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

M. Goddard Bronwood
Jacksonville, Fla.

Promise: We will be glad to hear from you regarding future

Ordering Perpetual Palms. We have definitely decided about

Factory. It will be

Due to

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

Please Turn Over.

Our Aim to Satisfy You in every Way and will greatly appreciate your communications.
There is No Doubt

THAT

PREPARED PALMS OF IST 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 ORDER 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.