

flower talk



spring spring spring spring spring spring spring spring

shop talk

Happy to Help

Peterborough Historical Society,
YWCA, Community Care, TASS
Band trip to Austria.

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 oper-
ated by real human beings who
will be pleased to assist you at
any time of night or day. Just
call 742-1617.

Dates to Remember

Easter	April 16th
Secretaries Day	April 26th
Plant a Flower Day	May 1st
Mother's Day	May 14th
Frog Jumping Jubilee	May 19th
National Yo Yo Day	June 10th
Smile Power Day	June 15th
Cow Appreciation Day	July 15th
Chocolate Mike Day	July 28th

repotting

The best time to repot and replant is usually in the spring, as plants are waking up from their winter rest period.

It is a good idea to give plants the once-over in February / March and decide which plants need repotting. Over the winter, even with regular feeding, many of the microscopic elements that were in the soil and necessary to your plant's well-being will be gone. Even the best of plant foods cannot give every plant all that it needs.

Clay or plastic?

People often discuss which pot type is best, although both types can be used. Here are the main advantages and disadvantages to consider before deciding on the best.

Clay pots:

- *excessive moisture soon evaporates
- *contents of the pot stay cool, a big advantage if the pots are out in the sun
- *clay will hold water better

Disadvantage:

- *the attraction for algae and other forms of unwanted plant life which grow on the outside and base

Always scour a clay pot before using it.

Plastic Pots

- *less expensive
- *don't break or shatter
- *retain more moisture because of their non porous surface

Disadvantage:

- * plants must be knocked out of their plastic pots before planting

Please read tags, some plants thrive in one type of pot and not the other.

Plants reduce stress. They connect us to nature, and provide a visual oasis in a world of technology. Plant therapy is a growing field, in which intellectually disabled and elderly people spend time with plants to alleviate depression and increase motivation. Caring for plants makes people feel good, because plants reward their caretakers with growth and blooms. People find comfort in a plant's predictable life cycles.

Thanks for Your Understanding

At East City Flower Shop, we would like to thank those of you who experienced some trouble having your deliveries completed in a short time frame to places that have been hardest hit by weather this year. Over the Christmas Season, we sent orders to central Florida, the Keys and Texas, and received the response, "We can do it, but not for a couple of days." When we contacted our customers, you all said, "Keep trying until it gets there," a huge vote of confidence for those who are living in unusual circumstances and still trying to earn a living. It truly is a small world!

Mother's Day

If you think Mother's Day is just another invention of the greeting card industry, think again. Celebrations honouring motherhood can be traced to ancient Greece, where a spring festival was held for Rhea, wife of Cronus and mother of the gods and goddesses. As early as 250 BC the Roman celebration of the Hilaria was a three day affair in honour of the mother goddess Cybele.

In England, historians point to Mothering Sunday in the 17th century. Celebrated on the 4th Sunday in Lent, it was a time for young women and men to return home bearing gifts.

Following the US Civil War, the idea of a Mother's Friendship Day celebrating peace and reconciliation took hold.



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laura ashley vase

Celebrate mom this year with the beautiful Laura Ashley Vase from FTD. Soft pink lilies, daisies and foliage make this living gift of flowers something that shouts, "I love you, Mom!"

The fine china vase makes a lasting keepsake, long after the flowers have faded. The gentle floral design in soothing shades is a perfect gift for the Mother who has everything.

At East City Flower Shop, we can deliver your Mother's Day Laura Ashley Vase around the corner, or around the world. Check out our website, eastcityflowershop.com, or call us at 742-1617. At East City Flower Shop, we think Moms are special!



carnations

Botanical name: Dianthus (die-ANN-thus)

Availability: Year round from domestic and foreign growers. Experts estimate that approximately 80% of all carnations sold in North America are grown in Columbia; with 10% coming from Ecuador, Guatemala, Mexico, and Holland; and about 8% grown locally.

Colours: When people come into the shop and say they don't like carnations, I know that they are not familiar with the fabulous array of colours that have been developed in the carnation in recent years. From soft green to vibrant purples, the carnation has come a long way from the days of red white and pink colour choices.

Carnations have a vase life of 12 - 18 days but customers have told me that they have enjoyed their carnations for over three weeks!

Check out today's carnation...you'll be in for a surprise.



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