

CIVIC FLOWER SHOW
QUEEN'S PARK
JUNE 22-23, 1923.

The Peony—the Civic Flower—See It In All Its Beauty

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QUEEN'S PARK
JUNE 22-23, 1923.

Peony Show

London's Civic Flower.

HORTICULTURAL BUILDING,

Western Fair Grounds
Friday and Saturday
June 22 and 23

Thousands of perfect peony blooms. Come and see the best varieties.

Admission 25c, Children 10c, but if accompanied by teachers or parents, free.

AT THE SHOW—

See the Blooms—

Then Order Your Plants from

T. H. HILL
PEONY SPECIALIST

Order your plants NOW for October planting. We guarantee strong, healthy plants. Named varieties from 50c up

ALSO CUT BLOOMS.

Greenhouses and Gardens **35 TECUMSEH AVENUE**

Peony Show Marks Growth In Horticultural Interest

Civic Flower and Floral Enthusiasts of London Bring Wide-spread Publicity For Forest City.

Near the 75,000 mark, the crucial figure in the development of any city, every factor in London's civic life must be translated in terms of progress. Hence the London Chamber of Commerce can point with pride to its choice of London's civic flower, the peony.

Chosen rather for its beauty than from any materialistic point of view, the peony has already repaid the city for its place in the sun in a most tangible manner.

Because the peony is its civic flower, last year London was signally honored. Never before in the history of the American Peony Society has a city of less than 100,000 population been chosen the center for the annual peony show. Not only in this manner did London achieve distinction through its civic flower, but among the American horticulturists it has been very definitely put on the map.

Due to no small measure to wholehearted local support, the success of the exhibition was the commencement of an international advertising campaign for the city of London.

One prominent American grower returned to his home town so enthused over the splendid results that he was able to convince his local newspaper with very little difficulty that the International Peony Show, held in London, Ontario, was worth the entire four pages of a photographic Sunday supplement. Londoners will remember the exquisite masses of bloom which were thus displayed in portrait, and beyond this, one or two of the finer London gardens were shown, and the Armories, which last year was the exhibition building. A second grower, at his own expense, issued between two and three thousand pamphlets dealing with the peony, the success of the exhibition, and the pride of London in its civic flower.

This year, although the exhibition is to be held under the auspices of the local Horticultural Society, in co-operation with the Ontario Peony Society, American growers have no means allowed their interest to decline. Some of the finest blooms have been promised, as well as new seedlings, which were not sufficiently developed to be on exhibition last year.

Representing the citizens of London, the London city council was not slow in grasping the potentialities of a civic peony show as an advertising medium for the city of London. A delegation from the Horticultural Society waited upon the council to secure a grant toward the expenses of the show. Several speakers had come prepared to plead their cause, but the plain statements of the first speaker were sufficient to convince the council that money granted to this object

could be safely regarded in the nature of a wise investment as well as a pleasant duty.

One delegate pointed out the fact that better than any display advertising, wide-rung poster, or other medium was an advertising campaign based upon actual achievement. Thus, as has been said, although London adapted and cultivated its civic flower from a deep pride in everything that is an integral part of its municipal life, yet there is much satisfaction for the Chamber of Commerce, the Horticultural Society and the citizens in general, in thinking that its civic flower, translated into terms of progress, at a point where London must either stand still or forge determinedly ahead, is making an important contribution to its social and economic welfare.

Citizens Help. For these reasons the people of the city of London, whether they are flower-growers or not, are "standing in" in all readiness to help the Horticultural Society toward the utmost success in this important undertaking, that of being an accomplished hostess to the city of London.

Throughout the United States and

to its civic visitors, a city of efficient and business-like undertakings and a municipality peopled with home-loving folks and garden enthusiasts. It is largely by reason of the success of the International Peony Show that it has become so firmly ensconced in this position. Members of the Horticultural Society are determined that this reputation shall be made stronger than ever by reason of London's first annual civic peony show, in the horticultural buildings, on Friday and Saturday.

And recognizing the importance of its civic flower, civic pride and civic enterprise, every citizen stands with pledged support.

CLUB NEWS

I. O. O. F. CONDUCTS BOOTH. Light refreshments, including home-made pies, cakes, sandwiches, ice cream and cold drinks were offered for sale at the booth in charge of the Overseas Chapter, I. O. O. F., at the Thistle Club yesterday. Mrs. A. H. Clinger, the regent, was the convener of the booth, assisted by Mrs. Robert Heard, Mrs. C. Laur, Mrs. McGuffin, Mrs. G. A. Wenige, Mrs. E. Irwin, Mrs. Fitchett, Mrs. Langford, and Mrs. Kenneson. The proceeds from the booths are in aid of the chapter's fund towards the War Memorial Children's Hospital. The members will also be in charge of the booth during today's session of the Scotch doubles.

ARRANGE GARDEN FETE. At the regular meeting of the Ladies' Aid of Adelaide Street Bap-

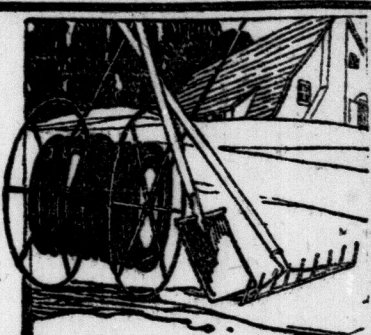
tist Church, held Tuesday afternoon, plans were made for the bazaar and garden party being given today at the home of Mrs. J. E. McNaughton, 555 Adelaide street. In the afternoon a sale of home-cooking and fancy work will be held, and in the evening it will take the form of a garden party on the grounds. Mrs. W. H. Maynard presided over the meeting. Following the business session solos were given by Mrs. A. E. Brown and readings by Miss Irma McClurg and Mrs. Rowley. Tea was served later, with Mrs. Bert Summer and Mrs. L. Yorke pouring. The hostesses of Here the future was foretold by William Blanchard, Mrs. Charles Mason and Mrs. T. Watson.

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By making complete your supply of garden tools. We have garden tools to aid the growth of every sort of plant, flower, or tree.

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Hardware.

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the answer



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Served ice-cold at stores, refreshment stands, restaurants and hotels.

Buy it by the case from your dealer and keep a few bottles on ice at home.

Drink

Coca-Cola
Delicious and Refreshing

THE COCA-COLA COMPANY
Toronto, Montreal, Winnipeg, Vancouver



BRITISH WOMEN GOLFERS TO COMPETE IN FRANCE

Associated Press Despatch. Chantilly, France, June 21.—Thirty-four women golfers, including several Britishers, will compete in the international women's golf championship, beginning here next Monday. The entry list closed last night. The favorites are Miss Gladys Bastin, last year's winner; Mrs. W. A. Gavin, the runner-up, and Miss Molly Gourlay.

all of England. Miles, de Bellet and Gaveau and Princess Achille Murat are the best rated French entries.

ST. GEORGE'S M. C.

Mrs. W. A. Tanner was the guest of honor at the June meeting of the St. George's Mothers' Club, which took the form of a picnic at Springbank. The mothers took their children with them to share in the fun, with the result that it was one of the finest gatherings which the club has yet held.

KODAK

Your Garden

The Peony Show will be a beautiful sight. So are the thousands of gardens in London. Keep a Kodak story of your garden.

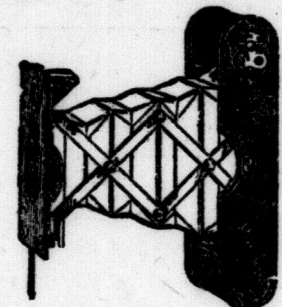
Our printing and developing will bring out its beauty.

KODAKS AND SUPPLIES

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DRUGGISTS—298 Dundas St.



Come to the
Civic
Peony Show
Queen's Park
June 22-23, 1923

London's Civic Flower—The Peony
London's Civic Pride—The City Beautiful

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Citizens of London!

In inviting you and your neighbors of the district to come to the Peony Show, we ask your co-operation to maintain

London—The City Beautiful

throughout the year.

Particularly is it the desire to have all streets, lawns and yards, as far as possible, kept up as gardens. The civic flower, the peony, grown where possible.

Earnest Co-operation of All Citizens
Is Sought That During

OLD BOYS' WEEK
AUGUST 5 TO 11

The City May Appear at Its Best.

Our guests will think more of their "home town" if lawns are properly trimmed, gardens carefully attended, boulevards in excellent shape. Everyone can share in this—let's each do our part.

The 1923 City Council desires the presence of many old boys and girls.

G. A. WENIGE, Mayor.

Aldermen Ward 1—
John Greer.
J. T. May.
P. J. Watt.

Aldermen Ward 2—
L. Douglass.
A. M. Judd.
W. A. Wilson.

Aldermen Ward 3—
Gordon Drake.
John Colbert.
Frank McKay.

Aldermen Ward 4—
Ed. Hayden.
George Burdick.
Ernest Shaw.

The Forest City!

London well deserves the name Forest City. Its wealth of foliage, beautiful trees, shaded avenues, wonderful parks, well command a pride we are prone not to hold. If other cities could show us a portion of this wealth of beauty we would return and tell of it. Let's be proud of this, the best city in Ontario, and when we speak of London do it with pride.