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United States
Department of
Agriculture

National
Agricultural
Library

register

Bibliographies
and Literature
of Agriculture
Number 55

The M. Truman Fossum Floriculture Collection:

A Register of His Papers in the National Agricultural Library



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The M. Truman Fossum Floriculture Collection

**A Register of His Papers in the
National Agricultural Library**

Bibliographies and Literature
of Agriculture Number 55

United States Department of Agriculture
National Agricultural Library
Beltsville, MD 20705

November 1987

Foreword

When Isaac Newton, the first Commissioner of Agriculture, outlined the program for a new Department in 1862, he placed near the top of his list the establishment of an agricultural library. It was his belief that “the most valuable work would gradually accumulate by exchange, gift and purchase, forming a rich mine of knowledge.” Since that time, the National Agricultural Library (NAL) has assembled a collection of over 1,800,000 volumes, inclusive of historic and/or rare imprints.

The National Agricultural Library’s special collections area comprises original manuscripts, archival materials, rare books, early periodicals, pamphlets, photographs, works of art, audiovisual materials, and microforms. It also includes a variety of ephemeral material which, because of physical characteristics, age, value, content, or appearance, has been judged rare or requires special custodial or environmental care. The Library’s special collections program staff welcomes the opportunity to receive, preserve, and make available manuscript material of historic value including diaries, account books, letters, notebooks, memoirs, and reminiscences pertaining to agriculture and its many related fields. Early scientific materials created prior to 1870 will be especially welcomed, as well as later unique material of a definite historical and scientific significance.

International in scope, the subject range of the special collections, although quite diverse, has strong concentrations of rare books in botany, natural history, zoology, and entomology, as well as extensive imprint literature documenting agricultural observations, experimentations, and practices in England, Western Continental Europe, and America. In addition to important travel accounts by early naturalists, there is an extensive collection of pre-Linneana imprints relating to the description of plants, as well as works by or about the eminent botanist Carl Linnaeus (1707-78).

Particularly noteworthy manuscript collections include the following: the personal papers of Julian N. Friant (1888-1939), a special assistant to Secretary of Agriculture Henry Wallace; the personal papers of Charles E. North (1869-1961), physician, public health officer, and agricultural scientist; the organizational records of the Prince Family Nursery (1779-1914) and the American Association of Agricultural College Editors (1913-present); the Charles Kellogg Soil Conservation collection; the James P. Gwin Poultry collection; the Papers of Layne R. Beaty; the Papers of Charles Valentine Riley; and the M. Truman Fossum Floriculture Collection.

From the time of the first librarian on the Department roster (Aaron Burt Gosh, 1867-69) to the present, outstanding works and collections have been donated to the National Agricultural Library by individual Americans and private organizations to be preserved and made available to scholars and researchers. In an effort to provide awareness and access, the following historical finding aids have been published: *Historic Books ...*, List No. 86; *Linneana*, List No. 89; **Historic Books Concerning Horticulture and Forestry**, List No. 90; **Heritage of American Agriculture: A Bibliography of Pre-1860 Imprints**, List No. 98; **Heritage of Apicultural Literature...Pre-1870**, Associates NAL Today, N.S., 1, No. 101; **Guide to Manuscripts in the National Agricultural Library**, Miscellaneous Publication No. 1374; **The Papers of Layne R. Beaty**, Bibliographies and Literature of Agriculture No. 33.

We are greatly indebted to Lisa Karpinski, who prepared the arrangement and description of the M. Truman Fossum Floriculture Collection and the register for the collection. We are grateful also to the NAL staff of Special Collections, particularly William Hauser and Judith Ho; Frank Burke of the National Archives; and Dr. Leo LaSota of the University of Maryland. Especially we wish to thank the following firms and organizations for the financial support provided through the American Floral Endowment:

American Floral Services, Inc.
Florafax International
Florists' Transworld Delivery Association
Society of American Florists
Teleflora, Inc.
800-Flowers

This register is a welcome contribution to the Library's efforts to provide accurate and convenient access to holdings.

Dr. Alan Fusonie
Assistant Chief for Special Collections
National Agricultural Library

National Agricultural Library Special Collections

The M. Truman Fossum Floriculture Collection

The papers of Mennick Truman Fossum (1912-present) were deposited in the National Agricultural Library in Beltsville, Maryland, between April 1982 and October 1983 under the terms of a cooperative agreement signed by Mr. Fossum, North Dakota State University, and the National Agricultural Library.

M. Truman Fossum, originator of statistical, marketing, and related economic research and information services for commercial floriculture, has dedicated any literary rights including copyrights that he possesses in the collection to the public. The public has access to all but 56 boxes in the collection. These 56 boxes (263(4)-314 and 317-321) will remain closed until the donor's death.

Arranged and Described by Lisa Karpinski
Graduate Student in Horticulture at the University of Maryland
Date Completed: January 1987

Linear feet of shelf space occupied: 213
Approximate number of items: 150,000

Key to the collection: An asterisk (*) in the file folder listing (e.g., *2. Advertising) indicates that there is oversize material (i.e., material larger than 8 1/2 by 11 inches) for that subject. The oversize boxes are at the end of the collection.

“See Oversize” on the file folder listing indicates that material on that subject heading will be found only in the oversize section of the collection.

“Oversize Only” on a file folder indicates that only oversize material is located in that folder. No letter-size material will be found under that subject heading.

When a box number appears followed by a number in parenthesis (i.e., 263 (4)), the reader should start looking at file folder number 4 in box 263.

Header folders, which are in bold in the file folder listing, are markers for the beginning of a specific subject area. These subject areas may either be titles or dates (e.g., **Latin America, Wholesale Markets, or 1956**). In contrast to other numbered folders in the file folder listing, header folders do not contain documents.

Scope and Content Note

The M. Truman Fossum Floriculture Collection

The papers of M. Truman Fossum span the years 1890-1990; the bulk of the material focuses on the period 1945-85. This collection, which occupies 213 linear feet of shelf space, consists primarily of statistical and marketing data, personal and business correspondence, published and unpublished surveys of the floriculture industry, and projections of future trends in the floriculture industry. The original order of the collection was kept to maintain provenance and to fulfill the wishes of the originator, M. Truman Fossum.

The Fossum collection is divided into four series: I. General Reference; II. Floriculture Career; III. Biographical; and IV. Additions. The first series entitled "General Reference" contains materials relating to marketing research and information for commercial floriculture in the United States and abroad, miscellaneous business and personal correspondence, and a variety of magazines including supplements to "The Packer."

The second and largest series contains information on the floriculture career of M. Truman Fossum. Included in this section are several important statistical surveys of the floriculture industry that the donor prepared. This group also contains a report entitled "Trade in Horticultural Specialities," dated 1890-1950. This report, along with a "Forecast of Projections" for the years 1981-90, is the basis for the 100-year timespan of the collection. With these surveys excluded, the bulk of the collection falls between 1945 and 1985. It was during these years that Mr. Fossum worked for some of the most prominent organizations in the floriculture industry. These included the Society of American Florists (SAF), Grant Advertising, Keyes Madden and Jones Advertising, Florists' Telegraph Delivery Association (FTD), and Marketing Facts for Floriculture.

The third series, entitled "Biographical," contains the personal papers of M. Truman Fossum. Included here are professional and business records from 1929 to 1985, personal information about the collector's life from grade school forward, employment and biographical data, records of the Fossum Foundation Library in North Dakota, and financial statements. This section will remain closed until Mr. Fossum's death.

The fourth series contains a wide variety of material that was added to the collection after the original gift. These additional papers are an attempt by Mr. Fossum to keep the collection current.

Each series consists of subseries and each subseries (organized by box number) consists of file folders, listed at the end of the register. The file folder listings mirror the subject headings contained within each box. All material of standard size (8 1/2 by 11 inches) is in letter-size boxes and any oversize material has been separated and can be found in 24 by 24 inch boxes at the end of the collection. Asterisks have been used in the file folder listing to indicate the presence of oversize material (see the key at the beginning of the register).



M. Truman Fossum

Biographical Note

M. Truman Fossum

- 1912, March 14** Born in Maxbass, North Dakota; the first of 10 children born to Minnick and Gussy Lewison Fossum on the Fossum farm located near Maxbass in Bottineau County.
- 1929** Graduated from Maxbass High School as valedictorian of class of 12.
- 1929-31** Engaged in all phases of crop and livestock farming on the Fossum farm in North Dakota.
- 1931-33** Attended North Dakota School of Forestry, Bottineau, North Dakota, and received a Certificate of Completion in a 2-year course in Greenhouse and Nursery Practice.
- 1933-35** Superintendent of greenhouses, nursery, and grounds, North Dakota Tuberculosis Sanatorium, San Haven.
- Involved in directing WPA, PWA, and CCC Camp construction activities at the Sanatorium and at the International Peace Garden, which was dedicated in 1932.
- 1935-36** Leave of absence from position at the North Dakota Tuberculosis Sanatorium to study horticulture, botany, and related subjects at the Royal Botanical Gardens at Kew, in Surrey, England. Received Certificate of Completion.
- 1936-38** Assistant Foreman, New York Botanical Garden. Received a Certificate of Completion from a 2-year course at the New York Botanical Garden.
- 1938-40** B.S. degree in Agriculture with the major emphasis on floriculture and ornamental horticulture, Cornell University, Ithaca, N.Y.
- 1940-42** M.S. degree in Agriculture completed in 1941 with the major emphasis on floriculture and ornamental horticulture, Ohio State University, Columbus, Ohio.
- 1942-43** Assistant Professor, Department of Horticulture, University of Maryland, College Park, Md.
- In response to the rapid conversion of the University of Maryland to wartime activities entered the private sector to gain further commercial experience in ornamental horticulture.
- 1943-45** Technical Advisor, Inspector and Seedsman, Fred C. Gloeckner Co. Inc., New York, N.Y.
- 1945-49** Assistant Professor of Floriculture and Ornamental Horticulture, Cornell University, Ithaca, N.Y.
- While on the faculty at Cornell, granted leave of absence to study at both Cornell University and Purdue University.

- 1945-47** Graduate student in Agricultural Economics, Cornell University.
- 1947-48** Graduate student in Agricultural Economics, Purdue University.
- 1949** Director of Research and Member Services, Society of American Florists (SAF).
- 1949-52** On loan from SAF to Bureau of the Census. Served as Consultant, Special Agent, Agricultural Economist, and Survey Statistician, Agriculture Division, Department of Commerce.
- While working at the Bureau of the Census, conducted a special census of horticultural specialties and served in an advisory capacity for several governmental organizations including the Small Business Division of the Department of Commerce, the Department of Justice, and the Department of Agriculture.
- April 1952-
June 1956** On loan from SAF to U.S. Department of Agriculture. Served as Consultant and Agricultural Economist, Bureau of Agricultural Economics.
- Duties included statistical marketing research and development of information services for nonfood horticulture.
- 1956-58** Director of Research and Assistant to FTD Account Executives, Grant Advertising, New York, N.Y.
- 1958-60** Research Analyst and Assistant to FTD Account Executives, Keyes, Madden and Jones Advertising, Chicago, Ill.
- 1960-70** Director of Research and Economic Analyst, FTD.
- 1971-73** Consultant, Fossum Facts for Floriculture, Detroit, Mich.
- Started own consulting firm in 1971. In 1973 moved the business from Michigan to Washington, D.C. During this move, changed the firm name from "Fossum Facts for Floriculture" to "Marketing Facts for Floriculture".
- 1973-83** Consultant, Marketing Facts for Floriculture, Washington, D.C.

Description of Series

Box Numbers	Series
	I. General Reference. 1890-1990. 134 Boxes
	<i>SUBSERIES</i>
Boxes 1-53 & 189(8)-238(6)	1. Reference Material. 1890-1990. 102 Boxes.
	General reference and special bibliographic material. Included are newspaper and magazine articles, business and personal correspondence, and reports and publications related to the fields of marketing and horticulture. Arranged alphabetically or chronologically as appropriate.
Boxes 80-95(1),	2. International Information. 1955-81. 240(5)-243(14),20 Boxes
	Consists of business reports, pamphlets, and brochures on floricultural economics in Canada, Europe, Latin America, and other countries around the world. Includes business reports dealing with the International Trade Commission and FTD (87(7)-95(1)) and several boxes on International Botanical establishments (240(5)-243(14)). Arranged alphabetically and chronologically.
Box 95(2)	3. Miscellaneous Magazines 1954 and 1972-81 1 Box
	This box contains the Golden Anniversary Issue of <i>Horticulture Magazine</i> , the Centennial Issue of <i>American Nurserymen</i> , a variety of issues and supplements of <i>The Packer</i> including "Flower Marketing" and "Ideas in Merchandising". Arranged chronologically.
Boxes 245-255(5)	4. Miscellaneous Business and Personal Correspondence. 1890-1982. 11 Boxes.
	A variety of business reports, studies, and census reports on trends in the floriculture industry. Also included is a wide variety of information about different companies in the field of floriculture as well as information on people in the fields of floriculture and business. Arranged chronologically.

- II. Floriculture Career. 1949-81.
99 Boxes.

SUBSERIES

Boxes 103(16)-111

1. Business Reports in Floriculture.
1945-56. 9 Boxes.

Business reports prepared by Mr. Fossum while working at Cornell University, The Society of American Florists, The Bureau of the Census, and the U.S. Department of Agriculture.

**Boxes 53-69(4),
112(1)-116,
169-189(7),**

2. USDA. 1948-81. 41 Boxes.

Includes a variety of reports and information collected by Mr. Fossum while employed by the USDA Economic Research Service. Also included are Market News Summaries, business and inspection reports on grades and standards for floriculture crops, crop estimates done for the USDA Statistical Reporting Service (SRS), and reports produced by Mr. Fossum on regional projects in marketing for horticultural specialties. Arranged chronologically.

Boxes 99(5)-103(15)

3. U.S. Department of Commerce - Bureau of the Census. 1948-52. 5 Boxes.

Employee information such as handbooks and reference manual from the U.S. Department of Commerce, Bureau of the Census. Arranged by title.

Boxes 117-168

4. Career Correspondence. 1945-70.
52 Boxes

Correspondence produced during Mr. Fossum's 50-year career in the floriculture industry. Includes correspondence from Grant Advertising, Keyes, Madden and Jones, and FTD along with miscellaneous correspondence dealing with floriculture and economics. Arranged alphabetically and chronologically.

Boxes 69(5)-74(1)

5. Energy. 1973-78 & 1981. 6 Boxes.

Information, in the form of reports, on energy usage in floriculture. Also included here are conference reports distributed by the American Marketing Association, McGraw Hill Publications, The Conference Board, and the World Future Society. Arranged chronologically.

**Boxes 74(2)-79,
96-99(4), 1948-91.
238(7)-240(4),
243(15)-244,**

6. Economic and Marketing Studies.
15 Boxes.

This section comprises business forecasts and economic outlook reports, projection reports, studies of the floriculture industry, Merrill Lynch Economic Planning Reports (74(2)-79), National Trends in Ornamental Horticulture (96-98(6)), and questionnaires dealing with consumer preferences for floral products (98(7)-99(4)). Arranged chronologically.

- III. Biographical. 1929-85. 66 Boxes

SUBSERIES

Boxes 255(6)-298(8)

1. Biographical Records. 1929-85.
43 Boxes.

Includes biographical information on Mr. Fossum's personal and family life, as well as honors and awards, resumes used, and employers. Also included is information on the Fossum Foundation (279(12)-282(3)) and the Fossum Foundation Library at North Dakota State University, Bottineau Branch (282(21)-285).

Boxes 298(9)-321

2. Business Records. 1950-83.
23 Boxes.

Included are tax records, FTD account expenses, business expenses for Marketing Facts for Floriculture, marketing and economic books and cancelled checks.

Arranged chronologically.

IV. Additions. 1979-86. 13 Boxes

SUBSERIES

Boxes 322-334

1. Additions to the Collection. 1979-86.
13 Boxes

These boxes contain information that was added to the collection after receipt of the original gift. Specifically they include personal and business records, anniversary and commemorative publications, copies of Marvin Miller's thesis, cassette tapes, slides, memorabilia, and information on the Fossum Foundation Library at North Dakota State University, Bottineau Branch. Arranged alphabetically and chronologically.

- Box 1**
1. Adams, R.L.
 - *2. Advertising
 3. Advertising, Bibliography of
 - *4. Advertising Media Measurements
 5. Alderson Associates Inc.
 6. 1955 Survey of Research Sponsored by American Assoc. of Nurserymen
- Box 2**
- *1. American Assoc. of Nurserymen
 2. American Assoc. of Nurserymen
 3. American Assoc. of Nurserymen
 4. American Flag
 5. American Garden Products Inc.
 - *6. AHS Education Committee
 7. AHS Education Committee
- Box 3**
1. AHS Education Committee
 2. American Retail Federation
 3. American Society of Hort. Science
 4. A.S.H.S 1903-1978
 - *5. American Trucking Ass'n
 - *6. AMFAC
 7. Anderson, Axel L.
 - *8. Areas of Dominant Influence 1972
- Box 4**
1. Areas of Dominant Influence 1973
 - *2. Areas of Dominant Influence 1974
 3. Arnold, Fortas and Porter
 4. Associated Landscape Contractors
 5. Atkins, John
 - *6. Bachmans
 7. Bachmans
 - *8. EFM Brochures
- Box 5**
1. Baker, Maurice
 2. Ball, George J. Inc.
 - *3. Ballantyne, D.
 - *4. Bange, Gerold A.
 - *5. Bank and Public Holidays
 6. Barger, William R.
 7. Baum, Arnold Leon
 8. Baums House of Flowers
 9. Beckenbach, J.R.
 10. Bedding Plants
 11. Beitler, John P.

12. Berninger, L.M.
13. Berninger, L.M.

Box 6

1. Berninger, L.M.
2. Berninger, L.M.
- *4. Blackistone, Z.D.
5. Bodette, John L.
6. Bonsai
7. Brautigam, Frank
8. Brecht, Paul
9. Britannica Encyclopedia
10. Brooke, Donald L.
11. Brookins, Harold B.
12. Brundage, Emily E.
- *13. Brunk, Max

Box 7

- *1. Brunk, Max E.
2. Bruskin, R.H. Assoc.
3. Bryant, L.C.
4. Buckley, Edd
5. Burns, David J.
6. Burpee Seed Co.
7. Burrell, Hugh
8. Bussey Shaw
9. Butterfield, Norman W.
- *10. California
11. California
12. California Flower Farms

Box 8

1. Canada MKTG for Serv. Businesses
2. Care of Flowers and Plants
- *3. Carpenter, William J.
- *4. Cathey, H. Marc
5. Cathey, H. Marc
6. Cathey, H. Marc
7. Cathey, H.M. Kiplinger Chair
8. Cathey, H.M. Kiplinger Chair 1980-1981
9. Chapogas, Peter G. Metz, Joseph F.

Box 9

1. Christmas Customs
- *2. Christmas Trees
3. Churchward, Ross
4. Clarendon, Nat's Inst. of Horticulture
5. Cochrane, Willard W.
- *6. Colgate Freeze dried Flowers April 1972
7. College Market
8. Colombian Flower Growers

9. Conklin, Everett
10. Conklin, Melvin J.
11. Container Corp. of America
12. Conwell, Russell H.
13. Conway, B.J. (see oversize)
14. Costs
- *15. Costs
- *16. Council for Ag. Sciences and Tech.

Box 10

1. Council for Ag. Sciences and Tech.
2. Council of Tree and Landscape Appraisals
3. Culbert, John R.
4. Curtiss, Carl C.
- *5. Dauernheim, Mel
6. Dauernheim, Mel
7. Davey Tree Surgery
8. Daum, Paul
9. Dell, E.M.
- *10. Demby, Emmanuel
- *11. Denver Wholesale Florist
12. Dewerth, A.F. (See Sorenson)
- *13. Dewey, Arthur W.

Box 11

1. Dougherty, L.A.
2. Dried Flowers
- *3. Dun and Bradstreet
4. Dunbar, Don
5. Dutka, Solomon
6. Earlewine, Ralph L.
7. Easter, Phil
8. Eaton, Donald M.
- *9. Ecke, Paul
10. Effertz, Georgia
- *11. Elbert, George A.
12. Elman, Linda L.
13. Eugene, S.A.
14. Executive Consultants Inc.
15. Exotic Gardens

Box 12

1. Economist, The
2. Lionel D. Edie and Company 1972
- *3. Regional Analysis (Edie) 1971
- *4. Regional Analysis (Edie) 1972
5. Farley, E.A.
6. Farmer Cooperatives
- *7. Farrell, Kenneth R.

- 8. Federal Reserve Bank of Richmond
- 9. Federal Trade Commission
- *10. FTC 1976
- *11. FTC Miscellaneous 1975

Box 13

- 1. FTC Reports 1975
- 2. FTC Survey of Funeral Prices in D.C.
- 3. Fetly, Al
- 4. Felton, Edward
- 5. Ferry, Morse
- *6. Fine, Paul A. Associates
- 7. Fitzpatrick, R.A.
- 8. Fjaderhane, Aug. M.

Box 14

- 1. Summary Florist Year 1977-78
- 2. Summary Florist Year 1976-77
- 3. Floriculture Directions 1977
- 4. Floriculture Directions 1978

Box 15

- 1. Floriculture Directions 1979
- 2. Floriculture Directions 1980
- 3. Florida
- 4. Florists Exchange
- 5. Florists Telegraph Delivery Assoc.
- 6. FTD Better Business Service History
- 7. Florist Telegraph Delivery Association/Educational Dept. (Record Books)
- 8. FTD Record Keeping Hist.

Box 16

- 1. FTD How to do it Hist.
- 2. FTD Flower Shop Designs Hist.
- 3. FTD Top of the List Study
- 4. FTD Trends and Perspectives Jan. 1971
- 5. FTD Profit and Expense Survey 1972-73
- 6. FTD Fermington
- 7. FTD Profit and Expense Survey 1964-65
- 8. FTD Flower Business Fact Book 1971
- 9. FTD Flower Business Fact Book 1978
- 10. FTD Florist Record System 1978
- 11. FTD CBS 1978
- 12. FTD Cut Flower Care Guide
- 13. FTD International Headquarters 1978
- 14. Flower Gallery

Box 17

1. Flower and Garden Group
2. Flower Facts and Fancies
3. Flowers of States and Provinces
4. FMC
5. Folsom, Lowell
6. Food Business Assoc.
7. Fong, Herb
- *8. Ford Motor Company
9. Fosler, G.M.
10. Foster, Phil
11. Fox, Raymond T.
12. Franks Nursery
13. FIC Clergy - Church November 1961
14. EGA FTD Objectives and Proposed Act Based on IMR Study 1962
15. FIC Proposed Speech 1963
16. FIC Quotations from History Funeral Directory 1960
- *17. Funeral Directors July 1970

Box 18

- *1. Funerals
2. Funerals
3. Funerals
4. Funerals
5. Funerals
6. Funerals
- *7. Funeral Flowers

Box 19

1. Garbarino, A.J.
2. Gartner, J.B.
3. Gartner, Joseph
4. Gatty, Ronald
- *5. Geralis, George
6. Geralis, George
7. Giannini Foundations
- *8. Gift America
- *9. Gillette Company
10. Glick and Lorwin
11. Gloeckner, Fred C.
12. Goodrich, D.C. Jr.
13. Goodrich, D.C. Jr.
14. Goodrich, D.C. Jr.
15. Goodrich, D.C. Jr.

Box 20

1. Gortzig, Carl
2. Gould, Charles A.
- *3. Grace, W.R. and Company
4. Graf, Alfred Byrd
- *5. Gray, J.M. (Canada)

6. Great Britian MKT for Flowers
7. Green Giant
8. Griffin, Dan
9. Grimmer, W.W.
10. Gross, Lanis
11. Grow
12. Guilfoy, Robert F.
- *13. Hall, J.H. 1890
- *14. Hallmark
- *15. Hampton, Robert W.

Box 21

1. Hanon, Joe A.
2. Hardenburg, Robert
3. Harper, A.C.
4. Harris, John T.
- *5. Harris, William B.
6. Harvey, John M.
7. Hasek, Raymond F.
8. Hatfield, Fred
- *9. Hauser, Philip M.
- *10. Hawaii
11. Hebert, Earl
12. Helfgott, Myron J.
- *13. Heller, Edward
- *14. Hellpenstell, J.M.
15. Henry John Co.
16. Hepp, Ralph E.
17. Hess, Charles
- *18. Hill Companies
19. Hill, William E. and Company

Box 22

1. Hillen, Bernie
- *2. Hjort, Howard
3. Hoffman, William W.
4. Holly, W.D.
5. Home Horticulture
6. Hoofnagle, William S.
7. Hort. Research Institute Inc.
- *8. Hospital Flowers

Box 23

1. House Plants
2. Houston, E. Ray
- *3. Howland, Joseph
4. Hudek, Henry J.
5. Ignatien, G.M. 1910
6. 1955 Market Data and Directory Number

- Box 24**
1. 1957 Market Data and Directory Number
 2. 1959 Market Data and Directory Number
 3. Industrial Marketing
 4. Institute for Motivational Research Inc.
 5. International Association of Horticultural Producers 1949
 6. International Association of Horticultural Producers 1974
 7. International Association of Horticultural Producers 1975

- Box 25**
1. International Association of Horticultural Producers 1977
 2. International Association of Horticultural Producers 1980
 3. International Association of Horticultural Producers 1981
 4. International Ass'n of Hort. Prod.
 - *5. International Entrepreneurs Assoc.

- Box 26**
1. International Horticultural Congress Aug. 15-20 1966
 2. Irving, Mac
 3. Jackson and Perkins
 4. Japan
 - *5. Jarvesoo, Elmar
 6. Jester, Randolph A.
 7. Jewel, Foliage
 - *8. Jewish Holy Days
 9. Johnson, Robert E.
 10. Katz, Barbara J.
 11. Kaufman, Jack

- Box 27**
1. Keeline - Wilcox
 2. Kelley, Etna M.
 3. Kelly, Ross A.
 - *4. Kennicott Bros. Co.
 5. Kiplinger, D.C.
 6. Kitezawa, May
 7. Kirks
 8. Kirschling, Patrick J.
 9. Kirschling, Patrick J.
 - *10. Kister, William
 - *11. Knauer, Virginia 1977
 - *12. Knauer, Virginia
 - *13. Koehler, Leonard C. (see oversize)

- Box 28**
1. Kokus, John
 2. Kono, Alice
 - *3. Koon, Gordon (see oversize)
 4. Kozel, Philip
 5. Knight, W.R.

6. Knight, W.R.
7. Kress, George
8. Kress, George
9. Kress, George
10. Kress, George
- *11. Kress, George

Box 29

1. Kress, George
2. Kudka, John
3. Langhans, Robert W.
- *4. Lapp, Charles L. (see oversize)
- *5. Laurie, Alex
6. Laurie, Alex
7. Lawn and Garden MFTRS Ass'n
8. Lazier, Harry
9. Le Clerg, R.E.
10. Lees, Sue Frederick
11. Lehrer's Flowers

Box 30

1. Leisure Industry
2. Le Moul, Michael A.
- *3. Le Sieur, Harold A.
4. Liesveld, John
5. Liles, M.R.
- *6. Lippincott and Marguiles
- *7. Living Plant Growers Ass'n
- *8. Longwood Program
9. Lord and Burnham
10. Lundquist, Arnold L.
- *11. Luke, George W.
12. Lyng, Richard E.
- *13. MacMurray, Robert R.
14. Magee, R.O.

Box 31

1. Mahlstedde, J.P.
2. Mauser, F.F.
3. Management Analysis Center
4. Manpower Development Training
- *5. Manpower Development Training
6. Marousky, F.J.
7. Martin, Loyd C.
- *8. Mass or Convenience Marketing
9. Mass or Convenience Marketing
10. Masterlerz, John W.

- Box 32**
1. McCabe, Norbert Gerlard
 2. McCall, Susana
 3. Mehren, George
 4. Mercer Greenhouses Inc.
 - *5. Merchandising Week (see oversize)
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 7. Metric System Guide
 8. Metz, Joseph F.
 9. Michigan State Florists
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 11. Retail Management Seminar for Florists (given by the Univesity of Michigan)
 12. Miklius, W.
 13. Miller, Marvin N.
 - *14. Mitchell, Herb

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1. Mitchell, Herb
 2. Monrovia Nursery Co.
 - *3. Moore, Elmer J.
 4. MPI MKTG Res. Inc.
 - *5. National Geographic
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 2. Nicholls, Charles A.
 3. Nickerson, Dorothy (International Standard Terminology)
 - *4. Niefeld, Juye
 5. Nisbet, Fred J.
 6. New York City Market Report
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 - *18. Ohkawa, Kiyoshi

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 - *2. Orchids
 - *3. Ortho 1975

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5. Paarlberg, Don
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- *7. Packer
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10. Parks, Martha
- *11. Parvin, Phil
12. Pearson, Frank A.
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14. Pennsylvania
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16. Pfahl, Peter B.
17. Phillips Petroleum Co. 1974
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- *3. Plastics
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- *6. New York Times 1965-1967
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- *13. Three Newspaper Summary 1900-1960
14. Three Newspaper Summary 1961-1964
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- *16. Plotkin Manual O.
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18. Poetker, Frances Jones
- *19. Poisonous Plants MTF
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- *2. AHS Safety w/Plants
3. Pope Ballard
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- *5. Post Harvest Physiology
- *6. Post Kenneth Foundation
7. Pots Clay
8. Predicasts
- *9. Pridham AMS (see oversize)

- 10. Prentice Hall
- 11. Printers Ink
- *12. Produce Marketing Assoc.
- *13. Public Relations

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- *1. Rada, E.L.
- 2. Rada, E.L.
- 3. Rada, E.L.
- *4. Ralston Purina Co.
- 5. Reynolds, Marc
- *6. Rhodes, Neil (see oversize)
- 7. Rice, James O. Assoc. Inc.
- 8. Robbins Stuart
- *9. Robertson, Jerry
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- 11. Rogers, Marlin N.
- *12. Roland, Robert H.

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- *1. Rose, Year of the
- 2. Rothenberger, Ray R.
- *3. Scarborough, Elmo F.
- 4. Schreffler, Robert B.
- 5. Science Research Associates
- 6. Seattle First National Bank
- 7. Seeley, John G.
- 8. Seferovich, George H.
- 9. Sellman, Albert
- 10. Sherman, R.W.
- *11. Shibata, Yoshimi
- *12. Shypula, Dan
- 13. Silva, Edmundo Etc.
- 14. Small Business Administration

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- *1. Small Business Week 1976
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- 9. Smith, Roy J.

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- 4. Smithsonian 1876 A Centennial Exhibition

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6. Social Research Inc.

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3. Sorenson, H.B.
4. Soules, Ken
- *5. Springer, Gus
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- *7. Stabey, George L.
- *8. Standard Fruit and Steamship Company

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1. Stanford Research Institute
- *2. Starch, Daniel
- *3. Statistical Weather Info. Inc.
4. Stein, Albert E.
5. Stevenson, Jordon and Harrison
6. Stenson, Richard F.
- *7. Stokes, Don (see oversize)
8. Storck, H. and Associates
9. Storck, H. UN FAO
- *10. Strader, Jack Delmar
- *11. Stratford of Texas-United Horticulture
12. Stutts, Herbert P.
13. Sullivan, G.H.

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2. Management Seminar for Retail Florist
3. Society of American Florists
- *4. SAF Career Brochure
5. NPPP 1959-1969
- *6. Plans for all Industry Advertising
7. Minneapolis Meeting April 14-15 1969
8. Committe of "32"
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10. Wholesaler Investments in AFMC 1970
11. Wholesaler Participation in AFMC April 1972
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- *4. AFMC Review 1972
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9. Tayama, Harry K.

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- *2. Taylor, F.J.
3. Tesauro, S.J.
4. Texas
5. Thompson, George J.
6. Thompson, Lloyd E.
- *7. Thomsen, F.L.
8. Timmer, Harold
- *9. Tissue Culture
- *10. Tolle, L.J.
11. Tolle, L.J.
12. Tolle, L.J.
13. Tolle, L.J.
14. Tolle, L.J.

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1. Tolton, W.G.
2. Toornman, B.W.
- *3. Trade Associations
- *4. Transport I
- *5. Trotter, C.E.
6. Trotter, Warren K.
7. Tukey, H.B.
9. Twentieth Century Fund
10. Union Carbide
- *11. United Brands
- *12. United Fresh Fruit and Vegetable Assn.
- *13. United Kingdom Marketing Flowers

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1. U.S. Economics Corporation
2. University of Detroit
3. University Research Center
- *4. Urban Land Institute
5. U.S. News and World Report
- *6. Van Namen, Jake
7. Vaughan, Jacklin
8. Verhage, A.J.
9. Voigt, Alvi
- *10. Voigt, Alvi
11. Voigt, Alvi
12. Voigt, Alvi
13. Voigt, Alvi

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1. Volk, Marcia and Associate
2. Vonoppenfeld, Horst
- *3. Vonoppenfeld, Horst
- *4. Vosters, Jim
5. Wallace, Henry
6. Ward, J.F. Assoc.
- *7. Washington Researchers
8. Washington Researchers
- *9. Watson, Donald P.
- *10. Waugh, Evelyn (see oversize)
11. Watson, Donald P.

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1. Waugh, F.V.
2. Way, Robert M.
- *3. Weather Trends Inc.
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5. Weddings
- *6. Weddle, Charles (see oversize)
7. Weidner, Robert
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- *12. Weyerhaeuser Co.
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16. Wolfgram, Robert C.
17. Wood, Robert
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8. USDA Bibliography for Flor. Econ. Aug. 1956
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2. USDA Research Proposals 1963
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5. **Demand for Flowers by Wire**
6. Demand for Flowers by Wire 1966
7. Profiles of the Retail Florist
8. Profiles of the Retail Florist Question 1964
9. Profiles of the Retail Florist Report 1964
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12. **Consumer Purchasing Patterns**
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3. **Wholesale Markets**
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14. Grower Marketing Practices East 1975
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17. Mass Merchandising Midwest 1975
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5. Bibliography Nursery Products 1944-1965
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9. Economic Research in Agricultural Marketing
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17. Milestones in Marketing 1963
18. USDA History

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2. National Workshop on Ornamental Crops 1973
3. USDA Farm Income Statistics
4. **California Summaries**
5. Marketing California Ornamental Crops 1968
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1. **Florida Summaries**
2. Marketing Florida Ornamental Crops 1969
3. Marketing Florida Ornamental Crops 1970
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5. Marketing Florida Ornamental Crops 1972-1973
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7. Marketing Florida Ornamental Crops 1974-1975
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11. Marketing Florida Ornamental Crops 1980-1981
12. **Boston Summaries**
13. Market News Summary - Boston 1971
14. Market News Summary - Boston 1972
15. Market News Summary - Boston 1973

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1. Market News Summary - Boston 1974
2. Market News Summary - Boston 1975
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18. **Dallas Fort Worth Summaries**
19. Dallas Fort Worth Market News Summary 1972

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1. **Minneapolis**
2. Market News Summary - Minneapolis 1973
3. Market News Summary - Minneapolis 1974
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3. Grades and Standards 1961
4. Grades and Standards 1962
5. Grades and Standards 1963
6. Grades and Standards 1964
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8. **1971**
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- *10. Standardization and Inspection Feb. 23, 1971
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- 1. **1972**
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- 9. **1973**
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- 2. Statistical Reporting Service 1964
- 3. Nursery Crop Estimates 1959-64
- 4. Nursery Crop Estimates 1956-1958
- 5. SRS Summary Ornamental Crops 1956-68
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3. USDA Floriculture Crops 1981
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4. Business Conditions Digest

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3. Energy Florist 1975
4. Energy Estimate MTR Cost 1975
5. Energy FTD Greenhouse Workshop 1975

6. Energy Miscellaneous 1975
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8. American Marketing Assoc. Washington Chapter
9. McGraw Hill Conference
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- *12. The Conference Board March 21-22
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1. **World Future Society Conference**
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3. Washington Energy Symposium June 1974
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7. Current Economic Trends
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9. Road Maps of Industry
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28. **Quarterly Canadian Forecast**
29. The Conference Board in Canada Historical Supplement 1976-1977 Editions

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2. Assessing Trends in Canada's Competitive Position: The Case of Canada and the U.S.
3. Marketing Research in Canada A Status Report Publication Aug. 1980
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- *2. Flowers Canada 1976
- *3. Flowers Canada 1977
4. Flowers Canada 1978
- *5. Flowers Canada 1979
- *6. Flowers Canada 1980
- *7. Flowers Canada 1981
- *8. Canada Auctions
- *9. Les Floralties Montreal 1979

Box 83

1. Alaska
2. **Latin America**
- *3. Brazil

4. Chile
- *5. Costa Rica
- *6. Guatemala
- *7. Jamaica
- *8. Mexico
- *9. Puerto Rico
- *10. Venezuela
11. Latin American Report
12. Latin American Report
- *13. Reference Information
- *14. Latin America Oct. 1972
15. Latin America Oct. 1972
16. Colombia
17. Colombia Special Report
- *18. Colombian Flower Growers

Box 84

- *1. Colombia Miscellaneous
2. Colombia Miscellaneous
3. **Miscellaneous Countries**
- *4. International Floriculture MTF 1976
5. Maps of World Nations
6. Africa
- *7. Arab Countries
8. Australia
9. Austria
10. Belgium
- *11. China
12. Iceland
- *13. Iran
14. Ireland
- *15. Israel
16. Italy
- *17. Japan
- *18. New Zealand
19. Rumania
20. Russia

Box 85

1. Denmark 1976
- *2. Denmark
3. Denmark
- *4. England 1976
5. England
- *6. England
7. France 1976
- *8. France
9. Germany 1976
- *10. Germany

11. Germany

Box 86

1. Germany
2. Netherlands 1976
- *3. Netherlands
4. Netherlands
- *5. Floriade
6. Netherlands
7. Norway 1976
- *8. Norway

Box 87

1. Norway
- *2. Sweden 1976
3. Sweden
4. Sweden
5. Switzerland 1976
- *6. Switzerland
7. Switzerland
8. International Trade 1970
- *9. International Trade Misc. 1970

Box 88

- *1. International Trade 1971
2. International Trade 1972
- *3. International Trade 1973
4. International Trade 1974
- *5. International Trade 1975
6. International Trade 1976
7. FTD Stat. and Report
8. International Trade Commission 1977
- *9. International Trade Commission 1977
- *10. International Trade Commission 1977
11. International Trade Commission 1977

Box 89

- *1. International Trade Comm. Shibata 1977
2. International Trade Comm. SAF 1977
- *3. International Trade Press
- *4. International Trade Commission Press 1977
- *5. International Trade Commission Misc. 1977
6. International Trade Commission 1978
- *7. International Trade Commission Press 1978
- *8. ITC G.S.P. Sept. 1978
9. ITC G.S.P. Sept. 1978

Box 90

1. ITC G.S.P. Sept. 1978
2. ITC G.S.P. Sept. 1978
3. ITC G.S.P. June 1979
4. ITC G.S.P. June 1979

5. ITC G.S.P. June 1979
6. ITC Roses Inc. Sept. 1979
7. ITC G.S.P. Nov. 1979

Box 91

- *1. G.S.P. Roses Inc. Press 1979
2. G.S.P. August 1980
3. Colombia G.S.P. Proposal 1980
4. Inter-American Development Bank - Project Analysis Department April 1978
- *5. Washington Post Article - The Inter-American Development Bank: 20 years of support for Latin America's Development
6. The Overseas Private Investment Corporation 1979 Annual Report
7. The Overseas Private Investment Corporation 1980 Annual Report
8. World Bank - 1979 Annual Report
9. World Development Report 1979
10. World Development Report 1980
11. ITC Count Duty Israel July 1980
12. ITC Count Duty Roses Inc. Jan. 1980
13. ITC Count Duty Netherlands Jan. 1980

Box 92

1. ITC Count Duty Conf. Roses Inc. Jan. 31, 1980
2. ITC Count Duty Conf. - FTD Jan. 31, 1980
3. ITC Count Duty Conf. - Report Feb. 1980
4. ITC Daum Jan. 1980
5. ITC Toxic Substance Jan. 1980
6. ITC Mushrooms
7. ITC - U.S. Dept. of Labor 1980
- *8. ITC - Trade Adjustment Ass't Jan. 1980
9. ITC Questionnaires Jan. 1980

Box 93

1. FTD - Stat. & Report
2. ITC - Escape Clause Feb. 1980
- *3. ITC Escape Clause Hearing M.T.F. Feb. 1980
- *4. ITC Escape Clause Hearing M.T.F. Feb. 1980
- *5. ITC Escape Clause April 1980
- *6. ITC Escape Clause Hearing MTF Feb. 1980
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- *9. ITC Escape Clause Hearing Columbia Feb. 1980
10. ITC Escape Clause Hearing Israel Feb. 1980
- *11. ITC Escape Clause Hearing Netherlands Feb. 1980
12. ITC Escape Clause Hearing Roses Inc. Feb. 1980

Box 94

1. ITC Escape Clause Hearing Billings Feb. 1980
2. ITC Escape Clause Hearing Stewart Feb. 1980
3. ITC Escape Clause Hearing Mitchell 1980
4. ITC Escape Clause Post Hearing March 1980
5. ITC Escape Clause Post Hearing March 1980
6. ITC Escape Clause MKT News 1980
7. ITC Escape Clause Report 1980
- *8. ITC Trade Press 1980

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- *1. ITC Trade Press 1980
2. Business Answer July 28, 1980
3. Business Answer Oct. 20, 1980
4. Business Answer Dec. 29, 1980
- *5. Marketing News Oct. 17, 1980
- *6. Roses Inc. - Imports
- *7. International Trade
8. Horticulture Mag. Oct. 1954 - Golden Anniversary Issue
9. Horticulture Mag. Nov. 1954
10. American Nurseryman July 1, 1975 - A.A.N. Centennial Convention Number
- *11. The Packer's Bicentennial Preview Issue December 1975 (see oversize)
- *12. The Packer Focus - 1978-1979, Dec. 1978 Vol. LXXXV No. 54 (see oversize)
- *13. The Packer Focus on the 80's - Dec. 1979 Vol. LXXXVI No. 54 (see oversize)
- *14. The Packer Produce Availability and Merchandising Guide June 1980 Volume 87 No.53 (see oversize)
- *15. The Packer Focus on the 80's Dec.1980 Vol. LXXXVII No. 54 (see oversize)
- *16. The Packer Produce Availability and Merchandising Guide June 1981 Vol. 88 No. 53 (see oversize)
- *17. The Packer Focus on the 80's Dec. 1981 Vol. LXXXVIII No. 54 (see oversize)
- *18. The Packer Focus 1982-1983 Dec. 1982 Vol. LXXXVIX No. 54 (see oversize)
- *19. The Packer Produce Availability and Merchandising Guide June 1983 Vol. 90 No. 53
- *20. Flower Marketing - Supplement to the Packer, Sept. 30. 1972
- *21. Flower Marketing - Supplement to the Packer, Nov. 11, 1972
- *22. Flower Marketing - Supplement to the Packer, Jan. 6, 1973
- *23. Flower Marketing - Supplement to the Packer, March 24, 1973
- *24. Flower Marketing - Supplement to the Packer, April 14, 1973
- *25. Flower Marketing - Supplement to the Packer, Aug. 25, 1973
- *26. Flower Marketing - Supplement to the Packer, Oct. 6, 1973
- *27. Flower Marketing - Supplement to the Packer, Nov. 10, 1973
- *28. Flower Marketing - Supplement to the Packer, Jan. 5, 1974
- *29. Flower Marketing - Supplement to the Packer, March 23, 1974
- *30. Flower Marketing - Supplement to the Packer, April 27, 1974
- *31. Flower Marketing - Supplement to the Packer, Aug. 24, 1974
- *32. Flower Marketing - Supplement to the Packer, Oct. 5 1974
- *33. Flower Marketing - Supplement to the Packer, Jan. 4, 1975

- *34. Flower Marketing - Supplement to the Packer, Feb. 22 1975
- *35. Flower Marketing - Supplement to the Packer, April 26, 1975
- *36. Flower Marketing - Supplement to the Packer, Aug. 23, 1975
- *37. Flower Marketing - Supplement to the Packer, Oct. 4, 1975
- *38. Flower Marketing - Supplement to the Packer, Nov. 15, 1975
- *39. Flower Marketing - Supplement to the Packer, Jan. 3, 1976
- *40. Flower Marketing - Supplement to the Packer, Feb. 28, 1976
- *41. Flower Marketing - Supplement to the Packer, April 24, 1976
- *42. Flower Marketing - Supplement to the Packer, Aug. 1976
- *43. Flower Marketing - Supplement to the Packer, Oct. 1976
- *44. Flower Marketing - Supplement to the Packer, Nov. 1976
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- *47. Flower Marketing - Supplement to the Packer, April 1977
- *48. Flower Marketing - Supplement to the Packer, June 1977
- *49. Flower Marketing - Supplement to the Packer, Aug. 1977
- *50. Flower Marketing - Supplement to the Packer, Oct. 1977
- *51. Flower Marketing - Supplement to the Packer, Nov. 1977
- *52. Flower Marketing - Supplement to the Packer, Jan. 1978
- *53. Flower Marketing - Supplement to the Packer, Feb. 1978
- *54. Flower Marketing - Supplement to the Packer, March 1978
- *55. Flower Marketing - Supplement to the Packer, June 1978
- *56. Flower Marketing - Supplement to the Packer, Aug. 1978
- *57. Flower Marketing - Supplement to the Packer, Oct. 1978
- *58. Flower Marketing - Supplement to the Packer, Nov. 1978
- *59. Flower Marketing Merchandising Calendar 1979
- *60. Flower Marketing - Supplement to the Packer, Feb. 1979
- *61. Flower Marketing - Supplement to the Packer, April 1979
- *62. Flower Marketing - Supplement to the Packer, Jan. 1980
- *63. Flower Marketing - Supplement to the Packer, Feb. 1980
- *64. Flower Marketing - Supplement to the Packer, March 1980
- *65. Flower Marketing - Supplement to the Packer, April 1980
- *66. Flower Marketing - Supplement to the Packer, May 1980
- *67. Flower Marketing - Supplement to the Packer, July 1980
- *68. Flower Marketing - Supplement to the Packer, Aug. 1980
- *69. Flower Marketing - Supplement to the Packer, Sept. 1980
- *70. Flower Marketing - Supplement to the Packer, Oct. 1980
- *71. Flower Marketing - Supplement to the Packer, Nov. 1980
- *72. Flower Marketing - Supplement to the Packer, Dec. 1980
- *73. Flower Marketing - Supplement to the Packer, Jan. 1981
- *74. Flower Marketing - Supplement to the Packer, Feb. 1981
- *75. Flower Marketing - Supplement to the Packer, April 1981
- *76. Flower Marketing - Supplement to the Packer, July 1981
- *77. Flower Marketing - Supplement to the Packer, Aug. 1981
- *78. Flower Marketing - Supplement to the Packer, Sept. 1981
- *79. Flower Marketing - Supplement to the Packer, Oct. 1981
- *80. Flower Marketing - Supplement to the Packer, Nov. 1981

- *81. Flower Marketing - Supplement to the Packer, Dec. 1981
- *82. Ideas in Merchandising - A Monthly Supplement to the Packer May 13, 1972
- *83. Ideas in Merchandising - A Monthly Supplement to the Packer Nov. 11, 1972
- *84. Ideas in Merchandising - A Monthly Supplement to the Packer Feb. 10, 1973
- *85. Ideas in Merchandising - A Monthly Supplement to the Packer June 9, 1973
- *86. Ideas in Merchandising - A Monthly Supplement to the Packer Feb. 9, 1974
- *87. The Supermarket Floral Guide
- *88. The Supermarket Floral Guide June 1980
- *89. The Supermarket Floral Guide June 1981
- *90. Flower Market
- *91. Christmas Tree Buyers Guide Aug. 2, 1975
- *92. Mushroom Marketing Nov. 5, 1977
- *93. The Grower Dec. 21, 1974
- *94. Brand Name Buyers Guide 1981-1982
- *95. Brand Name Buyers Guide 1982-1983
- *96. Brand Name Buyers Guide 1983
- *97. Maps of the World's Nations (Africa)
- *98. Maps of the World's Nations (Western Hemisphere)
- *99. Atlas Issues in the Middle East 1973
- *100. Indian Ocean Atlas
- *101. USSR Agriculture Atlas
- *102. Peoples Republic of China Atlas
- *103. SAF Handbook on Care and Handling of Flowers and Plants
- *104. The Promise and Purpose of LIFE
- *105. FTD Playbook
- *106. Florida Foliage Buyers Guide

Box 96

- 1. Ornamental Crops Market News Vol. 1 No. 1 Trial Report Washington D.C. (see oversize)
- *2. Ornamental Crops Market News Vol. VI No. 75 Boston Wholesale Market (see oversize)
- *3. Fresh Fruits and Vegetables Federal State Market News St. Paul and Minneapolis Market News Terminology (see oversize)
- *4. Ornamental Crops National Market Trends Vol. IV No. 1-53 San Francisco Calif. 1972 (see oversize)
- *5. Ornamental Crops National Market Trends Vol. V No. 1-3, 7-41, and 43-52 San Francisco Calif. 1973 (see oversize)
- *6. Ornamental Crops National Market Trends Vol. VI No. 52 San Francisco Calif. 1974 (see oversize)
- *7. Ornamental Crops National Market Trends Vol. VII No. 1-52 San Francisco Calif. 1975 (see oversize)
- *8. Ornamental Crops National Market Trends Vol. VIII No. 1-53 San Francisco Calif. 1976 (see oversize)
- *9. Ornamental Crops National Market Trends Vol. IX No. 1-51 San Francisco Calif. 1977 (see oversize)
- *10. Ornamental Crops National Market Trends Vol. X No. 1-52 San Francisco Calif. 1978 (see oversize)

- * 11. Ornamental Crops National Market Trends Vol. XI No. 1-40, 42-52 San Francisco Calif 1979 (see oversize)
- * 12. Ornamental Crops National Market Trends Vol.XII No. 1-51 San Francisco Calif. 1980 (see oversize)
- * 13. Int. Trade Commission 1977 (see oversize)
- * 14. Int. Trade Commission 1980 (Summary of Basic Statistics for Commercial Cut Flower Rose Crop Production and Imports U.S. 1979) (see oversize)
- * 15. FTD young Owners and Mgrs. 1977 (Economic Trends and Projections for Commercial Floriculture U.S. 1951-1986) (see oversize)
- * 16. Yoder/Shibata 1974 (see oversize)
- 17. Horticultural Specialties in Relation to Other Kinds of Agricultural Production - From Census Records
- 18. N.Y. State Flower Growers Inc. Aug 1948 Your Summary of the Questionnaire
- 19. Help Us Help You - An Information Sheet Designed to Help Determine the Emphasis Given Each Subject in the Bulletin, at Short Courses and in our Research sent to Growers (Nurseries) around the U.S.
- 20. Floricultural Economics
- 21. Floricultural Economics I

Box 97

- 1. Floricultural Economics II
- 2. Floricultural Economics II
- 3. Floricultural and Horticultural Economics 1950
- 4. Floricultural and Horticultural Economics 1950 (rough draft)
- 5. Floricultural and Horticultural Economics 1950 (rough draft)
- 6. Miscellaneous

Box 98

- 1. Summaries of Listings and Plans
- 2. Industry Instruction
- 3. Proposed Tabulations
- 4. Critical Analysis Tables
- 5. Correspondence
- 6. Editing and Reviewing
- 7. Questionnaire Oct. 1949
- 8. Questionnaire Nov. 1949
- 9. Questionnaire Dec. 1949

Box 99

- 1. Pretest
- 2. Questionnaire Pretest 1950
- 3. Questionnaire Final
- 4. Questionnaire and Forms
- 5. Department of Commerce - Employee Handbook
- 6. Department of Commerce - Bureau of Census - Enumerators Reference Manual
- 7. U.S. Department of Commerce 1974 Employee Handbook
- 8. Bureau of Census Machine Tabulation Division Brochure 1949
- 9. Bureau of Census Fact Finders for the Nation Brochure

10. Department of Commerce Bureau of the Census Correspondence Guide
11. Census Supervision Part I
12. Census Supervision Part II
13. Manuscript - Trade in Horticultural Specialties (in separate box on same shelf)
14. Misc. Publications dealing with Economics and Marketing in Agriculture.

Box 100

1. Miscellaneous
- *2. Personal Dealings with move from Ithaca
3. Trade in Hort. Spec. U.S. 1890-1950 (note cards)a. Bibliographyb. Industry Classification

Box 101

1. Florist Survey, 1-500, 1945-1946
2. Florist Survey, 500-850, 1945-1946

Box 102

1. Florist Survey, 1-185, 1946
2. List of Nurserymen and Dealers who received Nursery Certificates Year Ending October 1, 1947
3. List of Nurseries, Florists and Greenhouse in NY by County and City
4. Dept. of Agriculture Bulletin Circular 657 - Work of the Bureau of Plant Industry of the State of NY, Dept. of Agriculture and Marketing, 1943
5. Circular 611 List of Nurserymen, Dealers, Florists and others in the State of NY who received Nursery Certificates for the year ending Oct 1, 1937
6. **Manuscript Illustrations**
7. Charts and Graphs
8. Charts, Maps etc....
9. Line Graphs (Scale on both sides)
10. Maps

Box 103

- *1. Misc. Charts, Graphs and Maps
2. Trade in U.S. Hort. Spec. 1890-1950
- *3. Summary of Basic Statistics for Commercial Cut Flower Rose Crop Production and Imports U.S. 1950-1979 (See Oversize)
- *4. 1979 Business Cycle Report (see oversize)
- *5. 1973 Compendium (see oversize)
- *6. Other Misc. 1975-1980 (see oversize)
- *7. N.Y. State Survey 1945 (see oversize)
- *8. N.Y. State Nursery Survey 1946 (see oversize)
- *9. N.Y. State Agric. Census 1940 (see oversize)
- *10. Retail Trade by States 1929-1939 (see oversize)
- *11. Wholesale Trade 1929-1939 (see oversize)
- *12. N.Y. State Survey 1945 (see oversize)
- *13. N.Y. State Early Study 1945 (see oversize)

- * 14. N.Y. State Study Plan 1946 (see oversize)
- * 15. N.Y. State Our Business 1945 (see oversize)
- 16. **Reports 1945**
- 17. Floriculture N.Y.
- 18. Ornamental Horticulture N.Y.
- 19. Miscellaneous Info. 1945-1949
- 20. **Reports 1946**
- 21. Flower Prices vs. Other Commodities
- 22. Wholesale Market Reporting
- 23. **Reports 1947**
- 24. Ours is a Billion Dollar Industry
- 25. This Business we are In
- * 26. What is this Industry

Box 104

- 1. **Reports 1948**
- 2. Our Business and National Economy
- 3. Our Business and National Economy
- 4. Industry Statistics as a Merchandising Tool
- 5. Present Developments and our Future
- 6. Measurement of American Horticulture
- 7. **Reports 1949**
- 8. Special Tabulations for Estimates
- * 9. Estimates and Related Information
- 10. Estimates for Horticultural Specialties by States
- * 11. Economic Structure and Function
- * 12. Summary Seminar
- * 13. Bulbs in the U.S.
- 14. **Reports 1950**
- 15. Facts and Fancies

Box 105

- 1. Floriculture and Ornamental Horticultural Economics
- 2. Economic Taxonomy for Floriculture and Ornamental Horticulture
- 3. A Statistical basis for the Development of Research and Extension for Floriculture and Ornamental Horticulture
- 4. Meeting of Biological Societies - Ohio State - Sept. 11-13 1950
- 5. **Reports 1951**
- 6. Floriculture in NJ
- 7. Nursery Business in Indiana
- 8. Preliminary Census Reports by States
- 9. **Reports 1952**
- 10. SAF "Light the Fires" Proposal
- * 11. Bozell and Jacobs
- 12. U.S. Summary Horticulture Specialities

Box 106

- 1. Horticultural Specialties, Vol. 5, Part I, 1950, Census of Agriculture Special Reports

2. Marketing Information for Commercial Floriculture
3. Marketing Information for Commercial Ornamental Horticulture
4. The Place of Floriculture and Ornamental Horticulture in the Economy of the U.S. at the Mid-Point of the Twentieth Century
5. **Reports 1953**
- *6. Trade in Horticultural Specialties 1890-1950

Box 107

1. Trade in Horticultural Specialties 1890-1950
- *2. Horticultural Specialties in Selected Market areas
- *3. Statistical Summary of Horticultural Specialties
- *4. Production and Distribution of Horticultural Specialties
- *5. Appraisal of Estimates for Horticultural Specialties
- *6. Horticultural Specialty Business of States
7. Economic Education and Research for Floriculture and Ornamental Horticulture
8. 1953 Workshop on Floriculture Economics
- *9. Selective Marketing Data
10. The Economist Replies to Charlie Chesnut
11. Nursery Business in Michigan
12. Marketing Research Problems for the Biological Scientists of Floriculture and Ornamental Horticulture
13. Opportunities with Flowers and Ornamentals
14. Horticultural Specialties - A Neglected Segment of U.S. Agriculture
15. Status of Michigan Among Nation's Nurserymen
16. **Reports 1954**
17. Economic Problems of the Horticultural Specialties

Box 108

1. New for '54 in Washington
2. Floriculture Economics and Research in Marketing (Missouri)
3. Flower Wholesaling Trends
4. Economic Trends in Ornamental Horticulture
5. Trends in Wholesale Trade in Horticultural Specialties
6. Economic Trends in N.C.
7. Let your Light so Shine
8. Forestry's Credit Picture
9. Flower Sales Growers Plan More Outlets More Push
10. Vegetable and Flower Seed Production (Review)
11. Economics of the Florist's Industry (NC)
12. 1954 Workshop
13. 1954 Workshop of Floriculture Economics
14. A Better Nursery Industry through Economic Research
15. Bibliography of Marketing and other Economic Information for Floriculture and Ornamental Horticulture
- *16. What's Wrong with Flowers
17. Metropolitan Economic areas as a Tool for Marketing Research in Horticulture Specialties
- *18. Florist Crop Production and Marketing (Chapter I)

Box 109

1. National Trends in Floriculture and their Effect in Pennsylvania
2. Rose Plant Marketing
3. Trends in Floriculture and Ornamental Horticulture
4. Is the Establishment of Orderly Marketing Procedures the Responsibility of the Regional Trade Assoc.
5. Outlook 1954
6. Horticultural Statistics and their Significance
7. Stat. for Small Business
- *8. Stat. for Small Business
9. Sand in my Shoes (Rhoades Report)
10. The Pot Plant Industry
11. Seattle Conference
12. Portland Conference
- *13. Los Angeles Conference
14. The Florist Industry Today and Tomorrow
15. Economic Healthiness of Retail Florist
- *16. Denver Conference
17. Kansas City Conference
18. St. Louis Conference
19. The Carnation in American Society
20. Economic Problems of the Horticultural Specialties
21. Special Grades and Standards Conference
22. Floriculture and Ornamental Horticulture in the U.S. (A)

Box 110

1. Floriculture and Ornamental Horticulture in the U.S. (B)
2. 1955 Workshop on Floriculture Economics
3. Commercial Floriculture, June 1955, No. 97 Commercial Floriculture Size of Est. and Specialization
4. Commercial Floriculture Size of Est. and Specialization
5. Commercial Ornamental Horticulture, June 1955, No. 96 Commercial Ornamental Horticulture Size of Est. and Specialization
6. Commercial Ornamental Horticulture Size and Est. Specialization
- *7. Agricultural Engineering Conference
8. Status of Marketing and Related Economic Research for Floriculture and Ornamental Horticulture
9. A Flower for the Masses
- *10. Hort. Spec. in 1954 Agriculture Census
11. Place of Horticulture Crops in American Agriculture
12. Trends in Commercial Floriculture
13. Trends in Commercial Floriculture

Box 111

1. Trends in Commercial Ornamental Horticulture
2. National Flower Show 1955
3. Plans for Exhibits and Film
4. Plans for Future Work
5. Bibliog. of Mktg. Info. 1956
6. Mktg. Res. Info. Letter - Yoder

7. 1954 Workshop in Floricultural Economics
8. Amer. Hort. Council
- *9. Amer. Hort. Council
10. A.H.C. Long Range Planning Committee

Box 112

1. Mailing Lists
2. List 1
3. List 2
4. List 3
5. List 4
6. List 5
7. List 6
8. List 7
9. List 8
10. List 9
11. List 10
12. List 11
13. **Market News**
14. Proposals for Market News
15. **Crop Estimates**
16. Proposals for Crop Estimates
17. **Grades and Standards**
- *18. A.S.H.S. Committee
19. A.S.H.S. 1953 Report to Colleges
20. A.S.H.S. 1954 Report to Annual Meeting
21. A.S.H.S. 1955 Report to Annual Meeting
22. A.S.H.S. 1953 Correspondence
23. A.S.H.S. 1954 Correspondence
24. A.S.H.S. 1955 Correspondence
25. A.S.H.S. Reports North Atlantic States
- *26. A.S.H.S. Reports North Central States
27. A.S.H.S. Reports South Atlantic States
28. A.S.H.S. Reports South Central States
29. A.S.H.S. Reports Mountain States
30. A.S.H.S. Reports Pacific States
- *31. Reports

Box 113

1. U.S.D.A.
2. A.A.N.
3. S.A.F.
4. American Standards Association
5. Special Conference 1955
6. **Marketing Horticultural Specialties 3003**
7. Work Project 3003
8. Annual Report 1953
9. Annual Report 1954
10. Annual Report 1955

11. List of Reports 1952-1955
12. Proposals for 1956
13. **Regional Cooperation A-2-35**
14. Work Project A-2-35
15. Oc-2-64-California
16. Oc-2-63-Florida
17. Maryland
18. Oc-2-70-Massachusetts
19. Oc-2-65-Rhode Island
20. Oc-2-67-Moore

Box 114

1. **Northeastern Regional NEM-8**
- *2. Work Project NEM-8
3. Connecticut
4. Maryland
5. Massachusetts
6. New Jersey
7. New York
- *8. Pennsylvania
9. Rhode Island
10. West Virginia
11. **Northeastern Regional NEM-15**
12. Work Project NEM-15
13. Connecticut
14. Maryland
15. Massachusetts
16. New Hampshire
17. New Jersey
18. New York
19. Pennsylvania
20. Rhode Island
21. West Virginia
22. **Southern Regional SM-12**
- *23. Work Project SM-12
24. Alabama
25. Florida
26. Georgia
27. Louisiana
28. North Carolina
29. Puerto Rico
30. Tennessee
31. Texas
32. **North Central States**
33. Work Project
34. Illinois
35. Iowa
36. Michigan

37. Minnesota
38. Missouri
39. Ohio
40. Wisconsin
41. **Western States**
42. Work Project WM-24
43. California
44. Colorado
- *45. Hawaii
46. Oregon
47. Washington
48. **Economic Advisory Committees**
49. S.A.F. 1949-1953

Box 115

1. S.A.F. 1954
2. S.A.F. 1955
3. S.A.F. Resolution 1955
- *4. S.A.F. 1956
5. A.A.N. 1949-1953
6. A.A.N. 1954
7. A.A.N. 1955
8. A.A.N. 1956
9. Census of Agriculture
- *10. Census of Business
11. Foreign Trade
12. An Economic Analysis of the FTD Assoc. Since 1955

Box 116

1. An Economic Analysis of the FTD Assoc. Since 1955-56
2. **Compendium 1973**
3. Trends in Commercial Floriculture Crop Production and Distribution - A Statistical Compendium for the U.S. 1945-1970
4. Supplement to Compendium 1975
5. Trends Funeral Expenditure 1976
6. Business Cycle Relationships 1979
7. Supplement to Business Cycle 1981

Box 117

1. Rosters
2. **Correspondence 1945-1949**
3. A
4. American Association of Nurserymen
5. B
6. Bureau of Agriculture Economics U.S.D.A.
7. Bureau of The Census
8. C
9. D
10. E
11. F

12. Florist Review
13. Florist Exchange
14. Florist Telegraph Delivery and Grant Advertising

Box 118

1. G
2. H
3. Hotel Reservations
4. I
5. J
6. K
7. L
- *8. M
- *9. Mather - NY Market Reports
10. N
11. NY Florists Club
12. NY State Flower Growers Inc.
13. NY State Nurserymens Association
- *14. O

Box 119

1. Ohio State Floriculture Alumni Assoc.
2. P
3. Pi. Alpha Xi
4. Q
5. R
6. S
7. Society of American Florists
8. T
9. Twentieth Century Fund
10. U
11. United Horticulture
12. V
13. Vaughan's
14. Van Melle, Peter J.
15. W
16. X
17. Y
18. Z
19. **Correspondence 1949-1953**
20. Organizations and Publications 1953
21. A

Box 120

1. B
2. C
3. D
4. E
5. F
6. G

7. H
8. I
9. J
10. K
11. L
12. M
13. N
14. O
15. P
16. Q
17. R
18. Roland, Robert H.

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1. S
2. T
3. U
4. V
5. W
6. White, Richard P.
7. X
8. Y
9. Z
10. **Correspondence 1954**
11. Correspondence 1954
12. Roland, Robert H.
13. White, Richard P.
14. **Chronological 1954**
15. Jan.
16. Feb.
17. March
18. April
19. May
20. June
21. July
22. Aug.
23. Sept.
24. Oct.

Box 122

1. Nov.
2. Dec.
3. **Correspondence 1955**
4. Horticultural Specialties Organization
5. 1955
6. **Chronological**
7. Jan.
8. Feb.
9. March

10. April
11. May
12. June
13. July
14. Aug.
15. Sept.
16. Oct.
17. Nov.
18. Dec.
19. Roland, Robert H.
20. White, Richard P.
21. **Correspondence 1956**
22. Organization and Publications 1956
23. 1956 Correspondence
24. 1956 Correspondence

Box 123

1. **Chronological**
2. Jan.
3. Feb.
4. March
5. April
6. May
7. **1956**
8. A Mid-Century Summary of Floriculture
9. FTD News Feb. 1957
10. Economic Factors Influencing Trade in Floriculture
- * 11. NY State Flower Grower
- * 12. Opportunity Roses Inc. 1956
13. FTD Sales in Relation to Other Floricultural and General Economic Factors
- * 14. Prelim. Report for FTD Aug. 1956
15. Place of Floriculture in U.S. Economy
- * 16. Place of Floriculture in U.S. Economy
- * 17. Readers Digest - Don Wharton
- * 18. Readers Digest - Fiasco

Box 124

- * 1. Senate Chaplain
- * 2. Basic Data for Reply to S.C. Minshall
1957
3. Monthly & Quarterly Clearing March 1957
4. Floricultural Economics News Letter March 1957
5. Selected Economic Factors Influencing Trade in Floriculture March 1957
6. Marketing Situations Affecting Trade in Floriculture April 1957
7. Trends in FTD Membership June 1957
8. Trends in FTD Orders July 1957
9. Seasonal Trends of FTD Orders Aug. 1957
10. Trends in FTD Related to Retail Florists Sept. 1957
11. Trends in FTD Related to the U.S. Economy Oct. 1957

12. FTD Business in Major Markets November 1957
13. Average Order in Canada November 1957
14. Motor Vehicles Used by Florists Sept. 1957
15. FTD Advertising and Trends Dec. 1957
16. Commercial Floriculture Dec. 1957
17. Place of Floriculture in U.S. Economy Jan. 1957
18. FTD News Articles
19. Effects of Advertising in Growth of FTD
20. Effects of Advertising in Growth of FTD
- *21. Analysis of Growth of FTD
22. Analysis of Growth of FTD
23. Excerpts from Analysis of Growth of FTD

Box 125

1. Excerpts from Analysis of Growth of FTD
2. Review of Analysis of Growth of FTD
- *3. 64,000 Challenge
- *4. Analysis of FTD Radio TV Test
5. Analysis of FTD Radio TV Test
- *6. Evaluation of U.S. D. A. Crop Report
- *7. National Flowers Floral Oscar (Mike Todd)
- *8. FTD Canada vs U.S.
- *9. Economic Data for T.V. Presentation
10. Careers in Floriculture
- *11. Some Observations Regarding Education for Floriculture
- *12. Editorial Information on Commercial Floriculture
13. FTD Coding Proposal

Box 126

- *1. Rose Prices
- *2. Space Flowers
- *3. FTD Sales Related to Adv. Exp. Top Fifty Mkts
- *4. FTD Sales Related to Adv. Exp. Top Fifty Markets
5. FTD Research Resume of Past Activity 1942-1958
6. FIC Public Opinion Survey
7. FTD Public Opinion Survey
8. Memorial Day Advertising
9. Gift Occasions
10. January 1952 - An Analysis of IBM Clearing House Figures and U.S. Census Statistics for Florist Telegraph Delivery Assoc.
- *11. 1956 Survey
12. Resume of Major Findings
13. Motivational Research Market Facts

Box 127

1. FTD - Please Omit Survey
- *2. Marketing Systems Affecting Trade in Floriculture
- *3. Consumer Survey
- *4. Coverage Maps (see oversize)
- *5. Clearings by County

- *6. Prospects for Testimonials in FTD Business Ads
- 7. FTD Radio TV Advertising Test April - May 1957
- 8. Analysis of FTD Radio TV Advertising Test

Box 128

- 1. Floriculture Industry "Retreat"
- 2. Thomas Young Orchids Inc.
- *3. Person to Person March 1958
- 4. Althoff
- *5. Bodette
- 6. Conn.
- 7. Shanafield
- 8. Werden
- *9. Correspondence - Within Office
- *10. Miscellaneous
- 11. Dig Deeper for Basic Facts
- 12. The Grant Network
- 13. NY Office Procedure
- *14. Grant Adv. - NY Directory

Box 129

- 1. Grant Adv. - News
- *2. Mr. Grant - Nassau
- 3. S.A.F. Convention 1956
- *4. S.A.F. Convention 1957
- 5. S.A.F. Convention 1958
- *6. S.A.F. Convention 1959 SAF's 75th Anniv.
- 7. S.A.F. Statistics
- *8. S.A.F. and Other Industry Advertising
- 9. FTD 1956
- *10. FTD Convention 1957
- 11. FTD Convention 1958
- 12. FTD Convention 1959

Box 130

- 1. **1958**
- 2. Sampling FTD Membership
- 3. Date of Delivery 1958
- 4. What is FTD
- 5. Relationship of Incoming and Outgoing FTD Orders 1958
- 6. No. of Members and Numbers of Orders 1924-1957
- 7. Interflora 1958
- 8. Occasion Analysis
- 9. FTD Markets
- 10. Ans. Book Flower Chart
- *11. Place of Floriculture in Travel
- *12. Flower Lore Lists
- 13. Foliage or Green Plant Prod.
- 14. Artificial Flowers
- *15. U.S. Economy in Relation to FTD

- * 16. Advertising Estimates Related to Sales
- 17. FTD Projections (1957-77) March 1958
- * 18. FTD Markets May 1958
- 19. Suggestions for Sampling FTD Mem. June 1958
- 20. Business Conditions June 1958
- * 21. Summary Date of Delivery 2nd Quarter Sept. 1958
- * 22. Relationship of Out and Inc. FTD Industry Dec. 1958
- 23. Marketing Situations Affecting Trade in Floriculture
- 24. Trends in FTD Membership
- * 25. Trends in FTD Orders

Box 131

- * 1. Seasonal Trends of FTD Orders
- * 2. Trends in FTD Related to Retail Florists
- * 3. Trends in FTD Related to U.S. Economy
- * 4. FTD Business in Major Markets
- 5. Basic Historical (FTD) 1924-56
- 6. **1959**
- 7. Tabulations 1958
- 8. Report for April 1959
- 9. Date of Delivery Anal. 1950
- 10. Tabulations for Metro Area
- 11. Nat'l Marketing Program
- 12. Chicago Pot Plant Growers
- * 13. Sales by Quarter
- 14. Relationship of Incoming to Outgoing
- 15. FTD Sale in Top 10 Market
- 16. Plans for 50th Anniversary Book
- 17. Foundation for Future Florists
- * 18. Occasion Code Statistics
- * 19. Media Test 1959
- 20. Methods of Marketing January 1959
- * 21. Education in a Changing World
- 22. Occasions for Which FTD Orders are Sent Feb. 1959
- * 23. Population in Relation to FTD Feb. 1959
- * 24. Population in Relation to FTD
- 25. Estimates for Pop. Life Expectancy and Death March 1959

Box 132

- 1. FTD Summary Date of Delivery Analysis Second Quarter 1959 and Summary of Sales Analysis U.S. and Canada 1953, 1957 and 1958
- * 2. Date of Delivery Study April 1959
- * 3. Is there a future for Floriculture May 1959
- * 4. Ranking Members June 1959 (see oversize)
- 5. Analysis of Sales by Quarters June 1959
- 6. Summary Date of Delivery June 1959
- * 7. Occasion Code Statistics Oct. 1959
- 8. Estimates FTD Sales Oct. 1959
- * 9. Relation of Incoming to Outgoing 1958

Box 133

1. **1960**
- *2. No. of Retail Florists by States Jan. 1960
- *3. Retail Florists Establishments by Size Nov. 1960
4. Occasion Study with 100 FTD Members in Top 10 Markets April 1960
5. Sales Advertising Ratios April 1960
6. Holiday Date of Delivery Study April 1960
- *7. Date of Delivery Study April 1960
- *8. Date of Delivery July 1960
9. **1960**
10. Report on Census USDA & SAF July 1960
- *11. Daily Order Clearings July 1960
- *12. FTD Media Test Aug. 1960
13. FTD in Relation to Industry for Wall Street Journal Sept. 1960
- *14. Industry Estimates Sept. 1960
- *15. FTD Performance in Top Ten Mkts. Sept. 1960
- *16. Ranking Members Sept. 1960
- *17. FTD Clearings by Value Per Order Sept. 1960
18. Monitor Research Sept. 1960
19. Proposals to the F.F.F.F. Oct. 1960
20. Professional Organizations Related to the Need of F.F.F.F. Nov. 1960
21. Relationships of Out & Inc. FTD Orders Oct. 1960
22. Development of Marketing Research and Statistics for Floriculture Oct. 1960
23. Talk to FTD Fieldmen Oct. 1960
24. SAF - USDA Meeting Nov. 1960

Box 134

1. Interregional Comm. Meeting Hort. Specialty Marketing Nov. 1960
2. USDA Overall Program Nov. 1960
3. Small Business Admin. Establishing and Operating a Flower Shop Nov. 1960
4. Small Business Admin. Bibliography Nov. 1960
5. Special Gift Arrangement Research Nov. 1960
6. **1961**
- *7. Trends in Floriculture (1949-1959), Jan. 1961
8. Trends in Floriculture (1949-1959), Jan. 1961
- *9. Trends in Ornamental Horticulture (1949-1959), Jan. 1961
- *10. Variable Discount Jan. 1961
11. Estimates by Major Occasion Jan. 1961
- *12. Analysis of New Members Jan. 1961
13. Study of New FTD Members Nov. 1961
14. Proposals for F.F.F.F. March 1961
- *15. Funeral Directors Related to Retail Florists March 1961

Box 135

- *1. Canadian Special Arrangement Price Survey March 1961
- *2. Proposed Buying Organization April 1961
3. Dr's Replies to Flowers Available April 1961
- *4. Comparison out Orders by States & Provinces (1953-60), April 1961 (see
oversize)
5. Talk to FTD T. Fieldmen May 1961

6. Talk to FTD T. Fieldmen Dec. 1961
7. Analysis of Units & Regions May 1961
8. Metropolitan Areas as FTD Market May 1961
9. Metropolitan Areas Alphabetical May 1961
10. Grades and Standards May 1961
- *11. Instate Delivery of FTD Orders May 1961 (see oversize)
12. SAF Economic Committee 1961
13. Flower and Plant Nomenclature June 1961
- *14. FTD Marketing in 50 Metro Areas w/200,000 to 300,000 Pop. July 1961 (see oversize)
- *15. Wall Street Journal July 1961
16. A.S.H.S. Aug. 1961
- *17. Analysis for 75/25 Proposal Sept. 1961
18. Orders per Member Oct. 1961

Box 136

1. Management Seminar Oct. 1961
2. Associate Division Nov. 1961
- *3. Canadian Survey - 1961 Catalog Dec. 1961
- *4. Designer Selection Committee Dec. 1961
5. **1962**
- *6. FTD Economic Analysis Jan. 1962
7. Industry Statistics Joint SAF & FTD Board Meeting Jan. 1962
8. Corsage & Arrangement Proposal for Easter Jan. 1962
- *9. Proposal Revision of GEO. Analysis Jan. 18, 1962
- *10. Valentines Day Test Orders Feb. 1962 (see oversize)
11. Relationship of SAF & FTD Feb. 1962
12. "Flower Drum Biz" March 1962
13. Special Tabulations by Western Union March 1962
14. Proposal for Research on Post Harvest Physiology March 1962
- *15. FTD & Fic-SAF for Dalsimer Letter April 1962
- *16. Rank for Outgoing Orders April 1962 (see oversize)
17. .50 cent Service Charge Survey Proposal April 1962
18. Late Easter & Effect on Mothers Day April 1962
- *19. The Economist April 1962 (see oversize)
20. Business Week May 1962
21. Floriculture & The Future Facts, Ideas, Suggestions July 1962
22. Roses - Roses - Roses June 1962
23. Science Research Associates Career Booklet June 1962
- *24. Management Seminars July 1962
25. USDA Hort. Res. Coordinator Oct. 1962
- *26. Occ. for Which FTD Orders are sent in the Dom Can. Nov. 1962
27. EGA Proposal Landscape Article Nov. 1962
28. National Clay Pot Manufactures Nov. 1962

Box 137

1. Pot Plant Growers Nov. 1962
- *2. Measurement of Growth in FTD Sales Dec. 1962
3. Relationship of FTD Orders to Sales Volume of Member Dec. 1962

4. Retail Florist Adv. in Newspaper Dec. 1962
- *5. Media Test Oct. 1962
6. Floriculture in U.S. for Gus Springer Oct. 1962
7. USDA Market Development Branch Oct. 1962
8. USDA Hort. Crops Section Oct. 1962
9. **1963**
10. Data Processing Conference Jan. 1963
- *11. Flow of FTD Orders Bet. Dom. Can. & U.S. Jan. 1963
- *12. Wholesale Prices of Florist Crops in Canada Jan. 1963
13. Wholesale Trade Feb. 1963
14. Mark Up Feb. 1963
- *15. Eastern Orchid Growers Inc. Feb. 1963
- *16. Special Calculations for Calendar Year 1962 Feb. 1963 (see oversize)
17. Comparison of 2⁴ and 2 1/4⁴ Marketing Fund for BD of Dir. March 1963
18. Manpower for Marketing 1963
19. Journal of Commerce April 1963
20. United Press International April 1963
- *21. Comparison Outgoing Orders by States and Provinces 1960-62 April 1963
22. No. of Families in U.S. & Canada May 1963
23. Virginia - Carolina Chemical Corp. June 1963
24. Trends in Valentine FTD Orders June 1963
25. Special Study of 300 Markets June 1963
26. Special Study of 1500 Ranking Members June 1963
27. Member File Survey June 1963
28. Orders Sent to Interflora June 1964
29. Orders Sent from Interflora June 1964
- *30. Interflora June 1964
- *31. Clearings of Foreign Members (1958-63) June 1963
- *32. Reconciliation of Geographic Analysis by Months June 1963
33. Date of Delivery (1959-62) July 1963
34. Bibliography of Fossum Reports on File (1956-63) July 1963

Box 138

1. Insiders Newsletter Sept. 16, 1963
2. Colorado Carnations Sept. 1963
3. J. L. Bodette Reply to Bureau of Advertising Sept. 1963
4. Summit Meeting Sept. 1963
5. Occasion Study Preliminary Report Oct. 1963
- *6. Average Value Per Order Nov. 1963
7. New Basis for Rank for Out & Inc. Order Nov. 1963
8. Data to U.S.D.A. Nov. 1963
9. J. L. Bodette Reply to Yatable Nov. 1963
- *10. Metropolitan Areas with Pop. of more than One Million Persons Dec. 31, 1963 (see oversize)
11. Proposed Strike Against United Air Lines Dec. 1963
12. Percentage Lease Table (1964) Dec. 1963
- *13. Basis for Estimating Consumer Expenditures Dec. 1963

14. Personal Consumption Expenditures for the Goods and Services of Floriculture Dec. 1963
15. **1964**
16. Selection of Sample for Study of Credit Jan. 1964
17. Average Value for Wire Order Jan. 1964
18. J. L. Bodette Appearance Michigan Assoc. of Nurserymen Jan. 1964
- *19. Occasion Study Jan. 1964
- *20. Average Value Per FTD Order by Occasion by States & Provinces Jan. 1964
- *21. FTD Clearings for Specified Markets Feb. 1964
22. Language of Flowers and Floristry Feb. 1964
23. Care of Cut Flowers March 1964
24. Business Week March 1964
- *25. FTD Orders and Deaths (1950-63) March 1964
- *26. Some Examples of FTD Business Per Member March 1964
27. In Defense of Geographic Analysis by Months March 1964
- *28. Variable Discount April 1964
29. Metropolitan Areas April 1964
- *30. Supplementary Info. for Canadian Markets April 1964
- *31. Basic Economic Data for Specified Markets April 1964
32. J.L. Bodette Appearance FTD District 3-B May
- *33. 1964 Analysis of FTD Income and Expenditures for Salaries Fiscal Years 1956-57 Through 1962-63 May 1964
34. Count of Member Towns July 1964
35. Summit Meeting Sept. 1964
36. **1965**
37. Review of USDA Appraisal of Recent Floral Res. Jan. 1965
38. FTD Orders Per Member Jan. 1965
39. Review of USDA Mktg. Flowers (Iwa Study) Feb. 1965
- *40. Detroit Free Press Feb. 1965 (see oversize)
41. Special Analysis of Feb. Clearings March 1965

Box 139

1. Report in Selection Guide Items March 1965
2. Progress USDA Retail Florist Profile March 1965
3. Summary of Occasion Study Jan. 1964
- *4. Progress USDA The Demand for Flowers by Wire March 1965
5. Project 80 March 1965
- *6. Quarterly Report April 1965
7. Summit Meeting May 1965
8. Nearest FTD Member to Other Org. Member Towns May 1965
9. Review of USDA Trends in Retail Florist Industry May 1965
10. Measurement for Floriculture May 1965
- *11. Comparison of Out Orders of States (1963-64) June 1965
12. Japanese Members Clearings (1963-64) June 1965
13. Director of Education June 1965
- *14. Fiscal & Calendar Year Comparisons July 1965 (see oversize)
- *15. Business Clinic by USDA Aug. 1965
16. Time Aug. 1965

17. Marketing "Summit" Meeting Sept. 1965
18. Coronet Nov. 1965
19. **1966**
20. Selection Guide Items Jan. 12, 1966
21. Review of USDA the Demand for Flowers by Wire Jan. 1966
22. Transit Strike Jan. 12, 1966
23. USDA Consumer Res. Proposal April 1966
24. Review of USDA Bibliography of MDTG. Floriculture April 1966
25. Summit Meeting May 1966
- *26. Flower & Plant Survey May 1966

Box 140

1. Holiday Forecast June 1966
2. Review of USDA Bibliography of MDTG for Nursery Crops July 1966
- *3. Inter-Intrastate Analysis (Jan.-June 1966) Aug. 1966
4. Variable Discount (1962-64) Aug. 1966
5. Marketing Summit Meeting Sept. 1966
6. Army and Air Force Exchange Oct. 17, 1966
- *7. Review of Graphic View of Retail Florist Industry Dec. 1966
- *8. Foreign Trade Dec. 1966
9. Orders & Households Per Member 1966
10. **1967**
11. Fair Labor Standards Act Jan. 1967
- *12. Economic Analysis (1955-1966) Jan. 1967
13. Economic Analysis of FTD 1967
14. Distribution of Economic Analysis July 1967
15. FTD Trends and Perspectives Jan. 1967
- *16. Per Capita Personal Income by States (1955-65) Jan. 1967 (see oversize)
- *17. Foreign Trade Ray Schafer Feb. 1967
18. Lemoult Appearance before Mich. State Florists Feb. 1967
19. J. L. Bodette Appearance Before Amer. Carnation Soc. March 1967
20. Business Week April 1, 1967
- *21. FTD Roses Inc. Meeting March 1967

Box 141

1. FTD Roses Inc. Meeting April 1967
2. Review of USDA Market for Flowers April 1967
3. Crop Reporting Summary (1955-64) April 1967
- *4. Crop Reporting Summary (1949-66) April 1967
5. Summit Meeting May 1967
6. Research Proposal Gifts by Wire May 1967
- *7. Detroit News May 1967
- *8. Growth of FTD 1924-1967 June 1967
9. Research Plans for Canada June 1967
10. Top of City Listing for Holiday June 1967
11. Holiday Problems July 1967
12. P. R. Backgrounders July 1967
- *13. Crisis in Horticulture July 1967
14. Board Action on Market News July 1967, Recommendation by Wilhelmy

15. Outgoing Orders Per Member Aug. 1967
16. Incoming Orders Per Member Aug. 1967

Box 142

1. Households Per Member Aug. 1967
2. Average Per Member for Selected
3. Farm Income Situation Aug. 1967
4. Value Per Order 1966 Oct. 1967
5. J. L. B. Roses Inc. Sept. 20, 1967
6. Al Wilhemy Calif. State Florist Oct. 7, 1967
7. Market Study - Top of List by Months Jan. 1962 thru Sept. 1967- Oct. 1967
- *8. Analysis of Rank for Outgoing and Incoming 1967
9. Ranking Members - Average Values Per Order Oct. 1967
10. Marketing Summit Sept. 1969
11. Le Moul 1967-68 Program Oct. 2, 1967
12. Staff Summit Meeting Oct. 1967
13. Roses Inc. Oct. 1967
14. Marketing Data for Comm. Nov. 1967
15. Labor Study-Cornell Proposal Nov. 1967
16. Top of List for Holiday 1967
17. Measurements for Floriculture 1946-66 Nov. 1967

Box 143

1. Review of one Member Towns Nov. 1967
2. M. S. U. Appearance Nov. 1967
- *3. Census Salute Nov. 1967
4. FIC - SAF 1951-1967
5. Pot Plant Producers Memo Dec. 1967
6. **1968**
7. Interflora Rose
8. Price Level & FTD 1957-1967
9. Michigan State March 3, 1968
- *10. Michigan Gladiolus Growers March 3, 1968
11. Toledo Ohio April 15, 1968
12. CBS Sales Analysis Coding April 1968
- *13. Crop Estimates Reconciliation June 1968
14. MKTG Info. for Commercial Floriculture 1967
- *15. Marketing Information for Commercial Floriculture June 1968
16. Roses Inc. June 24, 1968

Box 144

1. Society of Iowa Florists June 25, 1968
2. William E. Hill & Co. Inc. Aug. 1968
3. Pennsylvania Members Voight Study Oct. 1968
4. Wisconsin - Upper Michigan Sept. 30, 1968
- *5. Florida Oct. 27, 1968
6. Lag in Growth in Number of Orders Nov. 1968
- *7. Analysis and Projection of FTD Income Nov. 1968
- *8. Staff Summit Meeting Dec. 1968
9. Review of Executives Suite Inquiry Dec. 1968

- 10. Prospects for Associate Members Dec. 1968
- * 11. Analysis of Lag in Reporting Orders Filled Dec. 1968 (see oversize)
- 12. **1969**
- * 13. 1967-1968 Comparison by States and Provinces Jan. 1969
- * 14. Trends in Average Values Per Order Jan. 1969
- * 15. Case Study - Bachman's Feb. 1969
- * 16. Budget Reconciliation March 1969
- 17. FTD Headquarters Location March 1969
- * 18. Early Warning System March 1969
- 19. Michigan State March 1, 1969
- 20. Competition in Midland & Odessa Texas March 1969
- 21. E. G. A. Backgrounder April 1969
- 22. Project Elimination May 1969
- 23. Holiday Hot Line AT&T May 1969

Box 145

- * 1. Codification Committee May 1969
- 2. Analysis of FTD Members by Size of Business May 1, 1969
- 3. Valentines Day Conference June 1, 1969
- * 4. Analysis of Population & Household and Outgoing FTD Orders June 18, 1969
- * 5. Inner-City Florist Service Assn. July 1969
- 6. SAF July 29, 1969
- * 7. Occasion Study Jan. - June 1969
- * 8. Reconciliation of Projected and Actual Clearing Fiscal 1968-69
- * 9. Staff Summit Meeting Sept. 1969
- * 10. Illinois Sales Tax May 1969
- 11. Customer Complaints June 1967
- * 12. Please Omit June 1969
- 13. Putting Flower Forward by Plan June 1967
- * 14. New England States Sept. 1969
- 15. New York State Flower Growers Nov. 2-3, 1969
- * 16. Occasion Study July - Dec. 1969
- * 17. Roses Inc. Sept. 25, 1969

Box 146

- 1. **1970**
- * 2. What's Ahead for 1970
- * 3. Value Per Order 1968-69
- * 4. Florida Feb. 1, 1970
- * 5. Variable Discount and Value Per Order Feb. 1970
- * 6. Michigan State March 1, 1970
- 7. Marigolds and Anti-Pollution May 1970
- 8. Future Supply of Crops May 1970
- 9. Tree of Life Foundation Inc. June 1970
- 10. Person Analysis of Industry Condition June 1970
- 11. Value Per Order by Occasion 1963 & 1970 June 1970
- 12. Dudley Wright Integrated Corporation for Floriculture June 1970
- 13. Change of Ownership Co-op 1970
- 14. Advertising Expenditure 1965-69 July 1970

15. Ranking Ownerships July 1970
16. Growth Rate of Specified Consumer Expenditures July 1970
- *17. Members with Incoming Watts - July 1970
18. SAF Convention 1970
19. Occasion Study Aug. 1970
- *20. SAF Organization Structure Oct. 1970
- *21. Top of List Study 1970
- *22. Advertising Effectiveness Test Oct. 1970
- *23. Census of Business Analysis Nov. 1970

Box 147

1. 1971
2. Bachman's Share of Market 1955-73
3. Bachmans
- *4. EFM Estimates 1971
5. EFM George Vogt
- *6. EFM Sales & Info. Manual
- *7. Capital Management International 1970
- *8. Cypress Gardens Flower Markets
9. Datis

Box 148

- *1. Yoder Bros. 1971
2. USDA Beltsville Open House Jan. 1, 1971
3. Plans for Member Census Jan. 1971
- *4. Variable Discount Jan. 1971
5. Special Marketing Data for Canada Feb. 1, 1971
6. Reader's Digest Test Feb. 1971
- *7. Advertising Effectiveness Test March 1971
- *8. Monthly Summary by States 1967-70 Feb. 1971 (see oversize)
- *9. WF & FSA March 1971
10. Availability Assurance for Holiday Specials March 1971
- *11. Date of Delivery Study 1969-70 March 1971
- *12. Comparison of Specified Holiday Clearings March 1971
13. Summary of Ranking Analysis April 1971
14. Central and Branch Account April 1971

Box 149

- *1. Households Per Order April 1971
- *2. Holiday Comparison 1963 & 1970 July 1971
3. SAF Convention 1971
- *4. FTD Convention 1971
5. Northwest Florists Ass'n Sept. 12, 1971
- *6. California Sept. 25, 1971
- *7. Estimates for Christmas and Valentine Orders 1971
8. FTD Video Conference Oct. 1971
- *9. National Advertising Oct. 1971
- *10. J. Walter Thompson Oct. 1971
11. Henry J. Kaufman Associates Nov. 1971
12. Research Advisory Committee Nov. 1971

- * 13. '72 Viewed as Improved Sales Year for Florists Dec. 1971
- 14. The Retail Florist Industry in the 1970's Dec. 1971
- 15. Christmas Forecast 1971

Box 150

- 1. Cost of Living Council Dec. 1971
- * 2. CLC Correspondence and Press Dec. 1971
- * 3. CLC Work Papers Dec. 1971
- 4. **1972**
- * 5. Ohio State Florist Jan. 1972
- 6. Marketing Research Plans Jan. 1972
- * 7. E. B. Weiss on Gifts Jan. 1972
- 8. Valentine's Day Forecast Jan. 1972
- 9. B. Hillen & SAF Jan. 1972
- * 10. E & R Staff Meeting Feb. 1972
- 11. Bennington - Van Winkle Production
- 12. Economic Analysis of FTD March 1972
- * 13. California Market News Budget March 1972
- * 14. Projections for Florist and Non-Florist 1930-1990 April 1972

Box 151

- * 1. Prospects for Growth of FTD April 1972
- 2. Mothers Day Forecast April 1972
- * 3. Analysis of Member Advances April 1972
- 4. Analysis of Valentine and Easter Order May 1972
- 5. Love Letter Promotion June 1972
- * 6. Trends and Projections for Economic Growth June 1972
- 7. SAF Convention 1972
- * 8. FTD Convention Aug. 1972
- * 9. ASHS Convention Aug. 1972
- 10. Christmas Forecast Sept. 1972
- 11. Industry Information for Arnold & Porter Nov. 1972
- * 12. Metropolitan Retail Florists Convention Oct. 1972
- 13. Census of Ornamental Crops Dec. 1972
- * 14. Signs Point to Good Year in 73 Dec. 1972
- * 15. Charles T. Coyle Jan. & Feb. 1972

Box 152

- * 1. Charles T. Coyle March through May 1972
- * 2. Charles T. Coyle June through Dec. 1972
- 3. **1973**
- * 4. Ohio State Florists Jan. 7, 1973
- 5. USDA Beltsville Open House Jan. 10, 1973
- * 6. American Carnation Society Feb. 28, 1973
- * 7. Trade Press at FTD Headquarters March 1, 1973
- * 8. EFM-FTD Houston Test March 1, 1973
- 9. Michigan State Florist March 3, 1973
- 10. Pricing in Deluxe Selection Guide March 5, 1973
- 11. FTD Staff Summit April 8, 1973
- 12. Proposal Change in Variable Discount May 11, 1973

- *13. Claims for AFMC Based on Voight May 17, 1973
- 14. SAF Convention 1973
- 15. FTD Convention Aug. 9, 1973

Box 153

- 1. Marc I. Epstein 1973
- 2. Development and Resources Corporation 1973
- 3. Special Outlook Report Aug. 23, 1973
- *4. United Horticulture Study 1973
- *5. Availability of Perishable Stock Oct. 1973
- 6. Sympathy Flowers Nov. 14, 1973
- 7. First Quarter Forecast 1973
- 8. Second Quarter Forecast 1973
- 9. Third Quarter Forecast 1973
- 10. Fourth Quarter Forecast 1973
- 11. John L. Bodette 1973
- *12. Charles T. Coyle 1973
- 13. Miscellaneous Correspondence 1973
- 14. Ohio State Florists Jan. 6, 1974
- *15. Apopka Growers Supply Feb. 13, 1974
- *16. Yoder - Shibata Deposition Feb. 28, 1974
- *17. Furth, Law Office of Fredrick P. 1974
- 18. American Carnation Society March 6, 1974
- *19. Pot Plant Analysis March 29, 1974
- 20. American Bankers Assoc. June 4, 1974

Box 154

- 1. Marketing Division Summit April 10, 1974
- *2. AFMC Florist Industry Order May 24, 1974
- 3. Competition Aug. 1974
- 4. SAF Convention 1974
- 5. FTD Convention 1974
- 6. FTD District 3-A Sept. 1974
- 7. Detroit Market News
- 8. AHS Oct. 1974
- *9. John Doyle Smithers 1974
- *10. Robert Johnson for Roses Inc. Sept. 1974
- 11. Management Analysis Center 1974
- 12. Post, Keyes, Garden 1974
- 13. First Quarter FTD Reports 1974
- 14. Second Quarter FTD Reports 1974
- 15. Third Quarter FTD Reports 1974
- 16. Fourth Quarter FTD Reports 1974
- *17. Hubert Beudert

Box 155

- 1. Charles Coyle
- 2. Requests for Information 1974
- 3. Miscellaneous Correspondence 1974
- *4. USDA Open House Jan. 1975

- *5. Nat'l Tropical Foliage Short Course Jan. 1975
- 6. FTD Multi - Unit Workshop Jan. 1975
- 7. FTD Foliage Plant Workshop Jan. 1975
- *8. FTD Summit Meeting Jan. 1975
- 9. Ohio State University 1975

Box 156

- *1. From the Plants Point of View 1975
- *2. Chain Store Aug. 1975
- *3. Gardens for All 1975
- *4. An Evaluation of FTD Adv. & PR. Feb. 1975
- 5. Basic Measurements for Comm. Floriculture Feb. 1975
- *6. Basis for Consumer Estimates 1975
- 7. FTD Green Ribbon Plant AD 1975
- 8. Greenhouse Workshop 1975
- *9. Trends in Crop Production and Imports 1975
- *10. FTD Related to 1972 Census of Business March 1975
- 11. FTD Member Performance 1974
- 12. Analysis of Major Markets 1975
- *13. Analysis of Merchandise Lines 1975
- 14. Analysis 1972 Census of Business March 1975

Box 157

- *1. Compendium Supplement Tables 76-90
- 2. Compendium Supplement Tables 90-99
- 3. Major Mailing 1975
- 4. FTD Selling Flower Shop
- *5. SAF Convention 1975
- *6. FTD Convention 1975
- *7. Teleflora Convention 1975
- *8. Transworld Exhibits 1975
- 9. Federal Statistics Users Conference 1975
- 10. DuPage Pot Plant School 1975
- 11. Nat'l Council for U.S. China Trade 1975
- 12. U.S. News & World Report 1975
- 13. Detroit Free Press 1975
- 14. New York Times 1975
- 15. CBS Popular Gardening Indoors
- 16. Robert Johnson Anthuriums 1975
- 17. First Quarter FTD Reports 1975
- 18. Second Quarter FTD Reports 1975
- 19. Third Quarter FTD Reports 1975
- 20. Fourth Quarter FTD Reports 1975
- 21. FTD Competition Jan.-June 1975
- *22. FTD Competition July-Dec. 1975
- 23. Hubert Beudert 1975

Box 158

- 1. Charles Coyle 1975
- 2. Requests for Information 1975

3. Miscellaneous Correspondence 1975
- *4. National Tropical Foliage Short Course 1976
5. FTD Foliage Plant Workshop 1976
6. FTD Multi-Unit Workshop 1976
7. Nat'l Florist Supply Show 1976
- *8. FTD Outlook Jan. 21, 1976
- *9. All Industry Congress 1976
10. Century of Commercial Floriculture
11. Mass Retailing Institute
- *12. Inter-City Florist Services 1976
- *13. FTD Member Census 1976

Box 159

1. FTD Occasion Analysis 1974 & 1975
2. Franchising 1976
- *3. Firms Owned by Women 1976
4. Tropical Foliage Plants 1976
- *5. Trends in Crop Production and Imports 1976
6. Future for Retail Florists
7. Flower Election
8. Veldkamp - Trends 1976
9. FTD E&R "Update for 1976"
- *10. New York Times
- *11. Small Business Administration
12. Teleflora 1976
13. Exotic Foliage 1976
14. Jiffy Products 1976
15. SAF Convention 1976
- *16. FTD Convention 1976
17. Conference Board Business Outlook 1976
- *18. AMA Census Conference
- *19. Trends in Funeral & Burial Occasion 1976
20. FTD Summit MFG Nov. 1976
21. First Quarter FTD Reports 1976
22. Second Quarter FTD Reports 1976
23. Third Quarter FTD Reports 1976
24. Fourth Quarter FTD Reports 1976

Box 160

1. Hubert Beudert 1976
2. Charles Coyle 1976
3. Requests for Information 1976
4. Miscellaneous Correspondence 1976
- *5. USDA Discovery 1977
- *6. Nat'l Tropical Foliage Short Course 1977
7. FTD Tropical Foliage Seminar 1977
- *8. FTD PK-G Research 1977
- *9. SAF Convention
- *10. FTD Convention 1977

- *11. FTD Young Owners Managers 1977
- 12. Florist Tenth Anniversary 1977
- 13. Sympathy Flowers 1977
- *14. American Mktg Ass'n Ag. Chem. Oct. 1977

Box 161

- 1. Unipub Dec. 1977
- 2. The Conference Board Energy Dec. 1977
- *3. Joint Res. Adv. Comm. 1977
- 4. Joint Res. Adv. MTF Oct. 26, 1977
- *5. Bachmans
- 6. First Quarter FTD Reports 1977
- 7. Second Quarter FTD Reports 1977
- 8. Third Quarter FTD Reports 1977
- 9. Fourth Quarter FTD Reports 1977
- *10. Hubert Beudert 1977
- 11. Requests for Information 1977
- 12. Miscellaneous Correspondence 1977
- *13. Florists Review Nomenclature Jan. 1978
- 14. Joint Res. Adv. Comm. 1978

Box 162

- 1. Steering Committee March 20, 1978
- 2. Floriculture Crops 1978
- 3. Orn. Crop MKT News Summary 1978
- 4. FTD Communications 1978
- 5. FTD Pet Plants 1978
- *6. SAF Convention 1978
- *7. FTD Convention 1978
- 8. Managing Time Feb. 1, 1978
- 9. FMI-PMA Feb. 22-24, 1978
- *10. NEDA March 14-15, 1978
- *11. The Conference Board April 27, 1978

Box 163

- *1. Amer. MKTG Ass'n June 4-7, 1978
- *2. Population Food Fund Sept. 13-15, 1978
- *3. AMA Census Sept. 21, 1978
- 4. The Conference Board Oct. 11-20, 1978
- *5. PMA Oct. 21, 1978
- *6. USDA Outlook Nov. 13-16, 1978
- *7. First Quarter FTD Reports 1978
- 8. Second Quarter FTD Reports 1978
- 9. Third Quarter FTD Reports 1978
- 10. Fourth Quarter FTD Reports 1978
- *11. Hubert Beudert 1978
- 12. Hubert Beudert 1978
- 13. Requests for Information 1978
- *14. Miscellaneous Correspondence 1978

Box 164

1. FTD - W.F. & FSA 1978
- *2. FTD Mercury Sept. 1979
3. Beltsville Open House 1979
- *4. Nat'l Tropical Foliage Short Course 1979
5. Florida Orn. Growers Jan. 16, 1979
- *6. AHS Savannah, GA March 1979
- *7. Netherlands Cut Flowers 1979
8. Netherlands Sierafor 1979
9. FTD Young Owner/Manager June 1979
- *10. SAF Grow Show 1979

Box 165

1. SAF Convention July 1979
- *2. SAF Convention 1979
- *3. FTD Convention 1979
- *4. FTD Summit Sept. 1979
- *5. Florida Flower Grower Sept. 1979
- *6. North Carolina Flower Grower Oct. 1979
7. Amer. Soc. of Agric. Consult Oct. 1979
8. USDA Outlook Conf. Nov. 1979
- *9. New York State Extension Conv. Dec. 1979
- *10. New York Times 1979

Box 166

- *1. FTD HDQTR's 1979
2. Hubert Beudert 1979
- *3. First Quarter FTD Reports 1979
4. Second Quarter FTD Reports 1979
5. Third Quarter FTD Reports 1979
6. Fourth Quarter FTD Reports 1979
7. Requests for Information 1979
- *8. Miscellaneous Correspondence 1979
9. Plans for All Industry Congress 1980
- *10. Arnold Porter 1980
11. Espinosa Romaro 1980
12. AIPH 1976
- *13. New York Times 1980
14. United Fresh Fruit & Veg. 1980
15. Yoder, Ramsey 1980
16. Florists and Big Business 1980

Box 167

1. Florists and Recession 1980
2. FTD Teleflora Litigation 1980
3. FTD Young Owner/Manager 1980
- *4. Conference on Small Business 1980
5. U.S. Ass'n For Club of Rome March 1980
6. MIT - NRC Climate & Risk May 1980
- *7. FTD Headquarters Dedication
- *8. SAF Convention July 1980

Box 168

- *1. FTD Convention Aug. 1980
- *2. Louisiana State Florist Ass'n 1980
3. New York State Flower Ind. 1980
- *4. USDA Outlook Conference 1980
- *5. FTD Headquarters 1980
6. Baccala, Frank 1980
7. Gubbins, William 1980
8. Maas, William A. 1980
9. First Quarter 1980
10. Second Quarter 1980
11. Third Quarter 1980
12. Fourth Quarter 1980
13. Requests for Information 1980

Box 169

1. Miscellaneous Correspondence 1980
2. SAF Economics Committee June 25, 1956
3. Dev. of Mktg Res. & Statistics Oct. 1960
4. Plans for Bachman Appts. in USDA Oct. 31, 1962
5. SAF Res. & Dev. Comm. Nov. 15, 1966
6. Letter to Bachman Dec. 3, 1962
7. Report on Bachman Appointments USDA Dec. 4, 1962
8. Proposed Letter to Sec. of Agr. Dec. 3, 1962
9. Proposed Statement on Rural Area Development Dec. 3, 1962
10. Proposed Statement on Coordination Dec. 3, 1962
11. Proposed Statement on Specified Problems Dec. 3, 1962
12. Supplementary Statement on Specified Problems Jan. 25, 1963
13. Persons in USDA whom Bachman Saw Dec. 3, 1962
14. Person in USDA Not Seen to be Thanked Dec. 3, 1962
15. Persons Working with Manpower Act Dec. 3, 1962
16. SAF Res. & Dev. Committee Dec. 6, 1962
17. SAF Res. & Dev. Committee Dec. 21, 1962
18. Covering Letter to Haley & Walker Jan. 19, 1963
19. Bachman Letter to Haley & Walker Jan. 25, 1963
20. Haley Letter to Bachman Feb. 1, 1963
21. Walker Letter to Bachman Feb. 5, 1963
22. Proposed Reply to Haley on Spec. Prob. Feb. 5, 1963
23. Considerations Re: Haley & Walker Letters Feb. 6, 1963
24. Proposed reply to Haley with Spec. Demands Feb. 7, 1963
25. FTD Board Action in SAF Feb. 19, 1963
26. Memorandum of Agreement FTD & SAF Feb. 21, 1963
27. Minutes of Exec. Comm. Meeting Feb. 22, 1963
28. Letters and Enclosures to Sec. of Agriculture Feb. 27, 1963
29. Letter to Willard W. Cochrane Feb. 27, 1963
30. Letter to Omen W. Herrmann Feb. 27, 1963
31. Memo to Edward Gottlieb Associates Feb 27, 1963
32. Letter from Willard W. Cochrane March 5, 1963
33. Letter to Willard W. Cochrane March 11, 1963

34. Plans for Conference with U.S. Dept. of Agriculture Commerce and Labor March 15, 1963
35. Haley Statement to Conference March 15, 1963
- *36. Press Release on Conference March 15, 1963
37. Draft of Report on USDA Project March 19, 1963
38. Report of SAF Nominating Committee March 26, 1963
39. Preparation for Appropriation Hearing March 31, 1963

Box 170

- *1. Statement for Committee of House of Representatives April 1, 1963
- *2. Statement for Committee of Senate April 3, 1963
- *3. Press Releases on Hearing April 5, 1963
4. Analysis of USDA Budget Proposals April 10, 1963
5. Analysis of Possible Benefits to FTD from USDA Research April 11, 1963
6. Case Receipts from Specified Farm Products April 15, 1963
- *7. Proof that Floricultural Research is a Responsibility of USDA April 15, 1963
8. SAF Proposed Letters to USDA & Related Reports April 16, 1963
9. All Industry Congress Planning Meeting April 24, 1963
10. Letters and Enclosures to Persons in Government and Congress April 29, 1963
11. List of Government Agencies to Receive FTD News May 11, 1963
12. Proposed List of Educational Institutions to Receive FTD News May 11, 1963
13. Proposed Contract with USDA May 15, 1963
14. Senator Humphrey Letter to Secretary Freeman May 28, 1963
15. Rural Areas Development June 3, 1963
16. June 1963 Report on Cooperative Arrangements with Federal Government June 3, 1963
17. USDA Cooperative Agreement July 9, 1963
18. W. S. Hoofnagle Statement USDA July 9, 1963
19. N. T. Pritchard Statement USDA July 9, 1963
20. Press Release - USDA Contract July 9, 1963
21. Flowers at the White House July 1963
22. USDA Personnel at FTD Headquarters July 10-11, 1963
23. Bachman Letter to SAF Aug. 20, 1963

Box 171

1. USDA Research Projects Sept. 17, 1963
2. R. Cherry Correspondence with Congress (re Flora Res.) Oct. 1963
3. Press Release - USDA Res. Team Oct. 1963
4. H. H. H. Speech in Congressional Record Agreement Between FTD and USDA Oct. 15, 1963
5. Press Release - All Industry Congress Planning Meeting April 24, 1963
6. All - Industry Congress Oct. 23-24, 1963
- *7. Analysis of All - Industry Congress Questionnaire Filled by 7 Members of FTD Executive Comm. Oct. 23-24, 1963
8. Considerations for Finance Seminar of all Industry Congress when Discussing an Ind. Wide Clearing House Oct. 23, 1963
9. Press Release - All Industry Congress Oct. 23-24, 1963
10. SAF Statement Before USDA MKTG Res. & Ser. Adv. Committee Dec. 1963

- * 11. USDA Seminar Dec. 10, 1963
- * 12. Agenda USDA Seminar Dec. 10, 1963
- 13. Bachman Letter to Board Etc. Dec. 18, 1963
- 14. USDA Team Concerned with FTD Contract Dec. 18, 1963
- 15. NY - Wash., D. C. Dec. 24-31, 1963
- 16. State Exp. Sta. Cooperation Dec. 30, 1963
- 17. USDA - General Correspondence 1963
- 18. SAF - General Correspondence 1963
- 19. EGA - General Correspondence 1963
- 20. Government Affairs Jan. 8, 1964
- 21. Review of USDA Report for Fiscal 1963 Jan. 15, 1964
- 22. Notes on Gov't Affairs to Use Before BD. of Dir. Jan. 15, 1964
- 23. SAF Statement for USDA Hort. Crops Res. Adv. Comm. Feb. 10, 1964
- 24. Listings for Proposed Leg. Act. Feb. 1964
- 25. Press Release - Questionnaire for Profiles of Retail Florist March 5, 1964
- 26. Research Activities and Plans March 17, 1964
- 27. Legislative Activity March 30, 1964
- 28. Areas of USDA Research for Which FTD Should Seek Support March 1964

Box 172

- 1. Legislative Affairs with U.S. Cong. April 3, 1964
- * 2. J. L. Bodette Statement for House Sub Comm. April 7, 1964
- 3. SAF Statement for House Sub Comm. April 9, 1964
- 4. MKTG Res. for Flora at Exp. Stations June 1, 1964
- * 5. Hearings on National Flower June 5, 1964
- 6. T. F. Statement Before House Admin. Sub. Comm. on Libraries and Memorials June 5, 1964
- * 7. Press Release on Hearings on National Flower June 5, 1964
- 8. Progress Report on Floriculture Research Being Conducted in the Market Development Branch June 10, 1964
- 9. Progress Report on Floriculture Research being Conducted by the Crops Branch June 10, 1964
- * 10. J. L. Bodette Statement for the Sub. Committee June 18, 1964
- 11. Renewal of USDA Cooperative Agree. July 1, 1964
- 12. Press Release - USDA Contract Renewal July 1964
- 13. Press Release - Senate Comm. Action Aug. 20, 1964
- 14. Plans for Exp. Sta. - USDA a Seminar Sept. 14-15, 1964
- 15. Agenda - Exp. Sta. USDA Seminar Sept. 14-15, 1964
- 16. Participation - Exp. Sta. - USDA Seminar Sept. 14-15, 1964
- 17. Press Release - Exp. Sta. USDA Seminar Sept. 14-15, 1964
- 18. Press Release - Crop Reporting Expansion Sept. 15, 1964
- 19. Background Information for Members of the FTD Gov't Affairs Comm. Sept. 4, 1964
- 20. Minutes of the Gov't Affairs Comm. USDA Washington, DC Sept. 14-15, 1964
- 21. How to Approach your Congressman
- 22. Cash Receipts from Specified Farm Products 1964
- 23. SAF-FTD Agreement Oct. 5, 1964
- 24. USDA Personnel at FTD Headquarters Oct. 20, 1964

25. Freedom Foundation Oct. 22, 1964
26. SAF-FTD Meetings Nov. 3, 1964
27. Bachman Appointment to USDA Hort. Crop Res. Adv. Comm. Nov. 18, 1964
28. U.S. Chamber of Commerce Public Affairs Recognition Dec. 26, 1964

Box 173

1. Report on USDA Agr. Econ. Res. Adv. Comm. Dec. 1964
- *2. USDA General Correspondence 1964
3. SAF General Correspondence 1964
- *4. EGA General Correspondence 1964
5. Progress Report on Floriculture Projects Hort. Crops Branch Jan. 6, 1965
6. Gov't Affairs Comm. Jan. 12, 1965
7. USDA Research for Flora Jan. 13, 1965
8. Plan for Expansion of USDA - Research for Floriculture, Jan. 14, 1965
9. Report of USDA Hort. Crops Res. Adv. Comm. Feb. 1, 1965
10. SAF Statement before USDA Hort. Crops Res. Adv. Comm. Feb. 10, 1965
11. New Appointments to Gov't Affairs Comm. Feb. 11, 1965
12. Letterwriting Guide 89th Congress Feb. 19, 1965
13. SAF-FTD Agreement Feb. 24, 1965
14. Meeting at Plant Industry Station March 18, 1965
15. SAF Call for Congressional Act March 16, 1965
- *16. Summary of USDA Contract Res. April 8, 1965
17. SAF and FTD Statement for House Sub. Comm. April 1964
18. F. C. Flipse Statement for Senate Sub. Comm. April 27, 1965
19. Dick Smith Statement for House Sub. Comm. April 30, 1965
- *20. White House Conference on Natural Beauty May 24-25, 1965
21. Proposed Promotion Research for Flower June 11, 1965
22. Joint Meeting of Persons Representing Florists & Nursery Industries June 11, 1965
23. Report of Gov't Affairs Comm. to FTD Board June 15, 1965
24. Krone Testimonial June 16, 1965
25. Press Release Crop Reporting June 24, 1965
26. Renewal of USDA Cooperative Agreement July 1, 1965

Box 174

1. Press Release Congressional Action June 8, 1965
2. Progress Report in Floral Research July 9, 1965
3. Press Release - The Demand for Flowers by wire July 18, 1966
4. All Industry Congress Review July 27-28, 1965
- *5. Press Release USDA Contract Renewal Sept. 1965
- *6. Press Release Profile of Retail Flower Ind. Oct. 4, 1965
7. Press Release Congressional Action Oct. 26, 1965
8. USDA Conference Nov. 12, 1965
9. Research Proposals by Mkt. Div. Branch Nov. 12, 1965
10. Research Proposals by Hort. Crops Branch Nov. 12, 1965
11. USDA Research Nov. 19, 1965
12. Nursery Florist Industry Co-operation Nov. 27, 1965
- *13. USDA General Correspondence 1965

- * 14. SAF General Correspondence 1965
- 15. EGA General Correspondence 1965
- 16. Floriculture Research at Land Grant College Jan. 3, 1965
- 17. USDA Conference Jan. 26, 1966
- 18. Research Proposals by MKT Div. Branch Jan. 26, 1966
- 19. Research Proposals by Hort. Crops Branch Jan. 26, 1966
- 20. USDA Hort. Crops Res. Adv. Comm. Feb. 13, 1966
- 21. Preparation of Congressional Statement March 1966
- 22. Statement for Senate Sub. Committee March 22, 1966
- 23. Press Release Congressional Appearance March 22, 1966
- 24. SRS Estimates for Crop Reporting March 25, 1966
- 25. Statement for House Subcommittee March 28, 1966
- 26. FTD-California Conference June 22, 1966
- 27. FTD Affiliation with SAF July 28, 1966
- 28. International Horticultural Congress Aug. 15-20, 1966
- 29. Press Release - Congressional Actions Aug. 30, 1966

Box 175

- 1. Press Release - Crop Reporting Expansion Sept. 8, 1966
- 2. Government Affairs Oct. 12, 1966
- 3. SAF Crop Conference Oct. 19, 1966
- 4. Growers Representing Gov't Affairs Comm. Oct. 31, 1966
- 5. Preparation for Conference in Washington, DC Nov. 2, 1966
- 6. USDA Meeting Nov. 10, 1966
- 7. Status of Research for Flor. by Mktg. Econ. Dev. Nov. 10, 1966
- 8. USDA Hort. Crops Res. Adv. Comm. Nov. 14, 1966
- 9. Proposed Market & Price News Survey Nov. 14, 1966
- 10. USDA General Correspondence 1966
- 11. SAF General Correspondence 1966
- 12. EGA General Correspondence 1966
- 13. USDA Beltsville Open House Jan. 12, 1967
- * 14. Press Release Market News Contract Jan. 31, 1967
- 15. Government Affairs Feb. 6, 1967
- 16. USDA Hort. Crop Res. Adv. Comm. Feb. 13, 1967
- 17. Meeting with USDA & Bureau of the Census Feb. 23, 1967
- 18. US Dept. of Agriculture March 10, 1967
- 19. US Dept. of Commerce March 10, 1967
- 20. Congressional Action March 10, 1967
- 21. Government Affairs Comm. March 15, 1967
- 22. Plans for USDA Seminar April 12, 1967
- 23. Agenda - USDA Seminar April 12, 1967
- 24. Gov't Affairs Committee Meeting April 12, 1967
- * 25. SAF & April 12th Seminar & Cong. Appear April 12, 1967
- 26. Press Release - Graphic View of Retail Florist Industry April 13, 1967
- * 27. Press Release - Crop Reporting April 17, 1967

Box 176

- 1. Statement for Senate Subcommittee May 9, 1967
- 2. Statement for House Subcommittee May 10, 1967

3. Report on Government Affairs Committee June 1967
4. Meeting in USDA & Census Aug. 1967
5. Market News Pilot Press Release Dec. 1967
6. Crop Estimates Release Dec. 1967
7. USDA General Correspondence 1967
- *8. SAF General Correspondence 1967
- *9. EGA General Correspondence 1967
10. Cornell - Purdue Exp. Station 1968
11. Bachman to Sec. of Agric. Feb. 2, 1968
12. Plans for Gov't Affairs Comm. Mtg. Feb. 18, 1968
13. Reference for Gov't Affairs Comm. Mtg. Feb. 18, 1968
14. Program for Gov't Affairs Comm. Mtg. Feb. 18, 1968
15. Address by Rep. Jeffrey Cohalen Feb. 19, 1968

Box 177

1. Report of Gov't Affairs Comm. Mtg. Feb. 18, 1968
2. Follow up of Gov't Affairs Feb. 18, 1968
3. Congressional Statement 1968
4. SAF-MKT News Cong. Stat.
5. George Geralis Proposal to Board April 1968
6. Congressional Activity 1968
7. Composition, Duties, Activity of Gov't Affairs Comm. June 1968
8. Report of Gov't Affairs Comm. to Board June 1968
9. Background Mktg Economics July 1968
10. SAF - FTD - USDA Census Aug. 1968
11. SAF - FTD Working Relationship Aug. 1968
- *12. SAF - FTD - USDA Conference Oct. 30, 1968
13. Bachman to Sec. of Agric. Industry Class Sept. 1968
14. SAF - FTD Meeting Nov. 6, 1968
15. Indoctrination of USDA Personnel Nov. 1968
16. International Trade Statistics Dec. 1968
17. Publicity - Gov't Affairs Mkt. News Dec. 12, 1968

Box 178

1. American Hort. Society Dec. 1968
2. USDA 1968
3. SAF 1968
4. EGA 1968
5. SAES - USDA Task Force May 1968
- *6. SAES - USDA Task Force Sept. 1968
7. SAES - USDA Task Force Sept. 1968
8. SAES - USDA Task Force 1968
9. SAES - USDA Task Force Nov. 1968
10. USDA Open House Jan. 9, 1969
- *11. SAF-FTD Meeting Jan. 22, 1969
12. Joint Res. Adv. Comm. March 12, 1969

Box 179

1. Congressional Statement 1969
- *2. Congressional Activity 1969
3. USDA Hort. Crops Res. Adv. Comm. April 1969
4. Voluntary Action Program June 1969
- *5. Joint Res. Adv. Comm. Oct. 29, 1969
6. Report of Gov't Affairs Comm. to Board
7. Joint Res. Adv. Comm. Mtg. Jan. 29, 1969
8. Congressional Statement 1970
- *9. Congressional Activity 1970
10. USDA Superior Service Awards 1970
11. Proposed Res. and Inf. Council 1970

Box 180

1. Report of Gov't Affairs Comm. to Board June 1970
2. USDA Hort. Crop Res. Adv. Comm. Aug. 1970
3. Nat'l Association of State Reports of Agric. 1970
4. Joint Res. Adv. Comm. Mtg. Nov. 16, 1970
5. **AMA Services**
- *6. Marketing Orders 1963
- *7. Produce Agency Act 1964
8. Market News Service 1966
9. Market News Services 1975
10. Market News Glossary 1975
11. **Feasibility Study**
- *12. Market News Service 1960
13. Market News Feasibility May 1967
14. Market News Feasibility July 1967
15. Market News Feasibility Aug. 1967
16. **Briefing on Market News**
17. Background for Briefing on Market News March 1968
18. Plans for Briefing on Market News March 1968
19. USDA Background for Briefing on Market News March 1968
20. Edward H. Hansen on Market News March 1968

Box 181

- *1. Market News Mtg. March 1, 1968
2. Report of Briefing on Market News March 1968
3. Follow-up of Briefing on Market News March 1968
4. Market News Progress Report June 1968
- *5. Market News Report for SAF July 1968
6. Correspondence and Related
- *7. Market News First Reports Jan. 1968
- *8. Market News San Francisco 1967-1968
9. Market News Dallas-Fort Worth 1968
- *10. Market News Chicago 1968
- *11. Market News Boston 1968
- *12. Market News Florida 1970
13. Market News Milwaukee 1971
14. Miscellaneous

* 15. Market News Miscellaneous 1968

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- * 1. Market News Miscellaneous 1969
- 2. Market News Miscellaneous 1970
- * 3. Market News Miscellaneous 1971
- * 4. Boston Market News 1974
- 5. Minnesota Market News 1977
- * 6. Philadelphia Market News 1977
- 7. St. Louis Market News 1978
- 8. New York Market News 1977
- * 9. New York Market News 1978
- * 10. Florida Market News 1978
- * 11. New York State Auction
- 12. New York Market News 1979
- * 13. USDA Market News 1980
- 14. Los Angeles Market 1981
- 15. **Conferences**
- 16. Agricultural Market News Assoc. Aug. 7, 1969

Box 183

- * 1. National Market News Conference 1971
- 2. National Market News Association 1972
- * 3. National Market News Conference 1973
- * 4. National Market News Association June 1980
- 5. Northeast Sciences and Education Workshop March 7, 1971
- 6. Government Affairs Jan.-Feb. 1971
- 7. Government Affairs March-April 1971
- 8. Congressional Statement 1971
- * 9. Congressional Activity 1971
- * 10. Letter to Director Bureau of Census April 28, 1971

Box 184

- * 1. California State Dept. of Agric. May-July 1971
- 2. Symposium Econ. Prob. of Flor. July 13, 1971
- 3. Government Affairs Oct. 15, 1971
- * 4. SAF Breeder Comm. Nov. 2, 1971
- 5. Southern Science and Education Workshop Nov. 3, 1971
- * 6. Proposed Workshop Sept. 1, 1971
- * 7. Workshop Planning Sept. 1, 1971
- 8. Workshop Sept. 1, 1971

Box 185

- 1. Workshop Sept. 1, 1971
- 2. Workshop Report Sept. 1, 1971
- 3. House of Rep. Hearing on USDA Operations Nov. 1971
- * 4. House of Rep. Hearing on USDA Operations Nov. 1971
- * 5. MTF Report on House Hearing and SAF Nov. 15, 1971
- 6. House of Rep. Hearings on USDA Operations Nov. 1971
- 7. Congressional Statement 1972
- 8. Congressional Statement 1973

- *9. Senate Finance Committee Hearing April 16, 1974
- 10. USDA Budget 1975

Box 186

- 1. Gov't Affairs 1976
- *2. National Income Background 1977
- *3. Personal Consumption Expenditures
- 4. Personal Consumption Expenditures Oct. 1981
- 5. Congressional Resources Guide, Gilbert 1977
- *6. House of Rep. Comm. on Agric. 1977
- *7. USDA Hjort, Howard 1977
- *8. USDA SRS Work Materials 1977
- *9. USDA Stat. Rep. Services 1977
- 10. FTD-SAF-USDA 1976-1979
- 11. FTD Government Affairs 1978

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- *1. FTD Government Affairs 1979
- 2. FTD Government Affairs Dec. 1979
- 3. FTD Government Affairs 1979
- *4. Census Economic
- 5. Census of Agriculture
- 6. Census Industrial Classification
- *7. FTD Government Affairs 1980
- *8. FTD Government Affairs Nov. 1980

Box 188

- 1. FTD Smithsonian Institution
- 2. FTD Smithsonian Institution 1980
- *3. New Building and Library
- *4. Outdoor Plantings FTD
- 5. Research Proposals 1957
- 6. Research Proposals 1958
- 7. Research Proposals 1959
- *8. Research Proposals 1960
- 9. Subscriptions
- 10. Research Proposals 1961
- 11. Research Proposals 1962
- 12. Research Proposals 1963
- 13. Research Proposals 1964
- 14. Research Proposals 1965
- 15. Research Proposals 1966
- *16. Research Proposals 1967
- 17. Suggestions for Improving Mktg Data from Clearing House April 4, 1962
- 18. Occasion Code in Report of Orders Filled April 5, 1962
- *19. Daily Clearings Analysis April 10, 1962
- 20. Nat'l Industrial Conference Board Jan. 9, 1963
- *21. Monthly Analysis of FTD Clearings June 12, 1963
- *22. Basic Tabulations for Calendar and Fiscal Years Jan. 29, 1963
- 23. Research Activities and Plans March 17, 1964

24. Selection Guide Items in Report of Orders Filled Sept. 23, 1964
25. Research Activities at FTD Headquarters April 12, 1965
26. Research Activities at FTD Headquarters June 15, 1965
27. Research Plans and Budget for 1967-1968 March 15, 1967

Box 189

1. Non-Accounting Statistics at FTD Headquarters July 1967
2. Non-Accounting Statistics at FTD Headquarters Round II Nov. 1967
3. Suggested Market Research 1967
4. Grand Design and Objectives 1969
5. Research and Related Plans 1969
- *6. Description of E & R Research 1969
7. Marketing Research 1956-1970
- *8. To File General
9. To File General
10. Cathey, M.H.
11. Elbert, George A.
- *12. Energy 1981
- *13. Energy 1982
14. The Farm Foundation
- *15. The Floral Report 1976

Box 190

- *1. The Floral Report Analysis 1976-1979
- *2. The Floral Report 1977
3. Buckley Steering Comm. Reports 1978
- *4. The Floral Report 1978
5. The Floral Report 1979
6. The Floral Report 1980
7. The Floral Report 1981
8. 1974-1981 (Floriculture Crop Production Trends)

Box 191

1. Floriculture Directions 1981
- *2. Flowering Pot Plants
- *3. Foliage Pot Plants
- *4. Hastings Center
- *5. Hastings Center
6. Hastings Center
- *7. Ethics
8. Center for Study of Values

Box 192

1. Howland, Joseph
- *2. International Trade
3. International Trade
4. Johnson, Arno. H.
5. Levitt, Theodore
6. Bureau of Medical Econ. 1951
7. Midwest Research Institute

- 8. NDSU Agric. Econ.
- 9. Nursery Business
- *10. Plant Science

Box 193

- 1. Plant Science
- *2. Post Harvest Physiology
- *3. Quotations
- 4. Quotations
- *5. Research
- 6. Robertson, Jerry
- 7. Science Tear Sheets
- *8. Science Tear Sheets
- 9. Science Tear Sheets

Box 194

- 1. Problems in Marketing Florists Crops
- 2. Baldwin, Ian
- *3. Flora Board
- 4. U.S. Congress
- 5. FTD Government Affairs March 1981
- 6. FTD Government Affairs May 1981
- 7. FTD Government Affairs May 1981

Box 195

- *1. FTD Government Affairs Nov. 1981
- *2. FTD Government Affairs 1981
- 3. FTD Org. Dir. 1982
- 4. FTD Smithsonian Inst. 1981
- 5. Chicago Tribune
- 6. Denver Post
- *7. Fortune 1981
- 8. Los Angeles Times
- 9. New West 1981
- *10. New York Times
- 11. U.S. News & World Report
- 12. Victorian Society 1981
- 13. Washington Post
- 14. Wallstreet Journal 1981
- 15. USDA Beltsville Open House
- 16. FTD Young Own. Mgr. 1981
- 17. FTD Young Own. Mgr. 1981

Box 196

- *1. Food and Agriculture 1981
- *2. Small Business Council 1981
- 3. USDA Econ. and Stat. Users 1981
- *4. Libraries and Marketers 1981
- 5. USDA, ERS and SRS 1981

- *6. SAF Convention 1981
- *7. FTD Convention 1981
- 8. Conference Board 1981
- 9. Baccala, Frank 1981
- *10. Maas, William A. 1981
- 11. FTD Competition 1981
- *12. FTD Headquarters 1981

Box 197

- *1. First Quarter 1981
- *2. Second Quarter 1981
- 3. Third Quarter 1981
- *4. Fourth Quarter 1981
- 5. Requests for Information 1981
- 6. Miscellaneous Correspondence 1981
- 7. Alsmeer Auction
- 8. Brown R., Ed. Hort Res. - Found
- 9. US News & World Report Golden Anniv. 1983
- 10. Cappelli Glads - Newsweek
- 11. Florida Nurserymen

Box 198

- 1. Stump, David S.
- 2. Pi Alpha Xi
- 3. American Nurserymen New Format 1982
- 4. New York 15th Anniversary 1983
- 5. Forbes Four Hundred 1982
- 6. American Health Vol.1, No. 1 1982
- 7. Technology 1982
- 8. Horticulture Vol. LX 1982
- 9. House Beautiful - Tools 1982
- 10. Atlantic 125th Anniv. 1982
- 11. Esquire 50th Anniv. 1983
- 12. Vanity Fair Vol. 46, No. 1 1983
- 13. Challenge
- *14. Anniversary Issues (see oversize)

Box 199

- 1. **A's**
- *2. Advertising
- *3. Agristars
- 4. Aiph
- 5. All American Selections
- 6. Alsmeer Flower Exchange
- *7. Amer. Inst. of Food Dist
- *8. Amfac
- 9. **B's**
- *10. Bachman
- *11. Ball, Geo. J.

12. Berninger, Louis
13. Busby, Rehm and Leonard
14. **C's**
15. Cathey, M.H.
16. Centennial Florists
17. Computers
18. Conklin, Everett
19. Conroy's
- *20. Consumer Affairs
- *21. Consumer Research
22. Coutu, Arthur J.
23. **D's**
24. D'arcy, McManus & Masius
25. Dundalk Community College

Box 200

1. **E's**
2. Elbert, George A.
- *3. Energy 1983
4. Environment
5. Exotic Gardens
6. **F's**
- *7. The Floral Report 1982
8. The Floral Report 1983
9. Floriculture Directions 1982
10. Floriculture Directions 1983
11. Floral Finance
12. Florist Review
- *13. Flowering Pot Plants
14. Foliage Pot Plants
- *15. Franchises
- *16. Funerals
17. **G's**
- *18. Gardens for All
19. Goodrich, Dana
20. Greenhouse
21. Gruman Dormavac

Box 201

1. **H's**
- *2. Hort. Res. Institute
- *3. Horticulturists
4. Howland, Joseph
5. **I's**
- *6. International Trade
7. International Trade
8. **J's**
9. **K's**
10. Kress, George

11. Krogers
12. **L's**
13. Larson, Roy A.
- *14. Lawns
15. Lawson, Roger H.
16. **M's**
17. McShan Florist
18. **N's**
19. Nabisco
20. Nannetti, Mario
- *21. Nursery Business
22. Nursery Business
23. **O's**
24. OSHA
25. **P's**
- *26. Pillsbury
27. Pinney, John S.
28. Plant Breeding Research
29. Plant Science
30. Poisonous Plants
31. Post Harvest Physiology
- *32. Produce Mktg Ass'n
- *33. Public Relations

Box 202

1. **Q's**
2. Quotations
3. **R's**
- *4. Research
- *5. Retail Trade
6. Robertson, Jerry
7. Roses Inc. 1937
8. **S's**
9. Science Tear Sheets
10. Small Business Admin.
11. Smith, Cecil N.
12. Southern Florist and Nursery
13. Southflower Market
14. Storck, H.
15. Super Markets
16. **T's**
17. Telemarketing
- *18. Trade Associations
- *19. Transportation
20. Transportation
21. **U's**
- *22. United Fresh Fruits Admin. and Veg. Ass'n.
23. **V's**

24. Vaughan, Jacklin
25. Voight, Alvi O.
26. Voight, Alvi O.
27. **W's**
28. Weyerhauser Inc.
29. Wharton School
30. WF & FSA
31. **X's**
32. **Y's**
33. **Z's**
34. Abbott, Jack
35. Abraham, Doc
- *36. Aiken, George
37. Alamps, Philip
38. Allen, Irving
39. Ankele, Felix
40. Apter, David
41. Archer, George
- *42. Astor, Brooke

Box 203

- *1. Baker, Russell
2. Baldrige, Tish
- *3. Barry More, John
- *4. Baruch, Bernard
5. Barton, Walter E.
6. Bartz, Fred S.
7. Beaton, Cecil
8. Benchley, Robert
9. Benvenuto, Matthew J.
10. Benz, Buddy
- *11. Bergland, Robert
- *12. Bergstrand, Lorraine
13. Beudert, Hubert J.
- *14. Blackistone, Z.O.
- *15. Block, John R.
16. Blome, Arthur
- *17. Bradley, Arthur
18. Bright, Tommy
19. Brecht, Paul
20. Brokaw, Thomas
- *21. Brown, Helen Gurley
22. Browne, Arthur E.
- *23. Buck, Pearl
- *24. Buckley, Wm. F.
- *25. Butz, Earl L.
- *26. Capote, Truman
- *27. Carnegie, Hall

28. Cascio, Peter J.
29. Chadwick, L.C.
30. Chan, Allen
31. Chandler, D.B.
- *32. Churchill, Winston
33. Cole, Margaret B.
- *34. Cohn, Roy
- *35. Commoner, Barry
- *36. Coon, Gordon
- *37. Cooke, Janet
- *38. Cousins, Norman
39. Crockett, James V.
- *40. Cronkite, Walter
41. Crosby, Bing
- *42. Cunningham, Mary
43. Curtis, Valleau C.

Box 204

1. Daudelin, Gene
2. Davidson, Harold
- *3. De Lorean, John
4. Delworth, Cecil F.
- *5. Dionne, Quintuplets
- *6. Dirksen, Everett M.
- *7. Dodge, Anna Thomson
- *8. Durant, Will and Ariel
9. Ecke, Paul
- *10. Einstein, Albert
11. Elvekrog, Maury
12. Everett, T.H.
- *13. Fairlie, Henry
- *14. Fielder, Arthur
- *15. Fonda, Henry
- *16. Fontaine, Lynn
- *17. Forbes, Malcolm
- *18. Ford, Gerald P.
19. Fox, Raymond
20. Freeman, Orville
21. Frost, Robert
- *22. Fuller, Buchminster
23. Fullerman, Charles
- *24. Galbrath, John K.
- *25. Garroway, David
26. Gerals, George
27. Gilbreth, Lillian
28. Gloeckner, Fred C.
- *29. Godfrey, Arthur
30. Gordon, Douglas R.

- *31. Graham, Kathryn
- 32. Grande, Edward
- 33. Griggs, William
- 34. Grosvenor, Melville Bell
- 35. Gude, Granville
- *36. Gude, Gilbert
- *37. Haley, Alex
- *38. Hanks, Nancy
- *39. Harriman, Averell
- 40. Harvard, Classics
- *41. Hayes, Helen
- 42. Hearst, Patty
- *43. Hepburn, Katherine
- *44. Higher Education
- *45. Hirshorn, Joseph
- *46. Holland, Spessard L.
- *47. Hoover, Herbert
- *48. Hord, Clifford
- 49. Hulm, Louie

Box 205

- *1. Humphrey, Hubert
- 2. Imlay, John W.
- *3. Jewell Foliage
- 4. Johnson, Eric
- *5. Johnson, Lyndon
- *6. Johnson, Robert E.
- *7. Joyce, James (see oversize)
- *8. Juck, Hans (see oversize)
- 9. Karsh, Yousof (see oversize)
- *10. Keillor, Garrison
- 11. Keller, Helen
- *12. Kennedy, John F.
- *13. Kennedy, Rose
- *14. Kennicott Bros.
- 15. Kilner, Fred
- *16. King, Martin Luther
- 17. Kinsey, A.C.
- 18. Kintzele, Lil
- *19. Kiplinger, D.C.
- 20. Kissinger, Henry
- *21. Kistler, William
- 22. Kleppe, Thomas S.
- *23. Knauer, Virginia
- 24. Koon, Gordon
- 25. Krone, Paul R.
- *26. Kuralt, Charles
- 27. Laurie, Alex

- *28. Lennon, John
- 29. Leonardy, Herberta
- *30. Leshner, Wm. G.
- 31. Lewis, Charles A.
- 32. Liesveld, John
- *33. Lifquist, Rosalind C.
- *34. Lincoln, Abraham
- *35. Lindbergh, Charles A.
- *36. Lippman, Walter
- *37. Longworth, Alice R.
- 38. Lord and Burnham Anniv. 1956

Box 206

- *1. Luce, Claire Booth
- 2. Maas, William A.
- 3. MacNeil, Lehrer
- 4. MacPhail, Margaret
- 5. Mann, Gurney
- 6. Marcus, Stanley
- 7. McClay, John Jay
- 8. McLellan, Rod
- *9. Mead, Margaret
- *10. Meany, George
- *11. Meir, Golda
- *12. Mencken, H.L. (see oversize)
- *13. Menninger, Karl (see oversize)
- *14. Merton, Thomas (see oversize)
- 15. Messmer, Ruth
- 16. Missouri Bot. Garden
- *17. Monaco, Princess Grace
- 18. Morris, Ron
- *19. Moses, Robert
- 20. Mosher, Samuel B.
- 21. Mosmiller, Walter L.
- *22. Moyers, Bill
- *23. Murrow, Edward R.
- *24. Myrdac, A. and G.
- *25. Nader, Ralph
- *26. Nast, Comde
- 27. Nehrling, Arno
- *28. New York Times
- *29. O'Connor, Sandra Day
- 30. Odgers, Ron
- *31. O'Keefe, Georgia (see oversize)
- *32. Olympic Games Lake Placid
- *33. Owens, Jesse
- *34. Pace, Norma
- 35. Parvin, Phil

- 36. Pennock, S.S. Jr. III
- * 37. Perkins, Francis
- * 38. Peterson, Esther
- 39. Pinkus, Ralph
- 40. Porsch, Gus H.
- * 41. Porter, Katherine Anne
- * 42. Presley, Elvis
- * 43. Publications
- * 44. Randall, A.J.
- 45. Randolph, Paul
- 46. Rathmell, James K.

Box 207

- * 1. Reynolds, Frank
- 2. Rhodes Scholars
- * 3. Rockefeller Family
- * 4. Roosevelt
- * 5. Roskelly, Harriett King
- 6. Russell, Mark
- * 7. Sadat, Anwar
- 8. Savarese, Jack
- * 9. Severeid, Eric
- 10. Shinoda Foundation
- 11. Schling, Max
- * 12. Sills, Beverly
- * 13. Singer, Isaac B. (see oversize)
- 14. Skinner, Cornelia Otis
- * 15. Skinner, H.J.
- 16. Sowell, T.
- 17. Springer, Gustave
- * 18. Steinway Pianos
- * 19. Stockman, David
- * 20. Straight, Michael
- 21. Stuart, Ian
- * 22. Stuart, Neil W.
- 23. Stimming, William
- 24. Sullivan, Florence
- * 25. Swartz, Walter F.
- 26. Swift, Howard W.
- * 27. Sykora, James
- * 28. Talese, Gay
- * 29. Taylor, Elizabeth
- * 30. Thomas, Lowell
- * 31. Thompson, Frances
- * 32. Thurow, Lester
- * 33. Trapp Family
- * 34. Trumans
- * 35. Twentieth Century

- *36. Vance, Cyrus
- *37. Vanderbilt, Gloria
- *38. Vidal Gore
- *39. Vietnam Memorial

Box 208

- *1. Walker, John H.
- *2. Wall, Gregory
- *3. Wallace, Dewith
- 4. Wanko, James
- *5. Weddle, Charles (see oversize)
- 6. Weidner, Robert
- 7. White, Margaret Bourke
- *8. White, Theodore H.
- *9. Whitman, Walt
- *10. Wilkens, Roy
- *11. Williams, Tennessee
- 12. Wilson, Ralph Goodwin
- 13. Wolfe, Hubert J.
- *14. Wolfe, Tom (see oversize)
- *15. Woodstock
- 16. Wright, Norman H.
- 17. Wylie, Philip
- 18. Young, Milton R.
- 19. Young, Rusty
- 20. Zappettinc, William
- *21. Misc. Obituaries
- 22. **Chronological**
- *23. Roses Inc. 1982
- 24. Roses Inc. 1982
- 25. Roses OBC 1982
- *26. Roses Inc. 1982
- 27. Roses Inc. 1982
- 28. Roses Inc.
- 29. Roses Inc.
- 30. Roses Inc.
- *31. FTD Government Affairs 1982
- 32. FTD Government Affairs May 1982
- *33. FTD Government Affairs Nov. 1982
- 34. Ohio State Florists Short Course 1982
- *35. World Future Soc.

Box 209

- *1. AMS - FloraFax Lit. 1982
- *2. AFMC - Kuru 1982
- *3. Leafminer 1982
- 4. Leafminer Ref. 1982
- 5. Leafminer Ref. 1982
- *6. Flora Board 1982

7. Floraboard Reference 1982
- *8. Industry Strategy Meeting 1982

Box 210

- *1. SAF Res. & Dev. Comm. 1982
- *2. FTD Young Own/Mgrs. 1982
- *3. FTD Convention 1982
4. Knitter, Harry 1982
5. Knitter, Harry 1982
6. Maas, Wm. A. 1982
7. Maas, Wm. A. 1982
- *8. FTD Headquarters 1982
9. Requests for Information 1982
10. Miscellaneous Correspondence 1982

Box 211

1. Economic Outlook 1970's
- *2. Economic Outlook 1980's
3. Economic Outlook 1980
4. Economic Outlook 1980
- *5. Economic Outlook 1981
6. Economic Outlook 1981
7. Merrill Lynch Economics 1981

Box 212

- *1. Merrill Lynch Economics 1982
2. The Kiplinger Wash. Letter 1981
3. The Kiplinger Wash. Letter 1982
- *4. USDA Mkt. News 1982
- *5. USDA - AMS - Mktg Orders
6. USDA Proposed Crop Situation
- *7. USDA Mkt News 1981
8. Florists Review Mkt Prices 1981
9. Florists Review Mkt Prices 1982
10. Boston Market News 1981

Box 213

1. Florida Flower & Fern 1981-82
2. Florida Foliage Plants 1981
- *3. Los Angeles Whlse Mkt.
4. Philadelphia Market News 1980
5. Philadelphia Market News 1981
6. American Academy of Florists 1983
- *7. Floraboard 1983
- *8. SAF Strategy II 1983
9. Plant Imports Quar. 37 1983
- *10. SAF Conf. Int. Trade
- *11. Misc. Progress
12. Center for Commercial Floriculture
- *13. Government Affairs 1983
- *14. Roses Inc. Misc. 1983

15. Knitter, Harry W. 1983
16. Knitter 1983
17. Knitter, Harry W. 1983
- *18. Maas, Wm. A. 1983
19. Maas, Wm. A. 1983

Box 214

- *1. FTD Headquarters 1983
- *2. FTD Convention 1983
3. Request for Information 1983
4. Miscellaneous Correspondence
- *5. Economic Outlook 1982
- *6. Economic Outlook 1982
- *7. Economic Outlook 1983
- *8. High Tech. Leaving Home (see oversize)
9. Roses Inc. Misc. 1983
10. Roses Inc. Misc. 1983
11. Roses Inc. - Floral Report 1983
12. Roses Inc. - Rosters 1983
13. Roses Inc. 1983

Box 215

1. Roses Inc. - April 1983
2. USITC Trans. - Costs Imports 1983
- *3. USDA Orn. Hort. Res. 1983-84
4. SAF - SAFE Report 1983
- *5. International Trade Report 1983
6. FTD Fact Book 1982
7. FTD Fact Book 1982
8. FTD Fact Book Canada 1983

Box 216

1. FTD Fact Book 1983
2. Beard Regional Analysis 1983
- *3. Fourth Quarter Analysis 1982
4. FTD Headquarters Research 1982
5. Competition Dual Memberships
- *6. FTD Summaries
7. FTD News History
8. Florists Int. Tel. Del. Assn. 1982
- *9. FTD Advertising Expenditures
- *10. July
11. July
12. Aug.
- *13. Aug.

Box 217

1. Sept.
- *2. Sept.
3. Oct.
- *4. Oct.

- 5. Nov.
- 6. Nov.
- 7. Dec.
- 8. Dec.
- *9. Jan.
- 10. Jan.

Box 218

- 1. Feb.
- *2. Feb.
- 3. March
- *4. March
- 5. April
- *6. April
- 7. May
- *8. May
- 9. June
- *10. June

Box 219

- 1. FTD Geographic Analysis
- *2. Calendar Year Clearings by County
- 3. FTD Occasion Analysis
- *4. FTD Date of Delivery
- 5. Serkin Enenstein Res. Ser.

Box 220

- *1. Shadow 1981
- 2. Shadow 1982
- *3. SAF Association Executives 1975
- 4. SAF Association Executives 1975

Box 221

- *1. Mailing Lists
- 2. Greenhouse Supply Catalogs
- 3. Garden and Garden Supply Catalogs
- 4. Seed Catalogs
- 5. **Lionel D. Edie**
- 6. Merrill Lynch Economics Inc. Planning Report - International Outlook Jan. 1983
- 7. Merrill Lynch Economics Inc. Planning Report - Business Outlook Feb. 1983
- 8. Merrill Lynch Economics Inc. Planning Report - Industry Close-Up March 1983
- 9. Merrill Lynch Economics Inc. International Outlook April 1983
- 10. Merrill Lynch Economics Inc. Business Outlook May 1983

Box 222

- 1. Merrill Lynch Economics Inc. Industry Outlook June 1983
- 2. Merrill Lynch Economics Inc. International Outlook Aug. 1983
- 3. Merrill Lynch Economics Inc. Business Outlook Aug. 1983
- 4. Merrill Lynch Economics Inc. Business Outlook Financial Market Development Sept. 1983

5. Merrill Lynch Economics 1983
6. **The Conference Board**
7. Consumer Attitudes
8. Business Executive Expectations
9. Economic Road Maps
10. Statistical Bulletin
11. The Conference Board 1981
12. The Conference Board 1982

Box 223

1. Data Base
2. **The Kiplinger Letters**
3. The Kiplinger Wash. Letters 1983
4. Business Week Outlook 1981
5. Business Week Outlook 1982
6. **U.S. Agencies**
7. Energy Review
8. Vital Statistics
9. Economic Indicators

Box 224

1. Retail Trade
- *2. Consumer Price Index
3. U.S. Dept. of Commerce Survey of Current Business Jan. 1982 Vol. 62 #1
4. U.S. Dept. of Commerce Survey of Current Business Feb. 1982 Vol. 62 #2
5. U.S. Dept. of Commerce Survey of Current Business March 1982 Vol. 62 #3
- *6. Bureau of Census Press
7. Bureau of Census Press
8. Bureau of Census Press
9. Bureau of Census

Box 225

1. USDA Agriculture Outlook
2. Florists Review Mkt Prices 1983
3. USDA Mkt News 1983
4. San Diego Auction
5. Floriculture Crops 1982
- *6. USDA-SRS-Flor. Crops 1982
7. The Floral Index Jan. 1980
8. The Floral Index Jan. 1981
9. The Floral Index Sept. 1981
10. The Floral Index Dec. 1981
11. The Floral Index Jan. 1982
12. The Floral Report Supermarket Sales of Floral 1980-81

Box 226

1. The Floral Report Vol. 1, #1 (1976) Through Vol. 3 No. 9 (1982)
2. **Professional Associations**
3. The American Horticultural Society
- *4. Natural Council for Therapy
5. American Agricultural Economics Assoc.

- *6. Amer. Ass'n for Adv. Humanities
- *7. Amer. Ass'n for Adv. for Science
- 8. Amer. Institute of Biological Sciences
- *9. Amer. Marketing Assoc. - National
- 10. Amer. Marketing Assoc. - Washington Chapter
- *11. Amer. Soc. for Agri. Consultants

Box 227

- 1. Amer. Soc. for Prof. Consultants
- 2. Agribusiness
- 3. American Society for Horticultural Science
- *4. International Horticultural Congress
- 5. ASHS Mktg. & Econ. Comm.
- 6. Council for Agric. Science & Technology
- *7. Federation of American Scientists
- 8. Information Industry Ass'n
- *9. National Academy of Science
- 10. Nat'l Council of Prof. Services
- 11. National Planning Association 1977
- *12. National Science Foundation
- *13. Scientists Inst. for Public Inf.
- 14. Survival Tomorrow

Box 228

- *1. Union of Concerned Scientists 1977
- *2. U.S. Ass'n for Club of Rome 1972
- *3. World Future Society
- *4. World Future Society June 1975
- *5. Worldwatch Institute
- *6. American Civil Liberties Union 1977
- *7. The Committee of "100" 1977
- *8. Amer. Enterprise Institute
- *9. Amer. Farmland Trust
- *10. Amer. Land Forum
- *11. Amnesty Int. USA
- *12. Common Cause
- *13. Environmental Action Foundation 1977
- *14. Environmental Defense Fund 1977

Box 229

- *1. Environmental Policy Center
- 2. Inter. American Society 1977
- *3. National Audubon Society 1977
- *4. National Council to Ban Handguns 1977
- *5. National Geographic
- 6. National Parks and Conservation Assoc. 1977
- 7. National Trust 1977
- 8. National Wildlife Federation
- *9. Native American Rights Fund
- *10. Native Resource Defense Council 1977

- * 11. Nature Conservancy

Box 230

- * 1. Public Citizen 1977
- * 2. Public Concern Foundation
- 3. Public Resource Center
- * 4. Sierra Club
- * 5. Smithsonian Institution 1977
- * 6. Solar Lobby
- * 7. Victorian Society of America
- * 8. Cornell University - Floriculture

Box 231

- * 1. Cornell University - Agricultural Economics
- * 2. New York State Flower Industries Inc.
- 3. Ohio State University Floriculture
- * 4. Ohio State University Floriculture
- * 5. Purdue University

Box 232

- 1. SAFE Annual Reports
- 2. SAFE
- * 3. SAFE Press
- 4. SAFE and MTF 1980
- * 5. Interior Plantscape Association 1979
- * 6. Interior Plantscape Association 1980

Box 233

- * 1. Interior Plantscape Association 1981
- 2. Interior Plantscape Association Seminar 1979
- 3. Interior Plantscape Association Seminar 1980
- 4. Interior Plantscape Association Source Book 1980
- * 5. Interior Plantscape Association
- 6. Living Plant Growers Association
- * 7. Florida Foliage Association

Box 234

- * 1. American Floral Service
- * 2. Florafax
- 3. Florafax
- * 4. SAF 1980
- 5. SAF 1980
- 6. SAF 1981

Box 235

- * 1. SAF 1982
- * 2. SAF 1983
- 3. SAF 1983
- * 4. Teleflora
- * 5. United Flowers by Wire
- * 6. WF & FSA

Box 236

- * 1. American Carnation Society

- *2. A.I.F.D.
- 3. Autex Flor. Mkt. Network
- *4. Avis Flowers Worldwide
- 5. American Retail Federation
- *6. Buning Florist
- 7. Calif. Mum Growers Association
- 8. Carik Services Inc.
- 9. Felly Telemarketing
- *10. Floral Digest
- *11. Floraline
- *12. Florist Clearing Network Inc.
- 13. Florists Guild
- 14. Florists Mutual Insurance Company
- *15. Flower Council of Holland
- *16. Flower News (see oversize)
- *17. Flower World
- 18. Flower By Tele-Phone
- *19. Food Mktg. Institute
- 20. Garden Centers of America

Box 237

- *1. Gold Medal Florists
- 2. Horticultural Dealers Association
- 3. Insta Floral Inc.
- *4. International Florists Association
- *5. Master Floral
- 6. Nat'l Florist Directory
- *7. Nat'l GHSE MFTR's Association
- 8. NRMA
- 9. NRMA
- 10. Nat'l Small Bus. Association
- 11. Nat'l Whlse. Florists Credit Association New York City
- *12. Netherlands Flower Bulb Institute
- *13. Produce Mktg. Association
- 14. Roses Inc.
- 15. Service Mag. Int.
- 16. The Flower Wire

Box 238

- 1. Trans American Floral
- *2. United Fresh Fruits & Veg. Association
- 3. Final Facts
- 4. Fresh Forum
- 5. U.S. Floral Inc.
- 6. Vale Marketing Service
- *7. Forecast 1982-1983
- *8. Forecast Detail 1982-1983
- *9. Forecast Mid-Year 1982-1983
- *10. Forecast 1983-1984

11. Forecast Summary 1966-1984
12. Forecast 1981-1991
- *13. Master Projections
14. Forecast 1967-1971
- *15. Forecast 1971-1972
- *16. Forecast 1972-1973
- *17. Forecast 1973-1974
18. Forecast 1974-1975
- *19. Forecast 1975-1976
- *20. Forecast 1976-1977

Box 239

- *1. Forecast 1977-1978
- *2. Forecast 1978-1979
- *3. Forecast 1979-1980
- *4. Forecast 1980-1981
- *5. Forecast 1981-1982
- *6. Forecast Date of Del. 1981-1982
- *7. Forecast Mid Year 1981-1982
8. Florist Misc.
- *9. Florist Profiles
10. Teleflora Profiles

Box 240

1. Florists Review Profiles
2. Nursery Profiles
3. Canadian Profiles
- *4. Misc. Profiles
- *5. To File
6. To File
- *7. To File Firms and Persons
- *8. Arab Countries
- *9. Australia-New Zealand
- *10. Canada
- *11. China
- *12. China
13. Colombia

Box 241

- *1. Floriade
- *2. Holland
3. Holland U.S. Bicentennial
- *4. IGA 1983
- *5. Israel
- *6. Japan
- *7. Latin America
- *8. Mexico
- *9. New Zealand
- *10. Russia
- *11. Botanical Gardens

Box 242

12. Botanical Gardens
1. Botanical Gardens
- *2. Aloe Vera
- *3. Arnold Arboretum
- *4. Belling Rath
- *5. Biltmore Estate
6. Brooklyn Bot. Gardens
7. Callaway Gardens
8. Canada Royal Bot. Garden
9. Chicago Bot. Garden
- *10. Cornell Plantations
- *11. Cypress Gardens
12. Denver Bot. Garden
13. Descamso Garden
- *14. Dumbarton Oaks
- *15. Flower Stamps
16. Fairchild Tropical Garden
17. Golden Gate Park
18. Grey Towers Pinchot
19. Harvard Glass Flowers
20. Holden Arboretum
21. Hunt Institute
22. Huntington Gardens
23. Kew Royal Bot. Gardens
24. Longwood Gardens

Box 243

1. Lyndhurst Greenhouses
2. Massachusetts Hort. Soc.
3. Minnesota Arboretum
4. Missouri Bot. Garden
5. Montreal Bot. Garden
- *6. National Arboretum
- *7. New York Botanical Gardens
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- * 15. International Trade Commission FTD Submission 1980 (see oversize)
- * 16. International Trade Commission FTD Submission 1977 (Projections 1951-1986) (see oversize)
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1. Economic Analysis of FTD 1967
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3. Industry Nomenclature 1968
4. Background for Decision 1968
5. FTD-CBS Coding 1968
6. Bachman Case Study
7. Flor. Industry Promotion 1968
- * 8. Ornamental Crops for People 1969
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1. Economic Analysis of FTD 1962
2. Metro Market Areas 1950
3. American Horticultural Council 1954

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- *2. Leading Florists 1969
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4. Flor. Crop Report Summary 1982
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6. Robertson, Jerry 1977
7. Produce Research Inc. 1977
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- *1. Sun Burst Farms 1976
2. Personal Consumption Exp. Critique 1981
3. Alvi Voight 1978
- *4. U.S. Dept. of Justice 1950-1960
- *5. Advertising Club of NY 1957
6. Correspondence General 1956
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- *2. Trade Press Tear Sheets 1950's
3. Floriculture Economics I 1949
4. Floriculture Economics II 1949

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2. Special Census Orn. Crops 1960
3. 1969 Census of Agriculture Volume II General Report Chapter 6 Crops, Nursery and Greenhouse Products, and Forest Products

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1. Special Census Orn. Crops 1970
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3. United States 1977 Census of Retail Trade - Geographic Area Studies
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1. Special Census Orn. Crops 1980
2. Compendium Supplement - Tables 76-90
3. Compendium Supplement - Tables 90-99
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5. Floriculture Crops Production Area and Sales 1980-1981 Intentions for 1982 March 1982

- *6. NAL Background
- 7. NAL Background
- 8. ALIN

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- 2. NAL Farley Dec. 1981
- 3. NAL Memo of Understanding
- 4. NAL Instrument of Gift
- 5. NAL NDSU Release
- 6. NDSU Release
- 7. NAL Release
- 8. MTF Statement
- 9. NAL-NDSU Release Response
- 10. MTF Half Century Orn. Hort.
- 11. Bachman, Ralph
- 12. Associates of NAL Inc.
- *13. NAL Agriculture History
- 14. Agricultural History Society
- 15. Cornell Library Associates

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- 1. 20th Century Agric. Science Symp. 1982
- 2. Assessment of NAL
- *3. NAL Library and Related Press
- 4. NAL Library and Related Press
- 5. NAL Mktg. Facts for Flor.
- *6. NAL Industry Jan. 1982
- 7. NAL Industry Feb. 1982
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- 1. NAL Industry Jan. 1983
- 2. Evaluations
- 3. NAL Appointments 1983
- 4. Termination
- 5. SAFE 1982
- 6. SAFE Proposal 1982
- 7. Nelson, Paul
- 8. Christmas Letter 1982
- 9. Proposed Research Facility Reviews
- 10. Review Events 1979-1983

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- 1. MTF - SAFE 1981
- 2. SAF - SAFE Report 1983
- 3. Status of Industry Statistics 1983
- 4. USDA Appt. 1952
- *5. Fossum Found Library Accessions
- 6. Proposed Research Facility 1958

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10. Inventory - Library Copy
11. Inventory Files - Copies
- *12. American University
- *13. Business Admin. - Schools of
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- *1. Gortzig, Carl
2. Leiser, Mark
3. Miller, Marvin
4. Miller, Marvin
5. SAF Information Center
- *6. Shibata, Yoshimi
7. Smith, Cecil
8. Source Information
- *9. State Univ. and Exp. Station 1980
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- *2. University of Minnesota
3. University of North Dakota
4. Weir, Walter
5. Soc. of American Archivists
6. Soc. of American Archivists
- *7. Special Libraries Association
8. Special Libraries Association
9. Special Libraries Furnishings

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1. Proposed Research Facility 1980
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3. Proposed Research Facility 1980
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2. Morris - Wragg 1985
3. Kentucky State University 1984
- *4. Personal Prior to 1929
- *5. Personal 1929

- *6. Personal 1930
- *7. Personal 1931
- *8. Personal 1932
- *9. Personal 1933
- *10. Personal 1934
- *11. Personal 1935

Box 264

- *1. Personal 1936
- *2. Personal 1937
- *3. Amorphophallus Titanum
- *4. Personal 1938
- *5. Personal 1939
- *6. Personal 1940
- *7. Personal 1941
- *8. Personal 1942
- *9. Personal 1943

Box 265

- *1. Personal 1944
- *2. Personal 1945
- 3. Personal 1946
- *4. Personal 1947
- *5. Personal 1948
- *6. Personal 1949
- *7. Personal 1950
- 8. Personal 1951
- *9. Personal 1952
- *10. Personal 1953
- *11. Personal 1954
- *12. Personal 1955

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- *1. Personal 1956
- *2. Personal 1957
- *3. Personal 1958
- *4. Personal 1959
- 5. Personal 1960
- *6. Personal 1961
- *7. Personal 1962
- *8. Personal 1963
- 9. Personal 1964
- 10. Personal 1965
- 11. Personal 1966
- 12. Personal 1967
- 13. Personal 1968
- 14. Personal 1969

Box 267

- 1. Personal 1970
- 2. Personal 1971

3. Personal 1972
4. Personal 1973
- *5. Personal 1974
- *6. Personal 1975
- *7. Personal 1976
8. Personal 1977
9. Past F& D Presidents 1977
10. Personal 1978
11. Personal 1979
- *12. Personal 1980

Box 268

- *1. Personal 1981
- *2. Personal 1982
3. Personal 1983
4. Personal 1984
5. Personal 1985
- *6. Personal 1985
- *7. Personal 1986
8. N.D. School of Forestry 1932

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2. Master of Science Thesis 1941
3. Measurement of Amer. Hort. 1947
4. Acacia Fraternity
5. Calvery Church
- *6. Cornell Club of NY
7. Gamma Sigma Delta
- *8. National Association of Gardeners
9. New York Florist Club
- *10. Pi Alpha Xi
11. Rotary Club of Ithaca NY
12. Royal Horticultural Society
13. Scarab
- *14. St. Bartholmew's Club
15. Society of Sigma XI
- *16. Found. for Floriculture Award 1953

Box 270

- *1. Norman S. Colman Award 1954
- *2. Norman S. Colman Award Others
3. American Cancer Society 1956

4. AAAS Fellow 1957
5. Advertising Club of NY 1957
6. SAFE Charter Member 1962
7. U.S. Dept. of Justice 1959
8. Silver Narcissus Award 1964
9. FTD Award 1967
- *10. Japanese American 1985
11. Hall of Fame Nomination 1969
- *12. Hall of Fame Event 1969
13. Hall of Fame Release 1969
14. Hall of Fame Photography 1969
- *15. Hall of Fame Press 1969
16. Hall of Fame Correspondence 1969

Box 271

- *1. Hall of Fame Others 1969
2. Dict. of Int. Biography 1972
3. Teleflora Award 1975
4. Library of Human Resources 1976
5. NMNA Award 1976
6. Golden Rose Award Event 1977
7. Golden Rose Award Press 1977
- *8. Golden Rose Award Correspondence 1979
9. Young Owners/Mgrs. 1979
10. Memorabilia 1980
- *11. Japanese Claims Award 1980
12. Fifty Year Service Award 1981
13. People to People
- *14. Honorary Degree 1957
15. Honorary Degree 1965

Box 272

- *1. NDSU Alumni Association 1981
2. NDSU Honorary Degree 1981
3. Honorary Degree Plans 1981
4. Honorary Degree Annc't 1981
5. Honorary Degree Commencement 1981
6. Honorary Degree Diploma & Citation 1981
- *7. Honorary Degree Louis L'Amour 1981
8. Honorary Degree J.L. McCormick 1981
9. Honorary Degree MTF Release 1981
10. Academic Robes
- *11. Honorary Degree Press 1981
12. Honorary Degree Correspondence 1981
13. Honorary Degree Appreciation 1981

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1. MTF
- *2. MTF Resume
3. MTF Curriculum Vitae

- *4. Cycle Research Institute
- 5. MTF and Prof. Integrity
- 6. MTF Bio. Cornell Univ.
- 7. MTF Bio. Census USDA
- 8. MTF Bio. SAF
- 9. MTF Bio. FTD
- *10. MTF Bio. Misc.

Box 274

- 1. MTF Special Funding 1945-1955
- 2. MTF Income 1931-1944
- *3. MTF Income 1945-1969
- *4. MTF Income 1970-1980
- 5. MTF and North Dakota
- 6. MTF and Orn. Hort.
- 7. MTF and Father 1912-1931
- 8. MTF and NDSF 1931-1933
- 9. MTF and San Haven 1933-1935
- 10. MTF and Kew 1935-1936
- 11. MTF and NY Bot. Garden 1936-1938
- 12. MTF and Cornell Univ. 1938-1940
- 13. MTF and Ohio State Univ. 1940
- 14. MTF and Univ. of Maryland 1942-1943
- 15. MTF and Gloeckner 1943-1945
- 16. MTF and Cornell Univ. 1945-1949
- 17. MTF and Purdue Univ. 1945-1949
- 18. MTF and SAF 1947-1980
- 19. MTF and Bureau of Census 1949-1952
- 20. MTF and USDA 1952-1956
- 21. MTF and Grant Adv. 1956-1958
- 22. MTF and KMJ Adv. 1958-1960
- 23. MTF and FTD 1960-1970
- 24. MTF and Facts for Flor. 1970-1980
- 25. MTF and NAL
- 26. MTF and G. Smith 1962-1980
- 27. MTF and J.L. Bodette
- 28. MTF and J.L. Bodette 1960-1965
- *29. MTF and J.L. Bodette 1966-1970
- 30. MTF and Resignation 1970

Box 275

- 1. MTF and J.L. Bodette 1971-1975
- 2. MTF and W.A. Maas 1981
- 3. MTF and Baccala
- 4. MTF and E.L. Butz 1946-1981
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- 6. FTD 1981-1983
- 7. FTD Sequence of Events 1981-1983
- 8. American Men and Women of Science

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10. Dictionary of International Biography
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12. Men of Achievement
13. National Social Directory
14. Who's Who in America
15. A Look at the Fossum's - The Amazing Story of the Fossums in America

Box 276

- *1. Fossum Family Genealogy
- *2. Genealogy
- *3. Redheads are Special People
- *4. Family
5. Family
- *6. Parenthood
7. Medicare
8. Medical

Box 277

- *1. San Haven 1933-1935
- *2. Univ. of Maryland 1942-1943
3. Fred C. Gloeckner Co. Inc. 1943-1945
4. Appointments Cornell 1945-1949
- *5. Appointments U.S. Dept. of Commerce 1949-1952
- *6. Appointments U.S. Dept. of Agriculture 1952-1956
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8. Flor. Econ. Cornell 1946
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- *10. Flor. Econ. Cornell 1948
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2. Letters Special Census 1952
3. Letters-USDA Report 33 1952
- *4. Press USDA 1952
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- *6. Press USDA 1954
- *7. Press USDA 1955
- *8. Press USDA 1956

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- *1. Grant Advertising 1956-1958
2. Keyes, Madden and Jones Adv. 1958-1960
3. FTD Job Description
4. Experience Inc.
5. Experience Inc.
- *6. Forty Plus of Washington
7. Harris - Ragan Management Cooperation
8. Performance Dynamics Inc.

- *9. Haldame Bernard Associates
- 10. Haldame Bernard Associates
- *11. Johnson O'Conner Res. Found
- *12. Fossum Foundation 1959
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- 17. Fossum Foundation 1964
- *18. MTF Memos 1965
- *19. MTF Diary 1965
- 20. Helgeson and Swanson 1965

Box 280

- *1. Lush and Colleges 1965
- *2. Turner and Fredrickson
- *3. Press 1965
- 4. Press 1965
- *5. MTF and Foundation 1966
- 6. MTF and Foundation 1967
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Box 281

- 1. MTF and Foundation 1974
- 2. MTF and Foundation 1975
- *3. MTF and Foundation 1976
- 4. MTF and Foundation 1977
- 5. Fossum Foundation Background 1978
- 6. Fossum Foundation Family Letter 1978
- 7. NDSU-F Foundation Ann't 1978
- 8. NDSU Fossum Foundation 1978

Box 282

- *1. NDSU Fossum Foundation 1979
- *2. NDSU Fossum Foundation 1980
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- 5. NDSU Fossum Foundation 1981
- 6. Farm Shelterbelts 1981
- 7. NDSU Fossum Foundation 1981
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- *1. NDSU Fossum Foundation 1982
2. NDSU Fossum Foundation 1983
3. NDSU "There is no Right Time to Give - The Time is Now"
4. NDSU Fossum Foundation 1983
5. NDSU Fossum Foundation 1984
- *6. NDSU Bottineau Branch 1984
7. NDSU Bottineau Branch 1984
8. NDSU Display Cases
9. N. Dakota Heritage Center
- *10. Int. Peace Garden and Music Camp

Box 284

- *1. Foundations
2. Nat'l Information Bureau
- *3. NDSF Graduation 1959
- *4. Fossum Foundation Library 1960
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- *6. Fossum Foundation Library 1960-1969
- *7. Fossum Foundation Library 1970-1975
8. Fossum Foundation Library Rededication 1975
- *9. Fossum Foundation Library 1976-1979
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- *1. Fossum Foundation Library 1981
2. Files 1967
- *3. Fossum Foundation Library Accession Record
4. Fossum Foundation Library Display Cases
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- *9. NDSU - BB 1982
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Box 286

- *1. Freedom and Resp. in a Changing World
- *2. American Security and Trust Retirement Plan
- *3. Grade School and Related (see oversized)
- *4. High School My Works - Music
- *5. Gussty Fossum - One of God's Children 1972 (see oversized)
- *6. Fossum Foundation
- *7. Farm Appraisal 1965 (see oversized)
- *8. Sky Pilots 1965 (see oversized)
- *9. LAVOR R. WOOD 1966
- *10. George Norman 1965
11. International Music Camp
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- *13. International Peace Garden

* 14. C.C. Camps

Box 287

1. International Music Camp 25th Anniv. 1981
2. International Peace Garden
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- * 5. International Peace Garden 50th Anniv. 1982
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- * 7. National Peace Academy
- * 8. Kew 1935
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- * 1. North Dakota Heritage Center
- * 2. North Dakota
- * 3. North Dakota
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1. North Dakota Horizons Magazine - Spring 1981 Issue 11 #2
2. North Dakota Horizons Magazine - Spring 1982 Issue 12 #1
3. North Dakota Horizons Magazine - Summer 1982 Issue 12 #2
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- * 24. Esval, Orland E.
- * 25. L'Amour, Louis

Box 290

1. McGrath, Thomas

- *2. Rolvaag, Ole E.
- *3. Sevaried, Eric
- 4. Welk, Lawrence
- *5. Norweigan American 1985
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- 8. Norweigan Society
- *9. Vesterheim
- 10. The Nordlander
- *11. Viking Times
- *12. Scandinavia Today
- *13. Bergman, Ingrid
- *14. Dunsieith Centennial 1982

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- *1. Bottineau County 50th Anniv. 1934
- 2. Bottineau County Diamond Jubilee 1959
- 3. Bottineau County Centennial 1984
- 4. City of Maxbass 50th Anniv. 1955
- *5. City of Maxbass 75th Anniv. 1980
- 6. Four Corners School 1918-1925
- *7. Maxbass High School
- 8. Renville Church
- *9. Grace Methodist Church
- 10. American Hort. Soc. 60th Anniv.
- 11. Waldorf Astoria 50th Anniv.
- 12. Bachman Centennial
- *13. Gloeckner - 50th Anniv.
- *14. SAF Centennial 1984
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Box 292

- *1. County Schools
- *2. North Dakota
- *3. Kew
- *4. NDSU Alumni
- 5. The People of Bottineau County 1884-1984
- 6. Historical Highlights of Bottineau County

Box 293

- 1. Prairie Past and Mountain Memories - A History of Dunsieith N. Dakota 1882-1982
- *2. Japanese American Evacuation 1942
- *3. Japanese Americans
- 4. People to People Bibliography

Box 294

1. People to People Background
2. People to People Misc.
3. People to People Misc.
4. People to People
5. People to People
- *6. People to People Travel
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3. Mothers Day 1980
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2. Gussty Fossum 1981
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4. Blacker, Charles
5. Fossum, Burdell
6. Fossum, Clyde
7. Fossum, Dean

Box 298

- *1. Fossum, Gladys
2. Fossum, Loretta
3. Fossum, Ruth
4. Fossum, Sheldon
5. Fossum, Stanley

6. Nichol森, Jean
7. Watland, Dwight
8. Watland, Geraldine
9. Taxes 1955
10. Taxes 1956
11. Taxes 1957
12. Taxes 1958
13. Taxes 1959
14. Taxes 1960

Box 299

1. Taxes 1961
2. Taxes 1962
- *3. Taxes 1963
4. Taxes 1964
5. Taxes 1965
6. Taxes 1966
7. Taxes 1967
8. Taxes 1968
9. Taxes 1969
10. Taxes 1970
11. Taxes 1971
12. Preparation for Tax Return 1971
13. Taxes 1972
14. Preparation for Tax Return 1972
15. Taxes 1973
16. Preparation for Tax Return 1973
17. Taxes 1974

Box 300

1. Preparation for Tax Return 1974
2. Taxes 1975
3. Preparation for Tax Return 1975
4. Taxes 1976
5. Preparation for Tax Return 1976
6. Taxes 1977
- *7. Preparation for Tax Return 1977
8. Taxes 1978
- *9. Preparation for Tax Return 1978

Box 301

1. Taxes 1979
2. Preparation of Tax Return 1979
- *3. Tax Review 1979
4. Taxes 1980
- *5. Preparation for Tax Return 1980
6. Tax Review 1980
7. Taxes 1981
8. Preparation for Tax Return 1981
9. Preparation for Tax Return 1981

Box 302

- *1. Taxes 1982
- *2. Preparation for Tax Return 1982
3. Preparation for Tax Return 1982
4. Taxes 1983
- *5. Preparation for Tax Return 1983
6. Preparation for Tax Return 1983
7. Travel 1945-1949
8. Expense Accounts 1949
9. Expense Accounts 1950
10. Expense Accounts 1951
11. Expense Accounts 1952
12. Expense Accounts 1953
13. Expense Accounts 1954
14. Expense Accounts 1955

Box 303

1. Expense Accounts 1956
2. Expense Accounts 1957
3. Expense Accounts 1958
4. Expense Accounts 1959
5. Expense Accounts 1960
6. Expense Accounts 1961
7. Expense Accounts 1962
8. Expense Accounts 1963
9. Expense Accounts 1964
10. Expense Accounts 1965
11. Expense Accounts 1966
12. Expense Accounts 1967
13. Expense Accounts 1968
14. Expense Accounts 1969
15. Expense Accounts 1970
16. FTD Account 1971
17. FTD Expense Account 1971
18. PKG Accounts 1971
19. Misc. Accounts 1971
20. MTF Expense Accounts 1971
21. Business Papers 1971
22. Business Papers Prior to 1971
23. FTD Account 1972

Box 304

- *1. FTD Expense Account 1972
2. PKG Account 1972
3. Misc. Account 1972
4. MTF Expense Account 1972
5. Business Papers 1972
6. FTD Account 1973
7. FTD Expense Account 1973
8. PKG Account 1973

9. SAFE Account 1973
10. Misc. Account 1973
11. MTF Expense Accounts 1973
12. Misc. Business Papers
13. FTD Account 1974
14. FTD Expense Account 1974
15. PKG Account 1974
16. MFF Account 1974

Box 305

1. Misc. Accounts 1974
2. Misc. Business Papers 1974
3. FTD Account 1975
4. FTD Expense Account 1975
5. PKG Account 1975
6. Misc. Accounts 1975
7. Misc. Business Papers 1975
8. Edward Gottlieb & Assoc. 1975
9. FTD Account 1976
10. PKG Account 1976
11. MFF Account 1976
12. Misc. Expense Accounts 1976
13. Misc. Accounts 1976
14. FTD Expense Accounts 1976
- * 15. Europe 1976
16. Rent 1976
17. C & P 1976
18. Stenographic and Printing 1976
19. Postage 1976
20. Office Supplies 1976
21. Books and Publications 1976
22. Misc. Business Papers 1976

Box 306

1. FTD Account 1977
2. PKG Account 1977
3. Misc. Account 1977
4. FTD Expense Accounts 1977
5. Misc. Expense Accounts 1977
6. MFF Account 1977
7. C & P 1977
8. Answering Service 1977
9. Stenographic 1977
10. Printing 1977
11. Postage 1977
12. Office Supplies 1977
13. Books & Publications 1977
14. Misc. Business Papers 1977
15. FTD Account 1978

16. Misc. Accounts 1978
17. FTD Expense Accounts 1978
18. Misc. Expense Accounts 1978
19. MFF Account 1978
20. C & P 1978
21. Answering Service 1978
22. Stenographic 1978
23. Printing 1978
24. Postage 1978
25. Books and Publications 1978
26. Office Supplies 1978
27. Misc. Business Expenses 1978
28. FTD Account 1979
29. Misc. Accounts 1979
30. FTD Expense Accounts 1979
31. Misc. Expense Accounts 1979
32. MFF Account 1979
33. Answering Service 1979
34. C & P 1979
35. Stenographic 1979
36. Printing 1979

Box 307

1. Postage 1979
2. Office Supplies 1979
3. Books and Publications 1979
4. Misc. Business Expenses 1979
5. FTD Account 1980
6. Misc. Accounts 1980
7. FTD Expense Accounts 1980
8. MFF Expense Accounts 1980
9. Misc. Expense Accounts 1980
10. Answering Service 1980
11. C & P 1980
12. Stenographic Clerical 1980
13. Postage 1980
14. Books and Publications 1980
15. Printing 1980
16. Office Supplies 1980
17. Misc. Business Expenses 1980
18. Misc. Personal 1980
19. FTD Account 1981
20. Misc. Accounts 1981
21. FTD Expense Accounts 1981
22. MFF Expense Accounts 1981
23. Misc. Expense Accounts 1981
24. Special Expense Accounts 1981
- *25. Answering Service 1981

26. C & P 1981
27. Stenographic & Clerical 1981
28. Printing 1981
29. Postage 1981
30. Books and Publications 1981

Box 308

1. Office Supplies 1981
2. Misc. Bus. Expense 1981
3. Personal 1981
4. FTD Account 1982
5. Misc. Account 1982
6. FTD Expense Account 1982
7. Misc. Expense Account 1982
8. MFF Expense Account 1982
9. Special Expense Account 1982
10. Answering Service 1982
11. C & P 1982
- *12. Stenographic Clerical 1982
13. Printing 1982
14. Postage 1982
15. Office Supplies 1982
16. Books and Publications 1982
17. Misc. Business Expense 1982
18. Personal 1982
19. FTD Account 1983
20. FTD Expense Accounts
21. Misc. Accounts 1983
22. Misc. Expense Accounts 1983
23. MFF Expense Accounts 1983
24. Special Expense Account 1983
25. C & P 1983
26. Stenographic and Clerical 1983
27. Printing 1983
28. Postage 1983

Box 309

1. Books and Publications 1983
2. Office Supplies 1983
3. Misc. Business Expenses 1983
4. Misc. Expenses 1983
- *5. Medical 1983
6. Income Account 1984
7. Expense Accounts 1984
8. Medical Records 1984
9. Books and Publications 1984
10. Misc. Expenses 1984
11. Prep. of Tax Return 1984
12. **MFFF Background**

13. FTD-SAF Research Advisory Committee 1969
14. FTD-SAF Research Advisory Committee 1970
15. MTF Proposal for Research Activity 1971

Box 310

1. MTF Work Record for 1971 Jan. 1972
2. SAFE 1972
3. MTF Proposal for Research Activity 1972
4. Proposed Agribusiness Research Inst. Chicago Nov. 1972
5. Proposed Agribusiness Research Inst. Columbus Jan. 1973
6. Ornamental Crops Committee Grand Rapids March 1973

Box 311

1. **MFFF and SAFE Role**
2. SAFE 1969
- *3. SAFE 1970
4. SAFE 1971
5. SAFE 1972
6. SAFE 1973
7. Trends in Commercial Floriculture Crop Production and Distribution - A Statistical Compendium for the U.S. 1945-1970
8. **MFF 1972-1973**
9. Marketing Facts for Floriculture 1972
- *10. Marketing Facts for Floriculture 1973
11. Marketing Facts for Floriculture 1973

Box 312

1. **MFFF Compendium**
2. Census of Business 1967
- *3. Census of Agriculture 1970
4. Compendium Progress Reports 1973
- *5. Compendium Release 1973
6. Compendium Announcement 1973
7. Compendium Responses 1973
8. Compendium G.L. Smith Correspondence 1973
9. MFF Chicago Nov. 20, 1973
10. MFF Columbus Jan. 5, 1974
11. MFF Washington Feb. 27, 1974
12. MFF Omaha July 26, 1976
13. MFF Announcement Release
14. MFF Organization

Box 313

- *1. MFF Press
2. MFF Solicitation
3. MFF Account 1975
4. MFF Account 1976
5. MFF Account 1976
6. MFF Account 1976
7. MFF Account 1976
8. MFF Reports

9. MFF Letterhead 1970-1973
10. MFF Letterhead 1974-1976
11. MFF Letterhead 1977
12. MFF Letterhead 1980

Box 314

1. Appointments 1976
2. Appointments 1977
3. Appointments 1978
4. Appointments 1979
5. Appointments 1980
6. Appointments 1981
7. Appointments 1982
8. Appointments 1983
9. Appointments Book 1983
10. Appointments 1984
11. Office Move 1976
- *12. Office Move 1979
13. Change of Address
14. Office Equipment
15. Correspondence
- *16. Charity USA by Carl Bakal (Book)

Box 315

1. Predicasts 1974 Annual Cumulative Edition Issue #5, Published July 31, 1974
2. Predicasts Basebook Published Nov. 27, 1974
- *3. Findex - The Directory of Market Research Reports Studies and Surveys 1980 Second Edition Completely Revised (see oversize)
- *4. 1979 Survey of Buying Power Forecasters Handbook (see oversize)

Box 316

1. Marketing & Economics Guide 1973-1974 Sections I thru Section III
2. Marketing Problem Solver 1977 Second Edition
3. The Foundation Directory 1960 (Book)

Box 317

- 1-8 Cancelled Checks - Oct. 1955 - Dec. 1962 (8 envelopes)

Box 318

- 1-10 Cancelled Checks - Jan. 1963 - Dec. 1972 (10 envelopes)

Box 319

- 1-10 Cancelled Checks - Dec 1972 - Dec. 1977 (10 envelopes)

Box 320

- 1-6 Cancelled Checks Jan. 1978 - Dec. 1980 (6 envelopes)
7. Checkbook Registers (no date) (1 envelope)

Box 321

- 1-6 Cancelled Checks - Dec. 1980 - Sept. 1983 (6 envelopes)
7. Checkbook Register 1981 (1 envelope)
8. Checkbook Register 1982 (1 envelope)

Box 322

- *1. Ornamental Crops National Market Trends Vol. XIII No. 1-52 San. Francisco Calif. (see oversize)
- *2. Ornamental Crops National Market Trends Vol. XIV No. 1-52 San. Francisco Calif. (see oversize)
- *3. Ornamental Crops National Market Trends Vol. XV No. 1-37 San. Francisco Calif. (see oversize)
- *4. FTD Family Aug. 1983 Vol 2 No. 8
- *5. Produce and Floral Retailing Feb. 1982
- *6. Produce and Floral Retailing March 1982
- *7. Produce and Floral Retailing May 1982
- *8. Produce and Floral Retailing June 1982
- *9. Produce and Floral Retailing Aug. 1982
- *10. Produce and Floral Retailing Sept. 1982
- *11. Produce and Floral Retailing Oct. 1982
- *12. Produce and Floral Retailing Jan. 1983
- *13. Produce and Floral Retailing Feb. 1983
- *14. Floral Mass Marketing Sept. 18, 1982
- *15. Floral Mass Marketing Oct. 9, 1982
- *16. Floral Mass Marketing Nov. 13, 1982
- *17. Floral Mass Marketing Dec. 11, 1982
- *18. Floral Mass Marketing Jan. 22, 1983
- *19. Floral Mass Marketing Feb. 19, 1983
- *20. Floral Mass Marketing March 12, 1983
- *21. Floral Mass Marketing April 9, 1983
- *22. Floral Mass Marketing May 14, 1983
- *23. Floral Mass Marketing June 18, 1983
- *24. Floral Mass Marketing Aug. 20, 1983
- *25. Floral Mass Marketing Sept. 10, 1983
- *26. Misc. Statistical Charts and Graphs (see oversize)
- *27. American Security and Trust 1974
28. American Security Bank - Checking
- *29. American Security Bank - Loan
30. American Security Bank - MFF
31. American Security Bank - Savings
- *32. American Security and Trust Retirement 1977
- *33. American Security Bank - Keough

Box 323

1. American Express Company
- *2. American Express
3. Bartlette, Joseph
- *4. Berkshire House
5. Berkshire House
- *6. Berkshire Food and Drug

- *7. Central Charge Services
- 8. Campbells
- 9. Cardinal Petroleum Company
- 10. The Chase Manhattan Bank
- *11. Chatman B.R. Jr.
- *12. C & P Telephone Berkshire

Box 324

- *1. Credit Card Identifies
- *2. To NAL
- 3. Diners Club
- 4. Diners Club
- 5. FTD Credit Union
- 6. Fisher, Leo
- 7. Gaslight Club
- 8. Ginns
- 9. Ginns
- 10. Greater Washington Agency
- *11. Greenbelt Consumer Services
- 12. IBM

Box 325

- 1. Industrial Bank of Commerce
- 2. James, Fred S.
- 3. Mutual of Omaha
- 4. Jennings Memorial Hospital
- 5. John Ivory & Takoma Storage 1973
- 6. Leland House
- 7. McLachlen Banking Corp.
- 8. National Bank of Detroit
- 9. National Insurance Co.
- 10. Peoples State Bank
- 11. Seaboard Finance Company
- 12. Security Storage Company
- 13. Security Storage
- *14. Smithy, H.G. Property Co.
- *15. Smithy - Braedon Property Co.
- *16. 221 East 50th Street N.Y.C.
- 17. Upper Avenue National Bank
- 18. Visa
- *19. Warmer, B.H. 1977
- 20. Wiznitzer Sublet 1950

Box 326

- *1. Floriculture 1986
- 2. Floriculture 1985
- 3. Floriculture 1985
- *4. Floriculture 1985

- Box 327**
- *1. Floriculture 1984
 - 2. Floriculture 1984
 - 3. Floriculture 1984
 - 4. Floriculture 1984
- Box 328**
- *1. Floriculture 1983
 - 2. Market News Florist Review 1985
 - 3. Holland Flower Council
 - 4. FTD Org. Directory 1984
 - *5. Misc. International
 - 6. Conference Board - Centrally Planned Economics
 - 7. Roses Inc. ITC 1983
 - 8. Roses Inc. ITC 1983
 - 9. Roses Inc. ITC 1983
 - 10. Geo J. Ball Inc.
- Box 329**
- 1. People to People Journal of Tropical Agric. Professional Activities
 - 2. Associates of NAL - Twentieth Century Agriculture
 - 3. Science Magazine
 - 4. Moretz, James - Posey Boquet Holders
 - 5. Checkbook - Price Fighter
 - *6. Washington Consumer Checkbook
- Box 330**
- 1. Sibley, John G. Directory of Research Skills in Floriculture
 - 2. Merrill Lynch Economics
 - 3. Geralis, George
 - *4. Gude, Gilbert
 - *5. USDA Market News 1985
 - *6. USDA Crop Estimates 1985
 - 7. Miller, Marvin U.S. Cut Flower Industry
 - *8. Bench Mark - Gloeckner
 - 9. **Anniversary or Commorative Publications**
 - 10. Time 60th Anniversary Issue
 - 11. 1984 SAF Member Resource Catalog
 - 12. World Flower Trade Magazine Volume I No. 1 Sept. 1984
 - 13. Growers Review Quarterly Spring 1986
 - 14. Florist Review Dec. 1984 & May 1986
 - 15. SAF 1984 Volume 1 No. 1-6
- Box 331**
- 1. SAF 1984 Volume 1 No. 8, 10, 11, & 12
 - 2. SAF 1985 Volume 2 No. 4-6
 - 3. SAF 1986 Volume 2 No. 12

4. SAF 1986 Volume 3 No. 1-3
5. Petals Catalog
6. The New Yorker March 18, 1985
7. American Rock Garden Society 50th Anniv. 1984
8. To the Author in Search of a Publisher - Vantage Press
9. Harpers 1986
10. National Review 30th Anniv. Issue Dec. 31,1985
11. Esquire Golden Anniversary Issue 1983

Box 332

1. SAF Floral Consumer Rep. 1985
- *2. Marvin Miller Thesis U.S. Cut Flower Industry Volume I 1983
- *3. Marvin Miller Thesis U.S. Cut Flower Industry Volume II 1983
4. Memorabilia
5. Marketing Facts for Floriculture Stamp
6. Truman Fossum Interview 7 1/2 ips Full Track
7. Slides of Statistical Info.
8. Slides of Statistical Info.

Box 333

1. Cassette Tape - Truman Fossum Interview with Bill Gubbins Tape #1 Side 2 Sept. 1979
2. Cassette Tape - Truman Fossum Interview with Bill Gubbins Tape #2 Side 2 Sept. 1979
3. Cassette Tape - Truman Fossum Interview with Bill Gubbins Tape #3 Side 2 Sept. 1979
4. Cassette Tape - Truman Fossum Interview with Bill Gubbins Tape #4 (2nd session Side 1 Sept. 1979)
5. Cassette Tape - Truman Fossum Interview with Bill Gubbins Tape #5 (2nd session Side 2 Sept. 1979)
6. Cassette Tape - Tape II Harvey Ford, Frank Cooper, Dr. Kahn - Quarantine 37
7. Cassette Tape - Tape IV Ken Hurst, Dr. Kahn, Del Delmaree - Quarantine 37
8. Cassette Tape - Tape V Dr. Kahn Questions and Answers End Morning Session - Quarantine 37
9. Cassette Tape - Tape VIII Questions and Answers End of Session Quarantine 37
10. Cassette Tape - C-7 - A Move for Proper Care and Handling - J. Robertson
11. Cassette Tape - C-8 - Mass Marketing and its Effect on Your Business - Jewel Tea
12. Cassette Tape - Comm. Flor. Financial - M.T. Fossum
13. Cassette Tape - Comm. Flor. Financial - M.T. Fossum
14. Cassette Tape - Tape II Interview with 8 Florists

Box 334

1. Fossum Foundation Library 1986
2. Fossum Library Box 334 (a)
3. Fossum Library Box 334 (a)

or

