, and Late Rose, deep pink, American Beauty shade; 3 to 5-eyed divisions. Write for attractive prices.
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Write for special prices to the trade. Finest deep crimson in existence.
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Peonies, 20 acres, best sorts. Send for list.
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Peperomias, 3-in. pots, \$8.00 per 100.
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Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink frilled, variegated and mixed colors, 50c per trade package. Our new catalogue with natural colored plates free on request.
RICHARD DIENER COMPANY,
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NONE BETTER.
Poinsettias, 2 1/4-in., well established, \$8.50 per 100, \$75.00 per 1000. Expert packing.
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Poinsettias from 2 1/4-in. pots, ready for shipment August 15th, \$8.50 per 100, \$80.00 per 1000. No charge for packing. Cash, please.
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Poinsettia plants, 2 1/4-in. ready now and later, \$8.50 per 100. Shipment made in paper pots. Cash with order.
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Poinsettias, California variety, early and late. 2 1/4-in. pots ready now, \$10.00 per 100, \$90.00 per 1000. Shipped in paper pots.
Roman J. Irwin, 43 West 18th St., New York.
Poinsettia cuttings, soft wood, true red and also the early variety; packed to ship anywhere; \$3.00 per 100, \$25.00 per 1000. **Paul Ecke, 1226 Hayworth Ave., Los Angeles, Cal.**

Poinsettias, 2 1/4-inch, extra nice, strong plants, shipped in paper pots. Write for prices stating how many you can use.
American Bulb Co., 172 N. Wabash Ave., Chicago.

Poinsettias, 2 1/4-in. pots, \$10.00 per 100, \$90.00 per 1000. Immediate delivery.
Julius Roehrs Co., Rutherford, N. J.

Poinsettias, good, strong 2 1/4-in., \$8.00 per 100. These are good for benching.
Grohman the Florist, Saginaw, Mich.

Poinsettias, 2 1/4-in. pots, fine plants, \$8.00 per 100, \$75.00 per 1000. Can ship July 15.
H. G. Paul, Florist, Davenport, Iowa.

Poinsettias, 2 1/4-in., fine, strong plants, \$8.50 per 100. Shipped in paper pots. Cash.
La Crosse Floral Co., La Crosse, Wis.

Poinsettias, 2 1/4-in., \$8.00 per 100. Packing 5%.
Trull's Greenhouses, Chanute, Kan.

Strong 2 1/4-in. Poinsettias, \$8.50 per 100.
Pinehurst Floral Co., Pleasant Hill, Mo.

Poinsettias, 2 1/4-in., \$7.00 per 100. Cash.
Pabst Greenhouse, R. 6, Oconomowoc, Wis.

PRIMULAS

PRIMULA OBCONICA GIGANTEA.
Best Ronadorfer, German strain.
Giant Crimson, Dark Crimson, Bright Crimson, Rose, Dark Rose, Bright Rose, Appleblossom, Oculata, Purple, Lavender, White, Mixed, all colors, 2 1/4-in. pots, new crop of seed of above ready, \$7.00 per 100, \$60.00 per 1000. Trade packet, 250 seeds, \$1.00; 5 packets, \$4.50; 10 packets, \$8.50.

PRIMULA CHINENSIS, blood red, Christmas red; white and flesh; Rosea, bright pink and mixed, 2 1/4-in. pots, \$7.00 per 100, \$60.00 per 1000.

Fresh seed of above, per packet, 250 seeds, \$1.00 per packet, 5 packets, \$4.50, 10 packets, \$8.50.

Other Primula varieties, ask for complete flower seed list.
For **CYCLAMEN PLANTS,** Giant Flowering, from best German strain seed, see Classified advertisement.

Roman J. Irwin, 43 West 18th St., New York.

PRIMULAS

The Strain That Leads.
Chinensis; all sold out.
Malacoides, Rosea and Grandiflora, 2-in. pots, \$5.00 per 100, \$47.50 per 1000.

OBCONICA.
We are booked up till early August, when we can furnish Large Flowering in 10 separate colors, mixed, 2-in., \$6.00 per 100, \$55.00 per 1000.

Gigantea in 6 separate colors or mixed, 2-in., \$6.00 per 100, \$55.00 per 1000.

Schilleri, a seedling of Malacoides x Obconica, large flowers on long stiff stems, representing a giant Malacoides, fine for cutting, 2-in., \$7.50 per 100.

All plants offered grown from our own-grown seeds, carefully selected as to size and color of flower.
J. L. SCHILLER, TOLEDO, OHIO.

PRIMULAS

Malacoides Rosea, from our own seed; visitors to our plant pronounce this the finest pink Malacoides they have seen; stocky young plants, 2-inch, at \$5.00 per 100, \$47.00 per 1000.

Townsendii, the variety for pot sales, 2-inch, \$6.00 per 100; \$55.00 per 1000.

Sold out on other varieties until August.
C. F. MAHAN, ROUTE 8, DAYTON, O.

PRIMULA OBCONICA.

Gigantea and large-flowering Grandiflora, assorted colors; plenty of Appleblossom, Rosea and Kermesina, red; strong 2 1/4-inch, \$5.00 per 100; \$50.00 per 1000. Cash with order.

SCHIERLE BROS.,

Main, Lock & Old Main Sts. Miamisburg, O.
Primula Obconica, Miller's Giant, 2-in., \$4.50 per 100; Malacoides, 2-in., \$4.00 per 100. Cash.
J. W. Miller, Shremanstown, Pa.

PRIMULA CHINENSIS FIMBRIATA

for immediate delivery.
Six of the best commercial varieties;
Alba, white;
Rosea, bright rose;
Defiance, Christmas red;
Sedina, carmine red;
La Duchesse, flesh color;
Karfunkelstein, blood red.

Primula Malacoides
Superba

Strong 2 1/4-in. stock,
\$6.50 per 100, \$60.00 per 1000.
Cash with order.

HENRY SCHMIDT,

678 Church Lane, North Berger, N. J.

ALBUM OF DESIGNS,

Sixth Edition—Ready Soon.
Better than ever before.
You cannot afford to be without it.
\$1.25 per copy, postpaid.
\$12.00 per doz., postpaid.

Florists' Pub. Co., Caxton Bldg., Chicago.

Primula Chinensis, large 2 1/4-in. ready for 3-in., brilliant strain of fancy mixed colors, including plenty of Christmas red, \$4.50 per 100, 200 for \$8.00; large transplanted plants, ready for 2 1/4-in., \$2.50 per 100. **Charles Whitton, York St. and Gray Ave., Utica, N. Y.**

12,000 PRIMULA OBCONICA.

Our giant collection of Christmas colors from our own production of giants. Strong plants from 2 1/4-in. and 2 1/4-in. pots, \$7.00 per 100. No C. O. D. orders. Cash only.
Freeport Floral Co., Freeport, Ill.

PRIMULA OBCONICA.

Gigantea, 8-in., \$8.00 per 100; 2-in., \$4.50 per 100. Chinensis, 2-in., \$4.50 per 100. Malacoides, 2-in., \$4.00 per 100. Cash.

M. S. ETTER,

The Home of Primroses, Shremanstown, Pa.

Primula Obconica, large flowering, in six separate colors or mixed, 2-in., \$5.00 per 100. Malacoides, lilac and pink; separate colors or mixed; Chinensis, best large flowering, separate colors or mixed, 2-in., \$5.00 per 100. Toledo Greenhouses, 2829 Chestnut St., Toledo, O.

Primula Obconica, Grandiflora, Gigantea, Rosea and Kermesina, 2 1/4-in., \$7.00 per 100. Best Ronadorfer strain.

Primula Malacoides Rosea, 2 1/4-in., \$6.00 per 100. Shipped in paper pots. Packing free.
Peter Pearson, 5732 Gunnison St., Chicago.

Primula Obconica, Gigantea, Kermesina, Rosea, Veauvius, Excelsior and Eureka, all mixed, 3-in., \$10.00 per 100. 5% extra for packing. Prompt shipment. Malacoides, 3 varieties, same price. Cash. Danish Seed Import, 210 No. 7th St., Minneapolis, Minn.

Primula Chinensis, best varieties, 2 1/4-in. pots, good, strong plants, \$5.00 per 100, \$47.50 per 1000, 500 at 1000 rate. Cash with order, please.
Frank Oechlein, 4911 W. Quincy St., Chicago.

Primroses, Chinese, Dreer's best mixed, 2-in., \$7.00 per 100. Primula Obconica, best mixed, 2 1/4-in., \$7.00 per 100. See Cinerarias and Cyclamen. **C. G. James & Son, Hornell, N. Y.**

Primula Obconica, strong 2 1/4-in. plants, \$6.00 per 100, \$55.00 per 1000; 4-in., 25c; 5-in., 50c; 6-in., 75c each.
Henry Smith, Grand Rapids, Mich.

Primula Malacoides seedlings, 5000, very strong. \$1.50 per 100; 2 1/4-in. pots, \$3.50 per 100. **J. D. Brenneman, Box 93X, Harrisburg, Pa.**

Primula Chinensis, strong 2 1/4-in., \$5.50 per 100. Cash, please.
J. F. Vavrou Sons, Lebanon, Pa.

Primula Obconica, Dreer's mixture and half dwarf, 3-in. pots, \$8.00 per 100. Cash.
C. G. Locke, Arkport, N. Y.

Primula Malacoides, 2 1/4-in. and 3-in., \$3.00 and \$4.00 per 100. Mrs. W. A. Dickinson, 1305 West 6th St., Topeka, Kans.

Primula Obconica, large flowering, strong plants, out of 2-in. pots, 6c; 3-in., 7c. No charge for packing. **W. H. Hall, Iowa Falls, Ia.**

Primula Obconica Chinensis from 2 1/4-in. pots, \$7.00 per 100. See Cinerarias and Cinerarias.
Wettlin Floral Co., Hornell, N. Y.

Primula Malacoides, lilac, 2 1/4-in., \$5.50 per 100, \$50.00 per 1000.
Joseph Michal, 57th St. & Kostner Ave., Chicago.

Primula Obconica, 2 1/4-in. for July and later delivery, \$5.00 per 100, \$45.00 per 1000.
Holton & Hunkel Co., Milwaukee, Wis.

Primula Malacoides Rosea, \$5.00 per 100, \$40.00 per 1000.
FRED H. LEMON CO., RICHMOND, IND.

Primroses Chinese, fine mixed, 2-in., \$4.50 per 100. Cash. **Byer Bros., Chambersburg, Pa.**

Primula Chinensis, extra fine 2 1/4-in., \$6.00 per 100. Mathews' Greenhouses, Lineaville, Pa.

Primula Obconica Grandiflora, 2-in., nice plants, \$5.00 per 100.
N. O. Caswell, Delavan, Ill.

Primula Malacoides, 2-in., strong plants, \$5.00 per 100. Cash. **C. Erickson, Princeton, Ill.**

ALBUM OF DESIGNS. \$1.25 postpaid. Florists' Publishing Co., Chicago.

PRIVET

Golden Privet, 250 grown in 2 1/4-in. pots, 15 to 18 inches, \$7.50 per 100. **Samuel V. Smith, 3323 Goodman St., Philadelphia, Pa.**

ROSES

ROSES, OWN ROOT.

2 1/4-in., per 100
Alexander Hill Gray, tea, yellow.....\$ 6.25
American Beauty, hardy hybrid perpetual, red 12.50
American Pillar, climbing polyantha, pink and white 6.00
Baby Rambler, polyantha, red..... 12.00
Bridesmaid, tea, pink..... 6.25
Burbank, climbing, red..... 6.50
Crimson Rambler, climbing polyantha, crimson 4.50
Dorothy Perkins, Wichuriana, pink..... 5.50
Excelsa, Wichuriana, red..... 4.50
George Elger, polyantha, yellow..... 6.00
General Jacqueminot, hardy hybrid perpetual, red 5.50
Hermosa, climbing, pink..... 6.00
Killarney Brilliant, hybrid tea, pink..... 5.00
Lady Hillingdon, tea, yellow..... 6.50
Mme. Collette Martinet, hybrid tea, yellow 6.50
Maman Cochet, tea, pink..... 6.50
Marechal Neil, climbing tea, yellow..... 6.50
Mrs. Charles Rusell, hybrid tea, red..... 15.00
My Maryland, hybrid tea, pink..... 7.00
Premier, hybrid tea, pink..... 20.00
Radiance, hybrid tea, pink..... 7.00
Souvenir de Pierre Notting, tea, yellow.. 6.00
White Maman Cochet, tea, white..... 6.50
W. R. Smith, tea, pink..... 7.00

We have limited quantities unsold of eighteen other standard varieties. List on request. References, rating or cash.
AMERICAN ROSE & PLANT COMPANY,
Springfield, O.

ROSES!

FOR IMMEDIATE SHIPMENT.

4000 AMER. BEAUTIES, 2-in...\$100.00 per 1000
6000 COLUMBIA, 2 1/4-in..... 100.00 per 1000
5000 KIL BRIL, strong 2 1/4-in.. 80.00 per 1000
1000 SUNBURST, 2 1/4-in..... 100.00 per 1000
500 W. KILLARNEY, 3 1/4-in... 140.00 per 1000
1000 W. KILLARNEY, 2 1/4-in... 100.00 per 1000
5000 OPHELIA, 2 1/4-in..... 80.00 per 1000

POEHLMANN BROS. CO.,
Morton Grove, Ill.,

ROSES

FRANK W. DUNLOP
THE 1920 WONDER!

Own root stock, ready for immediate delivery, \$35.00 per 100, \$300.00 per 1000.

Columbia, 3-in., own-root, \$18.00 per 100, \$150.00 per 1000.

1100 Hoosier Beauty, 3-in., \$15.00 per 100; 300 Maryland, 3-in., \$15.00 per 100.

CHARLES H. TOTTY CO.
Madison, New Jersey.

ROSES.

Own root and grafted.
See display last issue.

C. U. LIGGIT,
Wholesale Plantsman,
303 Bulletin Building Philadelphia, Pa.

ROSE PLANTS.

You will like this stock. Better order at once, as the supply is limited and so many planters and dealers know the satisfaction they get from Wieters' stock these won't last long.

YOUNG STOCK.
From 2 1/4-inch pots Per 100 Per 1000
Ophelia\$10.00 \$ 90.00
Columbia 15.00 125.00
Richmond 8.00 75.00

WIETOR BROS.,
Wholesale Growers of Cut Flowers,
80 E. Randolph St., Chicago, Ill.

ROSES.

A limited quantity of choice 2 1/4-in. Columbia and Ophelia For immediate shipment. While they last, \$9.00 per 100.
AMLING BROS.,
DesPlaines, Ill.

Rosea, 75 Premier, 3-in., 15c each; 50 Cecile Brunner, 4-in., 15c each; 200 Columbia, 2 1/4-in., 8c each. **F. L. Lanson, Council Bluffs, Iowa.**

ROSES.

Bench plants, 2-year-old.		
	Per 100	Per 1000
1000 Ophellas	\$ 7.00	\$60.00
1000 Richmond	7.00	60.00
5000 Hoosier Beauties	7.00	60.00
500 Milady	7.00	60.00
200 Ward	12.00	120.00
1500 Russell, 3-in., own-root	2.50	25.00
1500 Premier, 2 1/2-in.	15.00	150.00

R. J. WINDLER,
6638 Ridge Ave., Chicago, Ill.

IMMEDIATE DELIVERY.
American Beauty bench plants, 15c each.
Premier, own-root, 6 to 10 inches high, in 2 1/2-in. pots, ready for immediate planting, \$20.00 per 100, \$175.00 per 1000.
Columbia, 6 inches high and over, ready for planting, \$18.00 per 100, \$125.00 per 1000.
Also 5000 3-yr.-old Ophella bench plants.
If your requirements run into quantities, write us for special prices on pot plants.
MYERS & SAMTMAN,
Chestnut Hill, Philadelphia, Pa.

For special offer of 2 1/2-in. own-root Roses see our advertisement on cover page.
Also a lot of 4,000 extra fine bench-grown Ophella, Sawyer, White and Pink Killarney, \$10.00 per 100, \$90.00 per 1000.
Special offer: Very fine 3-in. Columbia, to move quickly, \$130.00 per 1000. Also 1,000 extra strong 3-in. Premier, \$22.00 per 100, \$200.00 per 1000. Write us for special price on 2 1/2-in. Premier in 1000 lots.
S. S. Skidelsky & Co., 50 Park Place, New York.

ROSE PLANTS, 3-IN.

	Per 100	Per 1000
Sunburst	\$9.00	\$75.00
Ophella	9.00	75.00
Bench plants		
Ophella	7.00	60.00
Richmond	7.00	60.00
White Killarney	7.00	60.00

GEORGE REINBERG,
30 E. Randolph St., Chicago, Ill.

STRONG, HEALTHY ROSES.

2000 3-in. Ophella	\$12.00 per 100
300 4-in. Ophella	20.00 per 100

Cash with order.

EICHE FLORAL CO.,
Lincoln, Neb.

ROSES, TWO-INCH.

Premier	\$20.00 per 100, \$175.00 per 1000
Columbia	15.00 per 100, 125.00 per 1000
Ophella	15.00 per 100, 120.00 per 1000
Sunburst	15.00 per 100, 120.00 per 1000
Richmond	10.00 per 100, 90.00 per 1000

For cash with order, free packing. Glad to submit sample for the asking.
DANA R. HERRON,
Olean, N. Y.

ROSES

Good, own-root stock		
Columbia, 3-in.	\$15.00 per 100, \$125.00 per 1000	
Premier, 2 1/2-in.	15.00 per 100, 125.00 per 1000	
Ophella, 2 1/2-in.	10.00 per 100, 90.00 per 1000	

A. N. KINSMAN,
Austin, Minn.

CHOICE YOUNG ROSE STOCK

Ready to plant in the bench. Low prices to clean up.		
Ophella, 1500 2 1/2-in.	\$10.00 per 100	
Columbia, 5000 2 1/2-in.	10.00 per 100	
Russell, 2000 2 1/2-in.	20.00 per 100	
White Killarney, 3000 2 1/2-in.	10.00 per 100	

BASSETT & WASHBURN,
178 No. Wabash, Chicago.

BENCH PLANTS.

3-year-old stock. Good strong plants, well rested and pruned.		
Russell	\$8.00 per 100, \$70.00 per 1000	
Milady	7.00 per 100, 60.00 per 1000	
Ophella	7.00 per 100, 60.00 per 1000	

Sure to please.
PETER REINBERG,
30 E. Randolph St., Chicago, Ill.

POTTED ROSE PLANTS.

1000 Ophella, 3-in.	12c each
1000 Milady, double red, 3-in.	12c each
3000 Richmond, red, 3-in.	12c each
800 White Killarney, 3-in.	12c each

Terms: Cash.
W. B. TRIMBLE GREENHOUSE CO.,
Princeton, Ill.

OWN ROOT ROSES.

Shawyer, 2 1/2-in.	\$9.00 per 100, \$80.00 per 1000
J. J. L. Mock, 3-in.	10.00 per 100, 100.00 per 1000
Ophella, 2 1/2-in.	9.00 per 100, 90.00 per 1000
W. Killarney, 2 1/2-in.	9.00 per 100, 90.00 per 1000
Killarney, 2 1/2-in.	9.00 per 100, 90.00 per 1000

UNITED STATES CUT FLOWER CO.,
Elmira, N. Y.

ROSE PLANTS

Bench-grown, own-root, 1-yr.-old.		
Ophella	\$12.00 per 100, \$110.00 per 1000	
Sunburst	12.00 per 100, 110.00 per 1000	
3-in., own-root, strong plants.		
J. J. L. Mock	\$15.00 per 100, \$140.00 per 1000	

THE HAMMOND CO.,
109 East Broad St., Richmond, Va.

ROSES

Ophella, 500 4-in.	\$12.00 per 100
Columbia, 1000 2 1/2-in.	8.00 per 100

Cash with order.
W. F. DUNTEMAN,
Bensenville, Ill.

ROSE PLANTS

From 2 1/2-in. pots, good stock.		
	Per 100	Per 1000
Own-root		
Columbia	\$10.00	\$100.00
Ophella	7.00	60.00
Ophella, 3-in.	10.00	90.00

G. VAN BOCHOVE & BRO.,
Kalamazoo, Mich.

STRONG HEALTHY ROSES. NOTE SPECIAL REDUCED PRICES.

	2 1/2-in.	3-in.
PREMIER	\$18.00	\$165.00
COLUMBIA	12.00	110.00
OPHELIA	10.00	95.00

GULLETT & SONS, LINCOLN, ILL.

50,000 FINE, STRONG, OWN-ROOT PREMIERS \$20.00 per 100, \$175.00 per 1000.
These are exceptionally good plants and we would be glad to send samples. Cash with order or satisfactory credit reference.
J. F. WILCOX & SONS,
Progressive Florists,
580 Broadway, Council Bluffs, Ia.

TO CLOSE OUT WE OFFER THE FOLLOWING STOCK, ALL NICE PLANTS.
2000 2 1/2-in. Columbia, 5c.
700 3-in. Columbia, 8c.
1500 3-in. Ophella, 7c.
Packing free.
A. RASMUSSEN, NEW ALBANY, IND.

BARGAIN IN ROSES.

Roses, I have 1000 or over Ophella, 2-in. pots, good, clean stock, but need attention now. I have not the time or room. First check for reasonable amount can have them all.
JOSEPH KOHOUT,
Libertyville, Ill.

ROSE PLANTS.

Mrs. Sawyer, 2 1/2-in.	\$ 6.00 per 100
Ophella, 2 1/2-in.	7.50 per 100
Columbia, 2 1/2-in.	7.50 per 100
Premier, 2 1/2-in.	12.00 per 100

HEMBREIKER & COLE,
Fifth St. and Capitol Ave., Springfield, Ill.

ROSES.

Hadley, 250 2 1/2-in.	\$18.00 per 100
Columbia, 250 2 1/2-in.	18.00 per 100
Ophella, 250 2 1/2-in.	15.00 per 100

Cash with order.
RATCLIFFE & TANNER, INC.,
207 N. 6th St., Richmond, Va.

Roses, bench plants, own-root, Perle des Jardin, Bride, Ophella, Sunburst, Richmond and Hoosier Beauty, \$17.00 per 100; Columbia, \$25.00 per 100. Cash. Above same varieties with Maryland, out of 3-in. pots. July delivery. Write for prices.
E. J. Ulrich Floral Co., Tiffin, Ohio.

ROSES.

Milady, Ophella and White Killarney 3-in.	\$15.00 per 100
Fine Columbia 3-in.	\$18.00 per 100, \$150.00 per 1000

C. C. POLLWORTH CO.,
Milwaukee, Wis.

Russell Rose bench plants. This stock has been well rested and will be lifted as we receive your orders. Special price, \$150.00 per 1000.
Columbia Rose plants, 2 1/2-in., of the very best grade and healthy stock, \$100.00 per 1000.
The Weiss & Meyer Co., Maywood, Ill.

ROSES.

550 Ward, 2-in.	\$6.00 per 100
1000 Columbia, 2-in.	8.00 per 100
200 Richmond, 2-in.	6.00 per 100
1500 White Killarney, 2-in.	6.00 per 100

HAENTZE FLORAL CO.,
Fond du Lac, Wis.

BENCH ROSE PLANTS.

Ophella	\$100.00 per 1000
Prima Donna	100.00 per 1000
Shawyer	100.00 per 1000

ROY F. WILCOX & CO.,
MONTEBELLO, CAL.

ROSES, 3 1/2-IN. STRONG STOCK.

345 Ophella	\$20.00 per 100
140 K. A. Victoria	20.00 per 100
100 Columbia	20.00 per 100

GROHMAN THE FLORIST, SAGINAW, MICH.

Roses, strong 3-in., own root stock, \$15.00 per 100, \$125.00 per 1000. 2000 Ophella, 2000 Mock, 800 Pink Killarney, 700 Columbia, 700 Kaiserin, 300 Hoosier Beauty and 300 My Maryland.
Henry Smith, Grand Rapids, Mich.

Roses, 1000 White Killarney, 3 1/2-in., \$20.00 per 100, \$175.00 per 1000; 1000 each 3-in., Ophella and Columbia, \$18.00 per 100, \$150.00 per 1000. Rosemont Gardens, 116 Dexter Ave., Montgomery, Ala.

Rose plants, extra fine 3 1/2-in. Columbias. This is very healthy stock and is ready to be planted in benches.
Special price \$150.00 per 1000.
Batavia Greenhouse Co., Batavia, Ill.

ROSES, OWN ROOT, 2 1/2-IN. POTS.
Columbia \$15.00 per 100, \$120.00 per 1000
Ophella 12.00 per 100, 100.00 per 1000
THE CLEVELAND CUT FLOWER CO.,
Newton Falls, Ohio.

ROSES, strong Mock, 2 1/2-in., \$10.00 per 100. Columbia, 2 1/2-in., \$12.00 per 100. Strictly first-class stock guaranteed satisfactory. Samples on request. Cash.
Pleasant View Greenhouses, Madisonville, Ky.

Roses, Dorothy Perkins, Red Excelsa, white and pink, strong, 3-year-old, field-grown, for autumn delivery. Write for prices.
Linden Lawn Gardens, Springfield, O.

Roses, Columbia, Ophella, Hoosier Beauty and Richmond, own root, 2 1/2-in., \$10.00 per 100; 3-in., \$20.00 per 100. 5% additional for packing.
C. H. Frey, Lincoln, Neb.

2000 2 1/2-in. Columbia \$10.00 per 100
500 2 1/2-in. Premier 15.00 per 100
Cash with order.
H. P. Smith, Piqua, O.

Roses, 2400 Ophella bench plants, extra good quality, \$100.00 per 1000; 2000 2 1/2-in., own-root Columbia plants, \$125.00 per 1000.
Fred O. Meyer & Co., Addison, Ill.

Roses, Pink Killarney, bench stock, 2000 at \$12.00 per 100.
Carey the Florist, Mt. Clemens, Mich.

Roses, 800 extra good, 2 1/2-in., Ophella, 10c; 100 Killarney, 10c; 250 3-in., Richmond, 15c.
Atwell Florist, Fort Dodge, Iowa.

From 2 1/2-in. pots, own-root, 800 Russell, \$12.00 per 100. Beaver Ave. Floral Co., 3422 Beaver Ave., Des Moines, Iowa.

Roses, 10,000 American Beauty bench plants, \$16.00 per 100, \$150.00 per 1000.
Wm. Dittman, New Castle, Ind.
Roses, 2 1/2-in. and 4-in. pots. Get surplus list. Leadle Co., Export Rose Grower, Springfield, O.

SALVIAS

SALVIA ZANE GRAY.

The purple Salvia. A rich purple color. Something new. A grand bedding plant. Everybody wants it. Nothing like it ever been offered before. Buy now and get a good stock for next year. Strong 2 1/2-in. pots, \$5.00 per dozen. Send the cash.
HARPER FLORAL CO.,
1618 E. Sixth Ave., Pine Bluff, Ark.

Salvias, Splendens and Bonfire, strong 2 1/2-in. plants, \$3.50 per 100. Cash please.
J. J. Clayton & Sons, West Grove, Pa.

Salvias, 2 1/2 and 3-in., in bud and bloom, \$5.00 per 100. Cash with order.
B. L. Gibbs & Sons, Cumberland, Md.

ALBUM OF DESIGNS, Sixth Edition now on press. To get an early copy send \$1.25 to Florists' Review, Chicago.

Salvia Bonfire, 600 strong, healthy 2 1/2-in., \$4.50 per 100. Cash with order.
Hartline & Huff, Newcomertown, O.

Salvia Bonfire, strong plants, 2 1/2-in., \$2.50 per 100, \$20.00 per 1000.
J. C. Schmidt, Bristol, Pa.

SALVIAS, 2 1/2-in., \$4.00 per 100.
John Bauscher, Freeport Ill.
Salvia, 3-in., \$6.00 per 100. Nick Beding, 6731 Ridge Ave., Rogers Park, Chicago.

Salvia Zurich, 3-in., 5c. Cash.
Lodi Greenhouses, Lodi, O.

SCHIZANTHUS

Schizanthus pot variety, strong, transplanted plants, \$5.00 per 100, prepaid. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

SEEDS

"WELL BOUGHT IS HALF SOLD."

Buy the Right Seeds:

Trade Packet.
BEGONIA: Luminosa, best red bedding variety easiest to grow.....50c
Rex Begonias, 6 attractive varieties, mixed.....50c
CALCEOLARIA: Hybrida, collection of giant-flowering varieties, in striking colors of uniform size. There is no better strain—when there is, we will produce it.....50c

CALENDULA: Orange King. Why not grow your own from seed. It requires no skill. There is always a ready market at good prices for cut flowers. This is the true Orange King. Ounce, 50c; per lb. \$5.00.....50c
CINERARIA: Grandiflora, semi-dwarf; best collection for retail sales. This strain has been developed by selection for 5 years and ranks second to none.....50c
COSMOS: Early-flowering, mammoth, white, pink, crimson, Pink Lady Lenox, White Lady Lenox. Per ounce, 50c.....50c
PRIMULA: Obconica, a new giant-flowering strain, superior in size to any strain now on market. Try a few packets and you will want more next season.

Grandiflora: Alba, Salmonea, Coerulea, Lilacina, Oculata, Appleblossom, Kermesina, Crispa, Rosea, Fire Queen.....50c
Gigantea: Appleblossom, Kermesina, Coerulea, Lilacina, Rosea50c
We pay postage on all above items.

SEVIN-VINCENT CO.,
Wholesale Seed Growers,
512 Washington St., San Francisco, Calif.

PANSY AND CINERARIA SEED.
Pansy seed. Holco Giant Fancy. Largest and most beautiful shades. Packet of 1000 seeds, 50c; 1/2-oz., \$1.00; 1-oz., \$7.00.

Pansy seed. Giant Trimardeau. Mixed, choice colors, large-flowering. Packet of 1000 seeds, 25c; 1-oz., \$2.50.

Cineraria, Dwarf, giant-flowering, finest mixed, per trade packet, 50c; 1/2 packet, 30c.

HOLMES-LEATHERMAN SEED CO.,
Canton, Ohio.
Amaryllis Vittata hybrids, just collected from blooms, selected for size, color and markings; sow now, \$2.25 per 100, \$20.00 per 1000. Most gorgeous of all bulbs.
O. Fehrlin, Bulb Specialist, Citronelle, Ala.

SEEDS—Continued

PANSY SEED.
Toole's giant prize strain Pansy seed. Wide variety of beautiful shades and colors. Flowers of large size and good substance. Strong germination. Packet of 1000 seeds, 50c; 1/2 oz., \$1.00; 1 oz., \$7.00.

WILLIAM TOOLE & SON,
Hardy Plant and Pansy Farm, Baraboo, Wis.

SWEET PEAS.

For seeds of any or all the standard varieties or novelties in winter-flowering Sweet Peas,

Write us for prices.

AMERICAN BULB CO.,
182 N. Wabash Ave., Chicago, Ill.

SWEET PEA SEEDS.

The latest and most up-to-date cut flower sorts for the commercial florist.

The money making varieties, tried, tested and proven to be the best by our leading expert market growers. Send for price list.

S. S. PENNOCK CO.,
1608-20 Ludlow St., Philadelphia, Pa.

CINERARIA SEED.

Prize Dwarf, Mixed.

Trade Packet, \$1.00.

AMERICAN BULB CO.,
172 N. Wabash Ave., Chicago, Ill.

PANSY SEEDS.

A. B. C. Prize Mixture,
\$7.00 per oz.; \$4.00 per 1/2 oz.

AMERICAN BULB CO.,
182 N. Wabash Ave., Chicago, Ill.

SEEDS.

Washington Pansy, mixed, \$5.00 per 1 oz.
Columbine, finest long-spurred, \$4.00 per 1 oz.
Delphinium, Burbank's hybrid, \$4.00 per 1 oz.

M. L. BUCKNER,
Chelan County, Stehekin, Wash.

Petunia Seed, wholesale only, California Ruffled Giants, mixed, very large, Fringed Perfection Grandiflora, mixed, Fringed Doubles, mixed, 1920 delivery. Blooming season June to January.

H. M. Barr, 1822 Poli St., Ventura, Calif.

ASPARAGUS SPRENGERI SEED

Greenhouse Grown

Per 1,000 seeds\$1.50 per 1000

Per 10,000 seeds 1.25 per 1000

S. S. PENNOCK CO.,
1608-20 Ludlow St., Philadelphia, Pa.

ASPARAGUS SEEDS.

Sprengerl, greenhouse grown.....\$1.75 per 1000

AMERICAN BULB CO.,
172 N. Wabash Ave., Chicago, Ill.

Pansy seeds, giant flowering, richest colors, 1/4-oz., \$1.00; 1-oz., \$3.50. Pansy booklet.

Edward Wallis, Berlin, N. J.

Write for our new list of seasonable Seeds just out!

S. S. Skidelsky & Co., 50 Park Place, New York.

SMILAX

SMILAX.

From 2-in. pots, \$2.50 per 100, by express or parcel post.

Do not include any extra money for postage, we ship C. O. D. the charges.

ELMER RAWLINGS, ALLEGANY, N. Y.

SMILAX, fine plants, from pots, \$3.00 per 100, \$25.00 per 1000, not less than 500 at 1000 rate. Parcel post up to third zone, 25c per 100 additional.

Albert M. Herr, R. F. D. 8, Lancaster, Pa.

Smilax, extra strong, five-months old plants, 2 1/4-in. pots, \$2.50 per 100; strong seedlings, \$7.00 per 1000.

Park Department, Fort Wayne, Ind.

Smilax seedlings, \$1.00 per 100, \$7.50 per 1000; 2-in., \$3.00 per 100, \$25.00 per 1000. Cash with order. Westwood Flower & Plant Co., R. R. 14, Dayton, Ohio.

SMILAX, 10,000 good 2-in. that were sown in January. A bargain, while they last, \$2.50 per 100; any quantity.

F. C. Freeman & Sons, Portland, Ind.

FOR EARLY STRINGS.

Smilax, 2 1/2-in., 3c; 3-in., 6c each.

GULLETT & SONS, LINCOLN, ILL.

Smilax, strong 2 1/4-in., \$4.00 per 100, \$35.00 per 1000.

S. S. Skidelsky & Co., 50 Park Place, New York.

Smilax, 2-in. strong plants, \$2.50 per 100, \$29.00 per 1000. Cash.

Riverside Greenhouses, Appleton, Wis.

Smilax, extra good 3-in., \$5.00 per 100.

Winfield S. Kircher, Cyclamen Specialist, Defiance, Ohio.

Smilax, 2-in., extra fine plants, cut back 3 times, ready to bench, \$3.00 per 100. Cash.

G. W. Frisch's Son, Dayton, Ohio.

Smilax, fine strong plants, 2 1/4-in., \$2.75 per 100; 3-in., \$5.00 per 100. Cash with order.

J. F. Wilcox & Sons, Council Bluffs, Ia.

Smilax, 2 1/4-in. stock, \$3.50 per 100, \$30.00 per 1000. Rosemont Gardens, 116 Dexter Ave., Montgomery, Ala.

Smilax, 2 1/4-in. pots, \$4.00 per 100, \$35.00 per 1000.

Roman J. Irwin, 43 West 18th St., New York.

Smilax, good, strong 3-in., \$6.00 per 100.

Grohman the Florist, Saginaw, Mich.

Smilax, strong 2-in., \$2.50 per 100.

R. M. Henley, Hartford City, Ind.

Smilax, strong 2-in., \$2.50 per 100.

The Dumser Floral Co., Elgin, Ill.

Smilax, 2 1/4-in., \$3.00 per 100. Ready now.

W. Matthews, Sheboygan, Wis.

Smilax, strong plants cut back, 2-in., \$2.50 per 100. Cash. Harglerode Bros., Shippensburg, Pa.

Smilax, good, strong 2-in., \$2.50 per 100.

Kemble-Smith Co., Boone, Ia.

Smilax, good, strong 2-in., \$3.00 per 100. Cash. The Sycamore Greenhouses, Sycamore, Ill.

Smilax, 2 1/4-in. well established plants, \$3.00 per 100. John Stamm, Hutchinson, Kan.

SMILAX, 2-in., \$2.50 per 100.

State Fair Floral Co., Sedalia, Mo.

Smilax, strong 2 1/4-in., \$3.00 per 100.

Goree Greenhouses, Paris, Texas.

SMILAX, strong seedlings, 75c per 100. Cash. Chas. E. Coughlin, Auburn, Ind.

SNAPDRAGONS

SNAPDRAGONS.

Nice, pinched back plants, ready now.

	100	1000
Silver Pink.....	2 1/4-in.	\$6.00 \$55.00
Keystone.....	2 1/4-in.	6.00 55.00
Yellow and White.....	2 1/4-in.	6.00 55.00

ROMAN J. IRWIN,

43 West 18th St., NEW YORK.

Smilax, strong 2-in. pots, Nelrose, salmon pink; Michell, new, Orlando, Fletcher, new, bronze in color; Golden Delight, new, pure deep golden yellow; Golden Pink, Queen Pink, \$4.00 per 100. Kamp & Spinti Greenhouse Co., North Milwaukee, Wis.

WE SPECIALIZE IN SNAPDRAGONS.

Silver Pink, Enchantress Pink, Rose Pink, Bronze Queen, White and Yellow, 2 1/4-in., \$4.50 per 100. Cash please.

Hillview Greenhouse Co., La Crosse, Wis.

Smilax, strong 2-in. pots, Nelrose, salmon pink; Michell, new, Orlando, Fletcher, new, bronze in color; Golden Delight, new, pure deep golden yellow; Golden Pink, Queen Pink, \$4.00 per 100. Kamp & Spinti Greenhouse Co., North Milwaukee, Wis.

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Stevias, pinched back, 2 1/4-in., strong stock, \$3.00 per 100. O. K. Wisner, 234 E. Delaware Ave., Toledo, Ohio.

Stevias, single, double and variegated, 2-in., well branched, \$3.50 per 100.

John Van Aart, Paducah, Ky.

Stevia, double and single, well rooted cuttings, \$2.00 per 100. Cash. Beaver Ave. Floral Co., 3422 Beaver Ave., Des Moines, Ia.

Stevias, double, strong 2-in., \$3.50 per 100.

Dumser Floral Co., Elgin, Ill.

Stevia 2 1/4-in. pinched, strong plants, \$5.00 per 100. J. C. Steinhauer, Pittsburg, Kan.

Stevias, 3-in., fine plant, pot-bound, 8c each. Miller Bros. Greenhouses, Abilene, Kan.

Stevias, 1000 2-in., \$4.00 per 100.

Poehlmann Bros. Co., Morton Grove, Ill.

STROBILANTHES

Strobilanthes Dyerianus, 2 1/4-in. pot, \$6.00 per 100, \$55.00 per 1000.

The McGregor Bros. Co., Springfield, O.

SWEET WILLIAMS

Sweet William seedlings, strong, \$1.00 per 100. Best colors.

Kamp & Spinti Co., North Milwaukee, Wis.

TRADESANTIAS

Wandering Jew, 3 varieties, 2 plants to a pot, \$3.50 per 100. Victor H. Thomas, Augusta, Ky.

UMBRELLA PLANTS

UMBRELLA PLANTS.

STRONG PLANTS, WILL AVERAGE SIX TO EIGHT INCHES HIGH, \$6.00 PER 100.

G. R. NOBLE, PADUCH, KY.

VEGETABLE PLANTS

Cabbage and Celery: All the leading varieties, strong plants from the field, \$1.50 per 1000, \$12.50 per 10,000, \$100.00 per 100,000.

Cauliflower: Select Erfurt and Early Snowball, strong plants from the field, \$3.50 per 1000, \$30.00 per 10,000. J. C. Schmidt, Bristol, Pa.

VEGETABLE PLANTS, delivered to you all charges prepaid; Cabbage, Tomato, Beet, Lettuce, Celery, 100, 65c; 1000, \$3.50; 5000, \$15.00; 10,000, \$28.50. Price list free.

Vincas, variegated 3 1/2-in., \$12.00 per 100.
W. H. Tracy, 20 Cadwell Ave., Waverly, N. Y.

Vinca, variegated, 3-in., 4 to 5 leads, \$8.00 per 100.
Thomas Salvason, Petersburg, Ill.

VINCAS, variegated, 3 1/2-in., \$15.00 per 100.
Davis Floral Co., Davenport, Ia.

VIOLETS

Violets, La France and Marie Louise, rooted cuttings, \$4.00 per 100, \$35.00 per 1000.

Marie Louise plants from soil, ready August and September, \$10.00 per 100, \$90.00 per 1000.
Roman J. Irwin, 43 West 18th St., New York.

VIOLETS.

Governor Herrick, extra good 2 1/2-in., \$6.00 per 100, \$55.00 per 1000. Cash.
JOHN BAUSCHER, FREEPORT, ILL.

Violet plants, Marie Louise, dark, double variety, extra strong rooted, \$30 per 1000.
J. Vonder Linden, Rhinebeck, N. Y.

MISCELLANEOUS

12,000 PRIMULA OBCONICA.
Our giant collection of Christmas colors from our own production of giants. Strong plants from 2 1/4-in. and 2 1/2-in. pots, \$7.00 per 100. No C. O. D. orders. Cash, only.
Freeport Floral Co., Freeport, Ill.

TO EXCHANGE

CHRYSANTHEMUMS.

100 Yellow Chadwick	75 Timothy Eaton
650 Polly Rose	500 Oconto
75 Golden Gleam	1000 Pacific Supreme
800 Glory of Pacific	110 Chrysolora
400 December Gem	500 Colonel Appleton
120 Lescro	

POMPONS.

500 Christians Gold	80 Grey Stone
80 Hilda Canning	75 Romania Warren
	60 Lillian Doty.

If you have anything to offer let us hear from you. These are good plants, in 2 1/2-in. pots and will be closed out as a whole at \$45.00 per 1000.
GRANDY, THE FLORIST, NORFOLK, VA.

To Exchange—Red Geraniums, mostly S. A. Nutt, 2 to 8-in., good stuff, \$6.00 to \$15.00. Cash. For Chrysanthemums, Poinsettias, Primulas and Cyclamen or what have you got?
Nelson the Florist, Wellsville, Ohio.

THE BEST WAY

to get rid of your surplus stock
is to use the
REVIEW'S
Classified Advs.

To Exchange—Strong 4-in. Sprenger, 12c. Matchless or Enchantress Carnations, \$90.00 per 1000. For Ferns, Begonias, 2-in. Plumosus or Vinca Variegata.
Sunnyside Floral Co., Leavenworth, Kan.

To Exchange—2-in. Fuchsias, mixed, and S. A. Nutt Geraniums from rooted cuttings up to 4-in. for 2 1/2-in. Vinca Variegata, Dracaena Indivisa, or Asparagus Plumosus seedlings.
Mrs. E. A. Llewellyn, Olean, N. Y.

To Exchange—Primula Chinensis, 2 1/4-in., assorted, 7c each, for Cyclamen, Primula Obconica or Malacoides.
Ward B. Davis, Oshkosh, Wis.

To Exchange—1000 Patty, good strong plants, 2-in., \$40.00, for Geraniums, or what have you? Schafer Floral Co., Kankakee, Ill.

To Exchange—700 Dracaenas, 2 1/2-in., 5c each, for Cyclamen, Primula Obconica, or Malacoides.
Ward B. Davis, Oshkosh, Wis.

Vinca vines, 2 1/4, 3 and 3 1/2-in., Geraniums and Dusty Miller Salvias for Carnations, Ferns or Begonias.
Earl Shults, Horseheads, N. Y.

To Exchange—Asparagus Plumosus, 4-in., 12c for Primulas or 2-in. Asparagus Sprenger.
Hins Bros. & Co., Leavenworth, Kans.

WANTED

Wanted—We are in need of Peonies Officialis Rubra. Name lowest cash price, size of plants and amount you can offer.
Henry Field Seed Co., Shenandoah, Iowa.

Wanted—1000 or 5000 each of the following: Delphinium Belladonna, Spanish Iris and Lupines. Will pay cash or exchange some Peonies.
W. Z. Purnell, Snow Hill, Md.

Wanted—Smilax, 2-in., good strong plants, \$2.75 per 100, \$25.00 per 1000.
Atlantic Greenhouses, Atlantic, Iowa.

Wanted—Small Alsophila Australis.
City Nursery, Santa Barbara, Cal.

ARTIFICIAL FLOWERS

ORDER NOW FOR FALL DELIVERY.
Just the flowers for design work, baskets, wreaths and all other decorative work.
H. P. DIAMOND,
262 West Sixth St., Erie, Pa.

BROOMS

METAL TOP FIBER BROOMS.
Outwear 5 corn brooms, guaranteed one year for continuous family use, are lighter, not affected by water, work equally well on carpets or cement floor. Will cut your broom expense 50%, just the thing for greenhouses. In fact it is an all around broom, will work anywhere a corn broom will, do better work and last a lot longer. Sample, \$1.25 postpaid. Agents wanted.
KEYSTONE FIBER BROOM CO.,
620 Duquesne Way, Pittsburgh, Pa.

CANE STAKES

BAMBOO STAKES

1-foot, green	\$ 2.50 per 1000
1 1/2-foot, green	5.00 per 1000
2-foot, green	6.50 per 1000
3-foot, green	8.50 per 1000
3 1/2-foot, green	10.00 per 1000
4-foot, green	12.00 per 1000
5 to 6-foot, natural	12.00 per 1000
6-foot, natural	15.00 per 1000

AMERICAN BULB CO.

172 N. Wabash Ave. Chicago, Ill.

NATURAL BAMBOO CANES.

Extra heavy. Bale lots only.
6-foot stakes, 2000 in bale.....\$14.00 per 1000
7-foot stakes, 2000 in bale..... 16.00 per 1000
8-foot stakes, 1500 in bale..... 20.00 per 1000
S. S. SKIDELSKY & CO.,
50 Park Place, New York City.

JAPANESE GREEN CANE STAKES.

36-in.	\$1.00 per 100, \$ 9.00 per 1000
48-in.	1.35 per 100, 12.00 per 1000
6-ft., natural	1.75 per 100, 15.00 per 1000

A. HENDERSON & CO.,
166 N. Wabash Ave., Chicago, Ill.

CARNATION STAPLES

Pillsbury's carnation staples, 85c per 1000, 3000 for \$1.00. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS

Well rotted cattle litter, \$30.00 per ton. f. o. b. Pueblo.
This is from five to eight years old and as good for all purposes as leaf mold. Will send sample on request.
The Pueblo Floral Co., Pueblo, Colo.

FLORISTS' SUPPLIES

MAGNOLIA LEAVES

PREPARED BY

REEVES.

COLORS: BROWN, GREEN OR PURPLE.
Per carton\$1.25
25 lbs. of Leaves.....\$ 4.50 per case
50 lbs. of Leaves..... 8.00 per case
100 lbs. of Leaves..... 15.00 per case
SEE LARGE AD FOR PREPARED BEECH AND OAK.

MOUNTAIN LAUREL FOLIAGE 2.50 per case
DECORATIVE EVERGREENS
HUCKLEBERRY FOLIAGE.....\$2.50 per case
REEVES FOLIAGE CO., INC., BREWTON, ALA.

FRESH STOCK—MAGNOLIA LEAVES.

Dux Superiora Brand

Brown and green

Per carton\$ 1.50
Per 10 cartons 14.00
AMERICAN BULB CO.,
172 N. Wabash Ave., Chicago, Ill.

BUSINESS BRINGERS

REVIEW

CLASSIFIED

ADVS.

BULL DOG OLIPS.

80c per 1000; lots of 5000, 75c per 1000.
EVERETTE R. PEACOCK SEED CO.,
4013 Milwaukee Ave., Chicago.

GOLDFISH

Goldfish, aquarium plants, castles, globes and all supplies. Send for wholesale catalogue.
Auburndale Goldfish Co.,
1449 Madison St., Tel. Haymarket 152, Chicago.

GREENS

Boxwood per lb., 12c. Fancy Ferns, \$1.20 per 1000. Dagger Ferns, \$1.00 per 1000. Moss, 12-lbs., \$1.00. Dry Spruce sprays, \$2.00 per 1000. Rhododendron leaves and Ivy at all prices. Cash with order.
The White Rock Evergreen Co., Cosby, Tenn.
New crop fancy hardwood cut Ferns, \$2.50 per 1000, 10,000 for \$20.00.
C. W. Espy & Son, Brookville, Pa.
Asparagus Plumosus sprays. Send for price list. The Pennock Plantation, Jupiter, Fla.

IRRIGATION EQUIPMENT

IRRIGATION EQUIPMENT.
MAKE MORE MONEY out of the crops you grow.
BETTER CARNATION PLANTS
to set in your benches;
more and earlier cut flowers,
Gladioli, etc.,
Send today for our big
new catalogue.
Describes watering systems for inside and out.
SKINNER IRRIGATION CO.,
223 Water St., Troy, O.

CHINOOK SPRINKLERS.

The marvel of the day. Seven days' trial. \$12.50 each. Money returned if not satisfactory.
WILLIAM SCHAUMANN,
317 Globe Bldg., Seattle, Wash.

LEAF MOLD

Our screened LEAF MOLD is good stuff. Big growers say so. 2 1/2 bu., \$1.35; 5 sacks and up, \$1.15 per sack.
JOHN B. ROY, CONWAY, MICH.

POTS

10,000 4-in. red pots, new, \$15.50 per 1000, 5% for packing.
5000 3-in. pots, used one season, as good as new, \$7.50 per 1000. Cash please.
Can ship at once.
Erie Buchholz, Florist, Muncie, Ind.

NEPONSET PAPER POTS, FAST DELIVERY.
2 1/2-in.\$4.55 per 1000
3-in. 7.25 per 1000
4-in. 12.40 per 1000
GULLETT & SONS, LINCOLN, ILL.

SPHAGNUM MOSS

SPHAGNUM MOSS.

STANDARD BURLAPPED BALES

1 to 5 bales.....	\$1.35 each
6 to 15 bales.....	1.30 each
16 to 25 bales.....	1.25 each
26 to 100 bales.....	1.20 each

F. O. B. Shipping Point.

Write for prices on car lots.

AMERICAN BULB CO.,

172 N. Wabash Ave., Chicago, Ill.

SPECIAL MIDSUMMER OFFER.

Sphagnum Moss, 10 bales or more, \$1.25 each, of high grade, clean sphagnum, in large size, standard burlapped bales. Less than 10 bales, \$1.50 each. 3% for cash with order.
A. J. AMUNDSON CO.,
City Point, Wis.

Sphagnum Moss, 10 bbl. bales, \$4.00; 5 bales, \$14.50; 8 bbl. bale, \$3.00; 5 bales, \$13.00; 5 bbl. bale, \$2.25; burlapped 40c per bale. Cash.
Jos. H. Paul, Box 156, Manahawkin, N. J.

CLEAN MOSS—LOW PRICES.

Sphagnum Moss, burlapped, \$1.50 per bale, 5 bales, \$6.75, 10 bales \$12.00.
GULLETT & SONS, LINCOLN, ILL.

SPHAGNUM MOSS.

During the first half of July we will sell 10 bales for \$12.00. Cash.
Z. K. Jewett & Co., Sparta, Wis.

SPHAGNUM MOSS, burlap bales, each \$1.75, 10 bales for \$16.50
A. HENDERSON & CO.,
166 N. Wabash Ave., Chicago.

SHEEP MANURE

SHEEP MANURE, PULVERIZED SHEEP'S

HEAD BRAND ONLY

100 lbs., \$2.00; 1000 lbs., \$17.50;
500 lbs., \$9.25; 2000 lbs., \$34.00;
3 to 5 ton lots, \$33.00 ton;
5 to 15 ton lots, \$31.00 ton.

Guaranteed purest fertilizer ever sold,
G. M. REBURN & CO.,
8807 Lake Park Ave., Chicago, Ill.

Dry ground pulverized Sheep Manure, in 125 burlap bags (analysis on request), f. o. b. Philadelphia, \$45.00 per ton.
S. S. Skidelsky & Co., 50 Park Place, New York.

TOBACCO STEMS

SPECIAL ON TOBACCO STEMS.

Having contracted with the largest cigar factory in America for their stems, we are in a position to make shipments of any size immediately. COMPARE OUR PRICES WITH OTHERS, 200 lb. bale, \$3.00; 400 lb. bale, \$5.00; ton, \$22.00.
THE VIGOR CO., FOSTORIA, OHIO.

Tobacco stems, in 100 lb. bales, \$15.00 per ton. F. o. b. Uhrichsville, O.
J. J. McCauley & Son, Uhrichsville, O.

Tobacco stems for fumigating, large bales, 250 to 300 lbs. each, at \$8.00 per bale. Cash with order. Willis H. Baldwin, Conshohocken, Pa.

CIGAR TOBACCO STEMS, \$1.50 PER 100 LBS.
SPECIAL PRICES IN TON LOTS.
EDGERTON CIGAR CO., EDGERTON, WIS.

WIRE STAKES

Rose stakes, 4000 42 inches long, No. 9 wire, \$12.00 per 1000. Cash.
Schafer Floral Co., Kankakee, Ill.

WIRE WORK

FLORISTS' WIRE DESIGNS.
100 wreaths, 10-in., 12-in., 14-in., \$3.00.
Special discount on all wire orders. Write us for a catalogue.
PITTSBURGH CUT FLOWER CO.,
116-118 SEVENTH ST.,
PITTSBURGH, PA.

FLORISTS' WIRE DESIGNS
FALLS CITY WIRE WORKS,
451 S. THIRD ST., LOUISVILLE, KY.

WOOD LABELS

LABELS, for nurserymen and florists.
Benjamin Chase Co., Derry Village, N. H.

Newcastle, Ind.—The Heller greenhouses, the first in Newcastle, are being torn down and shipped away. Myer Heller attributes the high cost of growing flowers and the high taxes on buildings as the reason for dismantling the houses.

Rocky Mount, N. C.—K. Stanley has closed his flower store here because of the illness of Mrs. Stanley. The store was closed once before this spring while Mr. Stanley took her to her home people and he was called to go there again July 20 by her critical condition.



A Dripless Eave That Evens Up the Drip

Here we are, talking dripless eave again. Talking it, because there has been a lot of talking about it that's not so. And a whole lot that is exactly so. Let's take the not-so's first.

It has been stated that "the drip won't always follow down the curve of the fascia on to the side sash, and so on down to the sill." Our reply to which is: sometimes both automobiles and folks get moody and won't do what they ought to do.

But water has a way of always acting exactly like water. The fact that it runs downhill is as well established as that it's wet.

That eave fascia runs downhill just enough, and is just the right shape, so that water elings to it, and runs down and off on the glass.

As long as the eave remains a well behaved eave, and does not turn a somersault or stand on its head, the drip will not *drip*; it will *run*.

Another thing the drip is supposed to do, when your back is turned, is start going uphill and work its way back behind the plate and start rotting out the fascia. Just one little look at the



That's exactly what we said; it's so doggoned simple that there's nothing to it. Still, it does what some other things do sometimes and sometimes don't. Therefore!

fascia will show you the boyishness of such a statement. It will no more go wandering around behind that fascia, than it will any other - which up to date has never caused any serious rotting, so far as we have ever heard.

The only trouble with this dripless eave of ours is, it's too simple.

It's so simple it just doesn't seem so. It's so simple, there is so little to talk about, that a fellow looks at it and kind of thinks he isn't getting much.

But it isn't what you *get*, that counts so much, as what it *does*.

The fact that it does not drip on the sill, and splash on your walks and plants, is about all you can expect.

Furthermore, there is nothing to clog up. Nothing to sag and run over. Nothing to rust out.

Our dripless eaves will be doing their dripless job as long as a Hitchings House will be a house; which is so long it makes one wrinkled, old and gray even to think of it.

And you know we go anywhere for business.

Or to talk business.

Hitchings and Company

General Offices and Factory,
ELIZABETH, N. J.

NEW YORK
1170 Broadway

BOSTON-9
294 Washington St.



It's Like This:

You might read all the newspaper articles in the world about a certain battle, but when you'd finished you wouldn't have as vital and convincing a picture of it in your mind as you would after a three-hour talk with a wide-awake, alert man who had been in the thick of it and had the map of the battle-field on the table in front of you.

The same principle applies in buying greenhouses.

You can read catalogues, letters and what-not, but when you finish reading them you don't have as clear and satisfactory an understanding of the house you want as you would after talking with and cross-examining an AGMCO salesman. Because—

An AGMCO salesman knows the greenhouse he's selling and greenhouses in general. He can explain in simple language what he has to say and **he can answer your questions**, as he's actually bowed down with a load of information you want.

An AGMCO salesman always has his grip packed.

When do you want to see one?

SALES OFFICES:

New York 5 Columbus Circle	Chicago Masonic Temple	Kansas City N. Y. Life Bldg.	Pana, Ill. Drawer 335	Seattle, Wash. Smith Bldg.
	General Office	-	-	Chicago
	Factory	-	-	Pana, Ill.





Something for Gutters or Other Joints that Leak



PRICES:

- 1 Gal. Cans \$1.50 per gal.
- 5 Gal. Cans 1.45 per gal.
- 15 or 20 Gal. Kegs, 1.35 per gal.
- 1/2 Bbls. or Bbls. . . 1.25 per gal.

Carried
in Stock



MONINGER GUTTER-KOTE

This is an Asbestos and Pine Oil product that stops leaks and is *durable*. Just pour it into your gutters and sop around with a brush.

It has many other uses besides. It will weatherproof and waterproof iron, steel, felt, wood, paper, gravel or concrete roofs with equally good results. Does not harden.

It is a Moninger product and consequently *good*.



JOHN C. MONINGER COMPANY

914 BLACKHAWK STREET

CHICAGO, ILLINOIS



EVERYTHING FOR THE GREENHOUSE



Improved Challenge



Fig. 44
8-inch



Fig. 41
8-inch



Fig. 47
8-inch
Split Gutter Bracket



Single Combination Shelf Bracket. Carries one 12-inch board, or two pipes.



Fig. 24
Double Pipe Carrier

The best proof of the real value and quality of our ventilating machines is the number of florists and growers they are serving.

We are pioneers in the manufacture of Ventilating Apparatus and can furnish you Lifters, Arms, Hangers, Shafting Pipe, Gutter Brackets, Y Brackets, Purlin and Ridge Brackets, Tie Brackets, Split Tees, Split Crosses, Shelf Brackets, Pipe Carrier, Pipe Straps, Side Board Bench Brackets, Sash Hinges 3 x 2 1/2 galvanized steel with brass pins, Door Hinges 4 x 4 galvanized steel with loose brass pins—in fact almost everything in this line.

Write us for complete estimate on your requirements.

John A. Evans Co., Richmond, Ind.

Corner North 14th and Penna. R. R.



NOSE

Price, \$7.50