

# flower talk



spring spring spring spring spring spring spring spring

## shop talk

### Happy to Help

Peterborough Historical Society, Easter Seals, Community Care, YMCA, Peterborough Theatre Guild, Million Dollar Hole in One.

### Enjoyment Guarantee

We sell only top quality flowers. We treat each order with personal consideration. Please enjoy your flowers to the fullest. If they do not meet your expectations within 96 hours, please return them to us (with the card) for full replacement. We want you to enjoy the many benefits our blooms can bring.

### Flowers After Hours

Need to order flowers after hours? No problem! Our 24-hour answering service is operated by real human beings who will be pleased to assist you at any time of night or day. Just call 742-1617.

### Upcoming Events

Administrative Day	Professional's Day	April 27th
Nurse's Day		May 6th
Mother's Day		May 8th
Best friends Day		June 8th
Father's Day		June 19th
National Pink Day		June 23rd

## timeless elegance bouquet

The Timeless Elegance has been created in a lovely range of purples, lavender and white to give this Mother's Day tribute a beautifully classic look. The elegant purple glass vase enhances the effect even more. It's expertly handcrafted with both purple and clear glass. Each piece is then frosted with an intricate scroll pattern to create a modern and sophisticated look. Mom will love this living gift of flowers this Mother's Day.



## care of bulbs

Wondering what to do with bulb plants after you get them home? Here are some practical tips on caring for bulbs:

**LIGHT** Bulb plants will flower normally under a wide range of light conditions, so don't spend too much time worrying about the amount of sun which your plant is receiving.

**WATER** Bulb plants thrive when they are kept moist, but they should not be over watered. To avoid giving your plants too much water, make sure that the surface of the soil feels dry before you pull out the watering can.

Another helpful hint: allow your plants to drain any excess water into a saucer placed at the base of the pot. Getting rid of excess water will help avoid root rot.

**TEMPERATURE** Cool temperatures are ideal for bulb plants. Find a location that offers a daytime temperature range of 15 to 18 degrees C. Avoid exposing your bulbs to excessive heat and cold.

**STORING BULBS** To store a bulb for next year's garden, place the pot in a cool, well lit area (ideally 10-13 degrees C) and keep the soil moist. When the stems and leaves are no longer green, cut them off. Then, in mid-spring plant your bulbs outdoors in sunny well drained soil.

*Note: the number of years a bulb will reflower depends on both the size of the bulbs and the local climatic conditions.*

## Flower of the Month

April Sweet pea  
May Lily of the Valley  
June Rose  
July Larkspur



### Good bye Maurice

This April East City Flower Shop lost a long time member of the team-Maurice. Maurice came to us from the street and lived a long and happy life amongst the blooms, here in the shop. Many of you would see him in the window as you walked by and stopped to give him a snuggle. I'm sure I speak for all of us when I say, "we miss him".



*FlowerTalk* is the newsletter of  
East City Flower Shop  
59B Hunter Street East  
Peterborough K9H 1G4

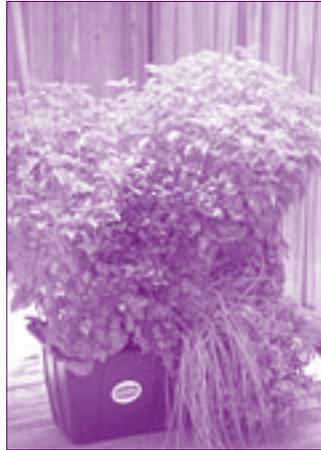
Phone: (705) 742-1617, 800-661-2695  
Fax: (705) 745-3033  
Email: [info@eastcityflowershop.com](mailto:info@eastcityflowershop.com)

## create your own herb garden

If you want to plant a garden this year, but find that you're out of backyard space and time, try planting an herb garden.

You will reap the visual, fragrant and palatable rewards. Herbs can serve as an edible border, a fill-in between flowers or a natural addition to your window sill.

Many varieties of herbs are available. Common herbs include: sweet basil, garlic, oregano, chives, sweet marjoram, parsley, dill, mint, rosemary, sage, savory, tansy, lemon balm, chamomile, and thyme.



Begin simply this year, creating your own herb box:

- \* drain holes in a wooden box that is at least 8" deep
- \* add a little sand to the soil to improve drainage
- \* fill the box halfway with the soil/sand mixture
- \* place a variety of low-growing herbs in the front and taller ones in the back
- \* situate your herb box in the sun
- \* await nature's miracles

## hints from Heloise

Suggestions from sending flowers

- \* choose a professional, caring florist who makes their living solely with flowers
- \* give as much lead time as possible, especially at holidays
- \* keep in mind that all flowers are not available everywhere 52 weeks a year
- \* have a second choice in mind and share this information with the florist
- \* if you know the recipient's flower and colour preferences, tell the florist
- \* make sure recipient's name, address and phone number is correct.
- \* flowers are a perishable product, if an order arrives and is unsatisfactory, the recipient should contact the filling florist and explain the problem
- \* if the recipient can't make satisfactory arrangements, then the sender should be contacted
- \* problems don't happen often, but when does, it should be handled within a day or two

At East City Flower Shop, our job is to supply flowers and convey the message of the customer to the recipient. With the help of the customer's correct information, we can do a good job for you.

*Please let us know if you are receiving duplicates of this newsletter*