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 80,000 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 Thorougly Cured Material without Cracks or Flaws, of a Natural Shade of Color (matchiing 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.

CLARE & SCHARRATH,

PROPRIETORS OF

O R L A N D O, Fl A. I. 2.1900,

Jacksonville

Fla.

Dear Sir,

Thanking you for your favor of 1st we cannot decide yet about the property you showed us. We are in communication with Mr. Scharrath in N.Y. at present about it.

We were just about to write you to look up other pieces of land for us not only on the River but on the Railroad also. Plant System preferred, South of Jacksonville. Also that you can definitely offer on the other side of the river, either right across or somewhere near, & either on the river or on a creek with plenty of water in it.

We would give preference to a place having a building or buildings on it, as the larger the buildings the better. We will consider any place so long as it is somewhere near Jacksonville or near River or R.R.

Your attention will much oblige

Yours res.

J. C. Buckman

SCHARRATH

PROPRIETORS OF

WILD FLORIDA PALM COMPANY

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.
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 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.
PHOTOGRAPHS SUPPLIED OF ANY PLANTS WANTED.