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 up; 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.

PHOTOGRAPHS
SUPPLIED.

Mr. C. Buckman
Jacksonville
Fla.

Dear Sir,

Thanking you for your favor of Ist 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 on the River but on the Railroad also. Plant System preferred, South of Jacksonville. Also what 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, & 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. v.


FOR OTHER VARIETIES AND DECORATIVE SPECIALTIES SEE FULL DESCRIPTIVE CATALOGUE AND CUTS. FURNISHED FREE.

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.

HANDLE BY ALL DEALERS

Millinery Goods, Oriental Supplies,
Religious Articles, Funeral Furnishings,
Window Pictures, Art Goods,
Hotel Supplies, Bar Fixtures,
Wedding 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 Salerooms,
Millinery and Dressmaking Parlor,
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.

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

SAY YOU MONEY BECAUSE:

Have no Expensive Traveling Salesmen;
Sell through the Mail, 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.

YOUR SALEMAN IS OUR FRIEND AND WANTS TO SATISFY YOU IN EVERY WAY AND WILL GREATLY APPRECIATE YOUR COMMUNICATIONS.
There is No Doubt

THAT

P R E P A R E D  P A L M S  O F  I S T  Q U A L I T Y

A T  R E A S O N A B L E  P R I C E S ,

C a n  O n l y  b e  M a d e  P r o p e r l y  W h e r e

The Raw Material Grows in Abundance, and where Labor and Space are Cheapest

W E  

A R E  T H E  O N L Y  P E O P L E  O N  T H E  R I G H T  S P O T ,

A t  t h e  S o u r c e  o f  S u p p l i e s .

S e n d  Y o u r  O r d e r s  H e r e .

Y o u  w i l l  b e  P e r f e c t l y  S a t i s f i e d

i n  E v e r y  W a y .

W e  h a v e  S p l e n d i d  R a i l r o a d  a n d  E x p r e s s  F a c i l i t i e s  a t  S p e c i a l  L o w  r a t e s .  C a n  m a k e

P r o m p t e r  S h i p m e n t s  a n d  g i v e  y o u  b e t t e r  T e r m s  T h a n  Y o u  c a n  P o s s i b l y

g e t  E l s e w h e r e .


d e r  f r o m  o u r  c a t a l o g u e  t h e s e  a s  i f  y o u  s a w  t h e  g o o d s .  I t  i s  t h e  o n l y  h o n e s t  d e t a i l e d  a n d  f u l l y  d e s c r i p t i v e  c a t a l o g u e

P u b l i s h e d .  Y o u  k n o w  j u s t  e x a c t l y  w h a t  y o u  a r e  g o i n g  t o  g e t .


D o n ' t  F o r g e t  I t !

P r e p a r e d  P a l m s  a r e  t h e  F i n e s t  D e c o r a t i v e - S e l l i n g  l i n e  y o u  c a n  h a n d l e .

O t h e r  P r e p a r e d  P a l m  M a k e r s  b u y  f r o m  U s  t o  S e l l  a g a i n ;  W h y  n o t  S e n d  t o  H e a d q u a r t e r s ?

C a r e f u l l y  I n v e s t i g a t e  o u r  D e s c r i p t i o n s .  W r i t e  u s  i f  y o u  n e e d  t o  k n o w  a n y  m o r e  a b o u t

T h e s e  P a l m s .  W e  c a n  c o n v i n c e  y o u  t h a t  o u r  P a l m s  a r e  G o o d  t h i n g s .  T h e y

D o n ' t  w a n t  m u c h  P u s h i n g  a l o n g  e i t h e r .  T h e y  s e l l  t h e m s e l v e s .

T h e y  o n l y  n e e d  t o  b e  D i s p l a y e d .  T h e y  D e c o r a t e  F r e e  o f  C o s t .

S e n d  Y o u r  O r d e r s  t o  t h e  O l d e s t  F i r m  i n  t h e  B u s i n e s s ,

C L A R E  &  S C H A R R A R T H ,

P r o p r i e t o r s  F L O R I D A  P A L M  C O M P A N Y ,

O R L A N D O ,  F L O R I D A .

"C & S," Q u a l i t y  P r e p a r e d  P a l m s  A R E  T H E  O N L Y  P A L M S  W O R T H  H A V I N G .