



Winter 2000

Flower Talk



Shop Talk

Happy to Help

We were happy to help the following worthwhile causes recently: United Way, YWCA, Mark Street UCW, Peterborough Symphony, Rotary Gift Auction, Festival of Trees

Enjoyment Guarantee

We sell only top quality flowers and 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.

Join Our Flower Club!

Leave your important dates with us and we'll ensure that flowers are sent to loved ones on special occasions throughout the year. No more forgetting or missing special events just because you're busy or out of town!

Poinsettia Pointers

You've hung the mistletoe, decorated your home, and put all the brightly-coloured packages under the tree. Now all you need is a traditional Christmas floral arrangement to create the perfect mood.

It's hard to imagine a Christmas floral arrangement that is more traditional than the poinsettia. First cultivated by the Aztecs thousands of years ago, poinsettias became a symbol of Christianity for Franciscan priests in Mexico during the seventeenth century. Poinsettias were first introduced to North America by Joel Robert Poinsett, the first U.S. ambassador to Mexico.

Poinsettias have retained their popularity because of their eye-catching blooms and because they are relatively easy to care for. As long as you keep your poinsettia moist but not wet, keep it out of drafts, keep it at room temperature (18 to 21 °C), and ensure

that it receives enough light, your poinsettia will bring you pleasure throughout the holiday season.

Poinsettia facts: Can't imagine Christmas without your poinsettia? You're not alone. Over \$66 million worth of poinsettias were produced in the U.S. last year — a 300 per cent increase over a ten year period.

The days may be getting shorter but the warm glow of the holiday season is just around the corner. We at East City Flower Shop would like to thank you for your support during the year. We appreciate the opportunity to serve you.

On behalf of Melissa, Sarah, Kim, Dave and myself, I would like to wish you and your family a season full of hope and joy, a season of love and laughter, and a season of quiet reflection, for what really makes life good.



Visit Us In Cyberspace!

In September we launched our new web site:

www.eastcityflowershop.com

This is a secured site with lots of great selections, information and tips. If you prefer our old site it is still active at www.ftd.com/eastcityflowershop

Come fill your flower cart with daisies from East City Flower Shop.

Joke Of The Day!

If you would like to receive Janet's *Joke of the Day* by e-mail, please contact us at jmm@nexicom.net

Upcoming Events

Peterborough

Symphony Orchestra – Dec 2

Rotary Gift Auction – Dec 3

Hanukkah – Dec 22

Christmas – Dec 25

New Years Eve – Dec 31

Tip:

A bent-neck rose is a sign that the bloom is not drawing enough water. To correct the problem, try re-cutting the stem a few inches with sharp shears or a knife while holding the stem end under water. Then, straighten the rose and lay in a tub of lukewarm water for about an hour, before returning to your arrangement.



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FTD

Christmas Traditions



The look and feel of an old country Christmas brings to mind a wooden basket filled with fragrant Christmas greens and berries. The lasting carnations and Star of Bethlehem make this arrangement a holiday favorite whether you send it around the corner or around the world. It's traditional style with year 2000 ease.

The FTD® Traditions™ Bouquet This weathered wooden framed panelled basket provides this bouquet a real country Christmas flavour.

See our holiday flyer for other holiday gift suggestions. Shopping made easy with flowers and plants this holiday season.



Jubilee 2000

In early October, Janet represented Canada at the World Flower Council Summit. The design theme was 'Jubilee 2000' and with enthusiastic assistance from Sister Eileen McManus, she was able to design an arrangement that reflected the beauty of Canada while incorporating the symbols of the Jubilee. It was a great opportunity to see friends from past summits. "I was encouraged by the number of people who felt they recognized our country in my design," said Janet. Janet is Canada's eighth Canadian Accredited Master Florist.

Holiday shopping made easy at East City Flower Shop

Did you know we have more than just flowers?

Flowering Plants... A great selection of cyclamin, azaleas, baskets of mixed green and flowering plants.

Poinsettia... If traditional red is not your favourite we also have white, marble, Monet, pink, cranberry and tri-colour.

Aromatherapy... Check out our lovely aromatherapy by Living Earth. Fresh scents for a new year.

Candles... Not only the old stand by tapers, but floating candles as well as aromatherapy by Alma Dolce.

Stuffed animals... We can add a small bear to any arrangement or add balloons to any stuffed animal.

Do you find yourself missing DeCarlonis' already? At East City Flower Shop, we carry an extensive variety of fruit, fruit and gourmet, or gourmet baskets. We are attentive to any special delivery requirements and use only the freshest of fruit.

