

# shop talk

Happy to Help

YWCA, Kawartha Rotary Gift Auction, Community Care, Soroptimists, Peterborough Children's Chorus.

## **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.

## Dates to Remember

Nat'l Teddy Bears Day	Nov.1	5
Gloria	Dec.	6
Poinsettia Day	Dec. 1	2
PSO	Dec. 1	7
Christmas	Dec. 2	5
Hanukkah and Kwanzaa	Dec. 2	6
Secret Pal Day	Jan 1	(

Nat'l Clean Your Desk Day Jan. 10

## perfecting the poinsettia

The name "poinsettia" sounds vaguely French or Italian. But it's neither. Poinsettias actually belong to the Euphorbia family. They were brought to North America from Mexico in 1825 by an American ambassador named Joel Poinsett.

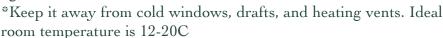
The plants promptly became so popular, the US horticultural honchos dubbed them poinsettias. But no one really knows why they

have become so indelibly associated with Christmas.

Nowadays, you can find no less than 150 variations of the plant that caught Poinsett's fancy. Their bracts come in a constellation of colours — cream, all kinds of rosy pinks, peach, pale green, golds and mottled versions, containing many hues — but most consumers want red, red, red.

#### Poinsettia Pointers

\*Put your poinsettias in bright light, but not direct sun.



- \*Don't let it dry out. No tea cups of water, a good deep watering every few days is best.
- \*Don't leave plant sitting in water.
- \*When your plant starts to fade, trim back to about 4" with several bracts left on each stem.



The Peterborough Festival of Trees will celebrate their 15th anniversary this November 23 to 27 at the Peterborough Memorial Centre. The festival launches the holiday season for many people and raises valuable dollars that support health care in our community. To learn more visit their Web site www.pfot.org.

## Flower of the Month - and their meaning

November - Chrysanthemum "truth", Snapdragon "resolute" December - Narcissus "egotism", Pansy "courage" January - Carnation "faith", Snowdrop "hope"

### Rose Petal Jam

About 4oz or 100 g rose petals as strongly scented as possible 1/2 pt 250 ml water 1/4 125 ml lemon juice 1lb 400g granulated sugar 4 tbsp Certo 2 tbsp rose water (optional)

Take petals off roses. Wash and remove any hard pieces at the base (make sure the roses have not been sprayed) and drain. Put petals, lemon juice, sugar and water in a large pan and stir over low heat until sugar is dissolved. Bring to a boil, simmer for at least a half hour. Add Certo and rose water. Bring to boil again, then simmer until jam sets (at least another 20 minutes). Red roses are best but, if unavailable, a good colour can be obtained by using a little food colouring.



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

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# holiday celebrations bouquet



carnations. holly and iced branches all surround an ornate, red cut glass hurricane with a 6" white taper. Sure to become a holiday keepsake.

## ftd congratulates Janet



Merlin Olsen, and Michael Soenen, FTD president, congratulate Janet McLeod of East City Flower Shop for 25 years of membership and active participation in the FTD organization. The recognition was presented at this year's FTD convention in Dallas Texas.

Janet McLeod has served the FTD organization as District Representative, Education Chair, and President of the District 12F Board of Directors. She was nominated by her District for the prestigious John Valentine Award in 2001.

"25 years has flown by, and I have enjoyed the many experiences that FTD and I have had together. Here's to 25 more!!"

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