

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.