

GAMMAGE FLOWER SHOP A BOWER OF BEAUTY

DUNDAS BUILDING STORE, CANADA'S FINEST

Bulbs Successfully Grown In Vases, Jars and Bowls

Gammage's Advice Best and Cleanest Method of Producing
Blooms in House.

The wonderful success that has been achieved in growing bulbs, such as Roman hyacinths, Dutch hyacinths, narcissus, tulips, etc., in special fiber, such as may be secured from J. Gammage & Sons, using vases, crocks, or other receptacles without drainage, proves that it is

The Electrical Equipment and Fixtures

—IN—

Gammage's New Store

Were installed and supplied by

J. H. POLLOCK

397 CLARENCE STREET.

PHONE 5762-W.

AN IDEAL LOCATION FOR
AN IDEAL OFFICE BUILDING

DAYLIGHT OFFICES

Modern with all conveniences

FOR RENT

In the

Dundas Office Building

For full information apply

London & Western Trust

Company, Limited

LONDON

ONTARIO

The John Hayman & Sons

Company, Limited

432 WELLINGTON STREET

LONDON, ONT.

were the

General Contractors

ON THE NEW

Dundas Office Building

EDWIN SMITH

Insurance Broker

Dominion Savings Building

Phone 90

WHO HAS THE PLEASURE OF
PLACING THE INSURANCE FOR

GAMMAGE'S

EXTENDS TO THEM EVERY
SUCCESS IN THEIR NEW
AND BEAUTIFUL STORE.

not only a most charming and effective method of growing bulbs for those who have neither a garden, the conveniences of greenhouses, or frames, or have difficulty in obtaining suitable soil, but that it is also one which we feel sure is being and will be much more extensively adopted in the future, when it is fully realized what can be done in this way.

The advantage of this system is that the vases can be placed anywhere about the house, in the drawing-room, or dining-room, without fear of any mess from water or soil coming through the base of pots. The fiber is perfectly odorless, and clean to handle. It is especially and carefully prepared for this purpose and we strongly recommend all who grow a few various bulbs in this way, if they have not yet done so.

The bulbs are potted the same way as in ordinary soil, but showing their tops. It is not necessary or desirable to press the fiber tightly, otherwise the roots do not work freely and bulbs have a tendency to push themselves upwards. Once potted, they require hardly any attention, only great care should be taken to keep the compost moist, but on no account must it be sodden or too wet.

If once allowed to become dry, even for half a day only, the pores of the roots close up and the bulbs in many cases go blind and are ruined. This happens more frequently with tulips than narcissus, the tulip roots being finer and, therefore, more liable to injury.

When the bulbs have been potted, vases or jars should be kept in a dark, airy cellar or room. Nothing is worse than a confined cupboard or a small, airless dark room.

When the bulbs have grown about two inches, they should be brought to daylight, and the vases or bowls can be placed in the window, taking care, of course, to keep them from frost.

Reliable Bulbs.

To succeed with bulbs it is necessary to begin right, by getting sound bulbs of good size, and we would warn intending purchasers against buying cheap, undersized bulbs and expect the fine results obtained from such as we offer. Our sources of supply are the best in this country and abroad, the leading growers of the world having for years supplied us with their choicest stock.

To the lover of flowers there is no class of plants so much prized as those which are produced from bulbs. The reason is easily found, because within the bulbs are stored all the future glory of leaves and flowers, only requiring the simplest culture to develop them in their highest perfection. Success is, therefore, the rule.

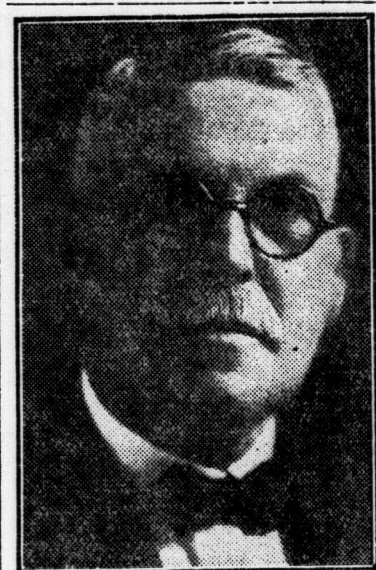
Another reason why bulbs are prized so highly is that a large number of them produce their flowers in very early spring, when the rest of nature is asleep. Then it is that a clump of snowdrops, scillas or chionodoxas impart to the garden an air of warmth and cheer that cannot be accomplished in any other way. Following these modest flowers come the showier crocus, narcissus, hyacinths, tulips, etc., and all their dazzling colors, keeping up a continuous display well into the summer. With no other material can be secured such a wealth of charming flowers of infinite variety of form and coloring, with so little trouble and at so small an outlay.

Cultural Hints.

When to plant.—To the beginner we would emphasize the fact that autumn and not springtime is the time to plant all kinds of spring-flowering bulbs. Most of the bulbs offered in our catalogue are ready to ship by the second week in September, and the sooner they are planted after that the greater will be the measure of success, more particularly those for indoor culture; therefore, order early. A few sorts, which are noted in the catalogue, do not mature until October and November, and are forwarded as soon as ready.

Hyacinths in pots.—It is important in the pot culture of the hyacinth to have rich, light soil—if possible, a compost of one-third decayed turf, one-third old rotted cow manure, and the remainder equal parts of sharp sand and leaf mould. This compost should be made a few weeks before being used. If the bulbs are to be potted singly, pots five inches in diameter are the proper size. The soil should be of usual natural moisture, and should be pressed moderately firm. The filled pots may be placed in a cold frame where there is protection from frost, and well watered. An excellent plan is to place them on a bed of moist, sifted coal ashes, covering the pots to a depth of six inches with the same material. When well rooted, which will be in about six weeks, the bulbs may be brought indoors and forced. For the first two or three weeks they should be kept in a temperature not exceeding 50 degrees. Success in forcing depends much on their having strong roots before being brought to

New Flower Store, Formally Opened, Among Finest In Dominion of Canada



W. W. GAMMAGE,

founder of Gammage & Sons, florist business, which now includes the finest florist shop in Canada at 101 Dundas street, also a retail shop in Windsor, and in London, the most extensive greenhouse and outdoor cultural beds in Western Ontario.



J. G. GAMMAGE,

sales manager of Gammage & Sons, who says that persistent advertising, backed by conscientious service and good quality, have contributed much to their international success.

More Than 1,000,000 Bulbs Offered to Flower Lovers in Sale at Gammage Store

Best Varieties of Highest Grade
Obtained From Best Growers—Sale Continues Till
Monday, October 12.

Starting today and continuing till Monday, Oct. 12, J. Gammage & Sons, a leader among the flower shops of Canada is to conduct a mammoth sale of bulbs, in which more than 1,000,000 bulbs of many varieties will be offered to the public. The best varieties possible to secure have been obtained and there is not the slightest doubt of the quality, for the bulbs are the same as used at the great Gammage greenhouses to grow the flower lovers' headquarters in London and Western Ontario, but many sections of Canada.

The same personal service, which sends flowers any distance in the country under close supervision, is backing the big sale of bulbs. Every accommodation and every facility of the flower lovers' headquarters will be placed at the convenience of patrons.

A Long Row.

The sale is inspired by the fact that J. Gammage & Sons' new shop is being formally opened today and Saturday.

It is a fact that there are more than 1,000,000 bulbs of various shipments. If these bulbs were taken and planted in a single row, a few inches apart, the row would start at the corner of Dundas and Richmond streets, gain its way to the London-Lambeth highway, and continue from Lambeth right to the village of Delhi, a distance of twelve miles. This sale is not only confined to the London store, but will be held simultaneously at the Windsor branch and at each of the 240 agencies in the London district. Elsewhere in today's edition of The Advertiser there is a full-page announcement of prices and the various bulbs offered. This announcement will be found in the windows of the stores and agents throughout the district, so that suburban residents may secure their allotment of bulbs without coming or writing to London.

Bulbs have been recognized as an excellent medium to beautify homes and places of business. In the vast assortment of Gammage bulbs and every one of them is government tested before it reaches the consumer, are to be found daffodils, narcissus, Darwin tulips, hyacinths, Chinese sacred lilies, crocuses, snowdrops, chionodoxa and many others.

The Lily.

The Chinese sacred lily, sometimes called "Flower of the Gods," or "Soy Sin Far" or "Joss Flower," is a particularly interesting flower. It is most peculiar both in bloom and growth. The fact that it may be grown indoors in pot or water is an inducement to grow the lily and watch it develop. It is certain these bulbs, at the Gammage stores and agents, will be in great demand.

Considering the quality of the bulbs which have been purchased, the prices at which they are offered to the citizens of Western Ontario are most reasonable. It is confidently expected that this Gammage event will be the greatest in the history of the firm.

Protection may be afforded by covering the home with straw or leaves to a depth of six or eight inches, which should be removed early in the spring. Hyacinths should be set six inches below the surface of the ground and six inches apart. "Dutch Roman" Hyacinths. The smaller or three-year-old bulbs of some varieties of Dutch hyacinths produce a considerably larger, beautiful spikes of bloom. They are extensively grown for winter flowers, forced in pans and pots, while for culture in bowls of prepared fiber they are especially adapted. They may be had in flower from January on—thus succeeding the earlier French Romans. The bulbs may be placed very near together—say half an inch apart—requiring 10 to 12 bulbs for an 8-inch pan, or eight for a 7-inch pan or five bulbs for a 5-inch pot or pan. It is advisable to use but one variety in each bowl, pot or pan, to insure all being in flower at the same time. After potting, plunge or store as directed for Roman hyacinths to make root growth, then bring in for flowering at intervals.

Tulips. For bedding out.—The bed should be formed of a compost similar to that recommended for hyacinths; the bulbs should be planted about four inches apart and about five inches deep (close planting makes a much finer effect and prevents the flowers breaking off when swaying in the wind); they should then be covered with a litter shortly before the severe freezing weather sets in, and left in this condition until spring approaches.

For pot or pan culture.—Plant about four bulbs in a six-inch pot or five bulbs in a six-inch pan, water thoroughly, and then remove to the open ground or in a cold frame, covering with coal ashes; after they have rooted thoroughly they should be brought into a moderately cool room and gradually warmer; by bringing in a fresh supply from the outside every ten days, they can be had in bloom continually.

Modern Building on Dundas Street Houses Shop That Is Credit to City of London as well as to the Firm of J. Gammage & Sons.

The magnificent new flower shop of J. Gammage & Sons, in the Dundas building, Dundas street, is to be formally opened today and Saturday. The event is to be featured by one of the greatest merchandising events in the history of the company, when more than 1,000,000 bulbs will be placed on sale at prices that are ridiculously low. These bulbs are of the same high standard and same high quality as the company uses at their huge greenhouses near the corner of Oxford and Quebec streets. Full details of this gigantic sale are published today in Gammage's advertisement.

The new flower headquarters, which are just opposite Loew's theatre, have been inspected by hundreds of citizens of London and district already and everyone has paid the highest possible tribute to the firm, which has been serving the public of Western Ontario and many sections of Canada for more than half a century.

Scores of telegrams have been received from all parts of Canada and the United States complimenting the firm on this mark of progressiveness. That it is a mark of progressiveness need not be doubted. One has but to glance at the new store front to appreciate that fact, and if further proof is needed, then it may be secured by an inspection of the interior.

It may be truthfully stated that Gammage's new store is the finest

example of a flower shop in Western Ontario. One is immediately impressed with the magnitude and magnificence of the premises. From the unique arrangement of the front windows, with their English plate glass and interlocked tile flooring, to the general offices at the rear, there has not been the slightest oversight in detail.

The floor, the walls, which are beautifully colored; the windows,

which are plainly yet handsomely draped; the display of flowers, plants and ferns; the wealth of polychrome framed mirrors; the interesting tables of rare, hand-painted pottery, vases, candlesticks, etc., all work into a color scheme that is most effective.

The new flower shop is indeed something of which Londoners may be proud. J. Gammage & Sons, Limited, invite you to inspect the premises when you are downtown.

Gammage Uses Canadian National Telegraph—

It Gives Service—Plus!

The Same Service is
Available to You.
PHONE 7900

Canadian National Telegraph

The Dependability of Service

Is Absolutely Guaranteed

when you use motor equipment supplied by us, because we do not take the agency for any product that we do not first investigate and find out for ourselves that it is 100 per cent efficient in action, reliable under all circumstances, and because of unquestioned materials.

Gammage Uses This
Dependable Service

Terry's Garage

Open All the Time

FULLARTON STREET

PHONE 534

Of Course, the Floor in "London's Home of Flowers" is Halicomp---

In selecting a Flooring for their spacious new quarters, J. Gammage & Sons, London's Home of Flowers, demanded one which is permanent, sanitary, resilient, waterproof, quiet and fireproof. Of course, HALICOMP was selected as the only Flooring which met these rigid requirements. London's Home of Flowers found in HALICOMP a magnesite Flooring of proven durability and real economy (it costs but little more than wood).

HALICOMP makes the ideal Flooring for all commercial uses. It meets every requirement for modern Flooring construction for office buildings, apartment houses, factories, public buildings, stores, hospitals, schools and churches.

HALICOMP is installed by our corps of experienced workmen whose years of experience insure a perfect installation.

HALICOMP can be installed over old floors and give the same satisfaction. Get in touch with our nearest office for any further information.



Also makers of STUK-KOTE, the everlasting Stucco; Masticomp Cold Mastic Flooring, Tensite Cement Hardener.

Hachmeister-Lind Chemical Co.

SARNIA, ONTARIO, CANADA.

Toronto Office:
E. A. FITCHETT, Manager,
High Street.

Montreal Office:
W. J. SULLIVAN, Manager,
Birks Building.

GAMMAGE

CALLS FOR THE

**Canadian
Pacific
Telegraph**

WHEN

TELEGRAPHING

FLOWERS