

For Other Varieties and Decorative
Specialties see full Descriptive
Catalogue and Cuts, Furnished Free.

FACTORY AND GENERAL OFFICE,
ORLANDO, FLA.

NEW YORK SALESROOM AND DEPOT,
5 WEST 3D ST., NEAR BROADWAY CENTRAL.

CLARE & SCHARRATH,

PROPRIETORS OF

Florida Palm Company,

Formerly NATURAL PREPARED PLANT CO. of NEW YORK.

First Introducers of Prepared Palms into the United States.

Now having the largest Prepared Palm Factory in the World;

Located at the source of Supplies of the Finest Prepared Palm Raw Material,
In the Exhibition Building, ORLANDO, Orange County, Florida, at South Florida Fair Grounds,
Where the whole 50,000 Square Feet of Floor Space is devoted to rendering
The Wild Florida Palms, growing luxuriantly all around the Building,

Everlasting in All Climates and Never Fading under Any Conditions.

*FIRST CLASS GOODS of Thoroughly Cured Material without Cracks or Flaws, of a Natural Shade
of Color (matching the live plants), Properly put on; Plants Properly made up with
Perfectly Natural looking Stumps.—Our Position enables us to do all this
and sell at Lower Prices than are charged FOR INFERIOR GOODS ELSEWHERE.*



WILD FLORIDA FAN PALM,
(SAW PALMETTO)

"Neither growing nor artificial,
Simply Nature perpetuated."

PREPARED PALMS

ARE A

Decorative-Selling Line.

(Do your own Decorating and Sell
Well at Same Time.)

IN

Furniture and Upholstery,
Art, China and Glass,
Fancy Goods,
Toy, Japanese and

MILLINERY DEPARTMENTS.

HANDLED BY ALL DEALERS

IN

Millinery Goods, Oriental Supplies,
Religious Articles, Funeral Furnish-
ings, Window Fixtures, Art Goods,
Hotel Supplies, Bar Fixtures, Wed-
ding Decorations, Steamer and Yacht
Stores, Photographic Materials,
Toys and Novelties and

**DISPLAY DECORATIONS FOR ALL
AND EVERY OCCASION.**

Indispensable Decorations for

Photographic Galleries and Studios,
Bicycle Stores and Academies,
Drug Stores and Confectioners,
Cloaks and Suits Salesrooms,
Millinery and Dressmaking Parlors,
Steamer and Yacht Cabins,
Hotels, Restaurants and
Apartment Houses,
Bar and Billiard Rooms,
Clubs, Armories and Ass'n Halls,
Theatres, Music Halls, Roof Gardens,
Saloons and Cafes,
Museums and Libraries,
Winter and Summer Gardens
and Resorts,
Fairs and Exhibitions,

Houses and Homes in City or Country
**And wherever else a Perfect and
Lasting Floral Decoration is Desired.**

For Private or Public Purposes
Prepared Perpetual Palms Prove
Priceless, Possessing Prime
Points, Practical Progressive People
appreciate.

Tempting Tropical Trifles To all
Trades Treated to be no Trouble,
Quick Turnovering, Try Them; They
Tell Their True Tale.

SAVE YOU MONEY BECAUSE:

- Have no Expensive Traveling Salesmen;
- Sell through the Mails, the cheapest way;
- Do all the work we can ourselves;
- Manufacture on the Spot, the right spot
- Get Special low freight and Express rates;
- Make Lowest Prices and best Terms;
- Give You first Class Work and

WE AIM TO SATISFY YOU IN EVERY WAY AND WILL GREATLY APPRECIATE YOUR COMMUNICATIONS.

ORLANDO, FLA.

10/7/99

Mr. Courtland Buckman
Jacksonville, Fla.

Dear Sir, We will be glad to
hear from you regarding factory
site in Jacksonville.

Writer cannot decide
about residence until we
have definitely decided about
factory.

Yours truly,
Clare Scharrath
W. B. Scharrath

PLEASE TURN OVER.

Oct 9th
Clare Scharrath

There is No Doubt
THAT
PREPARED PALMS OF 1ST QUALITY
AT REASONABLE PRICES,
Can Only be Made Properly

Where the Raw Material Grows in Abundance,
and where Labor and Space are Cheapest.



WE
ARE THE ONLY PEOPLE ON THE RIGHT SPOT,
At the Source of Supplies.

Send Your Orders Here. * You will be Perfectly Satisfied
in Every Way.

*We have Splendid Railroad and Express Facilities at Special Low rates. Can make
Prompter Shipments and give you better Terms Than You can Possibly
get Elsewhere.*

READ ENCLOSED CATALOGUE. NOTE OUR CUTS AND PRICES. YOU CAN OR-
DER FROM OUR CATALOGUE THE SAME AS IF YOU SAW THE GOODS. IT
IS THE ONLY HONEST DETAILED AND FULLY DESCRIPTIVE CATALOGUE
PUBLISHED. YOU KNOW JUST EXACTLY WHAT YOU ARE GOING TO GET.
WE WILL TAKE BACK ALL GOODS NOT AS SPECIFIED.



Don't Forget It! Prepared Palms are the Finest
Decorative-Selling line you can Handle.
Other Prepared Palm Makers buy from Us to Sell again, Why not Send to Headquarters?

Carefully Investigate our Descriptions. Write us if you need to know any more about
These Palms. We can Convince you that our Palms are Good things. They
Don't want much Pushing along either. They sell themselves.
They only need to be Displayed. They Decorate Free of Cost.

Send Your Orders to the Oldest Firm in the Business, _____

CLARE & SCHARRATH,

Proprietors FLORIDA PALM COMPANY,

ORLANDO, - - - - FLORIDA.

*
"C & S," Quality Prepared Palms ARE THE ONLY PALMS WORTH HAVING.