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Floral Designs.

A Guide in
Choosing and
Ordering Flowers.

THIS PUBLICATION, PROPERLY SPEAKING A CATALOGUE, IS ISSUED AS AN AID IN CHOOSING AND ORDERING FLOWERS. WHILE ADAPTABLE FOR LOCAL TRADE, IT ALSO INCLUDES ALL NEEDED INFORMATION FOR OUT-OF-TOWN PATRONS.

No. 42. Wreath, Solid Style and Decorated.
For list see top of crosses page, following.

Flowers in any form can be packed so they will travel perfectly by express, at any season of the year. We do this, and make no additional charge for packing.

FLORAL DESIGNS.

A GUIDE IN CHOOSING
AND ORDERING FLOWERS.

ILLUSTRATED AND PRICE-LISTED.

LOOSE CUT FLOWERS FOR FUNERALS AND OTHER OCCASIONS.

In the quality we supply, these are popular with flower buyers. If undecided about sorts, on advising us of intending use of the flowers, we are sure to please on a selection. Prices vary with time of year, being highest in mid-winter. The following staple kinds, and as priced, are in supply in their seasons.

Per Dozen Prices are Given

Except where Noted.

	Nov. to April (except holidays, also Easter).	Holidays, Dec. 20 to Jan. 5.	April to October inclusive.
ROSES. . Pink Sorts, as Bridesmaid and others, . . .	\$1.50 to \$3.00	\$3.00 to \$5.00	\$1.00, \$1.50 and \$2.00
Red Sorts, as Meteor and Liberty, . . .	1.50 to 3.00	3.00 to 5.00	1.00, 1.25 and 1.50
White Sorts, as Bride, Kaiserin, etc., . . .	1.50 to 3.00	3.00 to 5.00	1.50, 2.00 and 3.00
American Beauty, and large show sorts, . . .	4.00 to 8.00	12.00 to 24.00	2.00, 4.00 and 6.00
Assorted kinds, our choice in Special quality,	2.00 to 3.00	3.00 to 5.00	1.00, 1.50 and 2.00
Above class in good reliable quality, . . .	1.00 to 2.00	2.00 to 4.00	.75 to 1.00
CARNATIONS. White, Red, Pink, etc., extra grades	.60 to 1.00	1.00 to 1.50	.40 to .60
Above class in good reliable grades, . . .	.40 to .60	.60 to 1.00	.30 to .40
Fancy kinds, usually of extra quality, . . .	1.00 to 1.50	1.50 to 2.00	.60 to 1.00
Violets. Choice and fresh, per bunch of 50 ; Dec. to Jan.,	\$1.50 ; Holidays, \$2.00 ; Feb., March, April, 75c. to \$1.00.		
Lilies. Easter kinds, and Callas, Dec. to May inclusive, each,	25c ; per dozen, \$2.50 to \$3.00.		
Chrysanthemums ; Oct., Nov. and Dec. ; selected, \$1.00 to \$3.00 ; specimen flowers, 25c. to 50c. each.

Tulips and Hyacinths ; Feb. to May inclusive. Assorted colors, 75c. to \$1.00.
Daffodils and Narcissus ; white and yellow ; Feb. to May ; 75c. to \$1.00.
Lily of the Valley Sprays, 75c. to \$1.00.
Roman Hyacinths, white ; Nov. to May ; 75c. to \$1.00.

Hardy Ferns, 10c. to 20c.
Maidenhair, and other fine ferns, 40c. to 60c.
Smilax Strings, 4 to 6 feet long, each 35c. to 50c.
Asparagus. Sprays, each 15c. to 25c ; Strings at \$1.00 each.

FLORAL DESIGNS.

WE
CLAIM
AN
UP-TO-DATE
AND AN
ACKNOWLEDGED
ABILITY
SECOND
TO NONE
IN THIS
BUSINESS

THE
TRADE
OF
BUYERS
WHO
WANT
SOMETHING
NEW IS
SOLICITED BY
US AT
ALL TIMES

No. 124. Cross in Massive Style on Spreading Base, with Lettered Panel.

Code word.	Size.	Price.	Height Measure.	Code word.	Size.	Price.
Cedar	21 in.	\$15.00 to \$20.00		Cellar	28 in.	\$25.00 to \$30.00
Ceiling	24 in.	20.00 to 25.00		Cement	36 "	30.00 to 35.00

The listed Code words allow ordering by wire or 'phone at lowest cost. It is best also, in ordering, to add prices.

FLORAL DESIGNS.

FLOWERS
IN ANY
FORM
ARE PACKED
BY US
SO
THEY
TRAVEL
PERFECTLY
BY
EXPRESS
AT ANY
TIME

IF
UNDECIDED
GIVE US
IDEA
OF WHAT
IS WANTED,
ALSO
PRICE
LIMIT
AND
LEAVE
SELECTION
TO US

No. 63.

Crescent arranged Wreath of Choice Flowers with Ribbon

Diameter Measure.

Code word

Wager. Sizes, 18 in. and up.

Price.

From \$10.00 to \$20.00.

For Solid style decorated Wreath, No. 42, see second cover page (prices at top of Crosses page following).

FLORAL DESIGNS.

No. 1. Wreath of Assorted Flowers.

Diameter Measure.

Code word.	Size.	Price.
Wade	12 in.	\$ 2.00 to \$ 3.00.
Wafer	14 "	4.00 to 5.00
Wage	16 "	5.00 to 6.00
Waft	18 "	7.00 to 9.00
Wash	21 "	10.00 to 12.00
Way	24 "	15.00 to 20.00

Wreath of Assorted Flowers.
(See above.)

No. 30. Wreath of all Roses.

Diameter Measure.

Code word.	Size.	Price.
Waste	14 in.	\$ 5.00 to 6.00
Warp	16 "	6.00 to 8.00
Wane	18 "	9.00 to 12.00
Watch	21 "	12.00 to 15.00
Waive	24 "	15.00 to 20.00
Wait	30 "	25.00 to 30.00

No. 21. Wreath of Ivy and Roses, loosely arranged.

Diameter Measure.

Code word.	Size.	Price.	Code word.	Size.	Price.
Weak	14 in.	\$ 4.00 to \$ 5.00	Wedge	21 in	\$10.00 to \$12.00
Wet	16 "	5.00 to 6.00	Wealth	24 "	13.00 to 15.00
Weary	18 "	7.00 to 9.00	Went	30 "	16.00 to 20.00

No. 3. Standing Wreath, Slanted on Base.

Diameter Measure of Wreath.

Code word.	Size.	Price.
Waif	15 in.	\$ 5.00 to \$ 7.00
Wand	18 "	8.00 to 10.00
Wall	21 "	11.00 to 14.00
Warm	24 "	16.00 to 20.00

Standing Wreath.
(See above.)

No. 24. Wreath of Galax or Ivy Leaves, with cluster of Flowers.

Diameter Measure.

Code word.	Size.	Price.
Whiff	18 in.	\$ 5.00 to \$ 6.00
Whirl	21 "	6.00 to 8.00
Whip	24 "	8.00 to 10.00

FLORAL DESIGNS.

No. 42. Wreath, Solid Style and Decorated.

As Shown on Second Cover Page.

<i>Diameter Measure.</i>		
Code word.	Size.	Price.
Wire	21 in.	\$12.00 to \$14.00
Wince	24 "	15.00 to 18.00
Wide	27 "	20.00 to 24.00
Wind	30 "	25.00 to 30.00

No. 89. Standing Cross of Assorted Flowers.

Height Measure.

Code word.	Size.	Price.
Cage	15 in.	\$ 6.00 to \$ 8.00
Cake	18 "	8.00 to 10.00
Catch	21 "	11.00 to 13.00
Cabin	24 "	14.00 to 17.00
Cafe	27 "	18.00 to 22.00
Calm	30 "	22.00 to 26.00

In all orders entrusted here, an employed use or supplying of strictly high-grade and fresh blooms is assured.

No. 106. Cross, Solid Style and Decorated.

Length Measure.

Code word.	Size.	Price.	Code word.	Size.	Price.
Calico	22 in.	\$10.00 to \$12.00	Cancel	32 in.	\$21.00 to \$24.00
Cauldron	25 "	12.00 to 15.00	Cajole	36 "	25.00 to 30.00
Canter	28 "	16.00 to 20.00			

No. 228. Slanting Panel of Ivy Easel Mounted, with Lyre.

As Shown on Front Cover Page.

Width Measure of Panel.

Code word.	Size.	Price.
Pantry	21 in.	\$12.00 to \$15.00
Paper	24 "	16.00 to 20.00
Parcel	27 "	20.00 to 25.00
Pardon	30 "	25.00 to 30.00

No. 90. Standing Ivy or Garlanded Cross, Garlanded.

Length Measure.

Code word.	Size.	Price.
Camel	21 in.	\$ 8.00 to \$10.00
Caper	24 "	12.00 to 15.00
Canoe	30 "	16.00 to 20.00
Candy	40 "	25.00 to 30.00

FLORAL DESIGNS.

No. 85. Cross of Assorted Flowers.

Length Measure.

Code word.	Size.	Price.	Code word.	Size.	Price.
Calf	12 in.	\$ 2.00 to \$ 3.00	Case	24 in.	\$12.00 to \$14.00
Caulk	14 "	3.00 to 5.00	Cant	28 "	15.00 to 17.00
Call	16 "	5.00 to 6.00	Cause	32 "	18.00 to 20.00
Came	18 "	7.00 to 8.00	Carp	36 "	20.00 to 25.00
Camp	21 "	8.00 to 10.00	Cask	42 "	25.00 to 30.00

See N. B. note about substituting, etc., on third cover page, also carefully note all conditions, ordering directions, etc.

When ordering, notice our address carefully, also, as given on both the first cover and the title page.

No. 137. Flat Bunch of Roses with Ribbon.

Code word.	Size.	Price.
Batch	Small, 18 to 24 roses,	\$3.00 to \$ 4.00
Badge	Medium, 25 to 30 roses,	4.00 to 5.00
Bold	Large, 35 to 40 roses,	6.00 to 8.00
Balk	Extra, 50 to 60 roses,	8.00 to 12.00

No. 155. Flat Tied Bunch of Lilies with Ribbon.

Code word.	Size.	Price.
Bead	Small, 12 to 15 blooms,	\$ 4.00 to \$ 5.00
Bear	Medium, 16 to 20 blooms,	6.00 to 8.00
Beast	Large, 24 to 30 blooms,	8.00 to 10.00
Bench	Extra, 35 to 50 blooms,	12.00 to 15.00

FLORAL DESIGNS.

No. 307. Large Gates Ajar, Standard Style.

As Shown on Last Cover Page.

Height Measure.

Code word.	Size.	Price.	Code word.	Size.	Price.
Unload	28 in.	\$18.00 to \$20.00	Unpack	36 in.	\$25.00 to \$30.00
Unsold	31 "	21.00 to 24.00	Unwise	42 "	32.00 to 40.00

No. 204. Solid Pillow, Decorated.

Length Measure.

Code word.	Size.	Price.	Code word.	Size.	Price.
Parse	20 in.	\$10.00 to \$12.00	Pawn	28 in.	\$22.00 to \$27.00
Patch	24 "	16.00 to 20.00	Peace	36 "	30.00 to 40.00

Suggestions for lettering on Pillows and open-work designs.

ASLEEP	GONE HOME	SISTER	WIFE
AT REST	FATHER	BROTHER	BABY
REST	MOTHER	HUSBAND	FINIS

Any other as desired, but crowded lettering should be avoided.

No. 202. Ivy Pillow faced with Bunch of Roses.

Code word.	Size.	Price.	Code word.	Size.	Price.
Path	20 in.	\$10.00 to \$12.00	Peep	24 in.	\$16.00 to \$18.00
Peal	22 "	13.00 to 15.00	Peck	28 "	19.00 to 22.00

No. 194. Lettered Pillow.

Length Measure.

Code word.	Size.	Price.	Code word.	Size.	Price.
Pan	14 in.	\$ 5 00 to \$ 7 00	Pass	20 in.	\$12.00 to \$15.00
Pang	16 "	6.00 to 8.00	Pearl	22 "	15 00 to 18 00
Pant	18 "	9.00 to 11.00	Pause	24 "	18.00 to 22 00

FLORAL DESIGNS.

No. 289. Solid Heart of Flowers.

Height Measure.

Code word.	Size.	Price.
Meadow	8 in.	\$2.00 to \$3.00
Measure	10 "	3.00 to 4.00
Medal	12 "	4.00 to 5.00
Mellow	15 "	6.00 to 8.00

No. 260. Standing Anchor.

Code word. Size. Price.

Marvel	21 in.	\$ 8.00 to \$10.00
Marquis	24 "	11.00 to 13.00
Mason	27 "	15.00 to 18.00
Maxim	30 "	18.00 to 21.00
Major	33 "	22.00 to 25.00
Matter	36 "	25.00 to 30.00

No. 258. Star Standing on Base.

Height Measure.

Code word.	Size.	Price.
Margin	15 in.	\$ 6.00 to \$ 8.00
Maraud	18 "	8.00 to 10.00
Market	20 "	11.00 to 13.00
Marine	24 "	14.00 to 16.00

No. 265. Dove on Basket.

Measure, spread of basket.

Code word.	Size.	Price.
Member	16 in.	\$ 5.00 to \$ 6.00
Mental	20 "	7.00 to 9.00
Merely	24 "	10.00 to 14.00

Baskets alone in same sizes furnished at \$2.00 less than above prices.

No. 275. Flat Lyre.

Length Measure.

Code word.	Size.	Price.
Major	18 in.	\$ 6.00 to \$ 8.00
Maiden	21 "	8.00 to 10.00
Malice	24 "	12.00 to 15.00
Maintop	30 "	16.00 to 20.00

Flat Harp, same sizes and prices.

No. 266. Standing Broken Wreath and Sickle.

Height Measure.

Code word.	Size.	Price.
Mention	18 in.	\$ 8.00 to \$10.00
Merry	21 "	11.00 to 14.00
Merit	24 "	15.00 to 18.00
Metal	28 "	20.00 to 24.00

No. 208. Standing Crescent and Star.

Height Measure.

Code word.	Size.	Price.
Mead	24 in.	\$ 8.00 to \$10.00
Melt	27 "	11.00 to 13.00
Mean	30 "	14.00 to 18.00
Meek	36 "	20.00 to 25.00

No. 299. Clock (the Closing Hour).

Height Measure.

Code word.	Size.	Price.
Mobile	25 in.	\$11.00 to \$14.00
Mocker	28 "	15.00 to 18.00
Modest	32 "	20.00 to 25.00
Mogul	36 "	25.00 to 30.00

FLORAL DESIGNS.

No. 292. Flat Shield.

Length Measure.

Code word.	Size.	Price.
Method	15 in.	\$ 7.00 to \$ 8.00
Mica	18 "	8.00 to 10.00
Middle	21 "	10.00 to 12.00
Mighty	24 "	12.00 to 15.00

No. 290. Broken Wheel,
Easel supported.

Measure, Diameter of Wheel.

Code word.	Size.	Price.
Magic	18 in	\$ 8.00 to \$10.00
Machine	21 "	11.00 to 14.00
Magnet	24 "	15.00 to 18.00

No. 329. G. A. R. Badge
Design.

Length Measure.

Code word.	Size.	Price.
Saddle	24 in.	\$ 8.00 to \$10.00
Sandal	30 "	12.00 to 14.00
Satin	36 "	16.00 to 20.00

No. 338. Army Knapsack,
Lettered.

Made in regulation size.
about 26 inches in length.

Code word.	Price.
Sabot	\$12.00 to \$20.00

No. 305. Open Book or Bible,
set in Arch.

Measure, length of base.

Code word.	Size.	Price.
Umbel	33 in.	\$18.00 to \$22.00
Union	42 "	25.00 to 30.00

No. 287. Scroll, lettered.

Height Measure.

Code word.	Size.	Price.
Mock	20 in.	\$ 8.00 to \$10.00
Mode	23 "	10.00 to 12.00
Monk	26 "	12.00 to 15.00
Mood	29 "	15.00 to 18.00
Moth	32 "	18.00 to 21.00
Moon	35 "	22.00 to 25.00

No. 359. Elaborate Crescent
on stand encircling Lyre.

Height Measure.

Code word.	Size.	Price.
Udder	26 in.	\$20.00 to \$25.00
Ultra	30 "	25.00 to 30.00
Upon	36 "	35.00 to 40.00
Umber	42 "	42.00 to 50.00

No. 357 Standing Anchor, Sur-
mounting Lettered Base.

Designs of this character to special
advance order, from two feet and
up in height.

Code word.	Price.
Unique	From \$25.00 upwards.

FLORAL DESIGNS.

No. 166. Pair Cycas Leaves, with Roses, etc.

Code word.	Size.	Price.
Yard	Small Leaves,	\$ 5.00 to \$ 6.00
Year	Medium Leaves,	7.00 to 10.00
Yawl	Large Leaves,	10.00 to 15.00

No. 313. Broken Column.

<i>Height Measure.</i>		
Code word.	Size.	Price.
Madam	19 in.	\$ 8.00 to 11.00
Malign	22 "	11.00 to 14.00
Manage	25 "	14.00 to 17.00
Mallet	28 "	18.00 to 21.00
Mandate	31 "	22.00 to 25.00
Manly	34 "	25.00 to 30.00
Mansion	38 "	30.00 to 35.00
Mantle	42 "	35.00 to 40.00

As far as is practical in flower work, it always pleases us to carry out any special ideas, and correspondence on such is solicited.

No. 511. Oval Basket of Flowers.

As Shown on Last Inside Page.

Length Measure.

Code word.	Size.	Price.
Fairly	18 in.	\$ 5.00 to \$ 6.00
Fallen	22 "	8.00 to 10.00
Famine	28 "	12.00 to 15.00
Fancied	36 "	16.00 to 20.00

No. 274. Standing Harp.

Height Measure.

Code word.	Size.	Price.
March	21 in.	\$ 8.00 to \$10.00
Mask	24 "	11.00 to 14.00
Mate	27 "	15.00 to 20.00
Maze	30 "	20.00 to 25.00
Match	33 "	25.00 to 30.00
Mast	36 "	30.00 to 35.00

When ordering, make no mistake with our address, as given on first cover and title pages.

FLORAL DESIGNS.

No. 339. Odd Fellow's Three Links on Slanted Panel.

Length Measure of Panel.

Code word.	Size.	Price.
Safe	24 in.	\$10.00 to \$12.00
Saint	28 "	12.00 to 15.00
Salt	32 "	15.00 to 18.00
Sash	36 "	18.00 to 22.00

No. 341. Maltese Cross.

Width Measure.

Code word.	Size.	Price.
Skate	12 in.	\$ 5.00 to \$ 6.00
Scamp	14 "	6.00 to 8.00
Scar	17 "	8.00 to 10.00
Scath	20 "	10.00 to 12.00

No. 344. Standing Square and Compass.

Height Measure.

Code word.	Size.	Price.
Savor	24 in.	\$14.00 to \$16.00
Saxon	27 "	17.00 to 20.00
Sceptre	30 "	20.00 to 25.00
Sealer	33 "	25.00 to 30.00

In this business, experienced judgment must often be applied, so that needed results will follow certain, and mistakes be avoided. This also makes it imperative that orders for fine flowers or designs be entrusted only to experienced florists of known taste and ability.

We keep posted on the newest and up-to-date ideas in floral combinations and effects.

No. 349. Standing Coronet and Cross, Base Mounted (Masonic.)

Measure, widest diameter across Coronet.

Code word.	Size.	Price.	Code word.	Size.	Price.
Sacred	14 in.	\$16.00 to \$20.00	Sample	20 in.	\$28.00 to \$35.00
Salute	17 "	22.00 to 26.00			

FLORAL DESIGNS.

No. 225. Standing Panel of Ferns, etc., with Roses.

Height Measure of Panel.

Code word.	Size.	Price.
Padlock	20 in.	\$ 8.00 to \$10.00
Parent	24 "	12.00 to 15.00
Parlor	28 "	17.00 to 20.00
Parole	36 "	22.00 to 25.00

No. 217. Flat Sheaf, Roses, etc.,
with Ribbon Tie.

Sheaves, 18 inches long and upwards.

Code word.	Style.	Price.
Mend	Medium,	\$4.00 to \$ 5.00
Mesh	Large,	5.00 to 7.00
Mewl	Special,	8.00 to 10.00

No. 386. Cresnet Wreath for
Doorways.

To be used either with or without crape.

Code word.	Size.	Price.
Male	Small,	\$3.00 to \$4.00
Mark	Medium,	5.00 to 6.00
Mass	Large,	7.00 to 8.00

No. 511. Oval Basket. See preceding page (above Standing Harp.)

Many other designs than are here listed, also original arrangements, can be supplied by us.

HOW TO ORDER FLOWERS BY EXPRESS.

Flowers, carefully packed as we send them, carry for two or three days' journey by express.

State time flowers are wanted, either early or late. Give an idea of what you desire—quantity, quality, and price—that we may study your special wants. Measurements given refer to finished sizes.

To give us ample time, by ordering early, will be to your advantage. If we cannot supply your order we will reply at once by mail ; or, if notice is short, by telegraph.

If no time is mentioned, flowers go by first train after order is received.

All orders sent by express ; none by mail, being too uncertain.

Write items distinctly, in lines or paragraphs, or on sheets separate from the letter.

Owing to the expense of proper packing and shipping, orders for less than \$1.00 are not solicited.

IMPORTANT.

Orders by telegraph or telephone. When flowers, etc., are wanted the same day or next, it is best to telegraph or telephone. The following Cipher Code will be found useful, and saves cost on telegrams.

Wool—Send on afternoon train today.

Wonder—Send on early train tomorrow.

World—Send on afternoon train tomorrow.

Wave—Send today or on early train tomorrow.

Anticipate—Answer whether you can fill order or not.

Adjacent—If cannot send on train mentioned, next one will do.

Decorate—If cannot send all on train mentioned, send balance on next train.

Driving—No substitution allowable. Fill order as given.

Flocking—Have sent mail order ; if not yet received, send following at once, and cancel mail order.

Durable—White flowers only, for funeral purposes.

Dilate—Flowers for funeral purposes, at your discretion.

Flowers (or Cut Flowers)—Assorted colors and kinds are desired.

Hail—Prepay express charges and charge to me.

Snow—This is for a token, my card to accompany same.

TERMS OF BUSINESS, ORDERING, ETC.

References positively required from strangers desiring to open accounts. Telegrams and answers to same must be paid for by party inquiring or ordering. Send remittances by bank draft, post-office or express company orders, or registered letter.

N. B.—When not definitely advised otherwise with the order, we reserve the privilege, at our discretion, to substitute other flowers or designs of similar character or nature, instead of those ordered ; the uncertainty of supply or assortment necessitating this at times. The naming of a second desired choice of design or flowers is solicited, especially on short-notice orders.

APR. 30 1902

LIBRARY OF CONGRESS

0 000 926 648 3

STANDARD STYLE GATES AJAR.

See inside, (Pillows Page.)