

THE COURIER
Published Every Saturday

Entered in the Postoffice at Lincoln as second class matter.

OFFICE, 900-910 P STREET
TELEPHONE Business Office, 214
Editorial Rooms, 90

SUBSCRIPTION RATES:
Per annum, in advance, \$1.00
Single Copy,08

The Flowers
that Bloom in the Spring

Flowers are wealth. To look upon their beauty and scent their fragrance one would not think any man capable of turning them to financial account. Yet five firms of florists ply their trade in Lincoln and none in town can boast of more wholesome if more expansive bank accounts. They turn rose leaves into crisp government certificates and compress the sweet odor of carnations into clinking silver. All of which is perfectly legitimate.

This is the dull season of the year in the traffic in blossoms. For two months out of the twelve the florists experience a dull season. The stock, however, does not waste its sweetness on the desert air. The chief reason is that there is little stock to go to waste. The dull months are from the middle of July until the middle of September and during this time the toilers in pots and dirt are emptying the benches of old soil and old stock. Following the cleaning comes the painting of the interiors of the benches as a measure of preservation against dampness. New dirt takes the place of the old and fresh stock that has been in process of propagation since early in the spring is imbedded.

Though Lincoln has only five firms of florists no city in the west is more profuse in the use of flowers. The business of these houses is immense. Every day cut flowers packed in ice are sent to cities as far away as Salt Lake City, and they go in every other direction as well. All over the state are dealers in small towns who carry flowers as a side line. They can estimate by the number of funerals and weddings in sight the number of flowers they will need and they send in their orders by wire. Designers in the down town offices are prepared at any time of the day to execute orders and by telephonic communication with the greenhouses sudden excessive demands can be met in short order.

Society people in Lincoln are fondest of flowers. They buy them regularly all the year round and several families spend as much for flowers every month as some men get in wages. Hard headed, apparently sordid, business men drop in at the florist's office toward the end of the week or send him a message ordering a certain kind and size of bouquet to be sent to his home for Sunday decorations. These men usually figure on beauty and fragrance in their home after a week of store scents or the odor of chemicals. Then too the cases are not rare where doting fathers take considerable stock in the influence of flowers on their daughters' callers. The florists, however, expect some day to lose this trade.

Some of the florists say this has been the best summer for trade in their history. The reason is that the spring season was prolonged. Cool weather, owing to rains, continued even into July. Unusually numerous weddings took place in June and these are always mines of revenue. Because of the favorable weather they did not end with that month but have been frequent and common ever since. Next to weddings, funerals are the most profitable for florists. Big prices are always secured for designs. They are two-fold profitable, first because a big price can be asked for the work required and second because the poorer

grade of flowers, those which would sell in no other way because of short stems, can be worked in.

Lovelorn students are a source of rich revenue. They put their trust in the beauty of the flower and their dollars in the hands of the florist and Cupid does the rest. Carnations, roses, and violets are favorites with them and they buy much and often. All the dances that come along must be scented with flowers, all the social gatherings must be set off by them and all the members of theatre parties must be decorated.

Fraternal bodies are generous purchasers. Nearly everybody is a member of some fraternity or fraternal insurance company. Whenever any member dies the body generally sends a design to the funeral. When any member is sick flowers are sent to the bedside. There are a number of men in town whose acquaintance is wide and whose pocketbooks are correspondingly so, who invest in flowers for sick friends every day.

Holidays are the best days of the year, from the florist's point of view. The only one of the year of any note which does not bring the profits up to a high figure is the Fourth of July.

Thanksgiving, Christmas, New Year's, Easter and Decoration day are the principal days when the florists flood the banks with big collections. Some of them salt away as many as six and eight hundred is wonderfully brisk, not only on the days in question but for several preceding and following. American beauty roses which sell ordinarily at from two to six dollars a dozen then go sometimes as high as eighteen dollars, or a dollar and a half apiece. And they sell rapidly even at that.

The house with the best of stock can demand the best of prices and get them. The average of carnations, which sell in greatest abundance, is about twenty-five cents a dozen at this time of year. By the middle of September they will go to fifty cents. Common roses now fifty cents a dozen will go to \$1 and \$1.50. By holiday time both flowers will have doubled in price. After that they will seek the level again. By judicious cultivation the plants are made to bear all the year round and so they are constant sources of profit. Some come in crops which give the market a rush, followed by a lull in blossoming for about two weeks, and then another crop.

While there is no agreement or understanding among the florists as to the maintenance of prices, they succeed in keeping close together and all eat well and keep sleek.

Friends are like clothes—the most expensive wear out first.—Town Topics.

In every town and village may be had, the **Mica Axle Grease** that makes your horses glad.



Made by Standard Oil Co.

FitzGerald LINCOLN'S PROGRESSIVE STORE **FitzGerald**
EARLY FALL SHIPMENTS

ADVANCE SHOWING

OF THE EARLY NOVELTIES IN DRESS GOODS, WAISTINGS, CLOTH JACKETS, FUR JACKETS, STOLEs, SCARFS AND BOAS, FUR CAPES, ETC. THE FIRST DISPLAY OF THE SEASON.

Wool Dress Goods and Waistings

New Fall Novelties—every piece entirely new. The markets have been searched for the very latest weaves and materials, and we have them to show you.

PRIESTLEY BLACKS—With twice as large a stock as ever before carried, we guarantee to show you the largest variety of weaves in this celebrated fabric west of Chicago—many new novelties since last season. Also a tremendous line of new weaves in German, French, American and English manufacture, making the strongest line of Black Fabrics on display in the west at any time.

WAISTINGS—Beautiful Novelties in French and American Waistings in handsome new colorings and patterns—very rich in effects—exceedingly popular materials, and so desirable for a stylish waist.

We shall take pleasure in showing you these new fabrics—it will be a great help to you in your later selections.

New Cloth Jackets, Rich Fur Capes, Jackets & Scarfs

The 27-inch Cloth Jackets—always neat and dressy in appearance, bid fair to increase in popularity this season.

We are showing a splendid line in Kersey, Cheviot, and Mountainac Cloths, plain and applique trimmed, etc., best of linings, strictly tailor made, and equal to any custom house garment at one-half their cost.

Big range of values, \$5.95, \$6.50, \$8.50, \$10.00, to \$16.50.

Dependable Fur Jackets—All the rich and stylish Furs, Astrakhan, Marten, Electric Seal, Near Seal, Persian Lamb, and genuine Seal, \$20.00, \$25.00, \$50.00, to \$250.00.

Astrakhan and Electric Seal Fur Capes, \$12.50 to \$75.00.

Fur Stoles, Scarfs, and Boas—an elegant variety in Marten, Krimmer, Electric Seal, Mink, Beaver, Russian Bear, etc., \$4.50 to \$50.00.

A Rich Lamp Display

150 Different Styles—The largest stock of Lamps shown west of Chicago is on exhibition at our store this week. Over 85 numbers, every one different, can be seen in our elegant west show window, ranging in price from \$1.00 to \$17.50. Every decoration is fired, and is guaranteed to be absolutely fast colors. Our decorations won't rub off or wash off, which same cannot be said of the lamps as advertised at other stores in the city. We call particular attention to our line of celebrated "Cerise" colors, made by the originator, Kopp, of Pittsburg. Founts and bases are gold plated. A deep, rich Cerise of perfect color, and ranging in price from \$3.00, \$3.45, \$4.25, \$5.50, \$5.95, to \$17.50.

The display is well worth a visit, and should be seen by all intending lamp purchasers.



THIS CERISE LAMP SPECIAL FOR \$3.00