

# GAMMAGE OPENS MAGNIFICENT FLOWER SHOP

## NEW STORE IN DUNDAS BUILDING ONE OF THE FINEST IN CANADA

### Bulb Culture As Advised By J. Gammage & Sons

The Best and Cleanest Way of Producing Fine Blooms For House Culture.

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 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 a 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 specially and carefully prepared for this purpose and we strongly recommend all to 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.

When the bulbs have been potted, vases 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 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., in 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 color, with so little trouble and at so small an outlay.

**A FEW 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.

**CULTURE OF DUTCH HYACINTHS.**  
Hyacinths in pots.—It is important in the pot culture of the hyacinth to have rich, light soil of peat, a compost of one-third decayed turf, one-third old rotten 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 the light. The top grows rapidly, and unless the roots are started much in advance they are unable to nourish the plant and failure results. Hyacinths for early use may be potted in September, and when desired for late use, it is better to pot them in October and keep them in a cold frame above freezing until it is desired to force them into bloom.

To obtain dwarf foliage and fine flower spikes, hyacinths when being forced should have plenty of manure-water, fresh air, and should be kept very near the glass. The blooms last much longer if shaded from the sun.

Hyacinths in glasses.—The single varieties are, with few exceptions, best adapted to this mode of culture. They produce finer flower spikes than the double. Fill the glass with clear, soft water, so as nearly to touch the base of the bulb, putting a small piece of charcoal in each glass to keep the water pure, and afford some nourishment. The filled glasses should be placed in a dry, cool, dark place, and kept there until the roots almost touch the bottom of the glass, when they may be exposed gradually to the light. If the water in the glasses becomes foul, or diminished, replace it with fresh water at about the same temperature as the atmosphere in which the bulbs are growing; otherwise it need not be changed. When well started, the bulbs should have plenty of light and air, without draughts, in order that the best development and brilliancy of color may be obtained.

Hyacinths in the open garden.—The ground should be dug to a depth of at least 15 inches, and enriched with plenty of well-rotted manure. Hyacinths may be planted from September until winter sets in; although if the highest success is sought they should be planted in the autumn.

in the ground by the end of October. Bulbs planted early develop roots in the autumn, and these, if protected from injury by freezing and thawing alternately during the winter, enable the bulbs to produce much larger flower spikes than if the roots are not developed until spring. Frost reaching the bulbs raises them up, thus detaching them from their roots. Protection may be afforded by covering the beds 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.

**MINIATURE OR "DUTCH ROMAN" HYACINTHS.**

The smaller or three-year-old bulbs of some varieties of Dutch hyacinths produce, considering their size, 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 6-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 potted, 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 first lot every 10 days they can be had in bloom continually.

### Greenhouses, Nursery Important Industry To City of London

Business of J. Gammage & Sons, Established in the Early Seventies, Has Made Strong Growth; Twenty Greenhouses Contain Over 100,000 Square Feet of Glass.

Situated in the northeastern part of the city is the large range of greenhouses and nursery of J. Gammage & Sons.

Established in the early seventies, the business has made steady growth until now it is one of the largest of its kind in Canada. Here hundreds of thousands of plants and flowers are grown that find their way to all parts of the country. For not only are two retail stores, London and Windsor, maintained, but a wholesale business extends from Halifax, on the east, to Edmonton, on the west.

Some idea of the value of the industry to a locality may be of interest. To heat this immense range four 70-horsepower boilers are necessary, consuming 1,100 tons of coal. The shipping department uses upwards of 20 tons of paper for wrapping purposes, and thousands of packing cases are used. On the payroll are over 20 employees, many of whom have been connected from five to 20 years. Over 20,000 flowers are required annually to take care of the growing plants.

Though not as well known to the public as the flower shops, the nursery and landscape department is one worthy of more than passing notice. Under the supervision of a qualified landscape architect, with wide experience in England, France and other European countries, the firm is well prepared to execute plans and plantings of all kinds.

The greenhouses, 20 in number, contain over 100,000 square feet, glazed

with the best English double-thick glass. About one-half is used for growing roses, carnations and other cut flowers to supply the retail stores; the other half being given over to producing pot plants.

Recognizing the superior quality and the facilities for handling large quantities of plants, the Canadian Pacific Railway placed with the firm an order for \$9,000 plants. To handle this single order it required 20 employees five and a half days to wrap and pack the plants, the 350 cases filling four cars.

The retail department, under the able management of J. G. Gammage, is one of the most complete and best equipped to handle the retail flower business. The London store, situated near the Dundas Building, contains a complete assortment of accessories necessary to a high-class florist trade. Here are to be found the latest designs in flower baskets, the newest shades in ribbons, the quaintest little flower vases and at all seasons of the year the very best quality of seasonal flowers. It is needless to say that the many trips to New York and other fashion centers to pick up new ideas and to keep abreast with all that is new are appreciated by discriminating patrons.

To meet the ever-increasing demand it was found necessary to open up a branch in Windsor a few years ago. This is under the management of Geo. Gammage, son of J. Gammage, B. S., and is shipped daily from the greenhouse, so that people of the border cities have an equally good service as those of London.

W. W. Gammage, with a lifetime experience in the business, is the general manager. Associated with him are his two sons, J. G. Gammage, store manager, and Fred J. Gammage, B. S., manager greenhouses and nursery, also men of wide experience in their respective lines, each department under a separate head, all working to one end—the production of Gammage quality.

### More Than a Million Bulbs Placed On Sale By J. Gammage and Sons

Gigantic Sale Starts To-day and Continues Till Monday, October 12—Best Possible Quality and Best Varieties Secured From the Best Growers.

Starting to-day and continuing till Monday, October 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 flowers used in the circles of trade which embrace not only London and Western Ontario, but many sections of Canada.

The same personal service, which sends flowers any distance in the country under close supervision, 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' magnificent new shop is being formally opened to-day, Friday and Saturday.

It is a fact that there are more than 1,000,000 bulbs in the 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 Delaware, a distance of 12 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 20 agencies in the London district. Elsewhere in to-day's edition of The Free Press 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. 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.

### Gammage USES Canadian National Telegraph For Sending Flowers By Wire.

After the fire is out—people are always thinking about fire insurance. The time for such thoughts is before the fire starts. INSURE NOW.

With  
**BEDDOME,  
BROWN,  
CRONYN &  
POCOCK**  
Established 1850.  
202 DUNDAS BUILDING.  
PHONE 593.

### New Flower Shop Is Termed One of the Finest In Canada; To-day Marks Formal Opening

Store in Modern Dundas Building Acclaimed By All As Being One of Most Beautiful In City—Is Real Credit To London—Mammoth Bulb Sale To Mark Opening Event.

The magnificent new flower shop of J. Gammage & Sons, in the Dundas Building, Dundas street, is to be formally opened to-day, Friday 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 to-day in Gammage's advertisement.

The new flower headquarters, which are just opposite Loew's Theater, 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 the 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 displays of flowers, plants and ferns; the wealth of polychrome framed mirrors;

Gammage's  
"London's Home of Flowers"  
Is Another Client  
On the Books of  
**F. J.  
HAMMOND  
& SON**  
INSURANCE  
Royal Bank Building.  
WE WISH THEM  
EVERY SUCCESS  
IN THEIR  
NEW LOCATION.

### Gammage USES Canadian National Telegraph For Sending Flowers By Wire.

After the fire is out—people are always thinking about fire insurance. The time for such thoughts is before the fire starts. INSURE NOW.

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### Depth Bulbs Should Be Planted

To answer many inquiries regarding the planting of bulbs, J. Gammage & Sons give the following interesting information regarding the depth of planting. The figures given are for the depth from the top of the bulb to the surface of the soil: Snowdrop, two inches; crocus, two inches; anemone, one inch; lilies, five inches; narcissus, four inches; hyacinths and tulips, four inches; jonquils and colchicum and scilla, three inches.

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.

### Pioneers in Sending FLOWERS BY WIRE

SENT TO ALL PARTS OF THE WORLD IN A FEW HOURS.

VIA  
**CANADIAN  
PACIFIC  
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.

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

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

AN IDEAL LOCATION FOR  
AN IDEAL OFFICE BUILDING

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Modern with all conveniences

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### GAMMAGE'S

EXTENDS TO THEM EVERY

SUCCESS IN THEIR NEW

AND BEAUTIFUL STORE.

### The John Hayman & Sons

### Company, Limited

432 WELLINGTON STREET

LONDON, ONT.

were the

### General

### Contractors

on the New

### Dundas Office Building

### The Electrical Equipment and Fixtures

— IN —

GAMMAGE'S

NEW STORE

Were installed and

supplied by

J. H. Pollock

397 Clarence Street.

Phone 5762-W.

TURKEY CATTLE RECRUITS.

CONSTANTINOPLE, Oct. 1.—Four

classes of recruits, ranging from

the age of 22 to 25 years, have been

called to the colors. The officers of the

first and second reserves are to undergo

medical examination.