

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62,27

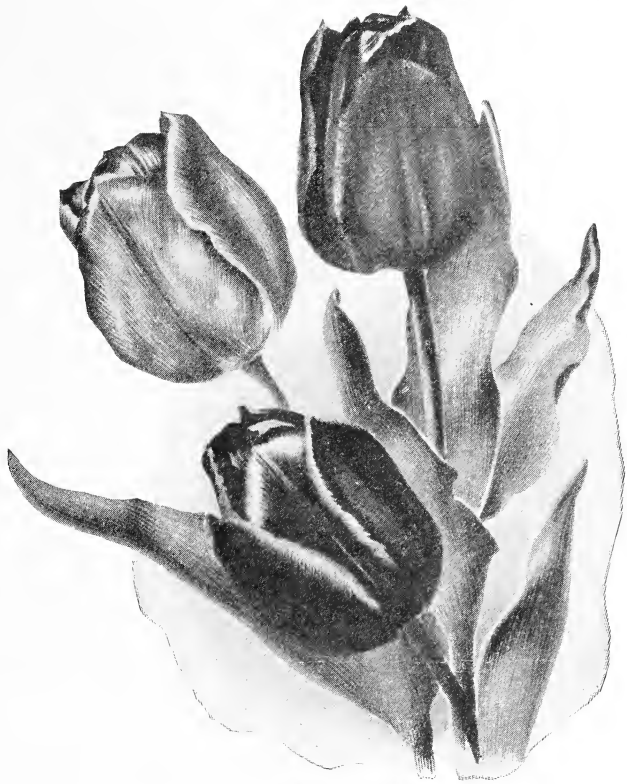
LIBRARY  
RECEIVED  
SEP 28 1927

# 1927 BULBS TO PLANT IN THE FALL 1927

Lock Box 35

JOSEPH BANCROFT & SON

Cedar Falls, Iowa



Darwin Tulips

The purchase of spring flowering bulbs should not be considered an expense, to be charged to one garden season. It is an investment. A stock of bulbs has been known to produce flowers for many years outside.

This catalog goes to all our customers. Yet our orders in the fall are about one-third those in the spring. Two out of three who make spring gardens, then, do not plant bulbs in the autumn.

Why?

It must be because they do not know the harvest of joy and beauty which one reaps in the spring and early summer months, as payment for the little trouble and expense of planting bulbs in the autumn.

Surely no one who has once seen his daffodils, tulips, or hyacinths come into flower, would willingly let a year go by without their brilliant presence to herald the arrival of spring.

SEND BULBS TO YOUR FRIENDS  
As a gift, nothing will give them more pleasure, as they are permanent and lasting.

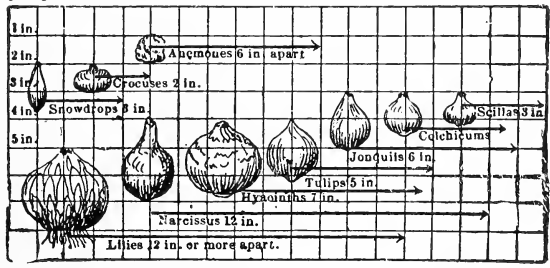
## Time of Delivery

Practically all Dutch and French Bulbs will be ready this year during September and early in October.

**WHEN TO ORDER.** It is best to order promptly on receipt of this list, but they may be planted outside any time up to freezing weather. Practically all the bulbs in this list are ready in October, some of them before.

**QUALITY OF OUR BULBS.** Our bulbs are the best we can buy—the same as we use ourselves for forcing and must not be compared with stock bought to sell cheap.

**OUR PRICES** are as low as this grade of bulbs can be sold. Labor conditions in Europe are such that our bulbs cost us more than they did several years ago. All Bulb Prices in this Catalog are prepaid.



## How to Plant Your Bulbs

A careful study of the engraving will show you the exact depth and distance to plant your bulbs outside. Spade your ground up well—good and deep—well pulverized and rich. Then smooth off the soil and firm with brick or board. By using a round stick a little larger than the bulb you are planting, you can easily make holes the right size and depth. Drop your bulb in right side up, fill the hole and again pack solid firm and give thorough watering when the ground is dry outside.

When the ground freezes in the Fall give a thorough mulch, leaving same on all Winter and gradually remove in the Spring.

We consider it advisable when the ground is thoroughly moist after you have placed your mulch on the same to cover the entire bed up with boards or roofing paper, so as to prevent it from getting very wet in the Winter and then freezing and thawing.

For inside use, plant your bulbs in light sandy soil, firming them well in the soil with crown of bulb below the surface. Give them thorough watering; then plunge the pots in the cellar to a depth of 3 or 4 in. above the pot and again water thoroughly. Examine them occasionally and if they become dry give them a thoro watering, keeping them buried from 4 to 6 weeks till they are started. Then remove them to the light and grow cool. Do not bring them to the light until they are thoroughly rooted and started and do not put them in a hot, sunny place, as this will have a tendency to make short, inferior blooming stalks. A light, cool, sunny window is best for the growing of all bulbs in the home. Hyacinths will have longer spikes if grown in the shade.

## HYACINTHS

Planted in a bed outside in a protected place will give you satisfaction. Assorted colors for outside planting. Owing to conditions in Europe Hyacinths are high this year.

### IMPOR TANT

For indoor culture plant one bulb in 4-inch or 3 or 4 in a 6-inch pot. Use light, rich soil. Plant about 1½ inch below surface—give a good watering and set away in cool, dark place for 6 or 8 weeks, bringing them in as wanted.

**Use Dutch Roman and Named Dutch Hyacinths for Indoor Planting.**

#### DUTCH ROMAN OR MINIATURE

(These are especially suitable for pot culture inside. Plant 3 bulbs in 5-inch pot.)

LADY DERBY. Blush pink.  
GRAND MAITRE. Deep blue.  
GERTRUDE. Clear pink.  
QUEEN OF BLUES. Light blue.  
L'INNOCENCE. Pure white.

**Price—11c each; \$1.20 per dozen.**

#### UNNAMED HYACINTHS

Especially suitable for outdoor culture.

##### Colors Separate

SINGLE—Light Blue, Dark Blue, Red, Rose, White.

We do not carry the cheaper double varieties as they do not give satisfaction.

FOR GARDEN CULTURE—Plant 4 inches deep and protect with mulch. Do not uncover too early in Spring. **10c each, \$1.00 per dozen.**

#### NAMED DUTCH HYACINTHS

(These are best for pot culture indoors)

Our list contains only the best varieties for general use in their respective shades.

##### SINGLE VARIETIES

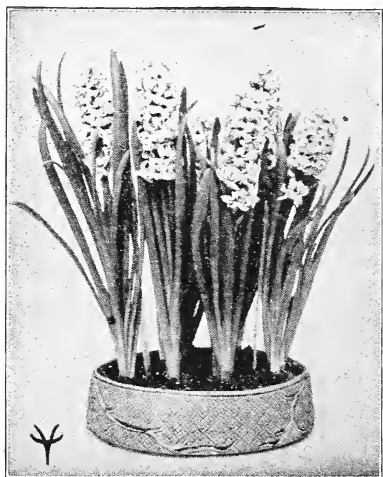
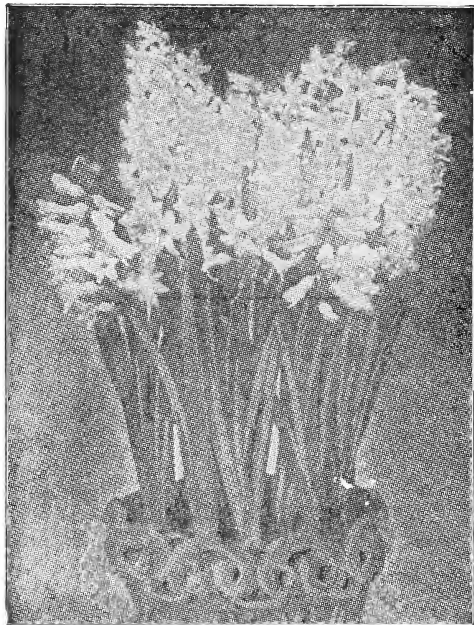
GERTRUDE. Medium early, Rose pink.  
LA VICTORIA. Brilliant dark pink.  
LADY DERBY. Early blush pink.  
MAD VANDERHOOP. Best medium white,  
QUEEN OF BLUES. Early, light blue.  
KING OF BLUES. Dark blue, medium.  
GARIBALDI. Brilliant Red.  
KING OF YELLOW. Large and early.  
LA INOCENCE. Pure white, compact, truss, early.

(Note. The single varieties are best for pot culture.)

##### DOUBLE VARIETIES

GROOTVORST. Double pink. BLOCKSBURG. Early Porcelain.  
PRINCESS LOUISE. Deep red. GARRICK. Deep blue, early.  
SUNFLOWER. Bluff, good spike. ISABELLA. Pure white.

**Price of named Dutch Hyacinths, single and double, 18c each, \$2 dozen.**



**Pan of Hyacinths**

## CROCUS

Especially suited for edging beds; blossoms very early in spring.

#### UNNAMED VARIETIES

White, striped, blue and yellow, or assorted—30c per dozen; \$2.25 per 100.

#### CROCUS NAMED VARIETIES

(Extra large flowering)

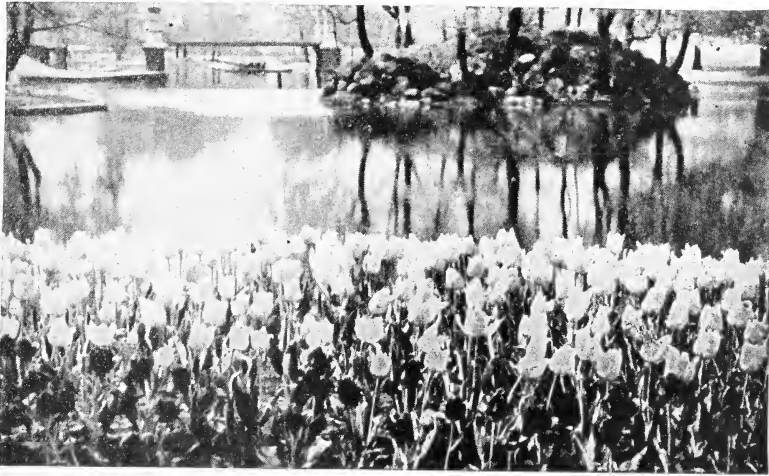
MT. BLANC. Pure white.  
SIR WALTER SCOTT. White, striped blue.  
CLOTH OF GOLD. Golden, striped brown.  
GENERAL GORDON. Purple.

**40c per doz.; \$3 per 100.**



**Early Tulips.**

# TULIPS



Because of the uniformity of their height, and their upright, short stems, early tulips lend themselves to formal bedding, and in parkways, court-yards and similar locations, serve to herald the arrival of spring with the season's first display of bright color.

No Flower for outside planting will give you the pleasure these will. Plant as soon as received in the fall and after the ground freezes, protect with mulching, which should be removed as soon as they show growth in the spring.

**A SELECTION OF THE BEST SINGLE NAMED VARIETIES (Early Flowering)**

- DIANA. Very early pure white.
  - CRAMOISI BRILLIANT. Finest scarlet.
  - GRIS-DE-LINN. White edged rose.
  - WHITE SWAN. Pure white.
  - DUCHESS DE PARMA. Brown and orange, 75c doz.
  - LA REINE. White shaded rose.
  - YELLOW PRINCE. Golden Yellow.
  - KEIZERKROON. Red with broad yellow border. \$1 doz.
  - ARTUS. Fine deep scarlet.
  - ROSE GRES DE LINN. Delicate rose.
- Except noted. 6c each, 65c per dozen, \$4 per 100.**

**SINGLE FINE MIXED TULIPS**  
For bedding, per dozen, 50c; 100 for \$3.00.

**A SELECTION OF THE BEST DOUBLE NAMED VARIETIES (Early Flowering)**

- TOURNESOL. Red and yellow.
  - MURILLO. Large pink suffused white.
  - RUBRA MAXIMA. Dazzling scarlet.
  - COURONNE D'OR. Beautiful rich golden yellow.
  - SCHOONOORD. Double pure white.
  - SALVATOR ROSA. Beautiful deep rose.
- Price of Named Tulips—6c each 65c per dozen—\$4.00 per 100.**

**DOUBLE MIXED TULIPS**  
For bedding, per dozen 50c; 100 for \$3.50.

**SPECIAL OFFER—TULIP BEDS—Early Flowering.**

We can furnish at a special price, bulbs for circular beds in 4 colors, varieties to be our selection. Shallow rooted plants can be grown in these beds without removing the tulips, except once in 3 years. For planting in parkways these beds are ideal. Plant the bulbs either 4 or 6 inches apart.

- For 3-ft. bed planted 4 in. apart, 96 tulips, 24 each, red, white, yellow and pink, **\$3.25 Prepaid**
- For 3-ft. bed planted 6 in. apart, 36 tulips, 9 each, red, white, yellow and pink, **\$1.50 Prepaid**
- For 4-ft. bed planted 4 in. apart, 128 tulips, 32 each, red, white, yellow and pink, **\$5.25 Prepaid**
- For 4-ft. bed planted 6 in. apart, 60 tulips, 15 each, red, white, yellow and pink, **\$2.40 Prepaid**

**BULBS FOR NATURAL EFFECTS**

NARCISSI, CROCUS and TULIPS are especially suitable for planting in clumps along streams and in fence corners. If planted in clumps in a sheltered spot, they will produce a mass of color in the spring. We put up the following collections for this purpose:

- NARCISSI—Hardy varieties, in assortment, our selection, 50c a dozen, \$4.00 per 100.
- TULIPS—Late flowering Cottage in special mixture varieties, \$3.00 per 100.
- HYACINTHS—Assorted colors, \$1.00 per dozen; \$8 per 100.
- LILY—(L. Candidum)—30c each; \$3.00 per dozen.
- BREEDER TULIPS—Especially suited for out-door permanent planting. 50c a dozen, \$3.50 per 100.
- TULIPS—Early Flowering varieties, assorted colors, \$3.50 per 100.



**Candidum—The Finest Hardy White Lily That Grows.**

**SPECIAL NOTICE**

You will note the reduced price on Darwin Tulips this year. There is a large crop in Holland and Holland bulb growers have reduced the price considerably.

Our Special price of 100 bulbs (10 named varieties) for \$3.00, prepaid, is of exceptional value. You cannot afford to miss it. The assortment of colors is very good.

## LATE FLOWERING TULIPS



This section of the Tulip family deserves more attention. Being of great beauty and coming into bloom in May, a splendid success of bloom can be had when planted along with the early tulips. They are extremely hardy and particularly fine for planting in clumps among shrubbery or in the herbaceous border. The flowers being borne on extra long stems make them invaluable as cut flowers and they have the added value of lasting a long time when cut and placed in water. (Unless noted are all single.)

### PARROT TULIPS

Very odd twisted petals. Mostly fringed. Medium late in flowering. All colors mixed, 60c a doz. \$3.50 a 100.

### COTTAGE OR MAY FLOWERING TULIPS

These include several shades not included in Darwins.

ISCOMB SCARLET. Brilliant vermilion, crimson base.

ISABELLA. Primrose, flushed rose, changing to rosy red.

GESNERIANA SPATHULATA. Scarlet, blue center, sweet scented.

THE FAWN. A charming shade of fawn.

GESNERIANA ORANGE GLOBE. Bright orange.

ISCOMB YELLOW. Bright yellow.

MAIDENS BLUSH. White tinted pink.

60c per dozen, \$4.00 per 100.

### DARWIN TULIPS (A SELECTION OF THE BEST VARIETIES)

BARONNE LA TONNAYE. Bright pink.

CLARA BUTT. Soft salmon pink.

GLOW. Brilliant red.

LA TULIPE NOIRE. The blackest of all tulips.

GRETCHEN. Soft blush.

MRS. POTTER PALMER. Rich glowing purple.

PAINTED LADY. Creamy white.

BARTIGON. Crimson scarlet.

SULTAN. Maroon black.

PRIDE OF HAARLEM. Glossy pink.

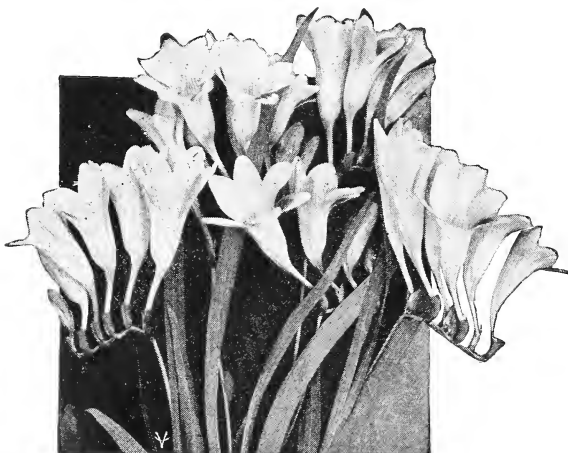
F. SANDERS. Rich brilliant scarlet.

MME. KRELAGE. Soft pink

Except Noted—Price of late named Tulips 55c per dozen, \$4.00 per 100.

## Special On Late Flowering Tulips

Large crops of late Tulips in Holland has reduced the price. We are now able to give our customers this offer of special value: 100 late Tulips, in ten named varieties, our selection of varieties, prepaid for \$3.00.



Freesia

### FREESIAS

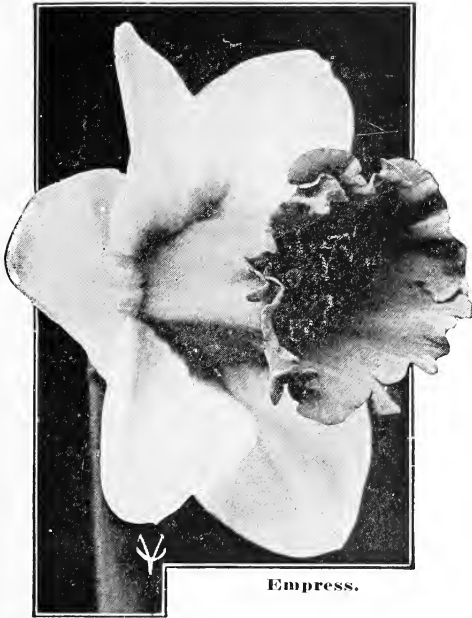
Very easy culture; plant bulbs in a 4 or 5 inch pot. Do not cover like other bulbs, simply set away till they start, then bring to light. Plant 6 bulbs in a 5-inch pot. Grow in full sun and near window.

PURITY—Flowers of large size, with great length and strength of stem. A magnificent, glistening white. Large size, 5c each; 50c per dozen.

RAINBOW FREESIAS—Gen. Pershing, beautiful varieties, lavender and pink. 6c each, 65c a dozen.

CALIFORNIA GOLDEN YELLOW—6c each, 60c per dozen.

# AMERICAN GROWN NARCISSUS AND DAFFODILS



**Empress.**

**SPECIAL NOTICE**—Owing to Government Quarantine regulations, we can only offer American grown Narcissus which we believe will be equal to European grown.

Except noted all varieties are equally suited for indoor growing and for planting out-doors in the garden. Our prices are all for largest size bulbs, many of which will throw two flowers. (Prices quoted are prepaid.)

**EMPEROR**—Entire flower rich yellow, trumpet very large, 12c each, \$1.40 per dozen.

**EMPRESS**—Trumpet rich yellow, perianth, pure white, 12c each, \$1.40 per dozen.

**GOLDEN SPUR**—Extra large rich yellow, strong grower, 12c each, \$1.40 per dozen.

**BICOLOR VICTORIA**—Pure white perianth, large yellow trumpet, 12c each, \$1.40 per dozen.

**POETICUS**—Flower pure white, golden cup, 10c each, \$1.10 per dozen.

**MINISTER TALMA**—One of the finest pure yellow trumpet varieties, 12c each, \$1.40 per dozen.

**DOUBLE VARIETIES**

**POETICUS ORNATUS**—Pure white with yellow cup. Early bloomer, 12c each, \$1.40 per dozen.

**SPECIAL OFFER** — 12 hardy Narcissus, assorted varieties, all hardy, for out-of-door planting, for 90c prepaid.

**TENDER VARIETIES**

For early blooming and for growing in water.

**Paper White Narcissus.** These beautiful, graceful Narcissus will flower as early as Christmas. The flower is larger than the Chinese Lily. Planted in earth use 6 to 8 bulbs in a 6-inch pan, which started in September will flower by Christmas. Very easily grown. 8c each, 85c per dozen.

No bulbs will give you more perfect satisfaction indoors than the varieties of Narcissus. For extra early use plant Paper White. For later use plant any of the other varieties listed.

**MISCELLANEOUS BULBS**

**Ixias** like miniature Gladiolus are easily forced. Shades of pink and yellow. 50c per dozen.

**Grape Hyacinths.** Blue, 50c per dozen.

**Oxalis Pink.** 50c per dozen.

**Oxalis Buttercups.** 50c per dozen.

**Snowdrops.** Single, 60c per dozen.

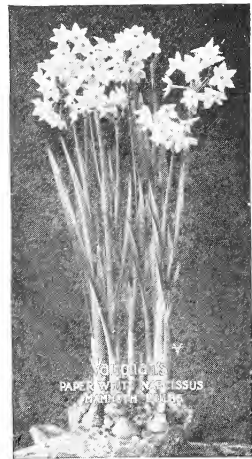
**Scillia Siberica.** 6c each, 70c per dozen.

**Chinodoxa.** (Glory of the Snow.) Very early Spring flowering bulb. Outside beautiful light blue. 5c each, 50c per dozen.

**Pearl Chips Colored.** 15c per lb., prepaid.



**Bulb Bowls.** 5 inch. 35c. 6 inch 50c. 7 inch, 75c. If by mail, add 10c each.



**Paper white**

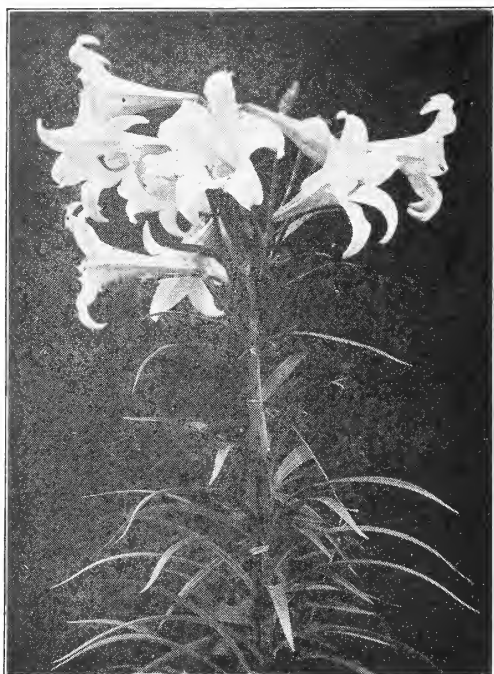
**SPECIAL**

3 bulbs Paper White Narcissus with bulb bowl and shells 70 cents prepaid.

Send them to your friends.



## LILIES (For Indoor Planting)



Easter Lily

### EASTER LILY

Plant as soon as received in October and will bloom in March or April if grown in a warm sunny room.

**GIGANTIUM**—The best variety for Easter. 1st size, 30c each; 2nd size, 50c each.

### FORMOSA

Similar in form to Gigantium but taller in growth and earlier in coming into flower. 1st size, 30c each; 2nd size, 50c each.

### CALLA LILY

We offer the half dwarf variety, Little Gem. It is a more free bloomer than the old variety. 25c and 50c.

### LILY CANDIDUM (St. Joseph Lily)

Pure white, hardy, planted early in fall outside, blooms following June. Large bulbs 30c each; 12 for \$3.00.

### LILY REGALIA

Flowers white, shading yellow with pink tinge on outer side of petals. Very fragrant and hardy. Home grown bulbs 35c each; 3 for \$1.00.

### A FEW SPECIALS IN HARDY PLANTS, SHRUBS, ETC.

These can be successfully planted in the Fall. Plant now, and you will have them ready next Spring when you are busy. For complete list see last Spring's Catalog, mailed on request.

**HARDY PHLOX**—Ten best varieties. 1 year old clumps, 25c each, 5 for \$1.00.

**LILY OF THE VALLEY**—Clumps at 25c each.

**JAPAN IRIS**—Several varieties. 1 year old clumps, 40c.

**GERMAN IRIS**—Several varieties. 1 year old clumps, 30c each, 4 for \$1.00.

**SIBERIAN IRIS**—20c each, 6 for \$1.00.

**HARDY ASTERS**—Assorted kinds, clumps, 35c.

**SHASTA DAISIES**—25c each.

**COREOPSIS LANCEOLATA**—25c each.

**AMPELOPSIS VEITCHII**—Extra strong pot grown plants, 50c each.

**CLEMATIS PANACALATA**—Extra strong pot grown plants, 50c each.

**PEONIES**—We offer 10 of the best standard varieties divided clumps 40c each, 6 for \$2.00.

**BARBERRY THUMBERGI**—The greatest hedge plant for this climate, 1st size, 25c each, \$2.50 per dozen; large size, 40c each, \$4.00 per dozen.

**SPIREA VAN HOUTH**—1st size, 25c each, \$2.50 per dozen; 2nd size, 50c each, \$5.00 per dozen. Largest size, 75c each, \$7.50 per dozen.

**HYDRANGEA PANICULATA GRANDIFLORA**—1st size, 40c each, \$4 per dozen; 2nd size, 75c each, \$7.50 per dozen.

**NEW HYDRANGEA SNOWBALL**—60c each.

**SNOWBERRY**—White and red, 60c each.

**GAILLARDIA GRANDIFLORA**—Clumps 25c.

**DELPHINIUM**—(Hardy Larkspur) strong clumps, 25c each; \$2.50 dozen.

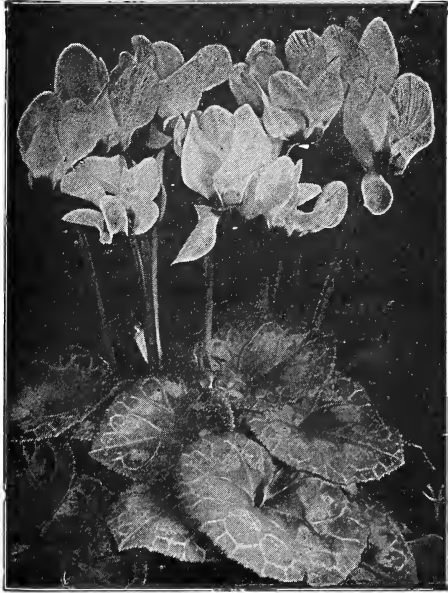


Whitmanii Fern.



## Plants Especially Suited for the Home During the Fall and Winter

Space only permits a small list of same. Our complete descriptive Spring Catalog of Plants, Shrubs, Perennials, Cut Flowers, etc., will be mailed you on request. If you do not have same, write for it.



**Cyclamen Persicum**

- CHERRY JERUSALEM—For midwinter, (full of fruit), 50c and \$1.00 each.
- CINERARIA—25c and 50c each.
- POMEGRANATES—Strong plants, 50c.
- SANSEVERIA ZELANICA—Very easy to grow, thrives anywhere, 50c, \$1.00 each.
- ASPIDESTRA—Upright corn-like leaf, grow anywhere, \$1.00 and \$1.50 each.

### BOSTON AND OTHER FERNS

- OSTRICH PLUME FERN—(Whitmani) 50c, \$1.00 and \$2.00 each.
- BOSTON FERN—25c, 50c, \$1.00, \$2.00, \$3.00 and \$4 each.
- SCOTTI—Dwarf Boston type. 25c, 50c, \$1.00 and \$2 each.
- ADIANTUM CUNATEUM—25c, 50c and \$1.00.
- ADIANTUM FARLEYENCE—50c and \$1.00 each.
- HOLLY FERN—25c, 75c and \$1.00 each.

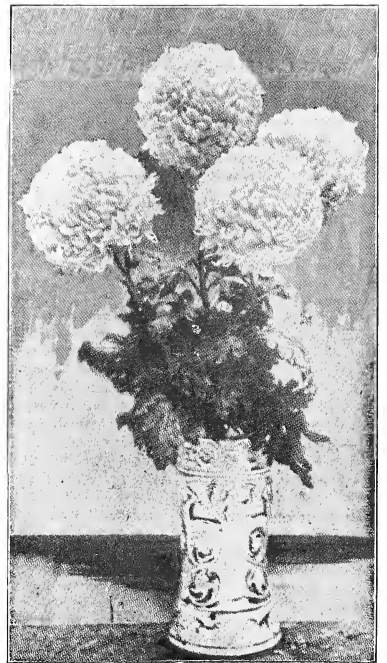
### FERNS FOR DISHES IN THE HOUSE

We have good stock of the best growing varieties suitable for fern dishes and single pots in the home. Small plants suitable for fern dishes, 15c each, 5 for 60c, 12 for \$1.20. Larger size, 25c each.

- JAPAN AIR PLANT—Similar to a very fine feathery fern, very odd, lives without water or soil. Should be hung up in a little vase, 20c each, 3 for 50c.
- FERN DISHES—Several kinds, both in glazed and Rockwood ware. 50c, 75c and \$1.00 each.
- JARDINIERES—We carry a beautiful lot in splendid assortment of fancy kinds. 50c, 75c and \$1.00. Very fancy ones, 12 to 16 inches across, \$2.00 and \$2.50 each.

### BEGONIAS FOR WINTER FLOWERING

- CHATELINE SUPREME—(pink), 25c, 50c, \$1.00 each.
- CHATELINE—(red), brilliant red, 25c, 50c, \$1.00 each.
- MELIOR—A wonderful bloomer, dark pink, 50c, \$1.00, \$1.50 each.
- ASPARAGUS PLUMOSA—15c-25c-50c-\$1.00 each.
- ASPARAGUS SPRENGERI—15c-25c-50c-\$1.00 each.
- CARNATIONS—Assorted varieties. (See Spring Catalog.) 25c each.
- CALLAS—25c and 50c each.
- DWARF CALLA—(Godfrey)—25c and 50c each.
- CHRYSANTHEMUMS—See Spring Catalog for varieties. Large size blooming plants, 75c, \$1.00, \$1.50 and \$2.00 each.
- CYPERIUS or UMBRELLA PLANT—25c and 50c each.
- FICUS ELASTICA—(Indian Rubber Tree.)—\$1 each.
- GERANIUMS—20 best varieties, 15c each, 4 for 50c. Large size, 30c each, 4 for \$1.00.
- VIOLET—15c and 25c each.
- CYCLAMEN PERSICUM—Fine stock, all sizes, 50c, \$1.00, \$1.50 and \$2.50 each.
- PALMS—Fine variety. (See Spring Catalog.) \$1 to \$5 each.
- PRIMROSE, CHINESE—25c and 50c.
- PRIMULA OBCONICA—Dark and light colors, 25c and 50c each.
- BABY PRIMROSE—25c and 50c each.
- POINSETTA—The Christmas Plant. Ready in November. Small size, 50c. Large pans, \$1.00, \$1.50 and \$2.50 each.



### CHRYSANTHEMUMS

A wonderful variety in pots 75c \$1.00 each.  
Extra Large Specimens, Plants \$2.00 each.

## CUT FLOWERS



Our Catalog (sent on request) tells you all about them. Send for complete price list.

WE CARRY ON HAND at all times, large quantities of all seasonable flowers. In point of equipment and size our plant is the best of its kind in northern Iowa.

### SEND FOR ONE OF OUR SPECIAL BOXES OF CUT FLOWERS

For the home, for a party, or for a sick friend. Just mail us your card and whatever you wish to expend, \$1.00, \$2.00 and upwards, with the address of the person who is to receive it, and we will do the rest. We know you will be pleased.

### TUMBLER AND FANCY CUT FLOWER BASKETS

Filled with flowers. \$1.50, \$2.00, \$3.00 and \$5.00 each.

### WEDDING FLOWERS

Our facilities are of the very best to supply you with just what you want. Bouquets for Brides and attendants, for the table and corsage and boutonniere. Loose flowers for tables and church decorations. Send list of what you wish for special prices.

## A LAST TRIBUTE

The use of flowers as a means of conveying sympathy is undisputed.

The practical experience we have daily in the making up of various floral arrangements insures artistic as well as skillful ideas in making sprays, casket covers and funeral designs. Our aim is to fill your order as near as possible to your wishes. If you do not have our regular Catalog, order what you wish, and you may be sure that your order will be carefully taken care of.

## Bancroft's Money Saving Collections

Collections noted by express go at purchaser's expense.

No. A—Four assorted varieties of Peonies for \$1.00 or prepaid \$1.15.

No. B—Four Primroses, assorted for 75c by express or 90c prepaid.

No. C—Five assorted Roses, from 4-inch pots, for 75c by express or 85c prepaid.

No. D—One hundred mixed Tulips, double and single for \$3.00 prepaid

No. E—One hundred Tulips, late flowering (10 named varieties), for \$3.00 prepaid.

No. F—Twelve assorted Narcissus for indoor culture for \$1.25 prepaid.

No. G—Twelve assorted Narcissus and Jonquils for outdoor planting, for 90c prepaid.

No. H—Four beautiful ferns, all different from 4 inch pots by express collect for \$1.00.

No. I—Ten assorted Dutch Roman Hyacinths for \$1.00 prepaid.

No. J—Our great collection of bulbs for indoor culture—4 Dutch Hyacinths, 2 Roman Hyacinths, 1 Easter Lily, 4 Narcissus, 6 Freesia, all for \$1.25 prepaid.

No. K—Our great collection of bulbs for outdoor planting—50 mixed Tulips, 25 mixed Crocus, 10 hardy Narcissus, all for \$2.35 prepaid.

## On Your Birthday Send Mother Flowers

### IF YOU COULD GO BACK TO YOUR BABY DAYS

What a helpless little mite you were! How everything you needed for health and happiness had to be given you!

Who watched over you from morn 'til night, catering to your slightest wish? Who taught you your first words and guided your first steps? Who was the one person you called for in time of trouble or distress?

YOUR MOTHER! Her very life was yours and the only reward she sought was a bright smile from your baby lips. In later years, at play and at school there was one day in the year that she cherished above all others—YOUR BIRTHDAY! It is one way that you can let her know NOW, how much you appreciate what she did THEN. Isn't it really her day?

So on YOUR next birthday, why not remember your Mother and

### "SAY IT WITH FLOWERS"

If Mother lives a long way off, delivery can be made through our "Flower by Wire" Service.

OUR ASSORTED BOXES are very appropriate. \$1.00, \$2.00, \$3.00, \$5.00, prepaid Or a plant or cut flower basket, \$2.00, \$3.00, \$5.00 by express prepaid, 40c extra.