

ROTHERT & CO. ROTHERT & CO. ROTHERT & CO. ROTHERT & CO. ROTHERT & CO. ROTHERT & CO.

THE HOLIDAY ATTIRE!

Richmond's Model Furniture Store takes on the drapery of Holiday Attire, and as a result, is pronounced by all a mammoth and complete stock. All the Necessary Needs of the Thrifty Housewife

The Holiday Sale at ROTHERT & CO.'S For Many Reasons.

Not simply because we think so—but because where two thirds of Richmond's population buy their wares—we think that sufficient grounds for such a request—and when a person can buy Household Necessities on such terms as we give any one from a common-sense standpoint'll take advantage of it, not only now but for months and months to come.

Table with 7 columns: On Credit, On Credit, On Credit, On Credit, On Credit, On Credit, On Credit. Each column contains text describing various goods like Carpets, Stoves, Curtains, Chamber Suits, etc., and their availability on credit.

MILLIONS FOR FLORA.

New Yorkers Spend This Sum Annually on Decorations. ALL REVERTS TO CHARITY. Hospitals and Other Institutions Receive the Flowers After They Have Done Service at the Various Functions of Society.

in the most expensive part of Broadway, are those of the florists... The trade in cut-flowers covers many more varieties, and some of them in enormous quantities...



retail florists, and are not of sufficient importance to interest the commission-merchants or large growers. But, figuring only on the amount specified, the original construction of these green-houses covered by 3,000,000 square feet of glass, cost in the neighborhood of \$2,000,000; they contain 60 miles of iron pipe for heating them, and 50,000 tons of coal are consumed annually in keeping them at the required temperature.

year, the profit in floriculture appears to be about \$22,000 an acre. \$30,000,000 A YEAR. As the wholesale price is \$1,500,000, it means that New Yorkers spend annually with the retailers something like \$29,000,000 a year for flowers.

FASHION'S CHANGING DEMANDS. Fashion now demands very large and full roses, such as are at their best when well opened, and those capable of meeting the requirement, and at the same time possessing sufficient vitality to last well in that condition, may almost be regarded as a new class of flowers forced from nature to meet special wants.

CARNATIONS SECOND CHOICE. Carnations rank next in importance to roses in the cut-flower trade of New York, as is shown by the enormous number of 15,000,000 sold here last year. It is quite possible that some proportion of these went to other cities, for there is a demand for floral carnations all over the country.

Flowers for shipment so well as carnations, or last so long in good condition under conditions that would make short work of roses in the winter they are constantly sent by local growers to Pittsburgh, Albany, Buffalo, Cleveland, Detroit, Washington, Chicago, and have been received in perfect condition as far away as Atlanta and Florida.

People were more easily satisfied than they are now. A resourceful florist, one of the most prominent in the city, receiving an order for "a big basket" in the evening, after his stock of flowers had been entirely exhausted, actually filled the order out of the waste basket.

Each variety of rose has its own time and manner of opening. Some, like the Madame Curie, reach a certain point of development, and retain it all day long, while others make such haste to flaunt their petals that if left on the bush for half an hour after they are just right for cutting they will become worthless.

A Sea Longing. (Written for the Dispatch.) Away from the land and its sifting sand; Away on the hoiden wave; Away from the shore, I love it no more— Hurra, the billows are brave!

Another Big Failure of a down-town merchant that did not take Dr. David's Cough Syrup, and failed to get well.

for them. There is hardly any choice among them, except in the matter of freshness. The only variety worth growing for the market is the Marie Louise, a good dark blue, with a reasonably long stem. Light blue violets, though the may be as fragrant, are not so salable as dark ones.

It was an Eagle. (Warrenton Virginian.) We have been asked whom we favor for the presidency. We have no choice, except that he must be a good, fearless Democrat, and the most available man in the party.

A NEW ERA. We are going to have, physically, a new era. Not for women nor for men, but on an impartial platform upon which each can stand with gastronomic equality.

Another Big Failure of a down-town merchant that did not take Dr. David's Cough Syrup, and failed to get well.

A WINTRY BLAST.

The Seasons Enter into Our Lives. PICTURE OF A SUDDEN CHANGE. Thoughts on Thanksgiving—A New Era—What Constitutes a Dinner—The Old Virginia Method and Cooks—Aton Personal.

dinner is the climax of civilization! It is not the lavish expenditure of money that makes it so, because one may waste a fortune in giving a dinner, as the pagans have before us, and it will be but a vulgar affair, if there is nothing but the food. This is as true, that it is hard for an untrained person, newly rich, to give a really elegant entertainment.

PERSONAL. Rev. Warren A. Cramer, brother of Mrs. Sherrard, who has just returned from Africa, is here on a visit. There has been nothing more interesting heard in the chapel at Aton than the lecture of Dr. Cramer. He has been a Presbyterian missionary on the lower Congo for three years, and his description of the Dark Continent and his lot of labor was most instructive.

A Single Bottle Dr. David's Cough Syrup will do more towards permanently curing a deep-seated cough than a gallon of so-called consumption cures.

Old papers for sale at the Dispatch office.